



## **Daisy Kumari**

**25, Katihar, Bihar**

***"Kilkari calls guided me on how to care for my wife and child."***

Daisy Kumari's husband Mukesh Kumar listened to the weekly Kilkari calls with his wife when they were expecting their first child. They found the information to be relevant and learnt many new things from the calls. Recalling a Kilkari call, Daisy says, "I found the calls about the importance of immunization and breastfeeding very useful as it guided me to ensure that my baby is healthy."

Now their daughter Titli Kumari is 7 months old, and the couple continues to listen to the calls together. "We continue listening to the calls even after our daughter is born. The calls give me guidance and help me take care of Daisy and our daughter," adds Mukesh.

*The Kilkari program provides critical preventive care information during pregnancy and infancy via timed and targeted recorded voice calls sent directly to the phones of the women enrolled into the program. It is the largest mobile-based maternal messaging program in the world implemented in partnership with the Ministry of Health and Family Welfare.*