



**SUPERHEROES
AGAINST SUPERBUGS**

**Ever wondered how
your glass of milk
might be linked to
superbugs?**

Let's break it down





Since 2019, AMR has been on WHO's list of **top ten** global threats to public health.

In India alone, over **10 lakh deaths** were linked to AMR in 2019.

Did you know?

India is among the **top five** consumers of antibiotics in livestock.

When antibiotics are overused at animal farms, drug-resistant bacteria - or **superbugs** - can spread to humans through food, water or direct contact. This makes even common infections harder (and costlier) to treat.

Did you know?





In 2017, India introduced a **National Action Plan on Antimicrobial Resistance (AMR)**, and the food regulator, FSSAI, set limits for antibiotic residues in food from animals.

But here's the catch: antibiotic use in the dairy sector is still mostly unregulated.

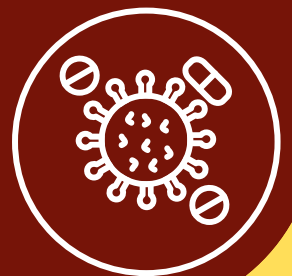
Did you know?

Yes, AMR can start on the farm too!

In many dairy farms across India, antibiotics are often used even when animals aren't seriously sick, just to prevent infections.

This is usually done to compensate for poor '**biosecurity**', like dirty environments or lack of vaccination and easy access to antibiotics.

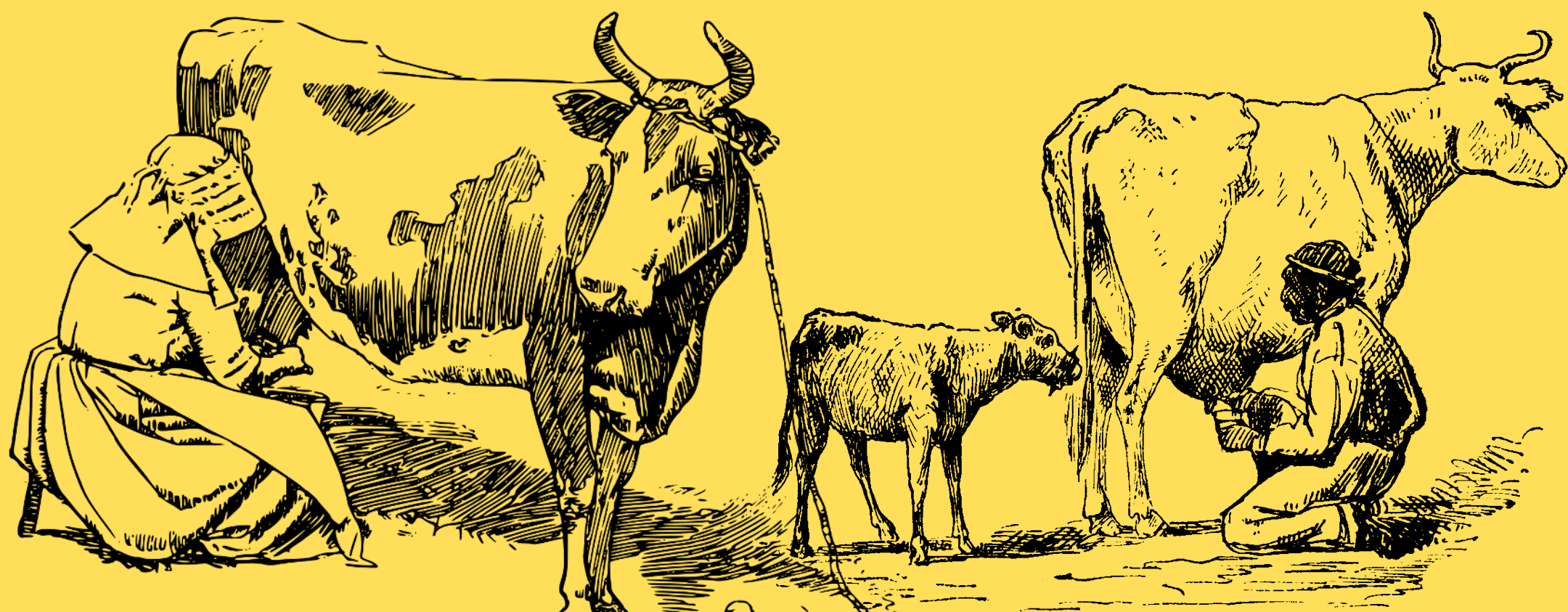
This is fueling **Antimicrobial Resistance (AMR)** - an invisible but growing threat to both animal and human health.



What is Biosecurity?

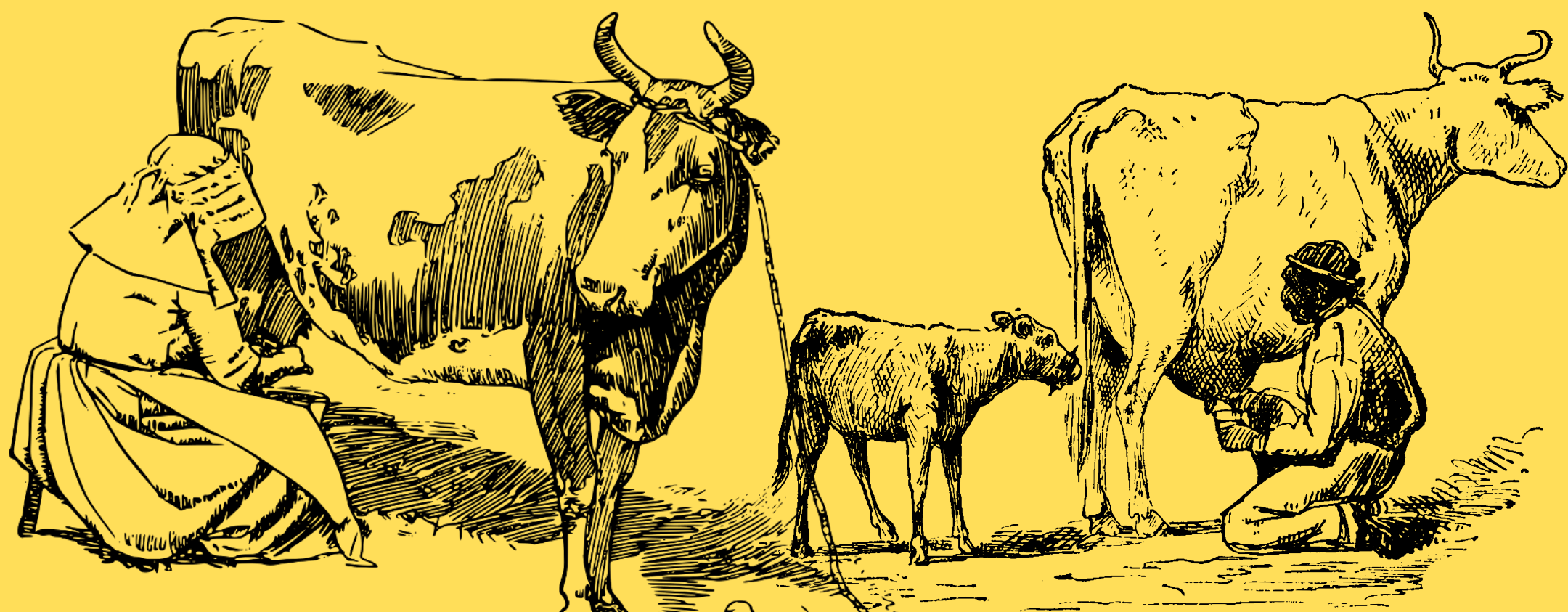
Biosecurity involves protecting farms from disease by preventing germs from getting in, and stopping them from spreading.

Better biosecurity = less need for antibiotics = lower risk of AMR!



Simple steps every farm can take

- Regular cleaning & disinfection
- Quarantining new animals
- Limiting visitors to the farm
- Vaccinating animals
- Separating sick animals
- Keeping water troughs clean
- Safe handling and disposal of animal waste





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Resisting AMR, One Farm At A Time

Youth-led. Science-backed. Community-powered.

Our youth-led campaign with CSIR-IMTECH and GADVASU in Ludhiana is working with local dairy farmers to improve animal care, reduce antibiotic misuse, and promote biosecure farming.

Let's protect our farms and our future.

