



Puja Verma

25, Raipur, Chhattisgarh

"Kilkari Motivated Me to Become a Frontline Health Worker"

Puja Verma listened to all Kilkari calls when she was pregnant and followed everything mentioned in them. This information in the calls helped her have a safe pregnancy and delivery. Since she wanted to help other women experience safe pregnancies as well, she applied to become an ASHA (frontline health worker) in Chhattisgarh. When she was asked questions by the village selection committee, she recalled information in the Kilkari calls and responded to them well. She was selected as an ASHA because of her knowledge and familiarity with maternal and child health issues.

Puja says, "Kilkari not only helped me during pregnancy and child care, but it also motivated me to become a frontline health worker and help other pregnant women, mothers and their children. I feel empowered."

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.