

CHANGING THE COURSE OF CHRONIC DISEASE
ONE COMMUNITY AT A TIME



2021
ANNUAL REPORT

77 MILLION

LIVE WITH
DIABETES

3 OUT OF 4

ADULTS ARE
DIABETIC OR
PRE-DIABETIC
IN CITIES

2 OUT OF 3

DIE FROM
NCDs IN INDIA



10%

INDIA'S CHILDREN
ARE PRE-DIABETIC



IF NOT NOW
WHEN?



Nalini Saligram
Founder & CEO, Arogya World
An Ashoka Fellow

Over the last 11 years, as a team, we’ve been focused solely on preventing noncommunicable diseases (NCDs) through health education and lifestyle change.

It’s a mission as important today as when we first started. We all know that NCDs, including heart disease and type 2 diabetes, are among the century’s most significant health and development challenges.

Every 2 seconds, someone dies prematurely from an NCD. India is particularly hard-hit by NCDs. The country has a crowded public health agenda with infectious diseases, maternal and under childhood mortality, malnutrition, etc. No surprise that **2 out of 3 die** from NCDs in India. The poorest of the poor are most impacted. Close to **77 million live** with diabetes; an equal number are said to be undiagnosed and a similar number are pre-diabetic. In metros, 3 out of 4 adults are either diabetic or pre-diabetic. 10% of India’s children and adolescents are pre-diabetic. **25% of a low-income** family’s is spent on one family member with diabetes, which pushes the family deeper into the abyss of poverty. If this doesn’t wake us up, nothing will.

COVID showed up so many fissures in society and also exposed many links with diabetes. Diabetes leads to more negative health outcomes from COVID. And COVID may lead to diabetes, even in children. We made significant changes to our programming and continued to adapt to the ever-changing environment, and expanded our reach across states by leveraging technology. We are now truly in aggressive scale-up mode.

To keep up with all the additional work we are expanding our team. I am delighted to welcome Swati Saxena to the Arogya team to lead our growth and strategy in India. She will help Arogya better navigate India’s fundraising scene, strengthen strategic partnerships and increase our brand awareness.

2021 was a year of hope, and the word we have chosen for our theme in 2022 is “resilience”. And as Nelson Mandela said - “Do not judge me by my successes, judge me by how many times I fell down and got back up again.”

While our **goal is to reach 50 million people** through our programs, as a scientist, I want to know what the impact is that Arogya World has had. I want to know **how we have improved people’s health, or their lives, or set them up for success**. If we have done that, then we have left the world a better place.

We need your support to do our work. Join us! To paraphrase the theme of World Diabetes Day, 2021, If not now, when?

Foreword

If not now, when?



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COVID-19 What We Did

Everyone we know has been affected by COVID. The Arogya team was too. In spite of that, we made great advances including significant changes to our programming. In response to COVID we added mental health criteria to our Healthy Workplace program, and assessed the first companies against them, and digitized our schools program and tested its effectiveness in a rapid pilot. In a direct attempt to help with COVID, we distributed carefully curated **Digital Health Infokits**, to our partners and **Healthy Workplace** companies. These kits addressed concerns, dispelled misinformation and encouraged people to protect themselves, build resilience, and learn what to do if they got infected with COVID. These infokits reached 60,000+ people.

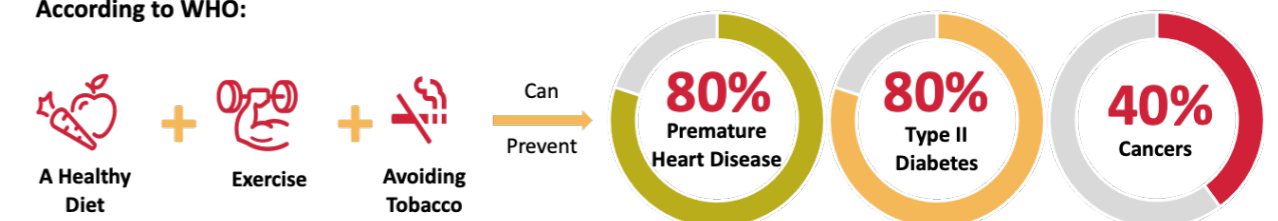
India was particularly badly impacted by the Delta variant in 2021. During this time, we couldn't sit and watch on the sidelines. We created a COVID Solidarity Fund to mobilize support for two exceptional organizations -

1. **Mission ICU:** As the first supporter of Dr. Ashwin Naik's Mission ICU, we helped set up a 10-bed ICU in a town called Tumkur, not far from Bangalore.
2. **Sangath:** We helped **Sangath**, founded by Dr. Vikram Patel to initiate Listening Circles and teletherapy sessions and provide broad based mental health support to 620 men, 632 women and 184 adolescents, in 25 states in 2021.

Scaling Our Programs

We can't treat our way out of the NCD crisis - the diseases are so widespread. **Prevention at the population level is smart and achievable.** Disease prevention through healthy living is at the core of all Arogya World programs and we have educated more than 6 million people in India through 2021.

According to WHO:



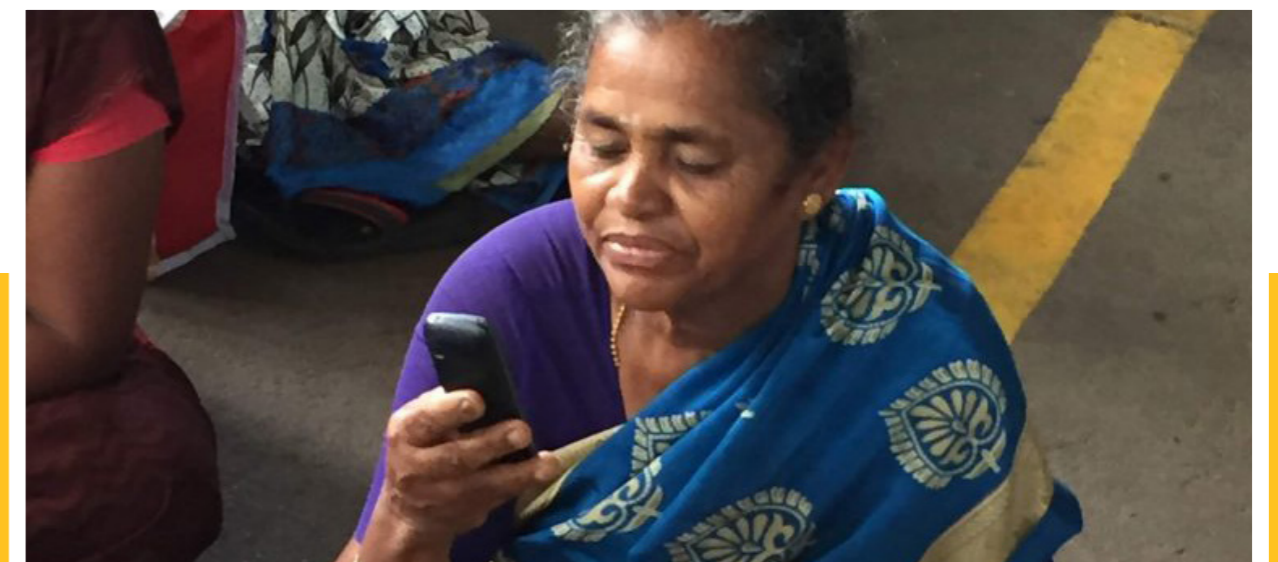
A doorstep health approach, like the one taken by Arogya World, that involves taking healthy living to people where they live, learn and work is a viable approach. Our four main programmes - **Healthy Schools**, **Healthy Workplaces**, **mDiabetes**, and **MyThali** - cater to different age groups and social demographics in India.

mDiabetes

TOTAL REACH TO DATE = 1.5 MILLION

A key milestone was the start of a partnership with **LV Prasad Eye Institute**, in March 2021, with support from **RIST** (Rural India Supporting Trust). We kicked off a programme to educate **100,000 villagers in the Hyderabad** area with our mDiabetes (local language Telugu voice message based program) integrated with community health education. On World Diabetes Day, 14-Nov 2021, health talks were held in the villages. In Oct and Nov 2021, baseline health behavior information was gathered from 500 study participants. Educational materials and posters have been designed.

In 2021, we also progressed mDiabetes conversations with two key partners - **Gram Vaani** and **Jaipur Rugs Foundation** to reach the base of the pyramid populations.



Healthy Schools Program

TOTAL REACH TO DATE = 600,000

We believe teaching middle school children to make healthy lifestyle choices, to eat right and increase physical activity, before their lifestyle habits are fully set, is critical for India's future.

In 2021 we had two key accomplishments –

1. We did a rapid assessment of the effectiveness of our digital schools program and showed encouraging results
2. We started working with state Governments to deploy our program – in **Goa** we **reached >25,000 middle school children** throughout the state, with our digital program working with **SHARP**; in Maharashtra Thane district, we reached **>7,000 children** and in UP state's Banda district we reached **6000 kids** with **SRU Innovations**.

Our ongoing programs with RIST support with partners **CINI**, **Agastya**, **SHARP** and **SRU Innovations** in >180,000 middle school children are progressing throughout the country despite COVID.

We measure awareness and behaviour change in all our programs. Our data are being validated with **Stanford University's Center for Asian Health Research and Education**.

Our program design and implementation is executed with single minded focus, to drive measurable and tangible behaviour change. We do not settle for anything less. We strive to keep pace if not outpace the industry that is making India unhealthy. Given the pandemic and its devastating outcomes in India and the world over, I believe the best investment in public health today is the combination of healthy eating and physical activity.

– Meeta Kiran Walavalkar, Program Chief, Arogya World



Healthy Workplaces

TOTAL REACH TO DATE = 3.3 MILLION EMPLOYEES ACROSS 159 COMPANIES

Our Healthy Workplace Program recognized **14 companies** as Healthy Workplaces – these were the first to be assessed according to physical health and mental health criteria. We have recognized a total of **159 companies** to date in India with more than **3.3 million** employees.

We recognized 2 companies at the Platinum level in 2021 – **P&G and Cummins**. 2021 also witnessed the launch of a COVID-19 compendium that highlights exceptional employee wellness programmes implemented by multiple companies in response to the pandemic.



MyThali

TOTAL REACH TO DATE = 27 MILLION

Our reach to urban consumers in 2021 grew leaps and bounds. Over the past 2 years we have reached 18.3 million (via traditional media) + 3.6 million (on Instagram) + 5.6 million (via Bangalore Foodies Club). We also reached lots more people with 45 social media influencers. Thanks to funding support from the **Cigna Foundation** we were able to launch several creative campaigns including our very popular **#HealthyWaliDiwali**, a social media effort to motivate consumers to eat 1 balanced meal every day through a 30-day pledge in advance of the big Indian festival of Diwali.

We also had extensive media coverage and have steadily built our MyThali brand in India:

- MyThali Instagram
- MyThali's #HealthyWaliDiwali
- MyThali's Media Coverage

In 2021 we also assembled a really high profile MyThali Advisory Committee chaired by **Dr Ruchika Sachdeva**. And asked the experts for advice on next steps with rural and urban MyThali including effectiveness evaluation.



Impact

India is the first country globally to declare its National NCD Monitoring Framework, with country-specific targets and indicators to be achieved by 2025. The framework mentions key interventions such as improved dietary habits, increased physical exercise, and reduction in tobacco and alcohol use for preventing NCDs.

In alignment with this, Arogya World measures impact in each intervention through questionnaires to evaluate knowledge and behaviour change. Key impact data indicates:

- Assessment through pre-post evaluation of behaviour change has shown that the **Healthy Schools Program** is effective, demonstrating **>15% increase** in awareness and behaviour change.
- Assessment study conducted on the **mDiabetes program** effectiveness has shown **20% behaviour change** and improved lifestyle habits on 4 indicators – eating more fruits and veg, avoiding fried food, increase in physical activity thereby resulting in better health and well-being.
- Our overall impact results are being validated with **Stanford CARE** under **Dr Latha Palaniappan**'s guidance.

What Stood Out for Us in 2021

We have set our eyes on our goal and leverage strong science, medical and non-medical expertise, public-private partnerships and modern technology to make measurable public health impact. We are being recognised in the global health community for championing NCD prevention, for making bold goals and delivering on them, for a results-driven approach, and for engaging with leaders and individuals alike in the fight against NCDs.

► Sabbatical – Stanford's Dr. Latha Palaniappan

Dr. Latha Palaniappan, a diabetes expert and researcher at Stanford Medical Center, and the founder of its Center for Asian Health Research & Education (CARE), is focused on the study of diverse populations, chronic disease, and prevention. Given the alignment of her research and Arogya's mission, she spent her sabbatical in 2021 with Arogya World on assessing impact and increasing our research capacity.

She appreciated the efforts made by Arogya World to advance action on diabetes and its prevention in India. Dr Palaniappan recently visited our team in Bangalore and interacted with the students at a Government School in Karnataka, in our partner Agastya's network, and asked the students to imagine what

they would do if they were the Prime Minister, to reduce diabetes and heart disease in India. The answers were fast and furious-

- ban cigarettes
- tax sugary beverages
- make vegetables more affordable
- put gyms everywhere

She was amazed and said, "Looks like these students are ready for a life in public policy to assure that all Indians live longer and healthier lives! Congratulations to Arogya for educating the next generation of health leaders!"



Google AI for Social Good (AI4SG)

We were selected for the coveted 2021 Google AI for Social Good Program. Arogya World will use the resources and expertise of academic experts like Dr Thanh Nguyen, from Univ of Oregon, to find ways to make our Diabetes Prevention mHealth program, mDiabetes, more compelling and effective through the use of Artificial Intelligence (AI).

This is a perfect example of Public-Private Global Collaboration.

Many teams in India and the US from Univ of Oregon, Arogya World, Head Held High and Glific will work hard to execute this project. Google will contribute resources and technical advice.

In 2021, we obtained Ethics Approval for the planned study in rural South India, and the AI machine was built. We anticipate that this project will have a significant impact on India's public health.

► Chef Vikas Khanna @ Arogya World's 2021 Gala

Our fundraising gala in the US was once again virtual and was hailed as "a perfect balance of head and heart". Held on World Food Day, Oct 16, the key session was Nalini Saligram's candid conversation with Michelin Star Chef Vikas Khanna which unpacked the impact of food on health, and also discussed giving back. Here are some of Vikas Khanna's Gems:



- Healthy eating is a planned effort, and not casual or circumstantial.
- Looking at the wisdom of our ancestors, the traditional way of eating balanced meals is quintessential.
- As a warrior, it may be ok to fail, but one should not be a quitter.

- Don't just touch one point. Make every effort to complete the circle by giving back.

We launched a wonderful new initiative, Arogya Changemakers, and the featured young people captivated everyone.

► Emory University's 100th anniversary of Insulin symposium

We were included in Emory University's 100th anniversary of Insulin symposium, organized by Dr Venkat Narayan and his team at the Rollins School of Public Health. This symposium included the release of a special commemorative journal and talks from so many luminaries in the field of diabetes from around the world. We were very pleased that a video on Arogya's contribution to diabetes prevention in India was shown at the meeting.

► Dr Nalini Saligram –Recognised as Indiaspora 2021 Philanthropy Leader

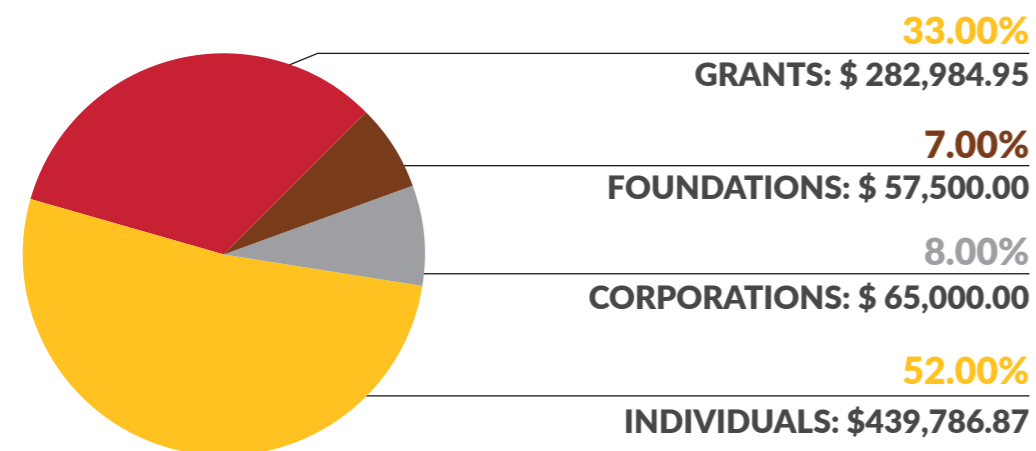
We are pleased that Arogya's Dr Nalini Saligram was included in the inaugural Indiaspora 2021 Philanthropy Leaders List ([click here to see the list](#)). Nalini has been recognized for making a significant impact with her philanthropic contributions and engagement while leveraging public-private partnerships and global platforms to improve the world we live in.

Our Financials*

*The financials include in-kind contributions/expenses.

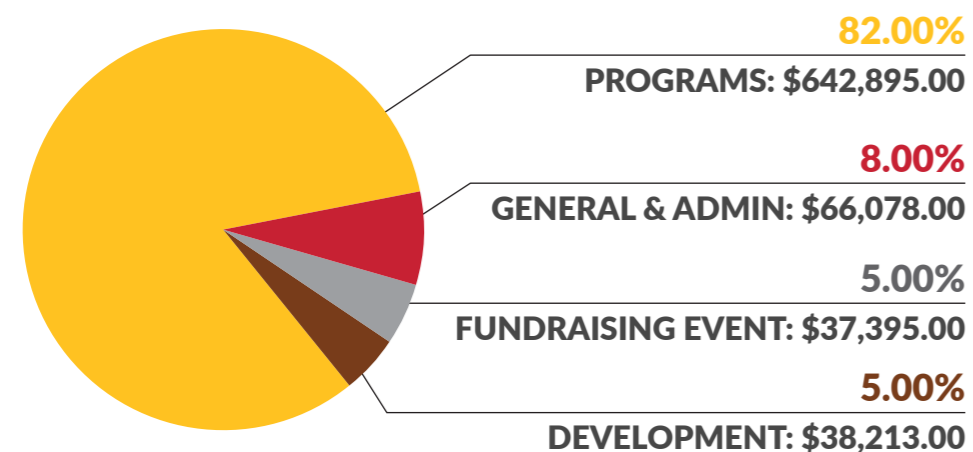
INCOME BY CATEGORY 2020

\$844,486.00



EXPENSES BY CATEGORY 2020

784,581.00



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

Our Partners, Our Strength

Agastya International Foundation | American India Foundation | Ashoka | Avian | Bangalore Foodies Club | Child in Need Institute (CINI) | Cigna Foundation | Cipla Foundation | Confederation of Indian Industry (CII) | Dream a Dream | Diksha | Emory University Rollins Schools of Public Health | FORESIGHT Global Health | Genesis | Gram Vaani | Global Centre for Healthy Workplaces | Glific | Google AI for Social Good | Head Held High | IMI Mobile | India Philanthropy Alliance | Indiaspora | INFHRA | Infosys Springboard | Jaipur Rugs Foundation | LV Prasad Eye Institute | Manah Wellness | Mission ICU | PATH | Quess | Rural India Supporting Trust (RIST) | Sangath | SHARP | SRU Innovations | Stanford University Centre for Asian Health Research and Education | Taskforce on Women & NCDs | University of Oregon | Zobble

Our stakeholders speak

“We value the work Arogya World is doing to bring focus on health and wellness. We are proud winners of Arogya Healthy Workplace” shares **Dr Sandeep Sharma**, General Manager HSE-Medical, **IndianOil**, who went on to win the #1 spot globally in the workplace health award contest of the Global Centre for Healthy Workplaces.

“We cannot take health for granted. As Arogya World brings this serious topic to the fore, we must collectively and individually address mental health challenges.” shares **Ramkumar Narayanan**, VP Technology & Managing Director VMware | **NASSCOM Executive Council | Chairperson NASSCOM Product Council**

“The first wealth for any individual is health, and to maintain your health you need to eat the right poshan and portion. Thank you MyThali as you have not only taught me about managing a balanced diet but more importantly, enjoy what we cook and serve healthy food not only for ourselves but our family members as well. As a proud BFC member, I can say health is priceless and MyThali has reinforced this through their effective, powerful yet simple messages” shares **Dr Archana Santhosh (Bangalore Foodies Club)**

“I loved learning through games” shares **Arjun Ashwariya Dixit**, student of class 7th, from **Sant Tulsi Public School, Banda Uttar Pradesh**

“Health and well-being are not a “good to do” but a “must-do” for Companies today. Post pandemic, existing and prospective employees evaluate organizations based on the interventions introduced. But, more importantly, they focus on a holistic approach to health and well-being. Arogya World is addressing this through workplace programs and interventions focusing on physical and mental health. In addition, they encourage companies to quantitatively track employee health and show improvements in health metrics over time. The Healthy Workplace Program is fundamentally strong, and their annual conference is emerging as a platform to advance health dialogue in India. **Dr Ashish Vijay Jain, Head - Employee Health & Wellbeing, Consumer Healthcare Global , GlaxoSmithKline Plc at GSK**

“Changes in lifestyles due to fast industrialization and urbanization brought us to health risks now. Arogya World’s School Health Program is an endeavour to bring about positive behaviour shifts on food eating behaviour, physical activities, and basic knowledge on NCDs, during early adolescence one of the most essential aspects that people require now to live happy and healthy”, shares **Mr RP Yadav, Principal -Shiv Kali Inter-School, Prayagraj, Uttar Pradesh**

“Good health is a birth right that must be offered by society and ultimately claimed by oneself ” shares **Dr Padmaja, LV Prasad Eye Institute (LVPEI)** highlighting the importance of taking care of self.



Technologies are out there to transform the way doctors and patients interact to predict, prevent & treat. Arogya's work is critical to India - Dr Latha Palaniappan



Employee wellness as a clinching factor



Arogya World recognizes 14 new Companies as Healthy Workplaces



Public-Private Partnerships and CSR initiatives can help India emerge stronger from COVID-19



Echoing the theme of World Diabetes Day, if not now, when will we wake up to prevent this demographic disaster.



Ashoka fellow, Dr. Saligram advocates NCD prevention through healthy living



Arogya World announces a public health campaign 'Healthy Wali Diwali', urging Indians to eat healthier this festive season



The correct nutrition is key to ensuring an athlete performs optimally



This US-Based non-profit spread awareness about diabetes; impacted over 5 million people.



Commemorating 100 years of insulin: Reflections of a non-profit leader



Arogya World Wins Google AI for Social Good Support

Our social media presence grew

- Our **LinkedIn** presence grew 6-fold (1903) with organic followers who were interested to know about Arogya's programs and growth
- We also showed significant growth in **Twitter** (+15%), and **Facebook** (40% increase in followers), and our **MyThali Instagram** pages.



We thank all our donors for supporting us in 2021

- We thank our first **Arogya Changemakers** in the US, Radhika Chouhan (who raised \$4235 doing a 100 mile bike ride in New York), and the Indian Students Association of the University of Virginia, for their incredible support.
- Arogya World extends heartfelt gratitude to everyone who contributed to its COVID Solidarity Fund last year to help India in a meaningful way in its time of need. Special thanks to longtime Arogya supporter **Chef Subha Ramiah** who mobilised his MasterBuds - a group of former MasterChef contestants from Season 10 - to raise funds with a **"Cooking for COVID"** virtual cooking show.
- Also a special mention to two schoolgirls, sisters **Shriya Dani** and **Nandita Dani** from Ridgewood, NJ who jumped right into action and organised a facebook campaign to raise funds for our **COVID Solidarity Fund**.

\$1,00,000 & ABOVE

- Cigna Foundation
- Nalini and Ravi Saligram

\$20,000 & ABOVE

- Google
- Rural India Supporting Trust
- Stanford University

\$10,000 & ABOVE

- Beyond Type 1
- Bhaskar & Jayanthi Srinivasiah
- Girish & Prameela Saligram
- Mesirow Financial
- Quinnox
- Volkswagen

\$5,000 & ABOVE

- Aon Corporation
- Kwoklong Chan
- Neeru & Sanjeev Arora
- Raj and Seema Bhatia (Simran Foundation)
- Sarva Mangal Family Trust
- Shekhawat Family Charitable Fund

\$2,000 & ABOVE

- Chuck and Kathy Harper
- Meenakshi & Anil Kumar
- Neelu & Sanjay Khosla
- Radhika Prapandreou
- Ragini Shekhawat
- Randy & Heather Nornes
- Thomas & Judy Neuberger

\$1,000 & ABOVE

- Catherine Bach
- Chubb Global Corporate Giving
- Denise Freier
- Kathryn Graves
- KLA Foundation Match
- Lakshmi Aiyar
- Patricia & Todd Wohler
- Prabaker Family Foundation
- Pradip & Shalini Patiath
- Qualcomm
- Seema Singhal and Jayesh Mehta
- Verani Nair Family Fund

\$500 & ABOVE

- Aruna Srinivasiah
- Avinash Apte
- Douglas Horngrad
- Durgesh Das
- Jain Family Charitable Trust
- Ladji Kouyate
- Pamela Yih
- Pathem Family Giving Fund
- Sunita Saligram
- Swati Choudhary

\$100 & ABOVE

- A. Haddad Giving
- Afsan Bhadelia
- Ajay Mehrotra
- Alexander Counts
- Annonymous
- Arjun Hegde
- Barbara Stollsteimer
- Bettina Lanyi
- Brian Lorber
- Chet Jewan
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- David Levine
- Daniel Knorr
- Deepa Prahalad
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- Gloria Barone
- Gurbax & Pam Chandani
- Himanshu Kandwai
- Heather White
- Holly Gagnon
- Ilia Guergov
- Joan & John Johnson
- Justin Ferrin
- Kate Bredeson
- Kartik Jain
- Lata Shenoy
- Lorraine & Donald Marchand
- Manju Chandanani
- Mary Windle
- Meryle Meinicoff

- Michele Mooney
- Michelle Press
- Naresh Bansal
- Okta Match
- Rajen Athreya
- Ramachandra Shivashankar
- Sachal Vasandani
- Sanford Jacoby
- Sanjay Bhalnagar
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- Sharda Bharatula
- Sharon Fletcher
- Sumanth Bailur Kini
- Tushar Bhole
- Tommaso Torelli
- William Shu

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- Nandita Shenoy
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- R. Venkatachalam Renganathan Itzmeraja
- Rena Christie
- Robin Connell
- Rosina Pastore
- Sherry Ortner
- Susan Rubinroit
- Vivekananth Gurumoorthy

Remembering our well-wishers

- Keshav Desiraju:** Our Trustee at Arogya World India Trust, passed away on Sep 5 in Chennai. A quiet man with deep convictions, who served as the union health secretary of the country, Keshav was known for his contributions to community healthcare, and was the architect of the country's Mental Healthcare Act of 2017. We lost a trusted board colleague that day and India a devoted son, as the outpouring of grief in so many of the world's newspapers, revealed.
- Thom Scher:** We are deeply saddened at the passing away of Thom Scher, President and CEO Beyond Type 1, on Dec 03, 2021. Arogya lost a friend and partner, and the diabetes community a big voice, that day.

