



Solve pollution. Save lives. Protect the planet.

# MAHARASHTRA INVESTMENT OPPORTUNITY TO REDUCE LEAD POISONING



For 25 years and across 50 countries, Pure Earth has been pioneering evidence-based solutions to the pollution crisis. Pure Earth currently focuses on two of the most dangerous neurotoxins—lead and mercury—with a goal of reducing the poisoning and brain damage of children in target countries. Discover how you can make a sustainable impact over the next 3 years in Maharashtra.

## About the Project

### SITUATION IN MAHARASHTRA

- 1 Pure Earth began operating in Maharashtra in 2021 after it was identified by the national thinktank NITI-Aayog as a priority state of focus for initial development of research, policy, and regulatory work that can then be replicated on a national level. With stronger institutions and healthcare infrastructure than much of the country, it remains an important location for demonstrating effective policy and interventions against lead exposure in India.
- 2 In Pure Earth's screening for lead-contaminated products in marketplaces, **71%** of sampled ceramic foodware, **63%** of metallic foodware, and **21%** of toys were found to have lead exceeding reference levels.
- 3 Average blood lead level (BLL) is estimated at **6.2**  $\mu\text{g}/\text{dL}$  (exceeding the World Health Organization's level requiring action of **5**  $\mu\text{g}/\text{dL}$ ), and over **84,000** annual cardiovascular deaths are attributable to lead, according to the Institute of Health Metrics and Evaluation (IHME).

### PROGRESS TO DATE

#### 1 Health Surveillance

- Under the Takeda-funded project "Strengthening Health Systems to Reduce Lead Exposure" [DB1], the first round of representative BLL sampling of children ages 1–5 is underway.

#### 2 Source Analysis

- Follow up BLL sampling with home-based assessments to identify the main potential source of lead poisoning in homes of children with high lead levels to be launched.

### PARTNER ENGAGEMENT

Pahle India Foundation  
NITI-Aayog  
Center for Global Development  
Asia Development Bank  
Ministry of Health and Family Welfare  
Indian Medical Association  
Vital Strategies



## THE WAY FORWARD: PROGRAM ACTIVITIES

### 1 Source-specific Interventions

- Organize government and industry workshops to train stakeholders on safe ULAB recycling.
- Engage in one joint toxic site cleanup project with local partners.
- Based upon the results of the home-based assessments, appropriate source-specific interventions will be designed and implemented.

### 2 Communications

- Engage in strategic communications to activate and educate local communities by increasing public awareness about lead exposure risks.

### 3 Institutional Strengthening

- Train government officials on identification of toxic sites. Assist government on integrating toxic site database into government database and using data to create prioritization list for cleanup activities.



## COST BENEFIT OF LEAD INTERVENTIONS



**Contaminated Site  
Cleanup**

**\$2–\$144 benefit  
per \$1 invested**



**Moving to  
Lead-free Pottery**

**\$326 benefit  
per \$1 invested**



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