2 OUT OF 3 DIE FROM NCDs IN INDIA

3 OUT OF 4 ADULTS ARE DIABETIC OR PRE-DIABETIC IN CITIES

77 MILLION LIVE WITH DIABETES

10% INDIA’S CHILDREN ARE PRE-DIABETIC

IF NOT NOW WHEN?
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?
Everyone we know has been affected by COVID. The Arogya team was too. Despite 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.

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 Healthy Diet + Exercise + Avoiding Tobacco Can Prevent 80% Premature Heart Disease
- 80% Type 2 Diabetes
- 40% Cancers

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.
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 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.

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.

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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

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Healthy Schools Program

TOTAL REACH TO DATE = 600,000

Healthy Workplaces

TOTAL REACH TO DATE = 3.3 MILLION EMPLOYEES ACROSS 159 COMPANIES

MyThali

TOTAL REACH TO DATE = 27 MILLION
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”

Dr. Latha Palaniappan interacting with kids in a Government school in Karnataka.

Dr. Latha, Dr. Nalini Saligram & Arogya World Team

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.

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 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

“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.

Our Financials*

*The financials include in-kind contributions/expenses.

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<tr>
<th>INCOME BY CATEGORY 2020</th>
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<tbody>
<tr>
<td>GRANTS: $282,984.95</td>
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<td>FOUNDATIONS: $57,500.00</td>
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<table>
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<tr>
<th>EXPENSES BY CATEGORY 2020</th>
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<td>PROGRAMS: $642,895.00</td>
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<tr>
<td>GENERAL &amp; ADMIN: $66,078.00</td>
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<td>FUNDRAISING EVENT: $37,395.00</td>
<td>5.00%</td>
</tr>
<tr>
<td>DEVELOPMENT: $38,213.00</td>
<td>5.00%</td>
</tr>
</tbody>
</table>

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 Vikas | Global Centre for Healthy Workplaces | Glichs | Google AI for Social Good | Head Held High | IMI Mobile | India Philanthropy Alliance | Indiaspora | 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

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, GSK

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“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.
Our work is being noticed

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. Salligaram advocates NCD prevention through healthy living

Arogya World announces a public health campaign ‘Healthy Wall 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

$1,000,000 & ABOVE
• Cigna Foundation
• Nalini and Ravi Salligaram

$200,000 & ABOVE
• Google
• Ralit India Supporting Trust
• Stanford University

$100,000 & ABOVE
• Beyond Type 1
• Bhaskar & Jayanti Srinivasiah
• Girish & Pramodita Salligaram
• Mesrobeh Financial

$5,000 & ABOVE
• Aon Corporation
• Kovilod Chinn
• Neeru & Sanoj Anor
• Raj and Sreena Bhatia (Shrinan Foundation)

$2,000 & ABOVE
• Chuck and Kathy Harper
• Meenakshi & Arul Kumar
• Neelu & Sanjay Dharla

$1,000 & ABOVE
• Catherine Bach
• Chubb Global Corporate Giving
• Denise Freier

$500 & ABOVE
• Afsan Bhadelia
• Ajay Mehrotra
• Alexander Counts

$200 & ABOVE
• Anjoo Hegde
• Barbara Stoffleimer
• Bettina Lanyi

$100 & ABOVE
• A. Haddad Giving
• Arman Bhadelia

$50 & ABOVE
• Arjun Hegde
• CakeCarmack

$25 & ABOVE
• Meryle Meinicoff
• Mary Windle

$10 & ABOVE
• Alexander Counts
• Ajay Mehrotra

$5 & ABOVE
• Annonymous

Others
• Amazon Smile
• Apple Matching Funds
• Amazonsmile
• Aviva
• Beyond Type 1

Our social media presence grew

a. Our LinkedIn presence grew 6-fold (1903) with organic followers who were interested to know about Arogya’s programs and growth

b. We also showed significant growth in Twitter (+157%), 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 $4255 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 Souha 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.

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 Health Act of 2017. We lost a trusted board colleague that day and India a devoted son, as the archivist of our organisation. Keshav was known for his contributions to community healthcare, and was the architect of the country’s Mental Health Act of 2017. We lost a trusted board colleague that day and India a devoted son, as the archivist of our organisation.

- Thom Scher: We 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.

Arogya World extends heartfelt gratitude to everyone who contributed to its

- Arogya's work is critical to India - Dr Latha Palaniappan

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