

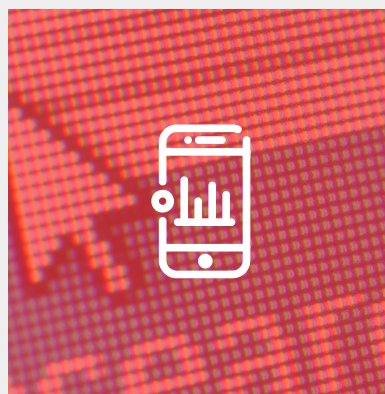
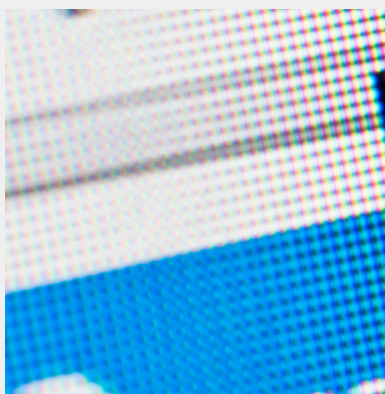
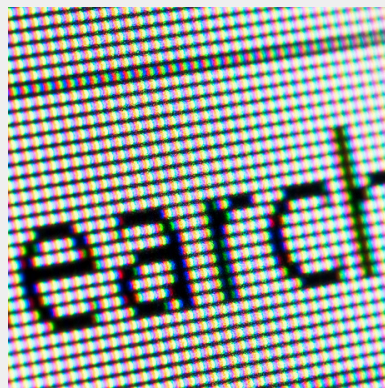
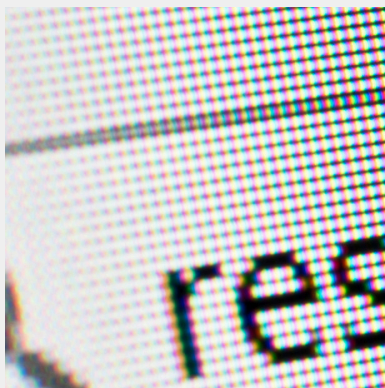
Annual Report

2024-25



Research | Evidence Implementation | Capacity Building
| Co-production | Policy Engagement

Hub of Innovation in Public Health Research



About Us

Established in 2017 and formally inaugurated in 2022, the Centre for Public Health Research (CPHR) serves as the research arm of the Manbhumi Ananda Ashram Nityananda Trust. Over the years, CPHR has emerged as a leading institution in public health research, impact evaluation, and economic analysis, grounded in methodological rigor and policy relevance.

A major milestone for the Centre has been its recognition as a Doctoral Training Centre affiliated with the Manipal Academy of Higher Education (MAHE), affirming its role in academic excellence and research mentorship. CPHR also achieved international recognition as a JBI Affiliate Centre for Evidence Synthesis and Implementation in Indigenous Health, becoming the first centre worldwide dedicated to this specialized area.

During this period, CPHR was selected as a Regional Institute for Capacity Building and Evaluation (RICE) under the Saksham Pramaan initiative, implemented with the Tata Institute of Social Sciences (TISS) under the National AIDS Control Programme (NACP). This designation strengthened the Centre's contribution to national monitoring and evaluation systems and professional capacity development.

CPHR's interdisciplinary team conducted impact evaluations and implementation research across key thematic areas, including tobacco control, tuberculosis, NTDs, anaemia, nutrition, maternal and child health, AMR, One Health, HTA, and climate-related programs. The Centre applied experimental and quasi-experimental methods, supported by qualitative process evaluations, to generate robust and actionable evidence.

Through strong collaborations with government bodies, UN agencies, international organizations, and academic partners, CPHR continued to advance evidence-based decision-making and contribute meaningfully to public health policy and practice.





Our mission:

The principal mission of the Centre for Public Health Research (CPHR) is to advance research, implementation, evaluation, and evidence synthesis in the domains of public health, climate change, and social sciences. The Centre is committed to generating both quantitative and qualitative evidence to promote and protect the health and well-being of populations in low- and middle-income countries (LMICs), with the overarching goal of preventing diseases and reducing morbidity.

To achieve this, CPHR focuses on producing and disseminating new knowledge across a wide range of thematic areas, including infectious and non-communicable diseases, Indigenous health, One Health, environmental health, socio-economic determinants of health, and health surveillance. In addition, policy-focused research forms a core component of the Centre's activities, aiming to inform evidence-based decision-making and support the development of effective public health strategies.

Through its multidisciplinary approach, the Centre strives to inform policy, improve practice, and contribute meaningfully to global health equity.

Our vision:

CPHR envisions promoting and protecting the health and well-being of vulnerable communities through evidence-based research and development initiatives. In pursuing this vision, the Centre upholds the highest respect for diversity in ethnicity, religion, caste, creed, cultural context, and community perspectives.

Our work is grounded in a commitment to amplifying the voices, choices, and identities of all people, with a particular emphasis on Indigenous populations and other historically marginalized groups.



Message from Chief Executive



Dear Readers,

It is both a privilege and an honour to share the achievements of the Centre for Public Health Research (CPHR) over the past years. We have made significant strides in expanding the boundaries of knowledge through research, implementation, impact evaluations, and systematic reviews in public health and social science, with a focus on low- and middle-income countries.

Staying true to our vision, we have consistently pursued innovative research and explored emerging topics and concepts throughout the year. At the heart of our work lies a strong commitment to collaboration. Every project undertaken at CPHR is a testament to the collective efforts of our dedicated researchers, whose interdisciplinary approach has fostered a vibrant and original research environment.

This Annual Report highlights the tangible impact of our work across both research and the social sectors. It reflects our continued commitment to generating meaningful change through evidence-based interventions and knowledge dissemination.

As we look to the future, our vision remains clear and ambitious. We will continue to push boundaries with curiosity, rigour, and purpose—contributing to the global knowledge base and addressing pressing public health challenges.

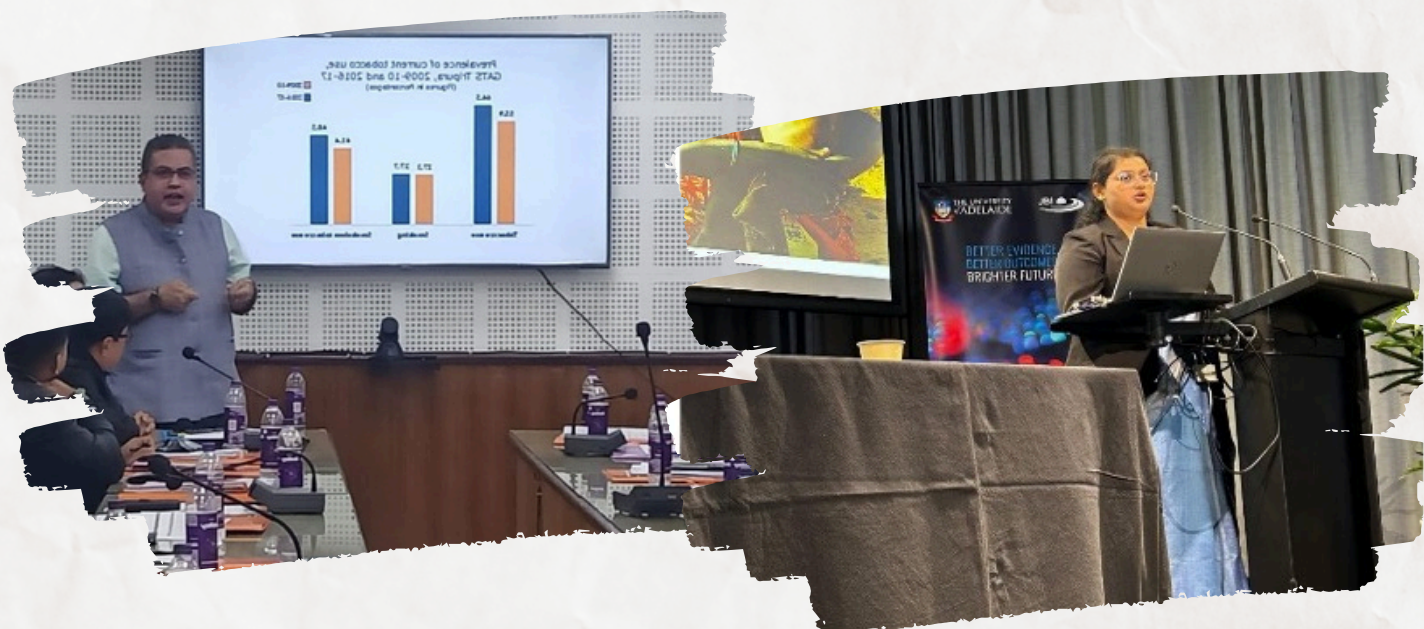
Thank you for being an essential part of our journey.

Dr. Nirmalya Mukherjee
Chief Executive, CPHR, MANT
Director, Evidence Synthesis and
Implementation: A JBI Affiliated Centre
MANT, Kolkata



Highlights

2024





Tobacco Control



MANT has been actively engaged in tobacco control initiatives in West Bengal since 2005 and was recognized as the Best NGO in Tobacco Control at the 5th National Conference on Tobacco or Health (2021). Tobacco control remains a core focus area of CPHR since its inception.

Publications:

1. Return on Investment of Tobacco Control Measures: A systematic review protocol
2. Tobacco Product Litter as a Form of Post-Consumption Marketing: An observational study in India
3. Opportunity Cost of Tobacco Consumption on Household Nutrition in India: A state-level analysis

Hindustan Times published the article “Tobacco litter: Polluting the environment” on 12th July, 2024.

In 2025, CPHR is engaged in understanding the new landscape of the tobacco market through novel emerging products.

Workshops, Conferences, and Consultations:

1. National Dissemination Workshop on Documenting Life Cycle of Bidi Trade and Bidi Industry Tactics, New Delhi, 1st March 2024
2. State Level Inception Workshop on Stronger Tobacco Control Measures, Odisha, 30th July 2024

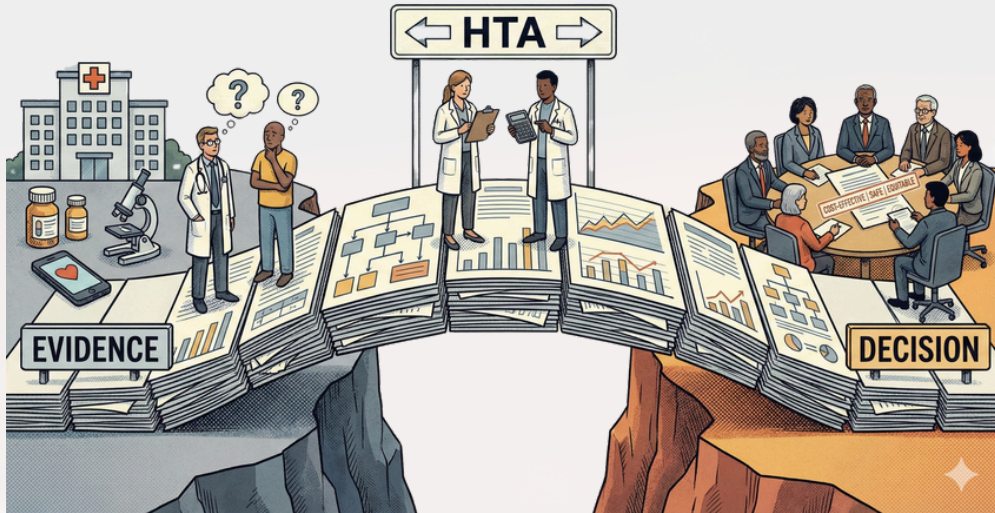


3. One-day Consultation on Progress, Planning and Priorities for Tobacco Control in India, New Delhi, 26th July, 2024
4. SouthAsia Regional Leadership Programme, John Hopkins University, Colombo, Sri Lanka, 9th to 13th December, 2024

5. 6th National Conference on Tobacco or Health: Towards Tobacco-Free India- Audacious Race Against Time, 16th-18th February, 2024
6. State Consultant Meeting for Tobacco Assessment Tool, 30th November 2024- 7th February 2025



Health Technology Assessment Research



The CPHR team brings strong expertise in economic modelling, clinical trials, epidemiology, and biostatistics, with an emphasis on translating evidence into health policy and practice.

Publication (2024):

****Health Technology Assessment for Digital Health Technologies in India: A Framework for Action****

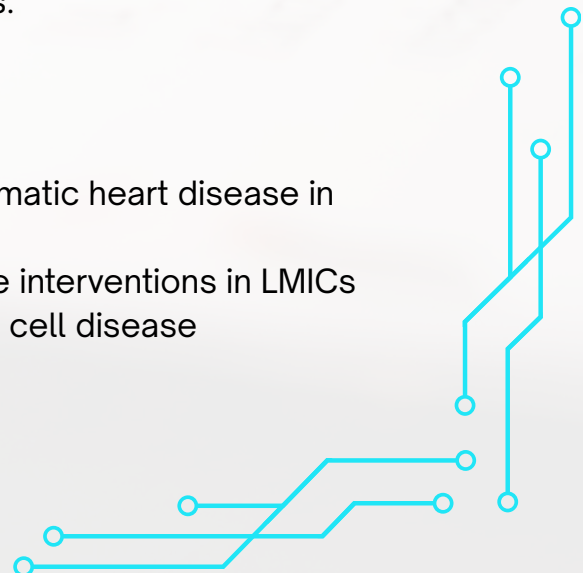


EVIDENCE Synthesis

CPHR conducts systematic and scoping reviews, network meta-analyses, and economic evidence mapping to inform policy decisions.

Completed Studies:

- Return on investment of tobacco control measures
- Cost and cost-effectiveness of treatments for rheumatic heart disease in LMICs
- Economic evaluations of neglected tropical disease interventions in LMICs
- Cost-effectiveness of newborn screening for sickle cell disease



Primary RESEARCH

Primary research remains a major focus, aimed at addressing the needs of vulnerable and underserved populations.

Completed Studies:

- Burden and patterns of infectious diseases among tribal and non-tribal populations of North Bengal
- Perception of human rights in healthcare among tribal young adults in Purulia, West Bengal
- Morbidity patterns among tribal populations based on Mobile Medical Clinic data

Ongoing Studies:

- Nationwide Study to Estimate the Incidence, Mortality, Morbidity, and Economic Burden of Snakebites in India (ICMR) – West Bengal component



An intensive training programme on snakebite incidence was conducted in Kolkata on 30 November 2024 as part of the ICMR project.

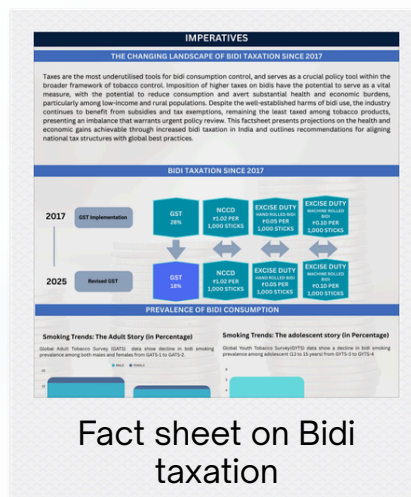
Secondary RESEARCH

Completed Studies:

- Tobacco tax implication factsheets on cigarettes, bidis, and smokeless tobacco



Fact sheet on Cigarette taxation



Fact sheet on Bidi taxation



Public Health

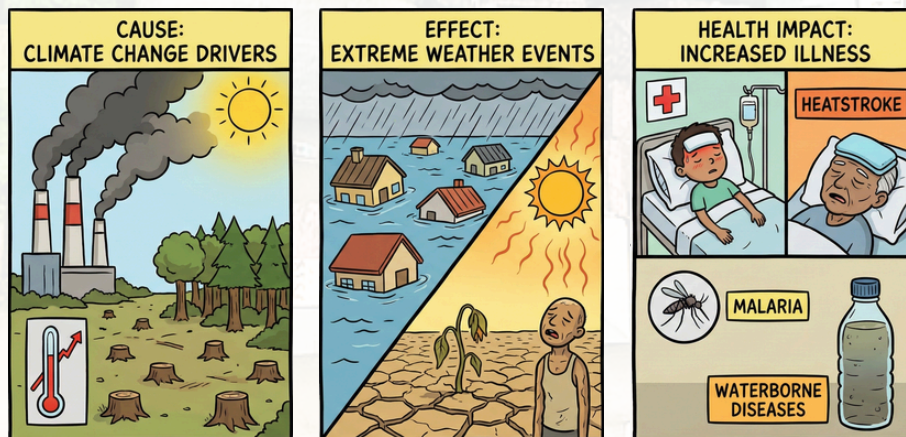


Publications:

- Morbidity among tribal populations of West Bengal
- Web-based calculator for estimating DALYs and productivity losses due to COVID-19
- Burden and pattern of infectious diseases in North Bengal
- Hospitalisation expenditure on tuberculosis among tribal populations in India (2004–2018)

Conference Participation:

- 6th National Neonatal and Maternal Immunization Symposium (March 2024)
- BEES Webinar, Georgia Southern University (August 2024)
- ASIA PREVENT Conference, Russian-Indian Symposium on Obesity (December 2024)



Climate Change and Health

Climate change emerged as a key thematic area in 2024. CPHR participated in:

- Global Forum on Bioethics in Research, Kuala Lumpur (19–20 November 2024)
- Webinar on Climate Change and One Health: Evidence, Priorities, and Challenges from India and South Africa (4 June 2024)

****Blog on “Impact of Climate Change on Indigenous Communities: Voices of Tribal People” was published by JBI on 17th July 2024**





Highlights

2025





Publication:

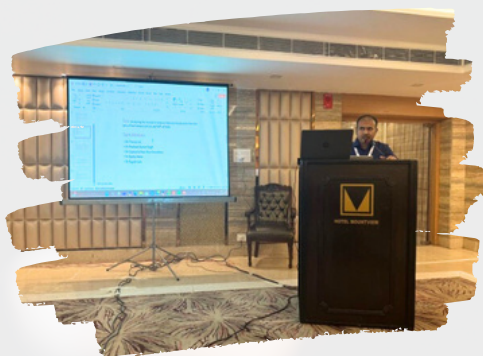
- Bidi Rollers in West Bengal and Madhya Pradesh, India: A Photographic Essay

In collaboration with **Vital Strategies**, CPHR is finalising the **Tobacco Control Law Enforcement Assessment Tool**, developed from qualitative data collected in West Bengal, Tripura, Bihar, Rajasthan, and Tamil Nadu.

In 2025, CPHR continued its work on understanding the **evolving tobacco market**, with a specific focus on novel and emerging tobacco and nicotine products.

Workshops, Meetings, and Conferences:

- State-Level Tobacco-Free Educational Institutions (ToFEI) Workshop, Agartala, Tripura (28 January 2025)



- District-Level Meeting on Tobacco Control, Cooch Behar, West Bengal (2 February 2025)
- 5th National Workshop to Strengthen Monitoring and Evaluation of NTCP/MPOWER in India, Punjab (2-4 March 2025)

- International Conference on Synergizing Eco Interventions for Achieving SDGs 2025, Kochi, Kerala (5-7 March 2025)



- 13th National Workshop to Strengthen WHO MPOWER Policies in India, Lucknow, Uttar Pradesh (6–9 May 2025)



- One-Day Workshop on Strengthening Tobacco Control Laws and Implementation Measures in India, Kolkata, West Bengal (May 2025)

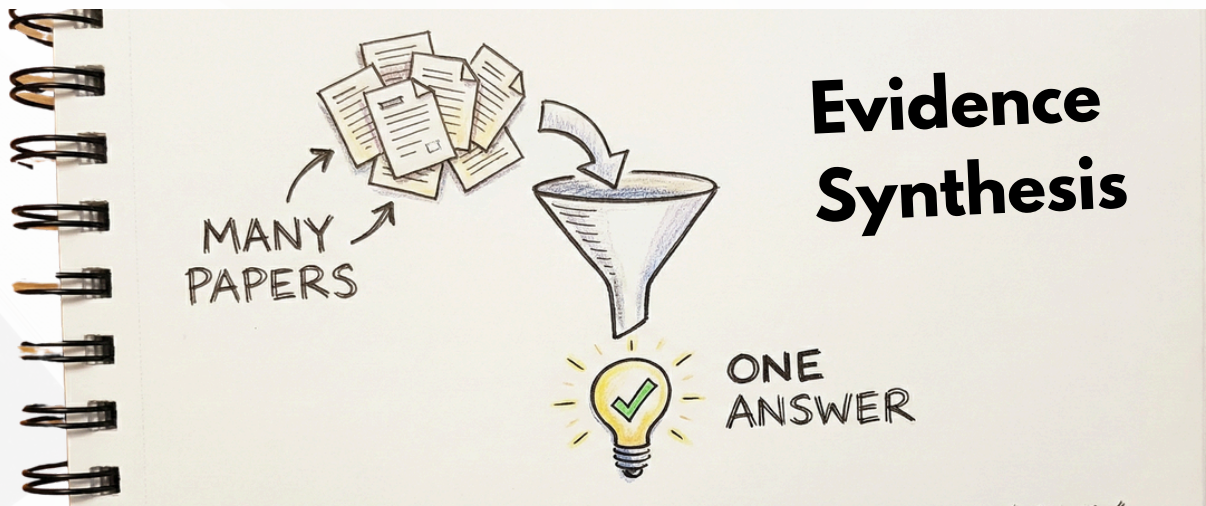
Sensitization, Consultation, and Orientation Programmes:

- Sensitization Programme on COTPA, 2003 & Tobacco Control, Rotary Club, Kolkata (28 January 2025)



- 4th National Consultation on Health Burden Due to Bidi Consumption in India, New Delhi (30 January 2025)

- State-Level Orientation Programme on FGD Guidelines for Tobacco Cessation under NTCP, Swasthya Bhawan, Kolkata (21 February 2025)



Completed / Ongoing Studies:

- Prevalence and Incidence of Zoonotic Diseases in South Asia: A systematic review protocol
- Scoping Review to Identify Tobacco Control Measures in India (initiated in 2024 and continued through 2025)



Primary

RESEARCH

Completed Studies:

- Study on youth perception in India towards creating a Tobacco-Free Generation (TFG) (in collaboration with Vital Strategies)
- Nationwide compliance assessment of COTPA state amendments implementing bans on hookah bars, including comparative analysis with states without bans
- Support for strengthening hookah bans and ENDS (Electronic Nicotine Delivery Systems) bans in key cities of West Bengal

Ongoing Studies:

- Nationwide Study to Estimate the Incidence, Mortality, Morbidity, and Economic Burden Due to Snakebites in India (ICMR) – West Bengal component
- Qualitative assessment for the Tobacco Control Law Enforcement Assessment Tool (Vital Strategies)
- NicAlert India: Exposing and countering the rise of nicotine pouches and newer nicotine delivery products in India

Secondary

RESEARCH

Completed Study:

- Tobacco tax implication factsheets on cigarettes, bidis, and smokeless tobacco

Ongoing Studies:

- Policy brief on whether the ₹4 million tax exemption limit should be extended to bidi manufacturers
- Prevalence and Trends of Tuberculosis in Tribal-Dominated Districts of India: A time-series analysis
 1. Abstract accepted for moderated e-poster presentation at the Union World Conference on Lung Health (UWCLH) 2025, Copenhagen, Denmark (18–21 November 2025)
 2. Full-length manuscript currently under development
- Insights into Caregiving for the Elderly in India: Analysis using LASI data
Abstract developed and planned for submission to geriatrics conferences in 2026





Public Health



Publications:

- Epidemic Dynamics Post-Cyclone and Tidal Surge Events in the Bay of Bengal Region
- Advancing Social Care Through Evidence: A position statement from the International Network for Social Intervention Assessment (INSIA)

 *Annals of*
Global Health

Reading: Epidemic Dynamics Post-Cyclone and Tidal Surge Events in the Bay of Bengal Region

Collection: [Lessons from the field: Case studies to advance research on climate adaptation strategies and their impact on public health](#)


Original Research

Epidemic Dynamics Post-Cyclone and Tidal Surge Events in the Bay of Bengal Region

Sajda Khatoon , Paramita Bhattacharya , Nirmalya Mukherjee  , Pranay Lal ,
Martin W. Bloem 

Abstract




Background: The Sundarbans, prone to cyclones and tidal surges, witnessed 13 cyclones (1961–2020), causing widespread water and vector-borne diseases, injuries, deaths, crop

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 Open access |   | Research article | First published online October 28, 2025

Advancing Social Care Through Evidence: A Position Statement from the International Network for Social Intervention Assessment (INSIA)

[Rigmor C. Berg](#)  , [Maral Jolstedt](#), [...](#), and [Sophie Werkö](#)  [View all authors and affiliations](#)

[OnlineFirst](#) | <https://doi.org/10.1177/10497315251389547>

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Major Milestones | 2025

The year 2025 marked a significant milestone for CPHR-MANT, with recognition through prestigious fellowships, global collaborations, and leadership roles in national and international public health initiatives.



Building evidence. Leading change. Shaping public health.

Targeted Interventions (TI) Evaluation – National AIDS Control Programme (NACP)



CPHR–MANT was selected as a Regional Institute for Capacity Building and Evaluation (RICE) under the Saksham Pramaan initiative, in collaboration with the Tata Institute of Social Sciences (TISS), under the National AIDS Control Programme (NACP).

In this role, CPHR provides technical assistance, training, and oversight for the annual evaluation of Targeted Interventions (TIs), working closely with NACP.

Natural Flood Management Research – Shilabati River Basin



CPHR–MANT entered an international research collaboration supported by the British Council’s International Science Partnerships Fund (ISPF). Partner institutions include the University of Manchester (UK), Mersey Rivers Trust (UK), Hokkaido University (Japan), and Aliah University, Kolkata.

The collaboration focuses on Natural Flood Management (NFM) research in the Shilabati River Basin.

World Conference on Tobacco Control, 2025

At the World Conference on Tobacco Control, organized by the International Union Against Tuberculosis and Lung Disease (The Union) in Dublin, Ireland,

- **Dr. Nirmalya Mukherjee participated as a panellist, and**
- **Ms. Tanya Sharma participated as a delegate.**

The conference convened global experts, policymakers, and advocates to advance evidence-based strategies for reducing tobacco use and its health impacts.

Australia Awards Fellowship

CPHR–MANT was awarded the Australia Awards Fellowship titled “Implementing Evidence-based Health Interventions to Close the Healthcare Gap for the Indigenous People of India”, hosted by JBI, The University of Adelaide, Australia.

The fellowship focused on reducing health inequities between indigenous and non-indigenous populations in India by strengthening capacity for evidence translation and implementation in health systems.

All fellows successfully completed their implementation studies, and CPHR participated in the Australia Awards Fellows Symposium and Networking Event, sharing findings with researchers, practitioners, and policymakers.



Johns Hopkins ASCEND Leadership Program

Ms. Pritha Das was selected as a fellow for the Johns Hopkins ASCEND Leadership Development for the Future of Tobacco Control Program (2025), held in Dublin, Ireland. The program aims to build leadership capacity among emerging public health professionals to advance innovative, evidence-based tobacco control strategies globally.



COP-11 – WHO Framework Convention on Tobacco Control

Dr. Nirmalya Mukherjee represented CPHR at the Eleventh Session of the Conference of the Parties (COP-11) to the WHO Framework Convention on Tobacco Control (FCTC), held in Geneva, Switzerland.

The session brought together Parties, observers, and public health experts to review progress and strengthen international commitments to tobacco control.



A man with glasses and a blue shirt is standing with his arms crossed. The background is a blurred geometric pattern. The image is overlaid with a semi-transparent blue filter.

“

"The outcomes of COP11 in Geneva represent a major advance for global tobacco control and closely align with CPHR's work. Parties strengthened the WHO FCTC by addressing emerging nicotine products, industry interference, and core evidence-based measures. These decisions renew momentum to support governments and marginalised communities in turning COP11 commitments into effective action."

”

Dr. Nirmalya Mukherjee
Chief Executive, CPHR, MANT
Director, Evidence Synthesis and
Implementation: A JBI Affiliated Centre
MANT, Kolkata

Meet our team

Core Members:



Top (left to right): Mr. Saptarshi Basu Roy Choudhury (Research Officer), Ms. Tanya Sharma (Research Associate), Dr. Sajda Khatoon (Asst. Director), Dr. Paramita Bhattacharya (Director-Research), Mr. Anirban Roy (Director-Administration), Dr. Nirmalya Mukherjee (Chief Executive), Mr. Soumen Bhuiya (Finance Officer).

Bottom (left to right): Ms. Sulagna Mukherjee (Research Officer), Ms. Pritha Das (Research Associate), Ms. Debasmita Maji (Research Associate), Ms. Suraya Roy (Research Officer).

Staff Page: <https://cphr-mant.org/team-cphr/>

Fellows:



Pranay Lal
Chief Research
Advisor



Dr. Amit Yadav
Chief Advisor for
Tobacco Control



**Prof. Subhash
Pokhrel**
Chief advisor for
Tobacco Control



Prof. Marty Otanez
Chief Advisor for
Medical Anthropology
& digital Storytelling



**Dr. Kaushik
Chattopadhyay**
Chief Advisor in
Evidence Synthesis



**Dr. Chanchal
Bhattacharya**
Chief Adviser in
Animal Health



Dr. Pranab Chatterjee
Chief Adviser in AMR
and One Health



Dr. Amitaksha Nag
Chief Adviser in
System Designing and
Modelling



Dr. Pritam Datta
Advisor in Public
Finance and Policy



Dr. Debashis Basu

Sr. Fellow – Public
Health & Health
Systems



Dr. Debjani Mueller

Sr. Fellow – Health
Technology
Assessment &
Digital Health



Dr. Jayati Basu

Senior Fellow –
Maternal &
Women’s Health



Dr. Prasanta Kumar Roy

Senior Fellow –
Psychology

Governing council:



Prof. Vinod Pavarala

UNESCO Chair on
Community Media



**Prof Dipak Ranjan
Mandal**

Ex. Vice-Chancellor
of Sidho Kanho
Birsha University



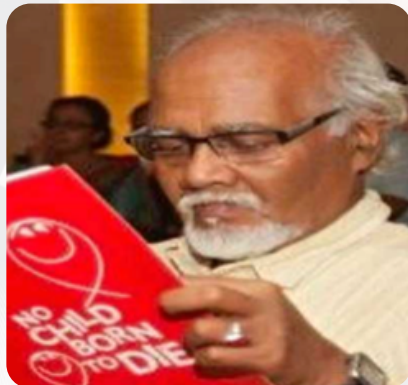
Dr Sanjay Kapur

Managing Director,
JSI India



Dr Mira B Aghi

Behavioural Scientist



Mr. Dilip Ghosh

Ex. IAS Officer, & Senior
Fellow, Pratichi Institute,
Kolkata



**Dr Raj Shankar
Ghosh**

Public Health
Consultant



Srimanti Hembram

Community Mobilizer
& Radio Jockey

Advisory board:



Dr Dipankar Ghose

Senior Director,
WWF, India



Els Reynaers Kini

Head Environment
Department, M.V.



Dr Madhur Verma

MD Assistant
Professor, AIIMS
Bhatinda



Ms. Sarala Soren

Tribal Community
Representative



Dr Jaideep Menon

AIIMS Kerala & MD,
AIMSRC



**Dr Keerti Bhusan
Pradhan**

Senior Adviser (Health
and Development
Strategy & Planning)



**Dr Chitra
Venkateswaran**

Founder and Director
Mehac Foundation



**Dr. Krishnamurthy
Jayanna**

Professor & Dean —
Ramaiah University

Partnerships and collaborations

Academic collaborations:



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Institutional collaborations



Memberships



Emerging focus area

CPHR-MANT has launched the PhD program in Public Health in collaboration with the Manipal Academy of Higher Education.

Accolades and achievements



****Grants****

1. Operation Thrive: A Strategic Stop TB Campaign in Tribal Areas of Purulia District of West Bengal, India.
2. National Institute of Health Grant for Case studies on Climate change adaptation strategies and their impact on public health. Our case study will be titled "Understanding the Dynamics of Epidemics Post Cyclone and Tidal Surge Events in the Bay of Bengal Region".
3. Grant for “Nationwide Study to estimate the incidence, mortality, morbidity, and economic burden due to snakebites in India” in West Bengal from ICMR.
4. “Tobacco Control Law Enforcement Assessment Tool”; from Vital Strategies.
5. “Examining the role of present tobacco taxation structure as a means to control bidi consumption” from Vital Strategies.
6. “Examining the Ethical Implications of the Burden of Heat Wave Related Illnesses in Indigenous Communities in Puruliya, West Bengal, India” for Global Forum on Bioethics Research.
7. CPHR has been awarded a grant from the Canadian Institutes of Health Research (CIHR). The funded project will examine the impacts of tribal migration on sustainability in West Bengal, India.



Web-based calculator to estimate DALY and Productivity Losses due to COVID-19

This calculator was launched by CPHR to assist policymakers and researchers in determining the estimates of DALY and productivity losses and measuring the population-level impact and impact on various cohorts.

Characteristics:

- i. The Calculator enables users to input variables separately for each age–gender cohort, helping identify the most vulnerable groups and design targeted intervention strategies.
- ii. Although the Calculator uses an incidence-based approach to compute DALYs, it captures cohort-specific details—such as cases, deaths, disability duration, and life expectancy—allowing policymakers to assign different variable values by severity level. Consequently, DALYs for mild, moderate, and critical patients can be estimated by entering severity-specific incidence, mortality, and disability duration.
- iii. Users can select patient symptoms from a predefined list—cough, fever/chills, shortness of breath, myalgia, diarrhoea, nausea/vomiting, sore throat, headache, chest pain, abdominal pain, and altered mental status/confusion—reflecting symptoms reported among COVID-19 patients.
- iv. Disability weights (DWs) are assigned weighted scores based on the proportion of patients reporting each symptom.
- v. Composite disability weights (CDWs) are then calculated.

The extension of the DALY calculator to other diseases such as cardiovascular diseases, oral cancer, and mental illness is currently ongoing.

ReACH Out

Dr. Nirmalya Mukherjee
Chief Executive



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