

Shaping a healthier tomorrow: The vital role of health-centric strategies in building sustainable communities

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As we navigate an increasingly complex world, the importance of health-centric strategies in shaping the future of societies has never been more apparent. Today India is confronted with the challenge of an ageing population that is projected to be 347 million by 2050, a sharp increase in lifestyle diseases, and widespread problems due to misinformation in health communication. These issues concern both individuals and create burdens on larger ecosystems, thereby emphasizing the need to focus on health as the corner of sustainable development.

The imperative for preventive healthcare

Preventive healthcare is no longer a choice – it is the necessary pathway towards healthier and robust communities. The increasing importance of “healthspan” over the notion of simple, extended longevity has translated into a shift. Individuals are prioritizing quality of

life, seeking solutions that enhance their daily well-being rather than merely extending their years. Societies have come to realize that making people live healthier, free from diseases or illness, is crucial. According to WHO, at least 80% of all heart diseases, strokes, and type 2 diabetes; and over 40% of cancer would be prevented by eliminating tobacco consumption and adopting other healthy lifestyle measures including diet, physical activity².

At Amway, we believe in a “Health First” approach, which is in line with the Government of India’s Swasth Bharat initiative. This philosophy underscores our company’s belief that empowering individuals with the tools and knowledge to lead healthier lives is fundamental to societal progress. The focus on holistic healthcare is complemented by a commitment to providing need-based recommendations, ensuring that every individual receives personalized recommendations tailored to their unique requirements, ultimately contributing to a healthier India.

Empowering societies using health as a strategy

Health-centric strategies have the power to redefine how societies evolve and education is one of the key pillars of this approach. Empowering people with the right knowledge on nutrition, preventive care, and lifestyle choices, helps enable them to make better decisions for their well-being. At Amway, we prioritize the education and support of our 5.5 lakh distributors in India, enabling them to become advocates of health and wellbeing within their communities. Through our extensive network of Amway Business Owners (ABOs), we strive to empower communities by equipping individuals with the knowledge and resources to make informed health choices.

Amway understands the magnitude of a morning wellness routine in achieving overall well-being. Amway’s “Morning Nutrition” initiative shows the simplest way to kick-start the day by championing the power of small, consistent habits. Starting every day with balanced nutrition is not just about a routine; it’s about building lifelong habits for overall wellness.

By tackling a healthy start to the morning, we are helping people establish a solid foundation toward good health, gut health, mental well-being, and immunity. This easy and effective step forms the foundation of Amway’s commitment to increasing health span and opening up a fitter, resilient future for everyone.

Globally, we are innovating across four key areas—**Healthy Weight, Healthy Beauty, Fitness, and Healthy Ageing**. These pillars are built on the understanding that a wellness-focused morning routine can promote overall well-being. Our emphasis on a ‘wellness-focused’ morning routine encourages individuals to create lifelong habits by integrating a balanced diet with supplementation into a consistent morning routine, supporting physical, mental, and emotional health.

Aligning with industry bodies for health and wellness initiatives

Collaboration with industry organizations and stakeholders is a crucial pillar of Amway's strategy for promoting health and well-being. It collaborates with institutions to advance programs that address health issues at the local level, drive research on preventive care, and establish platforms for discussion of comprehensive well-being. Such collaborations leverage the reach of initiatives to ensure alignment with health objectives, such as the Swasth Bharat mission. Through collaboration, Amway seeks to develop a health-focused ecosystem that serves individuals and communities.

The role of health and wellbeing brands

Health and wellbeing-driven brands are the vanguard of this revolution. They are no longer just producers of goods but drivers of transformation—spending on research and development, incubating partnerships, and creating consciousness regarding whole-body health. For us at Amway, this responsibility has been undertaken through efforts driving community health and enabling people to live healthier by focusing on healthspan rather than lifespan.

Amway's flagship brand, Nutrilite, the #1 selling dietary supplement in the world³, reflects the company's dedication to overall health with its science-formulated, plant-based nutrition approach. Amway believes that health is a fundamental principle, and the passion for wellbeing goes far beyond products. We therefore encourage holistic health through six foundational pillars: healthy living habits, balanced nutrition, exercise advice, stress and sleep management, supplementation, and community involvement.

When it comes to holistic wellbeing, Amway goes beyond product offerings by providing need-based recommendations, guided by the vision of fostering a healthier India. We continuously invest in research and development to meet the ever-changing requirements of health-centric consumers. Our vision of transforming lives is interwoven with developing comprehensive health. Our efforts towards skill development initiatives for our distributors ensure that communities not only have access to quality products but also benefit from continuous education and support. This two-pronged approach—combining product excellence with community engagement—creates a ripple effect, amplifying health awareness and resilience.

Community initiatives impacting lives

Furthermore, through our community welfare programs such as the Power of 5 program, Amway has so far impacted the lives of over 5 million people in India positively, including 4 million mothers and caregivers and 1 million children, by stressing the importance of proper nutrition and hygiene at an early age. This too is in line with the company's vision to help people live better, healthier lives and ensure a better future.

Equitable access to nutrition and wellness is crucial for fostering inclusive growth and societal resilience. Building health-centric societies requires collaboration among

policymakers, corporations, and individuals to prioritize preventive care, invest in research, and address local health challenges through grassroots initiatives. Amway is committed to this mission by promoting holistic health, supporting community well-being, and empowering education to create a healthier, sustainable future for all.

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