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Title: Need to start a massive campaign to create awareness about diabetes in the country.

SHRIMATI PRIYA DUTT (MUMBAI NORTH-CENTRAL): Diabetes is a life-long, incurable disease marked by high blood sugar levels. It is estimated that almost 41 million Indians are diabetic, and that figure is expected to reach 73.5 million by 2025. The total annual cost to treat Indian diabetic patients (including direct and indirect expenses) is estimated at Rs. 21,000 per person. If that per capita expenditure were to remain constant, the total estimated cost of treating the disease would reach approximately Rs. 1,50,000 crore by 2025.

The incidence of diabetes is much higher in affluent urban areas of India than in rural villages, and the rate is increasing. In the 1970s, only 2.1 % of Indians living in urban areas had diabetes. Today that figure is 12.1% for adults over the age of 20. Diabetes can lead to amputations, heart failure and blindness.

In addition to lifestyle changes that are causing diabetes, Indians have a strong genetic vulnerability to the disease. As a result, Indians often contract diabetes a decade earlier than their counterparts in the developed world-trend that is likely to have an enormous impact on India's working age population in the future.

I, therefore, urge upon the Government to start a massive awareness campaign in both urban and rural areas of the country.