CCRH Organises National Campaign on Antimicrobial Resistance to Promote Responsible Antimicrobial Use

Union Minister Shri Prataprao Jadhav Calls for Collective Action, Greater Public Awareness and Stronger Research to Combat AMR

CCRH Launches Dedicated AMR Webpage and Releases Bilingual Awareness Booklet

Posted On: 19 NOV 2026 3:28PM by PIB Delhi

The Central Council for Research in Homoeopathy (CCRH), under the Ministry of Ayush, organised a National Campaign on Antimicrobial Resistance (AMR) in New Delhi today to promote responsible antimicrobial use, strengthen public awareness, and highlight the importance of scientific research and coordinated action. The campaign was organised under the theme “One Health, One Action: Prevent AMR Now” with the tagline “Act Together. Fight AMR. Protect the Future.”



Addressing the gathering, Shri Prataprao Jadhav, Union Minister of State (Independent Charge), Ministry of Ayush, and Minister of State, Ministry of Health and Family Welfare, emphasised that antibiotics should not be used indiscriminately and are not required for every illness. He noted that antibiotics are ineffective against viral infections such as the common cold and flu. However, self-medication, use of leftover medicines and consumption of antibiotics without medical advice contribute to the growing challenge of AMR.

Referring to the message of Prime Minister Shri Narendra Modi during his Mann Ki Baat address on 28 December 2025, Shri Prataprao Jadhav reiterated: “Do not take antibiotics without a doctor's advice.” He underscored that public awareness and collective responsibility are essential to promoting the judicious use of medicines.



Highlighting four key priorities to address AMR, Shri Jadhav called for the judicious use of antibiotics strictly on medical prescription and completion of the prescribed course; strengthening infection prevention through clean drinking water, hand hygiene, sanitation, food safety and vaccination; enhancing research, laboratory infrastructure and surveillance systems; and integrating AMR and rational medicine use into medical education and the training of healthcare professionals.

Ms. Alarmelmangai D., Joint Secretary, Ministry of Ayush, delivered the special address, highlighting the potential of the Ministry of Ayush to contribute significantly through its research institutions, clinical networks and academic activities. Appreciating CCRH’s initiative, she noted that the Council has taken steps to transform AMR awareness activities from annual observances into a sustained, structured and comprehensive national campaign.

Dr. Subhash Kaushik, Director General, CCRH, outlined the Council's initiatives and research perspectives on AMR. He highlighted ongoing efforts in research, awareness generation, capacity building and institutional collaboration to strengthen scientific understanding and stakeholder engagement.



Dr. Preetha Kizhakkuttil, Advisor (Homoeopathy), Ministry of Ayush; Dr. Tarkeshwar Jain, Chairperson, National Commission for Homoeopathy (NCH); and Dr. K. C. Muraleedharan, Deputy Director General, CCRH, were also present on the occasion, along with senior officials from the Ministry of Ayush, NCH and CCRH.

A key highlight of the programme was the launch of a dedicated CCRH webpage on Antimicrobial Resistance and the release of a bilingual AMR Awareness Booklet. These initiatives aim to improve access to reliable information, enhance public understanding and encourage responsible antimicrobial practices.

The programme also featured the administration of an AMR Pledge, reaffirming the collective commitment to responsible antimicrobial use and efforts to prevent and contain antimicrobial resistance.



Antimicrobial resistance occurs when microorganisms, including bacteria, viruses, fungi and parasites, develop resistance to medicines designed to combat them, making infections increasingly difficult to treat. AMR poses a significant public health challenge and requires coordinated action across human health, animal health, agriculture and environmental sectors under the One Health approach.

The campaign underscores the Ministry of Ayush and CCRH's commitment to strengthening research, expanding public awareness and promoting responsible antimicrobial practices through coordinated stakeholder engagement to address the growing challenge of AMR.

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