



IMPACT REPORT

Q2 FY 2024 - 2025 (July - September 2024)





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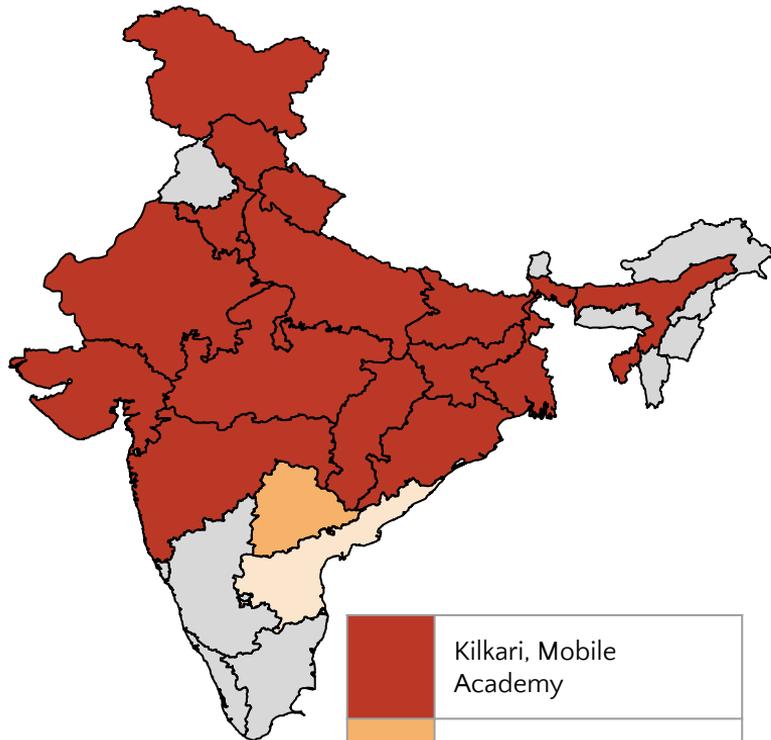
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Growth Overview

- **Almost 4 million women across 21 states** have been enrolled in Kilkari in **Quarter 2** as a result of our efforts to strengthen the Reproductive and Child Health (RCH) Portal and improve programme uptake on the ground.
- The number of **Accredited Social Health Activists (ASHAs)** that have **started** the Mobile Academy course has **doubled** as compared to the previous quarter. The number of health workers that have **completed** the course has **increased by 70%**.
- **Phase 1 Training** under the Integrated High Risk Pregnancy Tracking & Management (IHRPTM) has been **completed for 93% of all health workers in two districts** - Shravasti (an aspirational district) and Sambhal - **in Uttar Pradesh**, with over 900 health workers across cadres trained to date.



Reach to Date



	Kilkari, Mobile Academy
	IHRPTM
	Kilkari, Mobile Academy, IHRPTM

51+ Million Women & Children Reached*

Programme	Q2 Target	Q2 Achieved	Cumulative
Kilkari	3,500,000	3,926,123	51,395,513

449,000+ Health Workers Trained

Programme	Q2 Target	Q2 Achieved	Cumulative
Mobile Academy	30,000	52,675	449,521
IHRPTM	4,620	868	13,969
Total	34,620	53,543	463,490

*Includes 3 million women reached via mMitra in previous years

Programme Highlights: Kilkari and Mobile Academy

- Almost 4 million women across 21 states have been enrolled in Kilkari in Q2. This increase is largely driven by our efforts to strengthen the Reproductive and Child Health (RCH) Portal, which has resulted in improved data accuracy, reduced rejections and increased enrolments.
- Notably, the percentage of duplicate number instances in three regions - Andhra Pradesh, Haryana, and Delhi - are now below 10%. Duplicate number instances in Assam and Uttar Pradesh have declined by 72% and 65% respectively between 2021 and 2024.
- Mobile Academy performance has improved significantly in this quarter due to increased ground-level outreach and better coordination with government officials. For instance, 93% of all ASHAs in Andhra Pradesh have started the Mobile Academy course and 89% have completed it as of Q2 FY24-25..



Programme Highlights: Kilkari and Mobile Academy

INDEPENDENCE DAY SHOWCASE

The Kilkari programme was showcased as part of the Independence Day parade in six districts of Andhra Pradesh, with an aim to create awareness about the intervention amongst government officials, public representatives and citizens. Kilkari was introduced in Andhra Pradesh in 2023 and has reached approximately two million pregnant women, mothers, and their children in the state till date.

Accredited Social Health Activists (ASHAs) in Sagar district of Madhya Pradesh were awarded certificates for completion of the Mobile Academy course during the Independence Day celebrations. A total of 18,800 ASHAs in the state have completed the Mobile Academy course till date.



Programme Highlights: IHRPTM

- **Phase 1 Training on six high-risk protocols has been completed for 93% of all health workers** - i.e. over 900 Auxiliary Nurse Midwives (ANMs), Medical Officers, Community Health Officers, staff nurses, and specialist doctors - in Shravasti (an aspirational district) and Sambhal districts of **Uttar Pradesh**. Additionally, the **Learning Management System (LMS)** and **WhatsApp support system for ANMs was launched** this quarter, and **93%** of ANMs within these districts are currently using the learning app.
- **The longitudinal tracking system went live in Telangana in September 2024**. This system involves the **integration of high-risk data into Telangana's Reproductive and Child Health (RCH) database** which enables systematic tracking of high-risk pregnancies within the state.
- **An LMS application developed in collaboration with the Andhra Pradesh government** has been integrated within both the Reproductive and Child Health (RCH) Portal as well as the state's AP-ANM Health App. User Acceptance Testing (UAT) for this application is currently in progress.



Programme Highlights: Swasth Kadam

- Swasth Kadam counsellors conducted **Information, Education, and Communication (IEC) activities** to celebrate **Poshan Maah (National Nutrition Month)** in September 2024 in Mumbai and Aurangabad.
- Swasth Kadam has **extended its field activities to an additional block - Gangapur - in Aurangabad**
- **Partnerships with three new non-profit organisations - Saheli, Sanvi, and Saksham - have been formed to supplement the remote enrollments** initiated in the previous quarter.
- We are in the initial stages of setting up a **formal referral system for Severely Underweight children** within the government system.



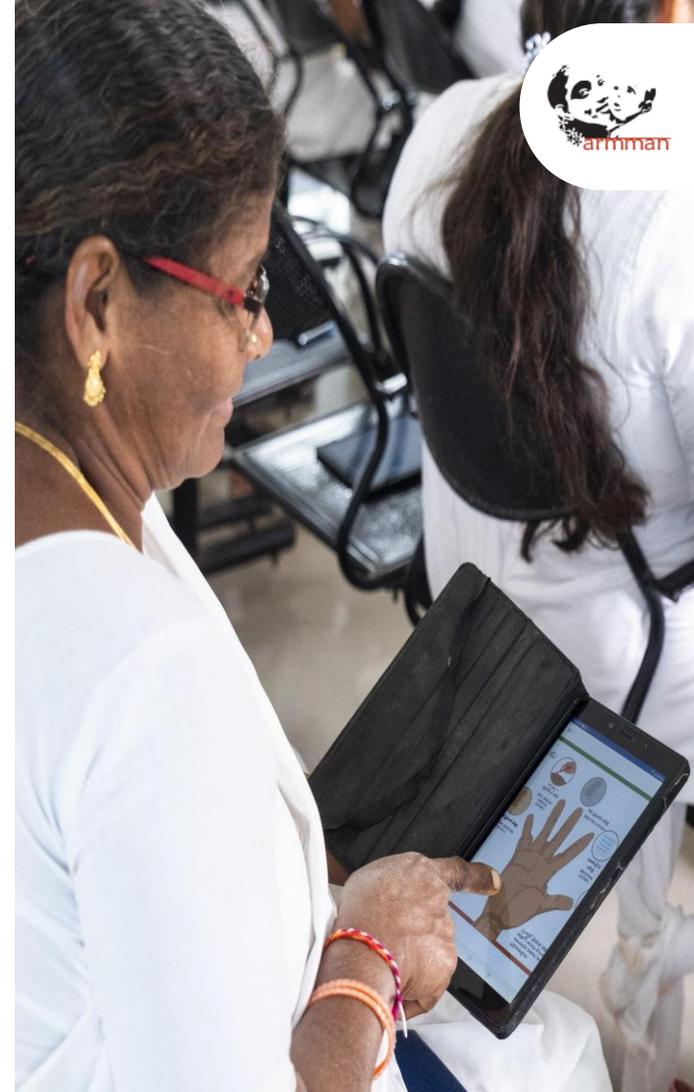
Innovation Updates

- **The pre-pilot implementation of ARMMAN's collaborative time slot optimisation project with Google Research India has been initiated.** This Machine Learning model analyses user behaviour and past listenership patterns to identify suitable time slots for making calls, and will be piloted in two districts of Odisha in the upcoming quarter.
- **ARMMAN has won a grant from The Agency Fund for the development of a Human-Centered Q&A service for Pregnancy and Infant Care.** The grant will support us in building an Artificial Intelligence (AI) based chatbot which will answer queries posed by Kilkari subscribers.



Research and Evaluation

- An evaluation of our pilot intervention in Odisha found that pregnant women with high risk conditions responded positively to targeted Kilkari content. As part of the pilot, 830 pregnant women suffering from diabetes, hypertension and severe anemia in Ganjam and Sundargarh districts received information on symptoms, danger signs, nutrition, care during delivery, postpartum care, and adoption of healthier practices for 10 weeks. A telephonic survey conducted with 26 women who heard the calls found that **67% of the women reported making changes in their health practices**. A larger scale survey of this pilot will be conducted in the following quarter.
- **Baseline data collection for an impact evaluation of IHRPTM in Uttar Pradesh was conducted** with multiple cadres of the health system of two intervention districts (Sambhal and Shravasti) and two control (Buduan and Gonda) districts. Preliminary analysis indicates that **20% to 35% of pregnancies registered at the District Hospitals are high risk, and severe anaemia is rampant in all evaluated districts**.



ARMMAN at the Global IndiaAI Summit

Amrita Mahale, Director - Product & Innovation at ARMMAN, was part of a panel discussion on 'IndiaAI: Real World AI Solutions' at the **Global IndiaAI Summit**, where she spoke about how our mHealth interventions leverage Artificial Intelligence to improve the health of millions of women and children in India:

“Start with the problem and not with the technology. We pick projects that are rooted in real user needs, we follow an evidence-based, iterative approach. [...] Our work is rooted in equity. We ensure that we follow inclusive design principles and think about equity at scale.”

The Global IndiaAI Summit was hosted by the Government of India, as part of their **IndiaAI Mission**, to bring together international experts who shared insights on how they **use AI to create solutions for real-world problems**, and the challenges and the future of AI.





Kilkari: Impact Story



Supporting a first-time mother through a high-risk pregnancy

Chinumani Das, a first-time mother from Boko in Kamrup district, Assam, was intrigued when she was informed that she would receive calls from a doctor named Dr. Anita (the fictitious character who addresses the women in Kilkari calls) and, out of curiosity, decided to listen.

Chinumani shares that her experience with the Kilkari service was positive and beneficial. She faced high blood pressure issues during her pregnancy and found Dr. Anita's advice immensely helpful in managing her condition. She also gained valuable knowledge about preparing for delivery, essential do's and don'ts, and the importance of vaccinations – guidance that has been invaluable for both her and her newborn's well-being.

Mobile Academy: Impact Story



Making learning joyful for Frontline Health Workers

Rongoli Rabha, an ASHA from Boko in Kamrup district, Assam, found the Mobile Academy course invaluable for enhancing her understanding of maternal and child health, enabling her to provide better guidance to pregnant women and mothers. She emphasised how the training equipped her to counsel mothers on maintaining their health during pregnancy.

She regularly informs pregnant women about the Kilhari calls, encouraging them to listen, as each call lasts only 2 to 4 minutes and offers important health insights for both mother and child. Rongoli also mentioned that Dr. Anita's voice is especially engaging, along with the question-and-answer format that makes learning enjoyable.





Swasth Kadam: Impact Story



Helping children gain weight with timely nutrition advice and support

Prathamesh Adinath Dheple is 16 months old. He was born with a hole in his heart and suffered from indigestion problems, making it difficult for him to even consume milk. He also frequently suffered from cold and cough with changes in the weather, and remained inactive due to his health conditions.

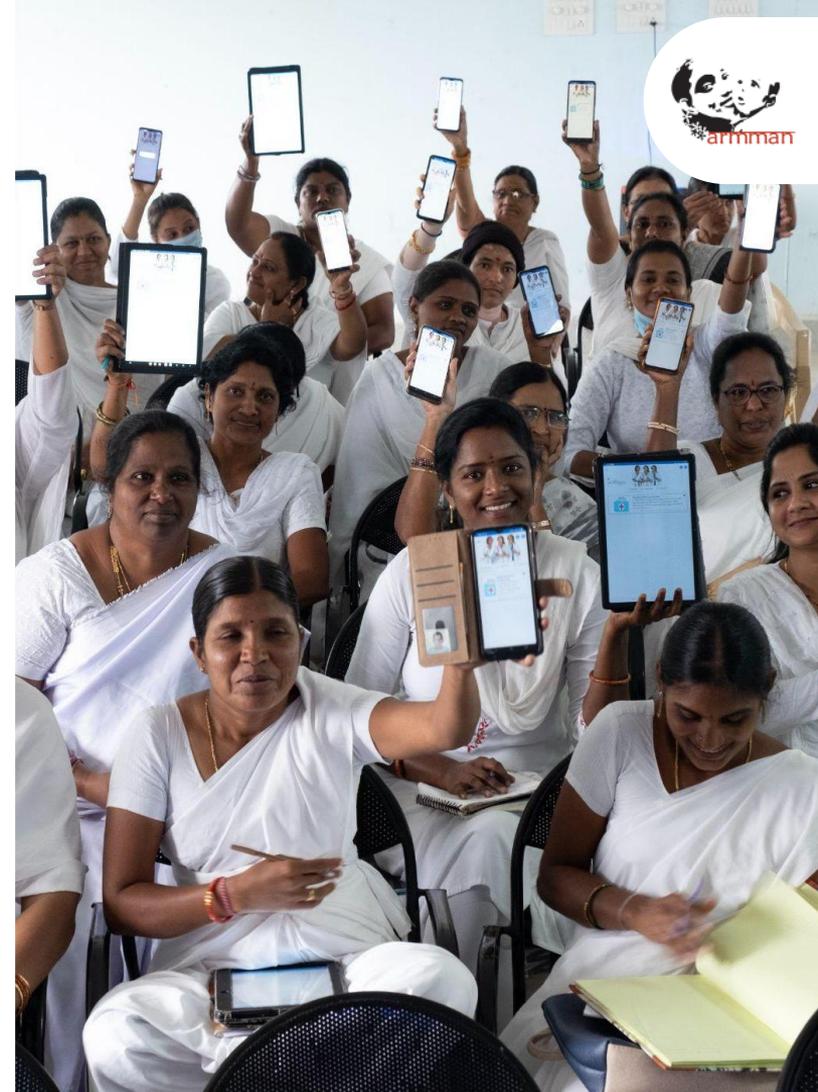
When Prathamesh was registered into the Swasth Kadam programme, his weight was 7 kgs. Initially, Prathamesh's mother was worried that he wasn't eating properly. Following the Swasth Kadam counselor's advice, Prathamesh's mother started giving him three to four home-cooked meals a day along with two snacks. She found this advice helpful as it guided her on the frequency, quality and variety of meals for Prathamesh.

Since then, Prathamesh has developed an appetite. He also plays, runs, and participates in activities like other children. His weight has increased to 8.3 kgs, and Prathamesh's parents are happy with the positive changes they have seen in him after enrolling in the Swasth Kadam programme.

Financial Highlights (in USD)

	FY24-25 Budget (Apr '24 - Mar '25)	Q2 Utilisation (July - Sept '24)	H1 Utilisation (Apr - Sept '24)
Direct Costs	8,481,967	1,754,459	2,909,504
Indirect Costs	322,069	89,931	164,705
Total	8,804,037	1,844,390	3,074,210

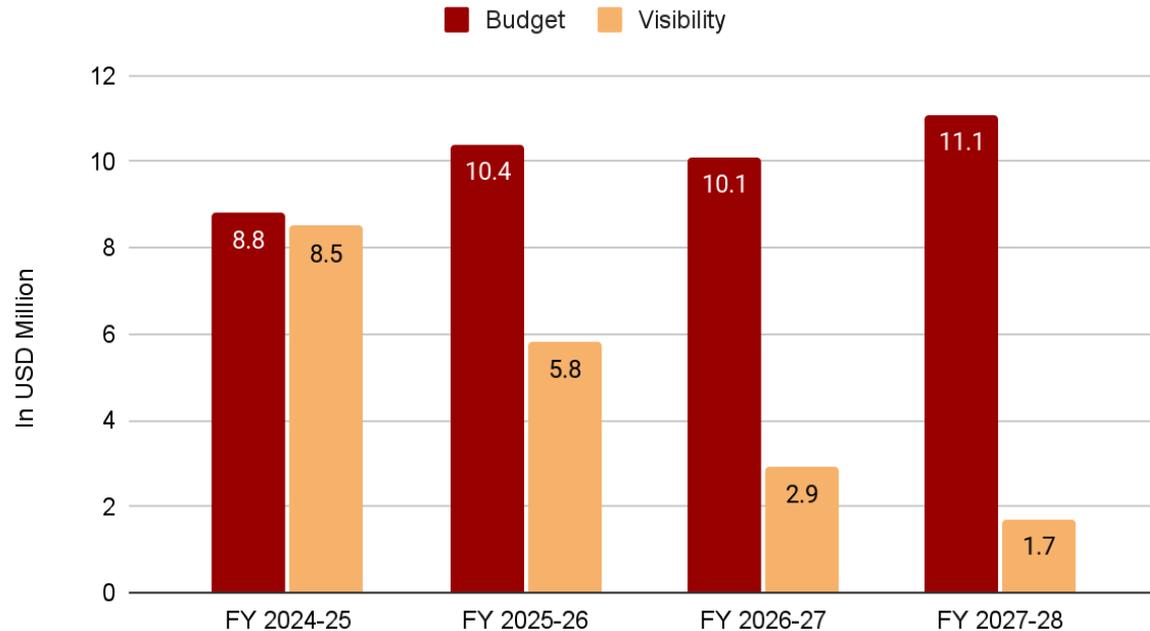
Note: Direct costs includes the budget of programmes such as Kilhari, Mobile Academy, IHRPTM, Swasth Kadam and Arogya Sakhi. Indirect costs includes the budget of support functions such as Finance, Human Resources and Administration, and Resource Mobilization and Communication.



Funding Visibility from FY 24-25 to FY 27-28



Organisational Budget vs Visibility



As of October 2024, we have raised **94% of the funds required for this year (FY 2024-25)** vs the budget of USD 8.8 million.

We have a **funding visibility of 46% over the next four years** vs a total budget of USD 40.5 million, and are **raising funds to plug the USD 21.70 million funding gap.**

Looking Ahead

Kilkari and Mobile Academy

Kilkari will be launched in three additional states (Karnataka, Goa, Dadra and Nagar Haveli and Daman and Diu) and **two new languages** (Kannada, Konkani) in the next quarter. We plan to conduct to launch **Kilkari 2.0 in three states** (Jharkhand, Himachal Pradesh, and Delhi) once we receive approval from Ministry of Health and Family Welfare.

IHRPTM

The testing of the chatbot to answer ANMs' queries is currently ongoing and a pilot will be launched in the state of **Uttar Pradesh** in the next few quarters.

Swasth

We are looking to develop **2-way communication channels for the WhatsApp programme**, conduct **gender training for counsellors** and **incorporate gender in themes for counselling** in the next quarter.

Kadam

