

Novartis selected as a finalist in PR News' CSR Awards for Arogya Parivar initiative ^[1]

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Novartis has been selected as a finalist for the 2013 PR News' CSR Awards in the category "Social Good" for its Arogya Parivar initiative.

Arogya Parivar ("healthy family" in Hindi) is a for-profit social initiative developed by Novartis to reach the underserved millions living at the bottom of the pyramid in rural India. Arogya Parivar has proven to be both a force for improving health in rural communities and a sustainable business.

The program works to provide access to health education and to affordable medicines in a sustainable way. From 2010 to 2013, the program reached more than 10 million people with health education in India, with expansion in late 2012 and 2013 to other countries around the world.

The PR News CSR Award winners will be honored at a special CSR Awards Luncheon on April 7 in Washington DC.

[Learn more about Arogya Parivar and other Novartis social ventures.](#) ^[2]

[Read more about the PR News' CSR Awards.](#) ^[3]

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