

World Antibiotic Awareness Week aims to increase awareness of global antibiotic resistance and to encourage best practices among the general public, health workers and policy makers to avoid the further emergence and spread of antibiotic resistance.

A global action plan to tackle the growing problem of resistance to antibiotics and other antimicrobial medicines was endorsed at the Sixty-eighth World Health Assembly in May 2015. One of the key objectives of the plan is to improve awareness and understanding of antimicrobial resistance through effective communication, education and training.

CERC-ENVIS centre along with Consumer Education and Research Centre participated in the awareness week (14-20 November 2016) to make people aware and reached to different outlets like KFC, Mc Donald's, Pizza Hut.

