

AROgya
WORLD

CELEBRATING
10

**Years of
Arogya
World**

ANNUAL REPORT 2020



Foreword

"Hope is not like a lottery ticket you can sit on the sofa and clutch. Hope is an axe you break down doors with. Hope means another world might be possible, not promised, not guaranteed. Hope calls for action; action is impossible without hope."

- Adapted from Rebecca Solnit's book *Hope in the Dark: Untold Histories, Wild Possibilities*

2020 marked Arogya World's tenth year. Over the last decade, we've been focused solely on preventing non-communicable diseases (NCDs) through health education and lifestyle change. It's a mission that is as important today as it was when we first started. As we reflect throughout this report on what we've accomplished over the last ten years, we want to take a moment to talk about **why** we do what we do.

NCDs are the leading cause of death in India, and more than 77 million Indians have diabetes (though an equal number are estimated to be pre-diabetic, and undiagnosed, making the true burden so much higher). Indians get the disease 10-20 years earlier than people in the West. The public health impact is staggering, and the economic fallout is huge. 25% of a poor family's income is spent on one person with diabetes.

Yet NCDs are largely preventable through healthy living. Prevention is a smart solution to the NCD crisis, and something that is core to Arogya's programming. In COVID times, our mission of prevention is even more critical – people with

underlying diabetes, hypertension and other NCDs suffer more hospitalizations and worse outcomes from COVID. In response to COVID, we shifted gears, and invested in tackling mental health in the workplace, digitized our school health program and truly embraced technology.

I am proud of the work we've done. But there is so much more we can and must do. We are in aggressive scale-up mode. We are full of restless energy, full of ambition and hope.

I choose the word "hope" as our theme for the year. At the start of 2021, we hope for a better, healthier world, a world full of Arogya (Arogya in Sanskrit means living without disease). As we look to the next year and the next ten, we renew our commitment to fight against NCDs especially Type 2 diabetes and heart disease and help meet the global challenge issued by the UN Sustainable Development Goals (SDGs).

NCDs aren't inevitable. They are PREVENTABLE. Join us on our mission to prevent the preventable.

Do visit our website:
www.arogyaworld.org

or write to us at
info@arogyaworld.org

Follow us on



@ArogyaWorld

NALINI SALIGRAM

Founder & CEO, Arogya World
An Ashoka Fellow

Table Of Contents

What We Are Really Proud Of In Our First Decade 2010-2020	01	Timeline/Milestones 2010-2020	07
Doorstep Health Model	02	Our Financials	09
We've Shown Proof Of Concept	05	Where We Are Going And How We Will Get There	10
Responding To Covid Times	05	Our Key Partnerships	10
Our Donors	06	Our People	10

What We Are Really Proud Of

Our First Decade 2010-2020

Our Mission of Non-communicable Disease (NCD) Prevention



Founder Board Members Nalini Saligram, Kathryn Graves and Pamela Yih in India, 2018

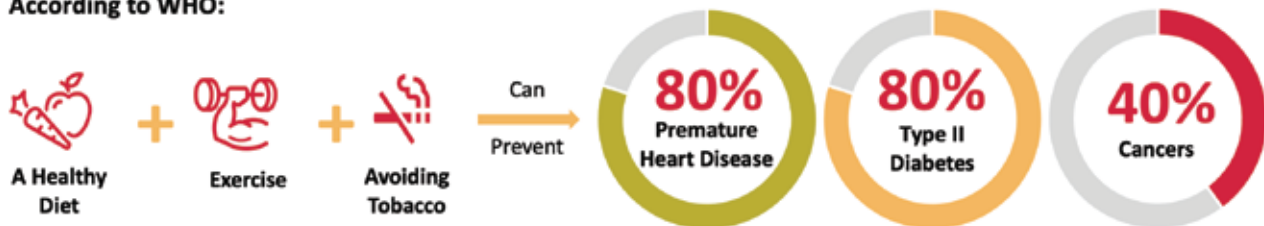
On 8 March 2010 in Philadelphia, our four founding board members – Nalini Saligram, Pamela Yih, Meryle Melnicoff and Kathryn Graves – got together to start a new nonprofit Arogya World with a deep desire to work with like-minded people and like-minded organizations and make a meaningful contribution to global health. (See first blog on our then new website -

<https://arogyaworld.org/welcome-to-arogyaworld-working-for-a-future-free-of-ncds/>)

We landed on advancing NCD prevention (i.e. prevention of chronic diseases especially diabetes, and heart disease) through healthy living as our mission, and chose India as our region of focus because of the alarming burden of disease there. We then went about designing and implementing well-thought through, science-based population level prevention programs. Now 10 years later, we haven't wavered.

Our mission still rings true, and we are proud we have stuck to prevention of NCDs (despite pressures from outside factors to move to other areas) even though it is tough to implement, and funding is scarce. We know we can't treat our way out of the NCD crisis. We sincerely believe that prevention through healthy living at the population level is a smart solution. To further advance this work, Arogya World India Trust was established as a separate legal entity in Bangalore, India in 2012. Since then, we have collaborated very closely with Arogya World India Trust and worked together to make tremendous strides in NCD prevention. The late MR BS Ramaswamy served as the chairperson of the India entity from inception till 2019.

According to WHO:



Doorstep Health Model

Making Prevention Accessible

5 Million

PEOPLE REACHED

**myArogya
Mobile App**

mDiabetes

Reach 1.7 million people
20% impact

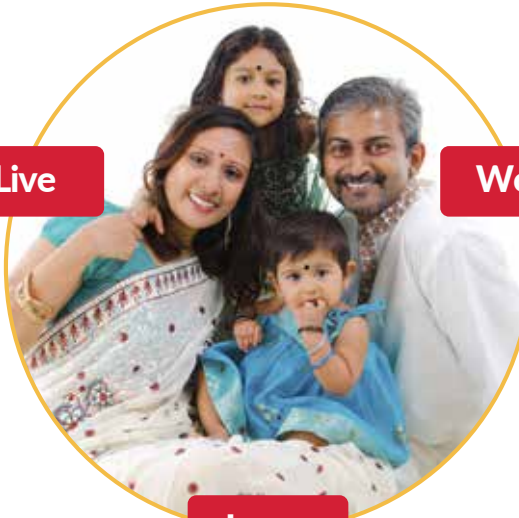


MyThali

50 workplaces
Social Media 750,000
Media Reach 10 million



Live



Work

**Healthy
Workplace**

> 145 companies
3.1 million employees



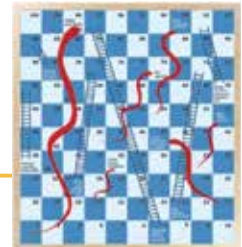
Learn



Rural

Healthy Schools

Reach 300,000 kids 15% impact
+ Thane Maharashtra
+ Banda UP
+ Digitizing + Diksha



MyThali

Because we know that unhealthy eating is the number one cause of death globally according to the Global Burden of Disease Report, eating right is a key part of our work. With MyThali we are trying to change the eating habits of the entire nation. This program, inspired by the US MyPlate approach, was designed to show urban women what they should eat and in what quantities at each meal, and has now been adapted to rural adolescent girls with PATH. MyThali and eating right are being broadly promoted using media, social media, influencers such as Chef Saby, by working with food enthusiasts at Bangalore Foodies Club, and promoting to employees in Healthy Workplaces. Audience reach to date has been >10 million. Current support is from Cigna.



Top: MyThali gets featured
Left: Urban MyThali booklet for urban Indian women

“

The learning from MyThali program is all about eating healthy. I absolutely endorse and practice it myself.

– Chef Saby Gorai



Healthy Schools

With Healthy Schools, our first program (piloted in 2011 -2013 with NGO Hriday with Merck support), and now with RIST support, we have educated more than 300,000 middle school children on the basics of healthy living, working with many wonderful partners (Agastya, SHARP, SRU, CINI).



Healthy Schools program goes digital



“ Before when I used to check the lunch boxes of all my friends in class, they used to get lot of junk and unhealthy food. After the awareness program by Hriday & Arogya World , they have started getting healthy foods for lunch.

– Peer Leader, in Arogya program, Delhi

Global Survey Of 10,000 Women

We implemented a 10,000 women's study on the impact of NCDs on everyday lives - this was the largest grassroots effort of its kind and has been highlighted in several UN side events over the years. Supported by Novartis and others, this study, a *Clinton Global Initiative* Commitment, revealed important insights including on women as caregivers.

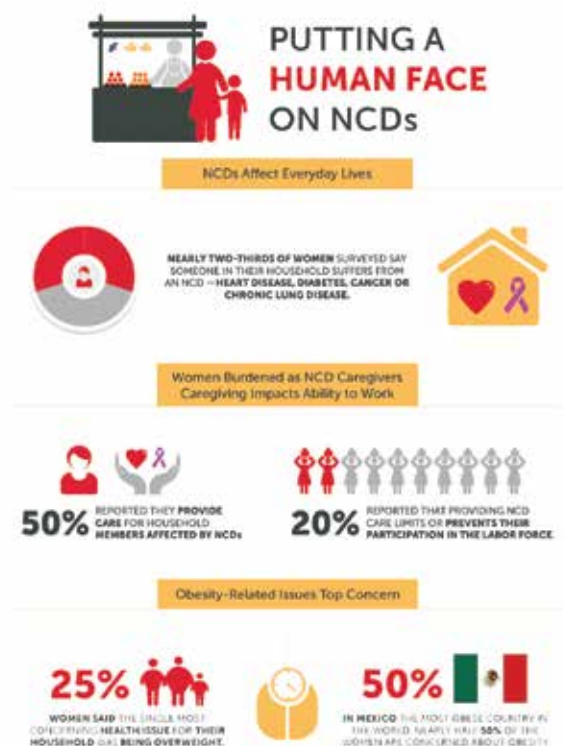


20% had to quit their jobs to do so.

2/3rd

of the women in the 10 countries said someone in their home had an NCD

50% said they provided care for this person



Healthy Workplace Program

Since 2013, we have recognized 145 companies spanning 3.1 million employees, as Healthy Workplaces in India, lauding them for the quality of their employee health programs. This list includes India's largest employer Indian Railways, other public sector organizations (e.g. NTPC, IOCL), multinationals (e.g. J&J, P&G), large Indian private sector companies such as Infosys, Wipro, Reliance, Tata Consulting Services as well as small ones. Criteria were co-created with industry in 2012, and include initial qualitative NCD prevention criteria at the Bronze, Silver and Gold levels and subsequent quantitative requirements at the Platinum level. We strive to shape the culture of the company to become

data-driven around health.

In 2020, we added mental health criteria. Additional tools like our MyThali initiative, an eating right program, and proven lifestyle change training from Emory / US Centers for Disease Control are being introduced by us in Healthy Workplaces to help individual employees on their health journeys. We are proud to partner with Confederation of Indian Industry, Public Health Foundation of India and other groups to advance workplace health in India.

One of our Healthy Workplace Annual Conferences



“Arogya Platinum worked as a booster to strengthen our common goal of holistic care for employees. Their Platinum award questionnaire and assessment has in a way created a global benchmark, to take workplace wellness to new heights. Thank you Arogya team and we are proud to be associated with you.

Godrej

“The entire journey with Arogya from the point of first connect, to the patient coaching and the thoughtful assessment has been extremely fulfilling. The assessment team was tremendously observant, asked the right questions and generated fresh and actionable insights for us to work on.

 **TEXAS
INSTRUMENTS**

mDiabetes

With mDiabetes, we have educated 1.7 million with text messages on diabetes prevention through healthy living in multiple languages. In our initial program, a *Clinton Global Initiative* Commitment, working with Emory and Nokia, and with support from Aetna and J&J, we reached 1 million people. Then, with support from RIST, we reached 300,000 at Aravind Eye Care centers. Ongoing programs with Lions and Ambuja Cement Foundation are in progress. We will expand in the future with Piramal Swasthya.

“I got this message 4-5 months back on my phone, it was in Kannada. Afterwards I sent it to my friend because her husband & mother-in-law have also got diabetes and she also changed her lifestyle by cooking nutritious food.

– Consumer



We've Shown Proof of Concept

Measuring impact is integral to program design for us. We not only measure reach, but we also like to know exactly how we have helped people improve their health. We have shown proof of concept in school children and mDiabetes. We are getting encouraging trends for improved employee health in our Platinum Healthy Workplaces. We will be working with Nielsen in 2021 to interpret the social media impact results we are getting and properly assess MyThali program effectiveness.

Later this year, we will validate results across all our programs working with Stanford's CARE (Center for Asian Health Research and Education) and its founder Dr. Latha Palaniappan who is spending her sabbatical with Arogya in 2021.

GOOD RESULTS IN SCHOOL CHILDREN

In our schools program, we estimate a **15% improvement** in awareness and behavior change.

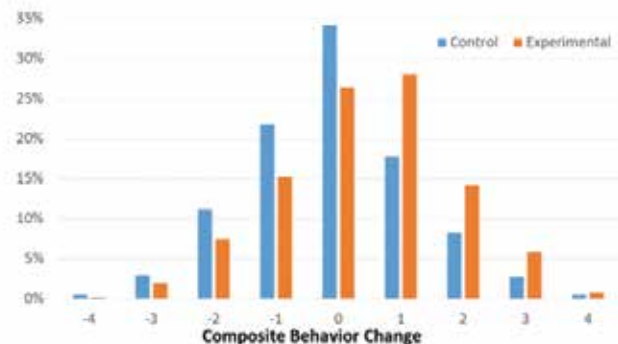
23.7% more students understood that unhealthy eating can put one at risk for diabetes

10% children consistently reported choosing fruit chaat over alu tikki (fried potato street food)

SIGNIFICANT PUBLIC HEALTH IMPACT

In mDiabetes, we showed **20% more people adopted multiple health behaviors** known to prevent diabetes.

JMIR mDiabetes results - Aug 2016



Responding to COVID times

When COVID hit in 2020 it changed every aspect of the way we live, learn and work, and by showing that people with underlying NCDs have higher risk for negative health outcomes from COVID, it underscored the importance and urgency of our NCD prevention work. Arogya World responded to COVID in many ways:

- 1. WE HELD A SERIES OF EDUCATIONAL WEBINARS**
on workplace health and a variety of other topics including mental health, obesity and NCDs and their links to COVID, plus impact of COVID on different aspects of people's lives.
- 2. WE SURVEYED THE IMPACT OF WORKING FROM HOME**
on employee health and well-being in India.
<https://arogyaworld.org/report-the-impact-of-working-from-home-on-workplaces-in-india/>
- 3. WE DIGITIZED OUR HEALTHY SCHOOLS PROGRAM**
so that learning on health could continue even if schools remain closed due to COVID; Zobble is our digitization partner. Our digitized program is being placed on the government platform Diksha, and in Maharashtra state on their e-Balbharti portal.
- 4. WE INTRODUCED MENTAL HEALTH CRITERIA**
We worked with Librum and their principals, Harvard professors Shekhar Saxena and Vikram Patel to develop criteria for mental health in India's workplaces – a first in



India. This was a direct result of asks from HR managers throughout India during COVID. We also made the courageous decision to integrate the mental health criteria with our previous NCD prevention workplace criteria to present seamless and comprehensive new 2021 Healthy Workplace criteria covering both physical health and mental well-being of employees.
<https://arogyaworld.org/arogyaworld-adds-mental-health-criteria-for-healthy-workplaces/>

We are also pleased Arogya's contributions were showcased at workshops and reports on workplace health guidelines led by NIMHANS on behalf of the Government of India and WHO.

Multi-year backing from RIST + Cigna

We are grateful for significant support from many companies, foundations and individuals including those who contribute to our annual US fundraising galas but especially want to call out The Cigna Foundation and Rural India Supporting Trust (RIST) for their ongoing, significant and multi-year support.

RIST SUPPORTS HEALTHY SCHOOLS AND MDIABETES

RIST has supported two key programs since 2017 – Healthy Schools and mDiabetes and their support has allowed us to reach and educate more than 600,000 individuals to date.

THE CIGNA FOUNDATION SUPPORTS MYAROGYA, HEALTHY WORKPLACE AND URBAN MYTHALI

The Cigna Foundation has supported us since 2014 – for the development of our mobile app myArogya, for our Platinum Healthy Workplace project, for urban MyThali and its promotion to women throughout India using social media.



Our 2020 Donors

\$100K+

Cigna Foundation | Rural India Supporting Trust (RIST) | Nalini & Ravi Saligram

\$10K+

Beyond Type 1 | Cigna Health & Life Insurance Company | Jim Craigie and Sally Brophy | Medtronic Global Corp | Umang & Paragi Patel | Quinnox, Inc. | Raj & Kamla Gupta Family Foundation Ujala | Girish & Prameela Saligram | Sunita Saligram | Simran Foundation

\$5K+

Anonymous | Aon Corporation | Neeru Arora | Kwoklong Chan | Griffith Foods Foundation | Anil & Minnie Kumar | Siddarth & Swati Mehta | Emile Ninan | Pradip & Shalini Patiath | Ragini Shekhawat | Bhaskar & Jayanthi Srinivasiah

\$2500+

Bank of America/Merrill Lynch | Sanjay & Neelu Khosla | The Kipper Family Foundation | Seema Singhal & Jayesh Mehta | Randy & Heather Nomes | Andy & Radhika Papandreou | The Summit Group

\$1000+

Rajiv & Renu Advani | Anu & Arjun Aggrawal | Anu Aiyengar | Lakshmi Aiyer | Catherine & Bruce Bach | Jim & Linda Barr | Venkatesh & Prarthana Bettadapura | K. Desby | Elise & Ted Dysart | Denise Freier | Gartner | Kathryn Graves | Charles & Kathy Harper | Levi's | Brian Lorber | Shashi & Ram Madabushi | Shashi Ohri | Qualcomm | Raj Family Foundation (Lubaina and Zain Raj) | Anil & Sushma Rao | Rath Family Charitable Trust | Gary Seybold | Jordan Scher | Kamalakara & Shaila Shenai | Kanwar Singh | Cynthia Ballew & Mike Smith | Harit Talwar | Patty Webb | Patricia & Todd Wohler | Leonora Yih | Pamela Yih

\$500+

Anjali Gurnani & Shakeel Abdul | Salil Arora | Donna Arruda | Mark McHugh | Sridhar Narayanan | Munira Patel | Stephen Parsons | Jana Reed | Eric Sit | Ratana Stephens | Ramachandran Subramanian | Rohit Vishnoi | Robert Wisniewski

OTHERS

AmazonSmile | Anonymous | Seetha Aiyar | Sanjeev Arora | Gillian Bach | Dinesh Bettadapur | Shailesh Bettadapur | Sharda Bharatula | Shefali Bhuvra | Bijal Bhuvra-Doshi | Angella Castellani | Swati Chaudhary | Johanna Cohen | Alexander Counts | Facebook | Kim Fell | Mugdha Gangopadhyay | Rhonda Gilbert | Google | Anupya Gupta | Kavita Gupta | Ronald Hadsall | Anjana Harve | Tamar Howson | Aarti Karamchandani | Joan Kavooras | Bharath Kemisitti | Rajeev Khanna | Carole Kimberlin | Anne Kilpatrick | Carolyn Kong | Harriet Kozak | Meenakshi Kumar | John Lazar | Linked-In | Satish Malireddi | Lorraine Marchand | Narayan Maskeri | Meryle Meinicoff | Microsoft | Sumitra Muralidhar | Mickie Nagel | Patricia Nasshorn | Veena Nayak | Latha Palaniappan | Madhav Pandya | Pathem Family Giving Fund | PayPal | Kimberly Pringle | Jyoti Rao | Sharada Rao | Vasant & Minakshi Rao | Sonja Rasmussen | Stewart Rego | Gloria Barone Rosanio | Ashok Rudrapatna | Gouri Sadhwani | Kusum Shah | Deepa Shankar | Shail Sharan | Charles Shekhar | Herbert Shields | Madhu Bala Sukumar | Charlotte Sibley | Vinod Sirimalle | Ram Shivashankar | William Thompson | Rekha Tobaccowaia | Stephanie Tsang | K Venkatnarayan | Felicia Watkins | Mary Windle | Sabrina Yih | Cynthia Zacharias

Timeline/Milestones

2010 - 2020



2011
Healthy Schools Program
Merck/MSD India Funding

8 March 2010
Arogya World US Registration
Philadelphia

2011
mDiabetes in 1 million with Nokia - CGI

2013
Healthy Workplace
CGI Commitment

2013
10,000 Women's Study
CGI Commitment

2014
Every Woman Every Child
UN Commitment schools

2014
Drucker Award for Non-Profit
Innovation - Finalist

2014
Cigna Funding Starts

2015
Nalini Saligram becomes
Ashoka Fellow

2016
mDiabetes Results Published in JMIR

2017
RIST funding Starts

2019
India Philanthropy
Alliance - Founding
Member

2018
WHO BeHealthy/
BeMobile grant for
Stakeholder survey

2019
Healthcare
Gamechangers
book

2019
Reached
5 million Beneficiaries

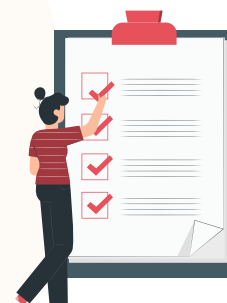
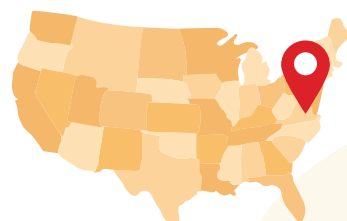
2020
Arogya World is
10 years old

March 2020
Rural MyThali
Multi stakeholder meet

2020
First Government Partnership -
Arogya Technical Assistant
partner for School Health Banda
district (UP state)

2020
Schools Program Digitization

2020
Work from Home
Survey Report





2020
Mental Health @ Work Criteria

2020
Ashoka Globalizer
Health Accelerator

2020
CII Partnership
Starts

2020
Chef Saby Partnership

5 December 2020
Record-breaking US
online fundraiser gala

2021
Schools Digitization
Pilot

2021
Vah Chef Sanjay
Thumma Partnership

2020
Leader to Leader
Article

2020
Ashoka Singapore
Tech + Humanity
Summit

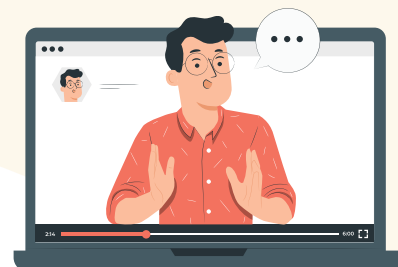
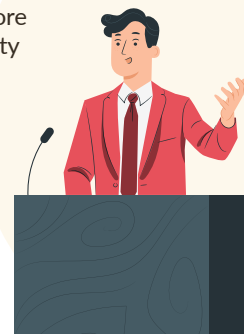
2020
Member CII Public
Health Council

2020
Bangalore Foodies
Club

2020
Digital Cookbook
from famous chefs

2021
Piramal Swasthya
mDiabetes Partnership

2021
Google AI for Social
Good Workshop



India

2014
Jamnalal Bajaj Foundation
Funding in India

Jan 2021
Cipla Foundation
Funding

7 May 2012
Arogya World India
Trust Registration
Bangalore

2019
Ambuja Cement
Foundation Funding



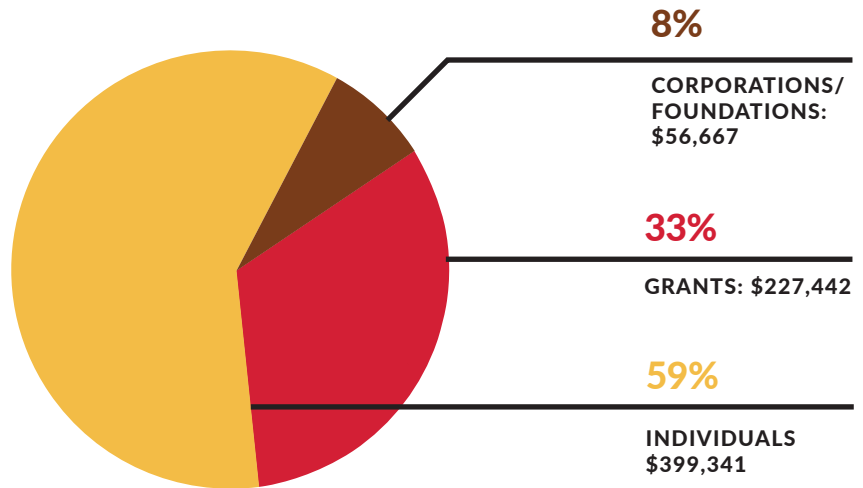
Our Financials*

* These include in-kind contributions/expenses.

CUMULATIVE TOP DONORS (2010 - 2020)

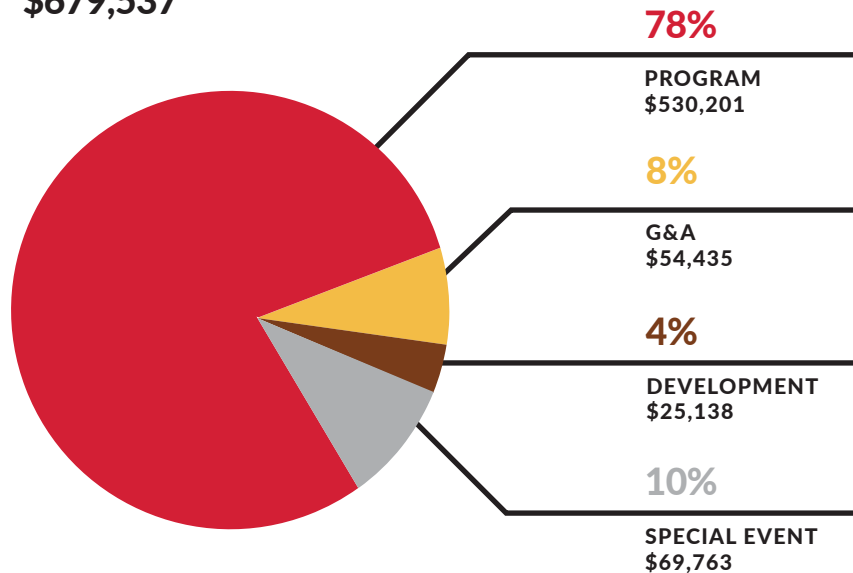
- \$600K+**
 - Cigna
 - RIST
 - Nalini & Ravi Saligram
- \$100K+**
 - Novartis
- \$50K+**
 - Aetna
 - Aon
 - Lifescan J&J
 - Merck Foundation
 - Partnership to Fight Chronic Disease
 - Quinnox
 - Raj & Kamla Gupta Family Foundation Ujala
 - Girish & Prameela Saligram
- \$25K+**
 - Neeru Arora
 - Anil & Minnie Kumar
 - Seema & Raj Bhatia/ Simran Foundation
 - Mesriow Foundation

2019 Income \$683,590



All donations go towards programs. G&A development and special event expenses are covered by a generous donor.

2019 Expenses \$679,537



Impact Circle Donors

Arogya World's Impact Circle includes current donors who have committed to at least \$10,000 each year for two consecutive years

Anonymous | Neeru Arora | Sally Brophy & Jim Craigie | Umang and Paragi Patel | Raj & Kamla Gupta Family Foundation Ujala | Rural India Supporting Trust (RIST) | Girish & Prameela Saligram | Sunita Saligram | Nalini & Ravi Saligram

Where We Are Going And How We Will Get There

Our goal is to educate more than 75 million on healthy living by 2030 and we are taking big strides right away. Having come up with well-designed programs that have shown proof concept and a great community-based Doorstep Health Model, we are now focused on a few key aspects of growth:

1. WE WILL SCALE

We want to reach and educate millions of beneficiaries, and at a lower cost. For this, as our Ashoka Globalizer workshop made clear, we must pivot from providing direct services to reaching people indirectly i.e. by influencing others to carry out our programs. We will do that by working with government and large partners and integrating with their ongoing programs. For example, we will work with Maharashtra state government and in Banda district (UP) to roll out our digitized schools programs. And we have high hopes for our work with Piramal Swasthya, a major health non profit in India and the Health Help Lines they run in several states. We also will work towards starting an Arogya city effort by 2022 when India will be 75 years old. We also want to use technology and influencers such as celebrity chefs (Chef Saby, Vah Chef), India's women's cricket captain and others, to build a compelling and effective consumer movement around healthy living.

2. REDUCE COSTS

We will work hard to raise the funds we need, making sure we bring down cost/beneficiary. In our first decade, we spent 60 cents a person and want to bring costs down to a fraction of that in our second decade. We will also explore other ways including leveraging market forces to become sustainable.

3. RAISE OUR PROFILE

We have the needed capacity and expertise in-house now to strategically and systematically invest in raising our profile over the next decade.

Key Partnerships In Our First Decade And Beyond

AbtSRBI | Aetna | Agastya International Foundation | Ambuja Cement Foundation | American Cancer Society | Aon | Aravind Eyecare System | Ashoka | Avian | Bangalore Foodies Club | Beyond Type 1 | Child in Need Institute (CINI) | Cigna Foundation | Cipla Foundation | Clinton Global Initiative | Confederation of Indian Industry (CII) | Emory University Rollins Schools of Public Health | FORESIGHT Global Health | GACS | Global Centre for Healthy Workplaces | Hriday | IMI Mobile | India Philanthropy Alliance | Indiaspora | iNFHRA | Ipsos | J&J | Librum | Lions Clubs | LV Prasad Eye Institute | Madras Diabetes Research Foundation (MDRF) | Manah Wellness | Medtronic | Merck/MSD India | Merrill Lynch | Mesirow | National Institute of Mental Health & Neurosciences (NIMHANS) | Nielsen | Nokia | Northwestern University | Novartis | One Mind @ Work | PATH | Piramal Swasthya | Project ECHO | Public Health Foundation of India (PHFI) | Quess | Quinnox | Rotary | Rural India Supporting Trust (RIST) | SHARP | SRU Innovations | Stanford University Centre for Asian Health Research and Education | Taskforce on Women & NCDs | Zobble

Our People

We are grateful to our board members both in the US and India, our passionate consultants and the advisors and thought-leaders for their time, insights and expertise.



We want to take this opportunity to sincerely thank Pamela Yih, who serves as our Chief Financial Officer, for her 10 years of selfless pro bono service to Arogya World.

Experts & Advisors - Dr. K. Srinath Reddy | Dr. V. Mohan | Dr. D. Prabhakaran | Dr. Nikhil Tandon | Dr. K.M. Venkat Narayan | Dr. Bonnie Spring | Dr. Francine Kaufman | Dr. Om P. Ganda | Dr. Sethu Reddy | C Mahalingam | Dr. Ashish Jain | Dr. Balaji Santanam | Prof Maheshwari | Amber Alam | Dr. Ruchika Sachdeva

Arogya World US Board - Dr Nalini Saligram | Pamela Yih, CFO | Dr. Seema Bhatia | Deepa Prahalad | Kathryn Graves | Gloria Barone | Denise Freier | Emilie Ninan | Radhika Papandreou | Swati Choudhary | Heather Nornes | Neeru Arora

Arogya World India Trust Board - Dr. Susheela Venkataraman | Ujwal Thakkar | Keshav Desiraju | Dr. Ashwin Naik | Dr. Nalini Saligram

Consultants/Staff - Sumathi Rao | Usha Chander | Meeta Walavalkar | Shyamala Sami | Dr. Sandhya Ramalingam | Dr. Geeta Bharadwaj | Nandini Ganesh | Dr. Meghana Pasi | Ashwini Thakker | Kshema Kurup | Dr. Smriti Pahwa | Nandan Bhatia | Gene Levin | Michelle Press | Vijayalakshmi Hareesh | Raghu S | Mugdha Gangopadhyay | Kriti Pradhan | Dr. Amita Kshirsagar