

AROGYA WORLD

ANNUAL REPORT 2022

**NCDs Are a Challenge.
#Challenge Accepted**



AROGYA CITY BENGALURU – A BIG STEP FORWARD IN 2022

Dr. Sudhakar, Hon'ble Minister of Medical Education and Health, Karnataka (2nd from left) inaugurated the Arogya City summit in Bangalore. Nov 28, 2022

Platinum
Transparency
2022

Candid.

IT'S ALL BECAUSE OF YOU!

Thank you dear colleagues, friends, supporters and partners. It's because of you that we made great strides in 2022 –

1. We reached a total of **9.3 million people** across India, delivering to them a “lifestyle change prescription” outside the doctor’s office, directly in the community, where people live, learn and work.
2. We **won** a prestigious **2022 UN InterAgency Taskforce – WHO award for Primary Healthcare**
3. We **pioneered** an innovative **Arogya City approach**, by mobilizing multiple stakeholders across Bengaluru, to step up, #AcceptOurChallenge and make public pledges to help people lead healthier lives
4. We **completed** our **Google AI for Social Good** study and were pleased to see promising initial results

What is most exciting for me is that the non profit I founded 12 years ago, is poised to make significant and **meaningful public health impact**. We are one sure step closer to helping India and the world meet Sustainable Development Goal #3 (Good Health & Well-being).

Our theme for 2023 is “**Hope**”.

Please stay with us, support us, partner with us, follow us on social media. We are ready to scale. We are energized. And are reaching for the stars.



Dr. Nalini Saligram

CEO & Founder, Arogya World,
An Ashoka Fellow



OUR DOORSTEP HEALTH MODEL – A LIFESTYLE CHANGE PRESCRIPTION

WE HAVE TOUCHED THE LIVES OF 9.3 MILLION PEOPLE ALL OVER INDIA THROUGH 2022

9.3 Million

ACROSS 19 STATES



Arogya City



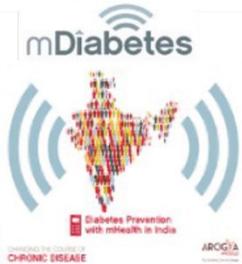
Live

Work

Learn

mDiabetes

Reach 1.5 million
Nokia, Aravind, LVPEI
20% impact. RIST.



MYTHALI

- >50+ Mn Traditional Media
- Engagement 1.44 Mn
- 50+ worksites
- 26 Mn Social Media
- Nielsen evaluation
- Cigna Support



Rural



Urban

Healthy Workplace

186 companies,
5.8 million employees



Healthy Schools

Reach 750,000+ kids 15% impact
+ Goa + Banda UP + West Bengal +
+ Digitized - on Diksha
Stanford CARE validating impact
RIST support



AROGYA WORLD WINS PRESTIGIOUS UN – WHO AWARD

- The UN-WHO award recognized **Arogya World** for its work in **scaling up community-based delivery models to strengthen prevention and control of diabetes at the population level, across 19 states in India.**
- The 2022 Awards were presented during the UN General Assembly High-Level Meeting in New York, at the **UN Interagency Task Force for the Prevention and Control on Noncommunicable Diseases** event on 21 September 2022.
- Along with Arogya World, the only other winner from India was **Ministry of Health & Family Welfare, India and The Indian Council of Medical Research (ICMR)** for the India Hypertension Control Initiative.
- We thank **Dr Venkat Narayan** from Emory University for nominating us.



2022 Task Force and WHO Special Programme on Primary Health Care Awards

**NON-STATE ACTORS
(NGOs, ACADEMIA, PHILANTROPY)**

- Reconciliation and Development Association, Cameroon
- The Eastern Mediterranean Public Health Network (EMPHNET), Jordan
- Karagehusian Association for Child Welfare, Lebanon
- Lesotho-Boston Health Alliance
- Moroccan league for the fight against diabetes
- European Forum for Primary Care, Netherlands
- Rwanda NCD Alliance
- Arogya World, USA
- NCDI Poverty Network, USA
- Primary Care International, Oxford, UK



UN INTERAGENCY TASK FORCE ON THE PREVENTION AND CONTROL OF NON-COMMUNICABLE DISEASES

Presented in recognition of outstanding contribution towards the NCD-related Sustainable Development Goals.



PIONEERING BENGALURU AS INDIA'S FIRST AROGYA CITY

- **Rotary, Arogya World and B.PAC** came together as partners to make Bengaluru as India's first Arogya City.
- **Dr K Sudhakar, Hon'ble Minister**, Department of Health and Family Welfare and Medical Education, GOK inaugurated the first Arogya City Summit at Bengaluru on 28 November 2022.
- **Dr. Devi Shetty, Chairman** and Founder of Narayana Health and **Ms Ashwini Nachappa**, Arjuna Awardee & Olympian are our Brand Ambassadors. **Mr K Jairaj** is chair of the Advisory Committee.
- 21 Pledgemakers stepped up to **make >0.5 million Bengalureans healthy by 2024!**
- A preliminary assessment of the collective impact will be provided by Bangalore's **Sattva** on a pro bono basis.



Hoarding at KIA in Bengaluru



Dr K Sudhakar, Hon'ble Minister, Department of Health and Family Welfare and Medical Education, GOK



"Heart of Junk" Art Installation

21 PLEDGEMAKERS - OUR CHAMPIONS



21 Pledgemarkers committed to make Bengalureans healthy

Screening for NCDs



NCD Prevention and Control



Advancing Mental Health



Increasing Physical Activity

Advancing Health of the Elderly



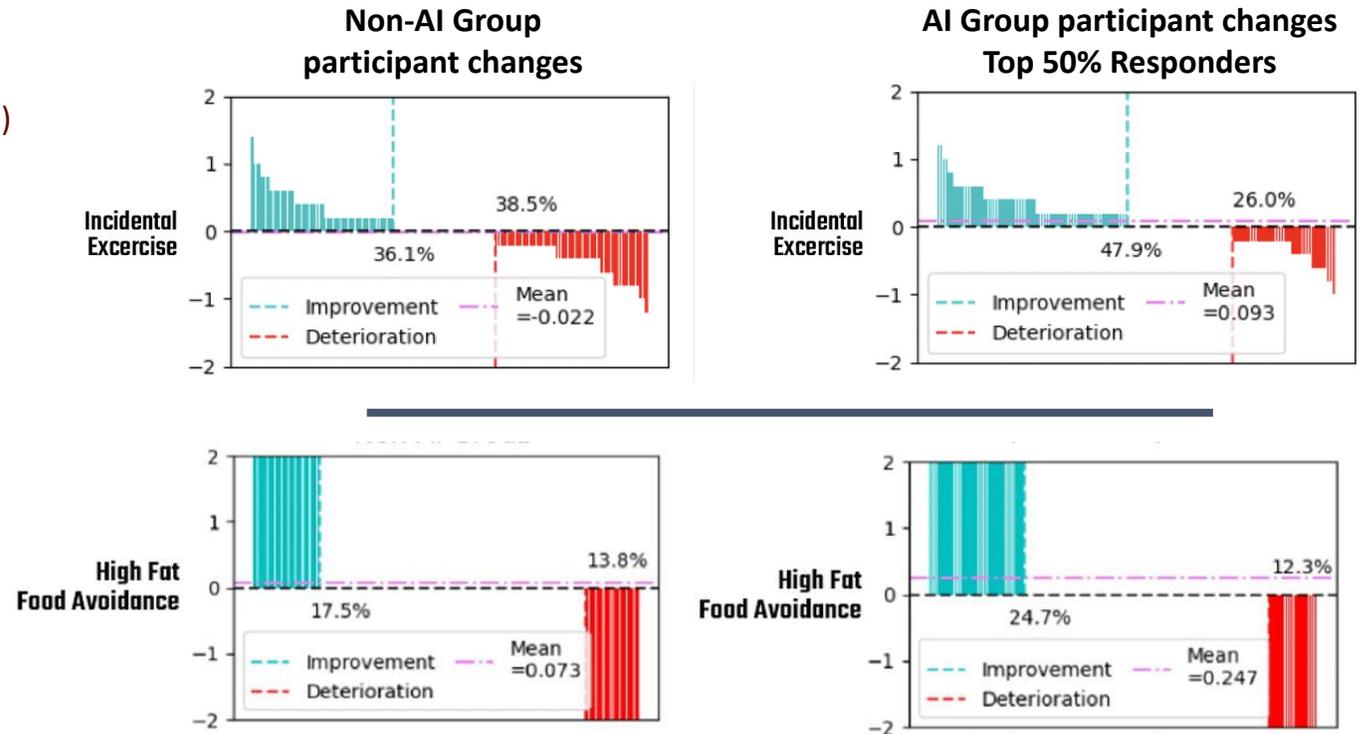
Youth Outreach



mDIABETES STUDY : GOOGLE AI FOR SOCIAL GOOD

- In 2022 we completed our study to see if **Artificial Intelligence** could help us improve the effectiveness of our mDiabetes program, as part of the Google AI for Social Good effort
- The AI tool was developed by **The University of Oregon** (Dr Thanh Nguyen and her team).
- We used **weekly feedback** to personalize and **customize messages** to the consumers. We used Whats App for Message transmission with **Glific** as our partner.
- The study was implemented in **Gulbarga**, rural Karnataka (South India) with **Head Held High** using their frontline workers to recruit 1000 + people into the study.
- **Impact – Encouraging trends were seen -**
 - We saw an increase in incidental exercise, ie in household chores, taking stairs instead of elevators etc. In the AI group (**47.9%**) as compared to controls (**36.1 %** ; Controls received our static messages set)
 - More people avoided high-fat oily food in the AI group (**24.7%**) as compared to Controls (**17.5%**).
 - These meaningful public health results need to be confirmed in more studies in larger numbers of people.

AI vs non-AI Intervention Comparison Analysis



HEALTHY WORKPLACE CONFERENCE & AWARDS 2022 - “FROM WELLNESS TO VITALITY”

At the annual Arogya World Healthy Workplace Conference and Awards, Dec 5 in Bangalore,

- **200+** individuals from the industry & HR fraternity attended the conference
- **34 companies** were recognized for championing workplace health.
- **5 of these companies** were acknowledged as **Platinum Healthy Workplaces**, namely Indian Oil, Tata Consultancy Services, Larsen & Toubro, Manipal Cigna, and Haleon, and recognized for demonstrating a data-driven culture of health.
- As of date, Arogya World has recognized a total of **186 companies (with a total of 38 at the Platinum level)** as **Healthy Workplaces**, spanning over **5.83 million employees**.
- For more information, please [click here](#)

At the conference which was very well received, a high-powered **CXO Panel** brought focus on

- **People, processes, health**, and well-being of employees.
- **Health** as a topic for boardroom discussion and a **business imperative**.
- How employee health is more important now in the “**new normal**” in which the “**war for talent**” has intensified
- That health can help ensure that the “**employer brand**” gets a distinct identity in the minds of “**current and prospective employees**”
- “**holistic health & well-being**” are differentiators.

We are working on a Company Health Index and will be out with more details soon.



Our CXO Panel - Moderator **Santhosh Mahalingam** (CEO Mikro Grafeo).
Panelists included **Sarthak Ranade** (MD, Janssen India),
Ramkumar Narayanan (MD VMware),
Ashish Khanna (CEO-Tata Power),
Nitin Dave (CEO Qness Staffing)

HEALTHY SCHOOLS PROGRAM - EVERY CHILD A HEALTHY CHILD

Arogya World has been tirelessly working to engage adolescents on healthy living through our Healthy Schools Program.

Key updates:

- Through 2022, we reached **750,000 11-14 year old children** with compelling age-appropriate games and activities that teach the basics of Healthy Living (including what to eat and the importance of Physical activity).
- PAN India presence: **Karnataka, Tamil Nadu, Andhra Pradesh, Telangana, Madhya Pradesh, Uttar Pradesh, Haryana, Maharashtra, West Bengal, Delhi, Assam, Goa, Rajasthan & Bihar**
- We are working with State Governments in **Goa & UP-Banda**
- Our partners including CINI, Agastya, SRU Innovations, SHARP delivered the program in **online, offline and hybrid** modes in school and community settings.
- We continued to work with **Stanford CARE and Dr Latha Palaniappan** on third party evaluation.
- We are grateful to **Rural India Supporting Trust(RIST)** for multi-year support of the schools program.

ACHIEVEMENTS 2022

- Major effort with **Child in Need Institute (CINI)** - to reach **214,000 kids in 3 districts at very low socio-economic levels in West Bengal.**
- In Banda (UP) with **SRU Innovations**, we reached middle school kids in 174 schools, covering 1/3rd of the district.
- **Tenzin Yeshe Wangdak Yuthok** from Stanford CARE (Center for Asian Health Research and Education) was invited to present a poster on our schools data at **Stanford Center for Innovation in Global Health conference (Jan 2023).**



[Click here](#) to know more

mythali[®] PROGRAM - CHANGING THE WAY INDIA EATS

2022 CAMPAIGNS : RED SAREE CHALLENGE || HEALTHY WALI DIWALI || FOCUS ON EVALUATION

Nielsen Report (Aug '21 – Mar '22)

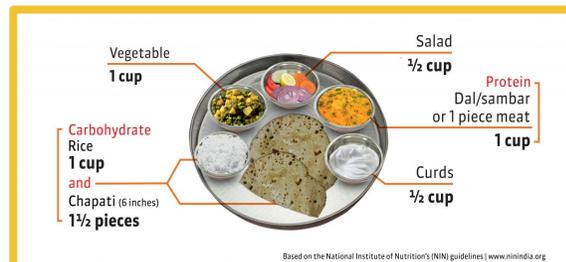
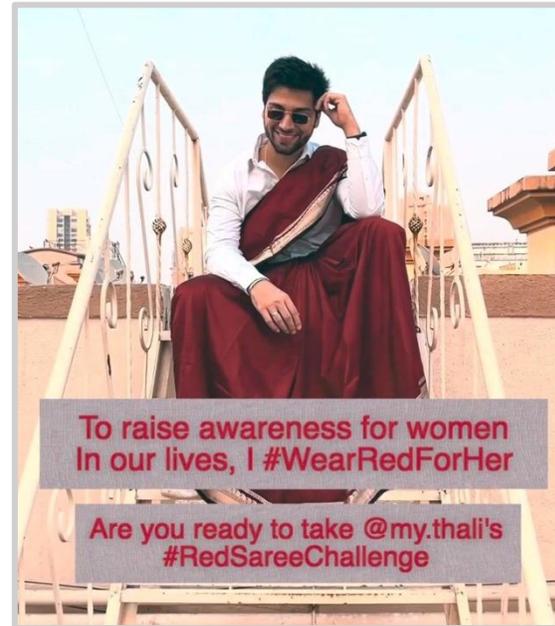
In 2022 we attempted for the first time to measure engagement and impact, with NielsenIQ. Over an 8 months period we showed 8% engagement among Indian consumers in social media.

Sentiment has been mostly Positive (61%) throughout the duration.

10.8 M Reach

880.8K Engagement

- The MyThali Campaign has been one of the most successful awareness programs in recent times garnering a remarkably high audience response and engagement.
- Male Influencers **Sarang Patil** and **Jitendra Nokewal** showed their support for Women's Heart Health by wearing a red saree, traditionally the Indian women's attire, for our Challenge. This gained great reception & engagement, with hundreds of women moved by their commitment.
- #HealthyWali Diwali, a month long annual campaign, has amassed a huge reach via social media. In 2022 we reached 10,000+ individuals in Bangalore with direct outreach and educated them on making informed choices about healthy eating.
- We are grateful to Cigna for continued support of this innovative campaign to use social media to educate consumers on healthy eating.



MyThali teaches people about the importance of *Poshan* (good nutrition) and Portion.

Rural and Urban MyThali Studies

We have forged partnerships with Universities, leaning on faculty and Masters students, and initiated many studies to test effectiveness of our MyThali tool -

- **Rural MyThali Study with MSU, Baroda** – The purpose is to test the feasibility and effectiveness of rural MyThali in adolescent girls in school and outside school. We won a grant from **Together Women Rise** for this project.
- **And for Urban MyThali with –**
 - The Maharaja Sayajirao University (MSU), Baroda
 - Institute of Home Economics, New Delhi
 - Symbiosis Institute of Health Sciences, Pune

Way Forward

- MyThali College Fest for Young Chefs
- On-Ground Campaign Activities
- MyThali Advocacy On Food Delivery Apps
- MyThali Education in Regional Languages

- 57 Messages/Voice Calls sent twice a week for six months. Content developed originally with Emory Univ.
- Content Now being adapted to Cover Diabetics and Non diabetics.
- We observed 20% increase in multiple health behaviours known to prevent diabetes including
 - Eating 2-3 fruits a day
 - Eating 2-3 vegetables a day
 - Avoiding fried food
 - Increasing physical activity
- **1.5 MILLION PEOPLE** reached across **8 states** to date
- In 2022, **Google AI for Social Good [study](#)** was completed in Gulbarga in rural South India
- In 2022, we completed a major project, supported by **RIST**, among **100,000 people** in the villages around Hyderabad, with mDiabetes integrated with community health education with **LV Prasad Eye Institute**.
- In 2022 we also sent mDiabetes messages to 25,000 people (at the base of the pyramid) in the states of Bihar, Jharkhand, UP, MP with **Gram Vaani**.



ADVANCING THE “HEALTH DIALOGUE” IN INDIA



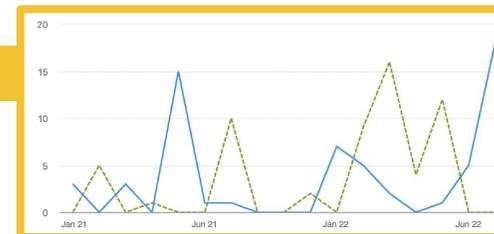
MEDIA COVERAGE



- Study: 3.7 lakh fresh BP cases, 2.4 lakh of diabetes in 4 years
- Adolescence: Crucial Time For Laying Foundations For Good Health – Dietary Habits For Girls As They Hit Puberty
- A holistic approach to employee well-being: India Inc’s need of the hour
- Mental well-being: the most important parameter to have healthy workplaces
- Why it is essential to nip pre-diabetes, a ‘reversible condition’, in the bud

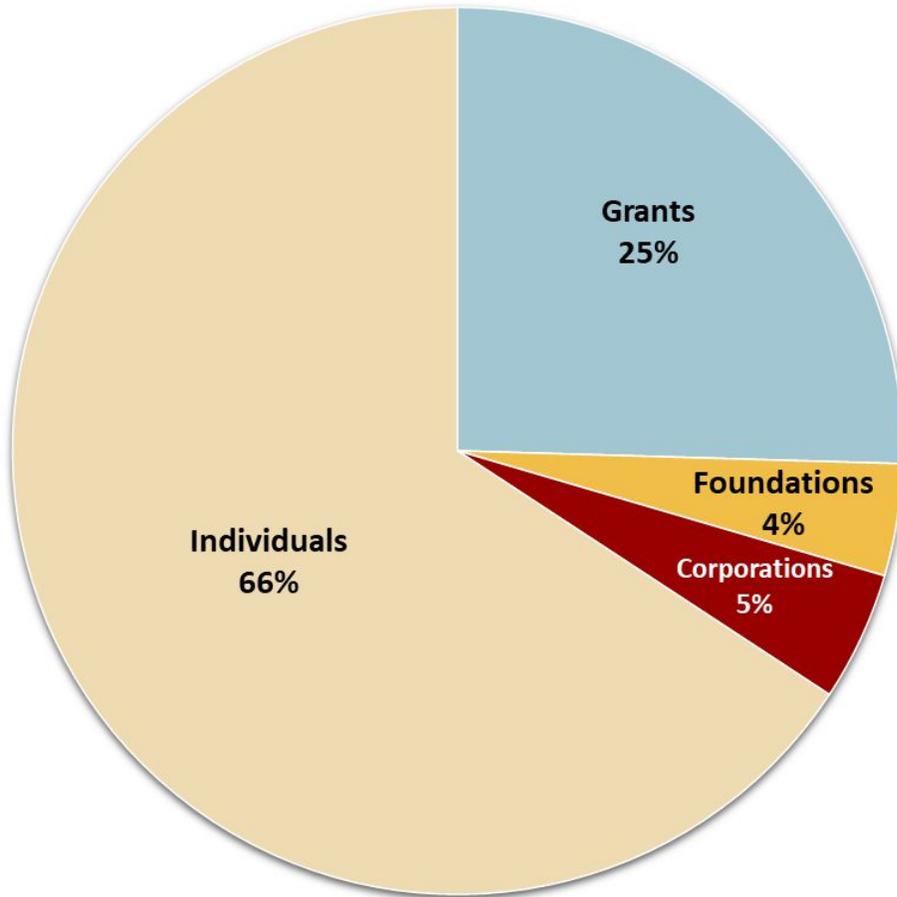
We are getting noticed -

- Proud recipient of the **2022 UN Interagency Task Force** and the WHO Special Programme on Primary Health Care
- **Dr Nalini Saligram** was awarded the **BW Healthcare Leader Award**
- We were invited to actively participate in strategic forums including **Occucon, CSR Mumbai, Indiaspora, iNFHRA Global Workplace Innovations Conference**, amongst others.
- **We Quadrupled our organic reach on LinkedIn**
 - People logged in from desktop (blue graph) and mobile (green graph)
 - **3,153 followers & counting- all organic followers till date**

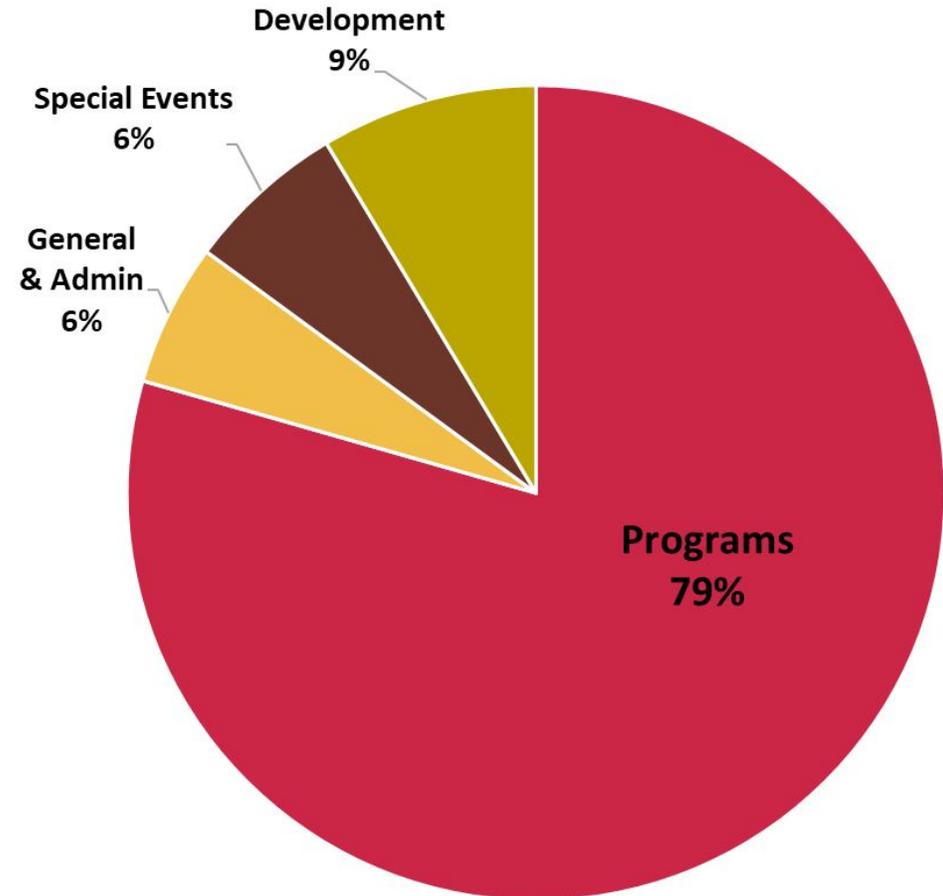


OUR FINANCIALS

2021 INCOME*



2021 EXPENSES*



In 2021 we raised \$867,693, including in-kind contributions, with 63% coming from individuals. Only 6% of our expenses were for General & Admin purposes.

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

*Income and expenses included in-kind.

WE ARE THANKFUL TO OUR 2022 SUPPORTERS

AROGYA CHAMPIONS (GIFTS OF ≥\$100,000)

The Cigna Foundation
Rural India Support Trust (RIST)
Nalini & Ravi Saligram

PLATINUM (GIFT OF ≥\$15,000)

Stanford University

GOLD (GIFTS OF ≥\$10,000)

The late Dr. Kwoklong Roland Chan
Sally Brophy & Jim Craigie
Steven & Sarika King
Minnie & Anil Kumar
Mesirow Financial
Quinnox
Prameela & Girish Saligram
South Fork Foundation

SILVER (GIFTS OF ≥\$5,000)

Aon
Neeru & Sanjiv Arora
Korn Ferry
Neera & Deepak Raj
Simran Foundation
Bhaskar & Jayanthi Srinivasiah
Volkswagen of America
Patty and Tim Webb

BRONZE (GIFTS OF ≥\$2,500)

Michael Buenzow
Goldman Sachs Ayco Personal Financial Management
Sanjay & Neelu Khosla
Shashi Ohri
John & Vicki Palmer
Shalini & Pradip Patiath
Prarthana and Venky Prasad
Ragini Shekhawat

FRIENDS OF AROGYA (GIFTS OF ≥\$1,000)

Lindsay Brady, Dennis Bruce, Louis Carr, Chubb, Maria & Dean Delis, GFCF NFP, Kathryn Graves, Ronald Hardnock, Charles and Kathy Harper, Veena Kalale, Gerardo Lopez, Kris & Tom Malkoski, Celia Mamby, Moiz Foundation, Heather & Randy Nornes, Andy & Radhika Papandreou, Arvind & Shilpa Sanger, Kamalakar Shenai, Sheth Family Foundation, Vibha Singh, Florence Sterlin, Jason Zarco

OTHERS

Dennis Basara, Holly Bates, Catherine & David Bennett, Raphael Bostic, Dennis Bruce, Germaine Cade, Swati Chaudhary, Christopoulos Law Group, Alexander Counts, James Crawford, Dinesh Bettadapur, Megan Everett, David Fields, Denise Freier, Randy Gaynes, Stefani Glass, Kavitha Gopal, Jeffery & Andrea Gosz, Francisco & Eva Guia, Ravishankar Gundlapalli, Peri Hansen, David Holladay, Ebony Howell, Mark Hutcheson, Sharda Bharatula & Niel Janamanchi, Erin Justen, Kirit Khichadia, Carly Kustra, Rick Madan, May Mallouh, Mary McCarthy, Joanne McGill-Ackerman, Tina Mcrae, Clifford Medina, Anoop Menon, Steven Moddelmog, Vik & Minal Moharir, Eileen Moore Johnson, Sridhar Narayanan, Emilie Ninan, Evelyn Orr, Stephen Parsons, Paul Patt, Chris Peterson, Kari Poby, Deepa Prahalad, Madhuri Sebastian, Shailesh Bettadapur, Kevin Shenoy, Jayne Papandreou & Allan Shiffrin, Steven Smith, William Stanbrook, Beth Stellato, Richard Stoddart, Andreas Tapia, Varsha Vig, Nadine Virani, Ann Vogl, Nidhi Wadmark, Eva Wasserman, Jaclyn Williams, Pamela Yih

THANK YOU FOR BELIEVING IN US



Sayak Das, 13 year old student of class VII at Mahirampur High School belongs to Astha Village, South 24 Parganas, West Bengal. His father Utpal Das is a farmer and mother Barnali Das a house wife. Though he was Intelligent and focused on his studies, Sayak did not have healthy habits – he avoided home made breakfast and **opted instead for packaged junk food**. He usually **complained of fatigue** and as a result it affected his ability to complete his work.

A couple of months ago, a **training programme on Diabetes through Arogya World School Health programme** was organised and Sayak was one of the participants from class VII. He enjoyed the activities of the programme which were fun and educative, and **understood the causes of diabetes, internalized what were healthy and unhealthy habits, and realized the importance of physical activity** etc.

After receiving the training Sayak Das shared it with his mother and **committed to eating homemade food**. He continued to take pocket money from his parents (which he earlier had used to buy junk food). However, this time he saved enough and bought a football and began to play the game with friends.

Now, an active individual, Sayak is very happy and healthy & his family is also very happy witnessing his behavioral changes.

 **Dr Sudhakar K** @mla_sudhakar · Nov 28, 2022

Participated in a vibrant interaction at Arogya City Summit -2022 with Dr Nalini Saligram, Sri Jairaj, Chairman Advisor - Arogya City Project, Arjuna Awardee & Brand Ambassador Mrs Ashwini Nachappa & Director Dr Indumati.

1/3

[Show this thread](#)



OUR IMPACT STORY



HEALTHY SCHOOLS

- **REACH: 0.75 MILLION adolescents (11-14 yr old)**
- **IMPACT:** 15% improvement in awareness and behavior change
- **WHAT WE TRACK**
 - Awareness that diabetes can be prevented
 - Daily fruit intake
 - Daily vegetable intake
 - Avoiding junk food
 - Going out to play

KEY PARTNER



- **REACH: 1.5 MILLION adults across India**
- **IMPACT:** >20% improvement in multiple health behaviors known to prevent diabetes
- **WHAT WE TRACK**
 - Intake of 2-3 fruits a day
 - Intake of 2-3 vegetables a day
 - Avoiding fried food
 - Physical Activity
 - Incidental exercise

KEY PARTNER



- **REACH: 26 MILLION people on social media, >50 million readers on Traditional media**
- **IMPACT:** 8% engagement as per Nielsen's analysis (880,000 engagement on reach of 10.8 million: Aug 21 - March 22 - Urban MyThali)
- **WHAT WE TRACK**
 - Balanced meal intake
 - Portion control
 - Intake of 2-3 fruits a day
 - Intake of 2-3 vegetables a day
 - Avoiding fried food

KEY PARTNER



- **REACH: 186 companies, 5.8 million employees, 100 Lifestyle Coaches trained**
- **WHAT WE TRACK**
 - Reduction in smoking or usage of Tobacco by employees
 - Increase in number of employees who exercise regularly
 - Reduction in stress, attrition & absenteeism
 - Increase in employee engagement & productivity

KEY PARTNER



- **REACH: >0.5 MILLION people & 21 Pledgemakers**
- **WHAT WE TRACK**
 - Number of people screened for NCDs
 - Number of people educated on healthy living
 - Number of adolescents educated on healthy behavior
 - Increase in intake of 2-3 fruits a day and 2-3 vegetables a day

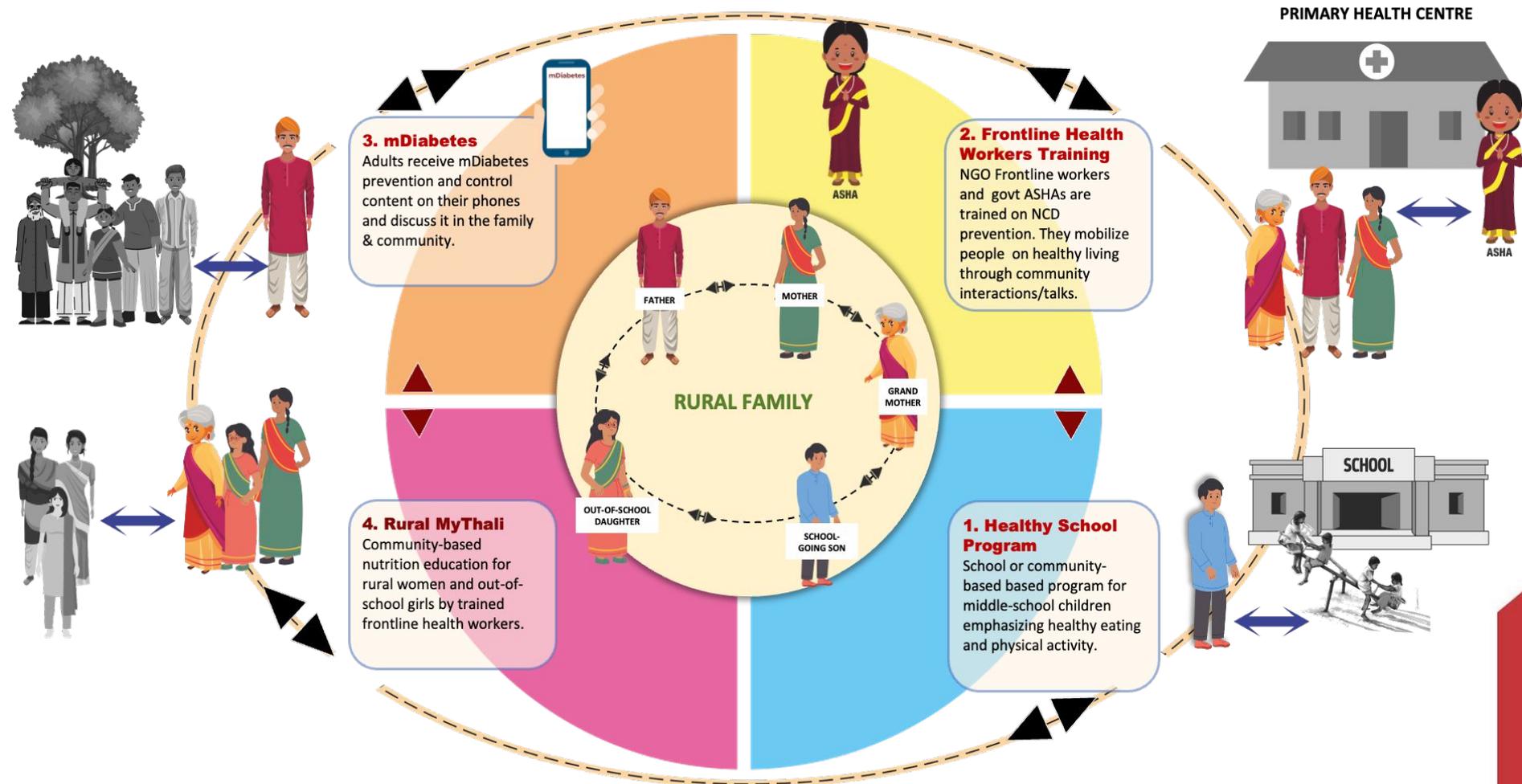
KEY PARTNER



COMBINING OUR INTERVENTIONS - INCREASING IMPACT THE “THEORY OF CHANGE”

- Our **Individual interventions** have been shown to work.
- Going forward we want to **deploy multiple interventions** in the same community. We believe a surround sound effect will increase the impact we can have on each family.
- We expect **33% impact** from combinations of our interventions
- The model was developed in collaboration with Stanford CARE

“Surround Sound Approach” for Effective Behavior Change



IT'S ALL "BECAUSE OF YOU"



THANK YOU TO OUR BOARD

Board of Directors, Arogya World

Dr. Nalini Saligram
Founder & CEO

Pamela Yih
Treasurer

Neeru Arora

Dr. Seema Bhatia

Swati Choudhary

Kathryn Graves

Samira Khan

Sarika King

Emilie Ninan

Heather Nornes

Radhika Papandreou

Deepa Prahalad

Arogya World India Trust

Dr. Susheela Venkatraman
Trustee and Chair, Board of Trustees

Ujwal Thakar

Dr. Ashwin Naik

Neeraj Jain

Dr. Nalini Saligram

Click here to know more about our efforts:

www.aogyaworld.org

www.aogyacity.in

Write to us to partner with us:

info@aogyaworld.org

Follow us to know about our programs:

