

The 14th World Congress on Public Health (11th -15th February,2015) featured the International Student Meet on Public Health (ISMOPH), Workshops, Plenary and Concurrent Sessions, Sponsored Thematic Sessions, Oral Paper Presentations, Posters and Exhibition.

The Plenary Session was themed as below:

- i. Defining the role of public health in today's global setting
- ii. Public Health in the sustainable development agenda
- iii. Public Health approaches to address new challenges of sustainable development & healthy environment
- iv. Global Public Health challenges
- v. Human Rights and Law as tools for sustainable development.



The Knowledge Products (KPs) displayed covered:

- i. Arresting Artemisinin Resistance: Key to sustain gains in reducing malaria deaths
- ii. Social marketing and franchising for universal health care
- iii. Pharmaceutical quality systems in the context of exports from India to African countries
- iv. Impact of Merger & Acquisitions In Indian pharma industries on production, access and pricing of Drugs
- v. Affordable, World-Class Phototherapy for Neonatal Jaundice

The KPs were discussed and shared with national and international public health delegates from Governments, international organizations, agencies and global think tanks.

Participation in the Five Day Exhibition

The exhibition was organized in collaboration with UK Trade & Investment, British Deputy High Commission in Kolkata from 11th -15th February. Over 200 public health professionals from many countries like Nigeria, South Africa, USA, UK, Bulgaria, Nepal, Ethiopia, China and Taiwan visited the KPP exhibition stall and took the displayed KPs for reading and further reference. The profile of the visitors comprised academicians, students, practitioners, activists and policy working in the area of public health.

Presentation on 15th February

A presentation on the Impact of Merger & Acquisitions in Indian Pharma industry on production, access and pricing of Drugs was delivered by Dr. Dinesh Agarwal, Policy Lead, KPP Health & Disease work-stream in the 10.30 to 12.00 session on 15th Feb at PC Mahalanobis Hall, Science City, Kolkata. The Chairperson of the session highlighted the relevance of this presentation in his comments. The questions during discussions after the presentation mainly inquired of the reasons for low R&D spending post-acquisition, and barriers to penetration among Tier-III towns.

The presentation generated a lot of interest in the audience who later had elaborate discussions with Dr. Dinesh on the issue.



Conclusion

The World Congress on Public Health served as an effective knowledge dissemination platform for the work done under the Health and Disease Control work stream of the KPP. More so, as the projects based around pharma policies, low cost medical devices and artemisinin resistance are extremely relevant and emerging public health challenges, the knowledge products and related issues received due attention among public health experts from around the world. Interest was evinced to receive e-newsletters not only for the health but also food security work stream under the KPP. Ideas for innovation in affordable healthcare have been received over email from researchers in IIT, Bombay.

