



## ***Sanofi partners with PVR Nest for innovative 'Healthy Children, happy children' initiative***

- *Will jointly reach out to 2,00,000 children making this the largest student-led health campaign*
- *The initiative will utilize non-authoritarian creative techniques in the schools, using art and cinema to make children's health education real, innovative and participatory*

**Mumbai, November 21, 2013:** In the week following Children's Day celebrations in India, Sanofi India Limited joined hands with PVR Nest (the social program and registered foundation of India's largest film entertainment company PVR Limited) for its 'Healthy children, happy children' initiative to launch India's largest student-led campaign on children's health.

The largest in its outreach and scope so far, the program titled CineArt 'Healthy children, happy children' will bring together leading Indian pediatricians, with NGOs and artists in the field of creative learning, to mentor 2,00,000 school children from 200 schools (an equal mix between Public/Private held schools and NGO/ Community schools) in 4 cities—Mumbai, Delhi, Chennai, and Hyderabad, on critical aspects of children's health.

Schools provide the most ideal platform to raise awareness, train teachers and students, and through them—parents and community members, on important issues pertaining to health--disease prevention and health awareness. By utilizing non-authoritarian and creative techniques in schools using art and cinema, the program endeavors to make children's health education real, innovative and participatory.

600 health workshops using experiential learning methodologies like puppetry, theatre, storytelling and capacity building exercises, will be tapped to sensitize children on relevant health topics like hygiene, environment, play and exercise, disability and discrimination, vaccination, ergonomics, among others.

Speaking at the launch event in Mumbai, Joanna Potts, Commercial Operations Officer (COO)-Sanofi India stated, "Over the years, Sanofi has provided medication and healthcare tools to address numerous fundamental childhood health issues, from routine to life-threatening. Through our new 'Healthy children, happy children' initiative, we aim to diversify and adapt our healthcare offer to young Indian patients, with innovative products, services and awareness initiatives. We are delighted to partner with PVR Nest for a first-of-its-kind interface between pediatricians, NGOs and artistes for this innovative, year-long school awareness program on health. We are looking forward to seeing children-in-action during the school health workshops, and also, during the making of original 'Healthy children, happy children' health films and publication."

One of the significant outcomes of this year-long creative and collaborative educational programme on child health will be the formation of around **200 'Healthy children, happy children' School Clubs**. The clubs will have an outreach within schools, as well as to parents and communities outside, to sustain health education and awareness. Another key achievement of the program is the film making process wherein eminent film makers will be training selected students from shortlisted schools, to make **original health films**. These would be proudly screened by PVR cinemas across the country to reach millions of movie goers with key messages on children's health.

The launch event at Mumbai was attended by leading Mumbai pediatricians, school founders & students of the 50 participating schools, and graced by Nagesh Kukunoor, eminent Indian film-maker and script writer as the Chief Guest. Special Guests and speakers also included Dr. Keya Lahiri, Professor and Head of Pediatrics at Padmashree Dr. D. Y. PATIL College, Hospital and Research Centre, Mumbai, Manish Paul, actor and Sophie Choudry, actor and singer.

The program opened with an original children's theatre production on health, and also saw the launch of a special campaign film featuring children, to drive home the message of health.

Talking about this initiative, Mr. Renaud Palliere, CEO- International Business, PVR said "At PVR Nest, we are continuously looking at addressing core issues that affect the communities that we live in and thus uphold our commitment towards urban sustainability. We are extremely happy to partner with Sanofi India to create education and action on the very important issue of Children's health. We look forward to developing a sustained partnership with India's leading pediatricians, schools and experts who are participating in this program. As a film exhibition company, we will provide the best possible outreach to the original films the students will make during this campaign, through our presence in 37 cities country wide".

#### **About Sanofi and PVR Nest's *CineArt Healthy children, happy children* initiative:**

- School outreach program in Mumbai, Delhi, Chennai, and Hyderabad to mentor 2,00,000 children
- Outreach to an equal mix of Public/Private held schools and NGO/ Community schools
- Six hundred creative knowledge sessions and health workshops
- Formation of 200 'Healthy children, happy children' health clubs
- Students to share key-learnings in creative formats such as posters, drawings, skits and plays
- The best creative entries to feature in the first ever original children's publication on Health
- Eight winning school teams (chosen on the basis of creative entries) to be trained on film making by eminent film makers; children to make films on chosen health themes
- Further to the Grand finale, three 'best' health films will be screened at 100 PVR Cinema Screens across India for six months

#### **About Sanofi**

Sanofi, an integrated global healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and the new Genzyme. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

Present in India since 1956, the Group currently operates through five entities in the country – Sanofi India Limited (previously known as Aventis Pharma Limited), Sanofi-Synthelabo (India) Limited, Sanofi Pasteur India Private Limited, Shantha Biotechnics Limited and Genzyme India Private Limited.

#### **About PVR/PVR Nest**

PVR Nest is the social program and registered foundation of India's most premium and largest film Exhibition Company PVR Limited. The foundation was set up to build programs for the necessitous children and to develop capacities of children from urban schools through cinema and art. PVR Nest operates in a socially responsible and ethical manner through varied collaborations with associations, organizations and Government bodies.

PVR Nest has been able to establish cinema and art as a viable & productive medium for education amongst 3,00,000 urban school children through its program *CineArt*. This is an effective non-authoritarian model of education amongst impressionable minds about urban sustainability issues of conservation, heritage, road safety & health through capacity & skill building exercises. This program

has received the highest accolades from AajTak Care Awards'2012 and Global Green Awards, London'2010.

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