



**AROGYA**  
WORLD

Platinum  
Transparency  
2024

Candid.

# ANNUAL REPORT 2023

**NCDs Are a Challenge**  
**#ChallengeAccepted**

# Turbocharging for Impact!



Dear All,

I hope this message finds you well. Arogya World had a great year in 2023, and we achieved several significant “firsts”:

- We reached **12.5 MM** people in India with our prevention programs over the last 13 years.
- We welcomed our **200th Healthy Workplace** and reached an additional **600,000 middle school kids** with our schools program.
- We launched a new eating right tool in the US called **MyDesiPlate**.
- Our India affiliate, Arogya World India Trust, received **FCRA approval** at the end of the year.
- I had the honor of being invited to speak at UnBox Wellness at **TEDxPune**,

- We published several important papers, including one on **AI and mDiabetes with University of Oregon** researchers, which was a result of our 2021 **Google AI for Social Good Award**.
- We also made significant progress on two manuscripts working with public health leaders at **LV Prasad Eye Institute** and **Stanford CARE**.

I would like to take this opportunity to thank my **board colleagues** for their continued support and dedication in helping Arogya evolve into a robust and mature non-profit organization. I also extend my heartfelt thanks to all **Arogya teams in India and the US** for their hard work, passion, zeal, and professionalism throughout the year. We couldn't have achieved our goals without your tireless efforts. I would also like to express our gratitude to all our **partners, donors, and supporters**. Your unwavering support has been instrumental in **advancing diabetes prevention through healthy living in India**.

As we move forward, we are thinking deeply about how to scale. Our theme for this year is **Turbocharging for Impact**. 2024 has started on a brilliant note - we truly can't wait to see how far we will go.

**Arogya is all of us and needs all of us. Together, we can shape a brighter future for all.**

**Dr. Nalini Saligram**  
Founder & Board Chair, Arogya World  
An Ashoka Fellow



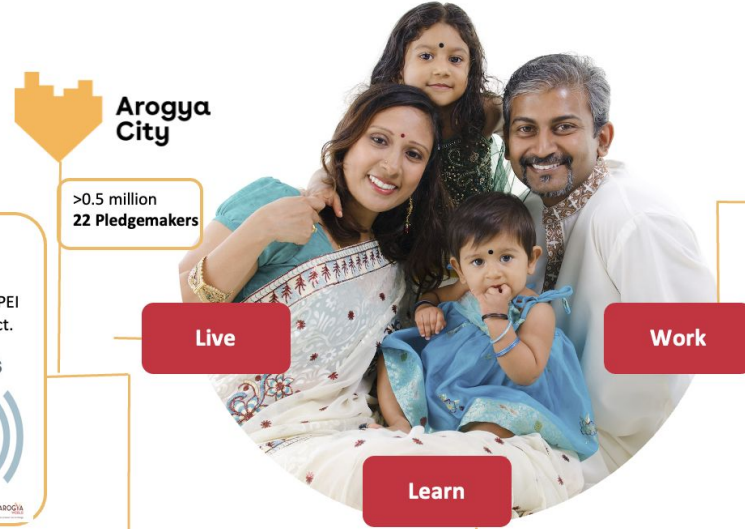
## GOAL

Empower **50+ MM Indians** all over India to become stronger and healthier by adopting health behaviors known to prevent diabetes, in the community setting, by **2027**.



# We Make Prevention Accessible

Where People Live, Learn and Work



**Arogya City**

>0.5 million  
22 Pledgemakers

**mDiabetes**  
Reach 1.5 million  
Nokia, Aravind, LVPEI  
Emory. **20%** impact.

Disabetes Prevention with mHealth in India  
AROGYA WORLD

**Healthy Workplace**  
>215 companies,  
7 million employees

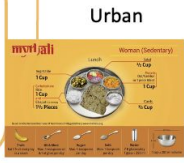


**Live**

**Work**

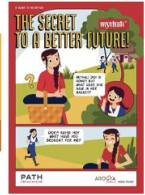
**Learn**

**MyThali**  
Engagement **2 million**  
75+ worksites  
Reach on social and traditional  
media = >100 million  
185 articles  
Nielsen evaluation  
Cigna support

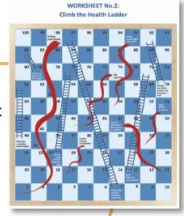


Urban

Rural



**Healthy Schools**  
Reach **1.35 million** kids **15%** impact  
+ UP, Gujarat, West Bengal  
+ multiple districts West Bengal  
+ Digitized - on Diksha  
Stanford CARE validating impact  
RIST support



# Our Doorstep Health Model

We have touched the lives of  
**12.5 MM**  
people all over India through 2023

# MAKING EVERY CHILD A HEALTHY CHILD

**Program overview:** Two-year school-based program for diabetes awareness and prevention education with compelling age-appropriate activities for 11-14-year-olds (6-8 grades).

## Achievements 2023

- Reached **1.35 MM 11-14 year old children** on a cumulative basis, through 2023, (adding 600,000 kids in 2023 itself) teaching them what to eat and the importance of physical activity, before their lifestyle habits are fully set.
- Testing the effectiveness of an integrated school health - MyThali program for adolescent girls in **rural Gujarat** with **MS Univ Baroda**.
- Continue to work with **Stanford CARE and Dr Latha Palaniappan and her team** on third party evaluation of effectiveness of our schools program. The manuscript is ready for submission.
- Grateful to **Rural India Supporting Trust (RIST)** for significant multi-year support

[Click here](#) to know more



**Total Cumulative Reach**

**2023 States**

**Key Current Partners**

**1.35 MM adolescents**

**UP, West Bengal, Gujarat,  
Karnataka & Tamil Nadu**

**SRU Innovations & CINI**



## Improving Adolescent Health - Stanford CARE Findings

**15.9%**

**Improvement in comprehensive knowledge** of good nutrition (14.6%), importance of physical activity (13.1%), and diabetes awareness (24.5%) [ $p < 0.01$ ].

**7.4%**

**Improvement in composite healthy food consumption**, with decreases in junk food consumption and increases in intake of fruits & vegetables

**10.1%**

Improvement in **Physical Activity**

## Bringing Significant Lifestyle Change

Soumyadeep was a lazy student who skipped breakfast and spent his free time watching TV or playing on his phone. However, **after two years of enrollment in the Arogya World's Healthy Schools Program**, he started waking up earlier, eating breakfast, and playing with friends instead of watching TV. He **credits the program with inspiring him to adopt healthier habits** and now encourages others to do the same.



**Soumyadeep,**  
Ashta Village(West Bengal).

# Enabling Behavior Change with the Power of mHealth

**Program overview:** The **mDiabetes** program uses **text messages/Whatsapp** to improve awareness about diabetes and its associated risk factors and to empower individuals to adopt healthy behaviors that can prevent the disease.

## Leveraging the power of AI

- Results from our 2021 **Google AI for Social Good** project were published in the **[International Joint Conference on Artificial Intelligence](#)** paper
- Manuscript with **LV Prasad Eye Institute** has been **developed**

## Catalyst 2030 funds mDiabetes

In **Jharkhand & Karnataka**, **Catalyst 2030 funds mDiabetes**. In partnership with **ISAP Foundation and Sri Sathya Sarla Memorial Hospital**, we tested a new model - using Frontline workers to get 3000 villagers to opt-in to our program. .

Program is complete. Data Analysis underway

## mDiabetes On ground Impact



**Rajni, Mumbai**

The details about what to eat, how much to eat, what precautions to be taken to prevent diabetes was known to me earlier before I registered with the mDiabetes program. However, after 5-7 messages, I realized the relevance of the information shared through Arogya World. I have ***started walking daily, avoid sweets whenever possible and have home-made food with regular intake of fruits and vegetables.*** I share the information received from mDiabetes program with my friends and family members.

**Total Cumulative Reach**

**1.5 MM adults**

**2023 States**

**Jharkhand, Karnataka,  
Maharashtra and Gujarat**

# mythali® - Changing the Way India Eats

**Program overview:** MyThali addresses the most common challenge to healthy eating: it teaches people about the importance of Poshan (good nutrition) and Portion.



## SuperChef Challenge

- Encouraged student chefs to shape the future of what India eats.
- Raised awareness of the importance of nutrition through seminars and cooking contest among **20 culinary & hotel management colleges in Bangalore.**

## Red Saree Challenge

- **Promoted Women's Heart Health awareness** by asking people to wear red and engage in physical activity
- Use social media to engage people on **choosing heart healthy food options**
- Chefs provided heart-healthy recipes and tips.



## #Healthy Wali Diwali

- Engaged individuals during Diwali, using cartoon icons for the **five food groups that help balance your meal.**
- Created a unique jingle for radio & 100+ supermarkets to increase awareness about healthy eating.

## Healthy Workplaces

- Engaged with Healthy Workplace employees and **shared information about the importance of healthy living, reading food labels** and addressing their queries.

Total Engagement Cumulative	2 MM
Media Articles Written cumulative	185
MyThali Rollout at Healthy Workplaces	75 worksites
Engagement per Nielsen (Sept 2022 - April 2023)	155.9k







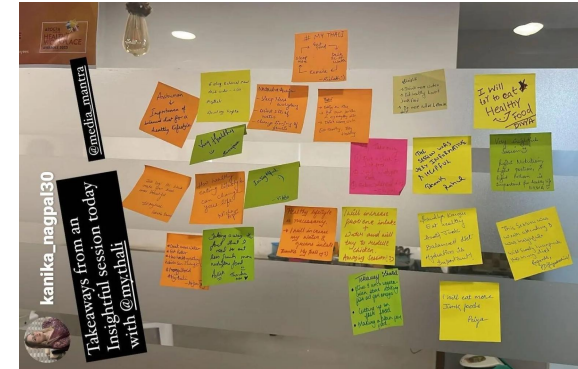
Today I got to know (from Arogya) that women are equally prone to heart disease as men, and that we should take care of our heart health. We took a pledge also and definitely after learning from today's session ***we will follow a healthy lifestyle and we'll give all the nutrition we need to take care of ourselves and our heart.***

**Ruchi Banerji,**  
Business Analyst, Nexus Malls



The sincerity with which all of you have prepared for this session may not be obvious to everybody. ***It's incredible, your dedication towards the cause.*** It's not just another session, it shows that your heart is in it.

**Ramesh Ramani,**  
Chief Business Officer, Mikro Grafeio



# Assessing Impact of Rural MyThali

We forged partnerships with Universities, leaning on faculty & students from Nutrition Departments to initiate pilot studies and test effectiveness of **MyThali**.

**Rural MyThali Effectiveness Study with MS University, Baroda (Gujarat)** - The objective is to test the feasibility, effectiveness and impact of an integrative School Health Program and Rural MyThali among rural adolescent school going girls. This is a **Cluster Randomized Trial** funded by **Together Women Rise** and the report is expected May/June 2024.

We are also assessing the impact of MyThali (through social media) on eating behaviours of 18-45 years old Urban Indian Women from Baroda, also with MS Univ. Study is ongoing.



# Arogya Helps Indian Americans Eat Right

Launched a new nutrition tool called [MyDesiPlate](#), and a social media campaign #HealthyWaliDiwali in the US to encourage Indian Americans to eat right during the holidays.

The launch event on Sep 30 included a panel discussion on “The Challenges of Eating Right” with invited nutrition experts.

MyDesiPlate is based on [USDA nutrition guidelines](#) and provides an idea to Americans what to eat and in what quantities at a typical Indian meal.. It promotes two key concepts – a balanced meal and portion control.

We thank **Indiaspora and South Asian Heart Center** for partnering with us. We also launched an innovative Healthy Recipes shopping tool with Instacart.

**AROgya WORLD**

## MyDesiPlate

**Lentil / Dal** with Tomatoes & Onions ( ½ Cup)  
OR  
**Chicken Curry** ( 1 Cup)  
[3 oz boneless chicken]

**Salad**  
Raw Tomato, Cucumber, Spinach / Kale, Bell Peppers, Lemon, Peppercorn (½ Cup)

**Mix Vegetables**  
Green Beans & Bell Peppers, Onions (1 Cup)

**Plain Low-Fat Greek Yogurt** (2/3 Cup)

**Chapati** Whole Wheat Flour ( 1 Chapati)  
[6 Inch Diameter]  
OR  
**Brown Rice** ( ½ Cup)  
instead of chapati

**DURING THE DAY**

- 1 ½ cups of fruit / day
- No more than 5 tsp of plant based oil per day
- Reduce sugar intake. Avoid sugary drinks.
- Try to restrict to 3/4 tsp of salt across all meals in the day
- Drink 7-8 glasses of water everyday
- Plate = 9 Inches
- 1 Cup = 235ml volume
- Vegetarians can increase protein with tofu or occasionally paneer

**Partners:**



# Propelling Workplace Health Forward

**Program Overview:** Leveraging workplaces to fight against NCDs, our Healthy Workplace Criteria, aligned with the WHO framework, was first co-created with industry in 2012. We have deployed the program in **200+ companies**, recognizing them for excellence in workplace health, spanning over **7 MM employees**.

- Built a strong employee health ecosystem by onboarding **9 Wellness partners**
- **104 Lifestyle coaches** trained to become catalysts of behavioural change
- Conducted **Mental & Physical Wellness webinars** on important topics like **Mastering Emotions, Psychological safety, Basics of Accupressure** (reached 800+ employees, leaders and managers)

**Highlights:** **Healthy Workplace Conference & Awards, Dec 8 2023, Bangalore**

- Drawing insights from CEOs, industry leaders, medical & wellness experts, the conference **explored a multifaceted approach** covering cutting edge topics such as **ESG, AI integration, Mental health & Obesity**
- **250+ individuals** from the industry & HR fraternity attended the conference
- **29 new companies were recognised as Healthy Workplaces**. and 7 new companies received the highest accreditation of **platinum** for exemplary wellness practices.. To see the winners list, please [click here](#)



**Total Reach - 7.02 MM**

**215 Companies  
(cumulative)**

The conference received extensive media coverage through People Matters India Today Business Today, The Week, The New India Express,, Business Standard and other notable publications.



## Leaders' positive comments on our program @ work



We believe that holistic health is the key to a happy and productive workplace which includes physical, mental, emotional and social well-being. Through our partnership with **Arogya World**, we have **created a culture of prevention, care and wellness among our workforce**. This program has helped enrich thousands of employees across India, and we have seen positive impacts on their health, engagement, and performance.

### CHANDRASHEKHAR CHAVAN

CHRO, Aditya Birla Fashion and Retail Ltd.



"Being a health and wellness provider, Bridge Health already has clinical depth in holistic health & employee well-being. **Arogya World's Healthy Workplace Program Framework** has helped us **learn how various tools and communication elements can be brought together.**"

### KARAN VERMA

CEO, Bridge Health Medical & Digital Solutions Pvt. Ltd.



Otis India stays committed in its goal of 'holistic wellness' for each and every colleague and their family. We are glad to partner with Arogya World, whose support will **help strengthen our sustained efforts**, as we journey towards achieving overall well-being.

### SUMA PN

Director HR, Otis India.



Winning the **Arogya Health Award highlights our unwavering commitment to holistic health** and employee well-being. It underscores our vision for a future-ready, resilient workplace. Arogya World Partnership has been instrumental in driving a culture of health, and we're dedicated to furthering our mission for a healthier, more vibrant workforce.

### SASWAT KAR

Deputy Vice-President, HR, Tata Motors Insurance Broking and Advisory Services Ltd

# Galvanizing Action in Arogya City, Bengaluru

**Program overview:** Arogya city is one where the city's Government, Corporates, Start-Ups, Educational Institutions and Civil Society collaborate to improve the health and well-being of the people, with meaningful efforts that address NCD prevention and control, and mental health, leveraging technology. The program pioneered in Bangalore in 2022.

- **December 5th, 2023**, pledgemakers celebrated the halfway mark and provided an overview of their commitments till Nov '23 in the presence of Health Department officials, BPAC & Rotary colleagues, Pledgemakers (current & potential), Advisory & Technical Committee members..
- Featured Pledgemakers
  - **Vayah Vikas** (Improving health of elderly)
  - **BIOCON** (Screening for Cancers)
  - **Wipro Foundation** (NCD preventive measures)
  - **Narayana Nethralaya** (Screening for Eye Health & Reversing Diabetes)
- Arogya City Bengaluru campaign won the Gold Level at the prestigious 2023 **ET Kaleido Award**, and was invited to be part of the **Bangalore Design Week '23**
- Two new partners - **Catalyst 2030** and **Indiaspora** - have joined us and will help us expand to other cities



**Total Expected Reach**

**>500,000 Bengalureans**

**2022 Pledgemakers**

**22**

# Advancing The “Health Dialogue” in India



- **Arogya leaders Swati Saxena and Meeta Walavalkar** attended an **Ashoka Aspire Huddle** and talked to experts about behavior change at scale..
- **Dr Nalini Saligram** was invited to join the **CII National Public Health Council** . She also spoke at **ET Women's Conclave 2023** in Delhi.
- **Dr Nidhi Jaswal**, Director- Measurement and Evaluation spoke at the WHO South East Asia Conference on Noncommunicable Diseases (**SEACON NCD-2024**) in Trivandrum,.
- Dr **Smriti Pahwa**, Regional Director Healthy Schools participated in the Anemia SBCC Collaborative Think Tank and **Chaired** Catalyst 2030 India Nutrition Collaborative.
- **Srabani Banerjee**, Head Healthy Workplace was a panelist at the Health & Wellness Summit organised by PHD Chamber of Commerce and Industry in Delhi.
- **Nandan Bhatia**, Regional Director, Healthy Workplace spoke at multiple forums including **NASSCOM Healthtech**.
- **Arogya World** won the prestigious Innovation Award presented by the **Global Digital Health Summit, Expo & Awards 2023** and importantly the **CSR Health Impact Awards** – Creating Impact in NCDs.

## MEDIA COVERAGE

idr

[Prioritising prevention of non-communicable diseases](#)

THE TIMES OF INDIA

[The future of Workplace Health](#)

TheDailyGuardian

[How can you lower your chance of developing heart disease risk](#)

The Hindustan Times

[Diwali 2023 special: Lip-smacking delights to keep cholesterol in check](#)

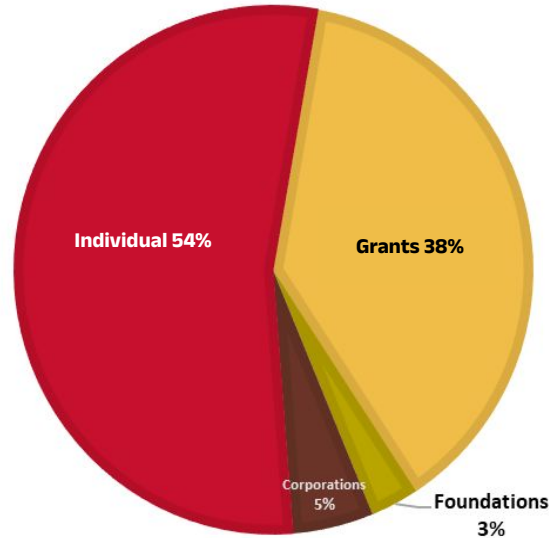
[For more information, visit our media page](#)

# OUR FINANCIALS

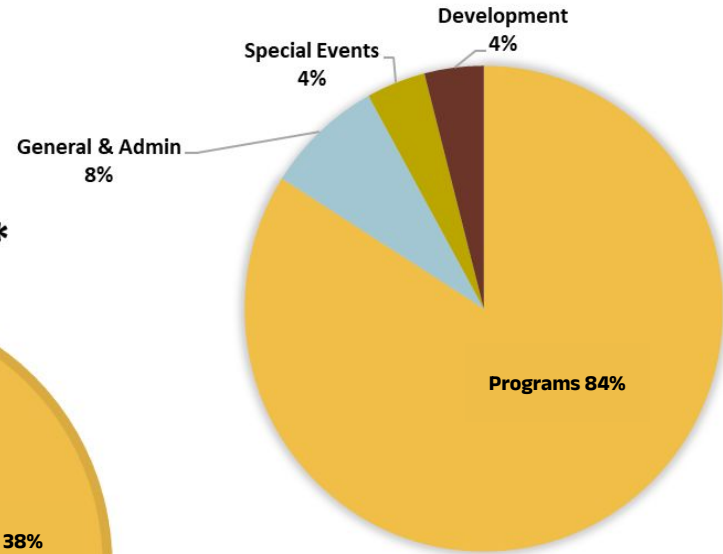
- In **2022** we **raised \$1,173,088**, including in-kind contributions, with a little over half **coming from individuals**.
- As much as **84% of our expenses** are for programs.
- **100% of all donations** go to support programs. G&A and other expenses are **covered by** a generous donor.

\*Income and expenses included in-kind.

## 2022 INCOME\*



## 2022 EXPENSES\*





# We are thankful to our 2023 Supporters

## AROGYA CHAMPIONS (GIFTS OF $\approx$ \$50,000)

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

## PLATINUM (GIFT OF $\approx$ \$15,000)

- Mesirow
- Girish & Prameela Saligram
- Together Women Rise

## GOLD (GIFTS OF $\approx$ \$10,000)

- One Family Foundation
- Procure Analytics
- Simran Foundation
- Quinnox
- Neeru & Sanjiv Arora
- Sunita Saligram

## SILVER (GIFTS OF $\approx$ \$5,000)

- Aon
- Gordon Prill
- Neera & Deepak Raj
- The Katarya Family Foundation
- Patty and Tim Webb
- Amanda Henkel
- Sarika King
- Harsha Agadi
- Dr Anu Bhat
- Bhaskar & Jayanthi Srinivasiah
- Stephanie Buckles
- Dev Singh
- Ragini Shekhawat
- Tonise Paul
- Kanwar M Singh

## BRONZE (GIFTS OF $\approx$ \$2,500)

- Goldman Sachs Ayco Personal Financial Management
- Nutan Ahuja
- Laurel Hurd
- Malvika Jhangiani
- Shefali Patel
- Raj Chokshi
- Radhika & Andy Papandreou
- Kara Miller
- Nadine Virani
- Venkatesh Bettadapur & Prarthana Prasad
- Sriram Ramachandran
- Rajat Srivastava
- Sri Peddu
- Heather & Randy Nornes
- Kathy Harper

## FRIENDS OF AROGYA (GIFTS OF $\approx$ \$1,000)

Linelle Blais, Dr Debra Miller, John Eckel, Eugene Hugh, Kathryn Graves, Manjunath Gokare, Anamaria Orza, Shashi Madabushi, Jane Shivers, Kinnary Patel, Mike Hayes, Dr. Kavita Gopal, Hala & Steve Moddelmog, Kris Malkoski, Rob Barger, Chloe Barzey, Joanne Ackerman, Neeraj Basandra, Bindu Balakrishnan, Satish Anand, Abhijeet & Tharini Chakraborty, Sanjeev Joshipura, AG Karunakaran, Nancy Bugwadi, Srividya Prakash, Pravin Madhani, Pulakesh Ramanath, Varun Rao, Dr Malathi Srinivasan, Vivek Rudrapatna, Sharada & Kumar Sripadam, Shalini Govil-Pai, Dr. Latha Palaniappan, Michael Buenzow, Dean Delis, Dennis Devine, Ed Brady, Denise Freier, John Stefanek, Neelu Khosla, Brian Lorber, Mohan Putcha, Nawal Gupta, Neil Janamanchi, Jordan Scher, Seema Singhal, Meenakshi Kumar, Megan McCann, Pooja Shah, Lakshmi Aiyar, Sanjeev Katariya, MDRT Foundation, Conagra Brands Foundation, The Ajay, Silva, Connor, Natalia, Anjali Gupta Family Foundation

Our Impact Story



**CUMULATIVE REACH**  
**1.35 MM** adolescents  
(11-14 yr old)

**IMPACT**  
**15%** improvement in awareness and  
**10%** improvement in behavior change

**KEY PARTNERS**



**1.5 MM**  
adults across India

Text messages resulted in a **20% improvement** in health behaviours.



**2 MM** engagement  
**185** articles

In addition to estimating engagement we are also analysing consumer responses to eating habits questionnaires to understand the difference we have made



**215** companies with **7 MM** employees recognized as Healthy Workplaces, **102** Lifestyle Coaches trained, **9** wellness partners onboarded

We will gather employer and employee perspectives to arrive at a Health Index which will help us better assess impact.



**22** Pledgemakers are working hard to improve the health of **0.5 MM** Bangaloreans

We will have an idea by end **2024** of the collective impact made by this first cohort of Pledgemakers.



**WHAT AROGYA WORLD TRACKS ACROSS PROGRAMS**

- Awareness that diabetes can be prevented - 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
- Daily fruit and vegetable intake - Avoiding junk food - Increase in physical activity - Change in eating habits

# IT'S ALL "BECAUSE OF YOU"

**Healthy Schools program  
activities in the classroom**



**Healthy Schools program  
activities in the classroom**



**Saritha Kumari,**  
8th standard, Kanye Madraid  
Vidhyalay , Amla Tola , Patna



**SuperChef Challenge  
organised by MyThali**

# Thank You to Our Board Members

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## Board of Directors, Arogya World\*

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**Dr. Nalini Saligram**  
Founder & CEO

**Pamela Yih**  
Treasurer

**Deepa Prahalad**

**Emilie Ninan**

**Heather Nornes**

**Kathryn Graves**

**Neeru Arora**

**Radhika Papandreou**

**Dr Seema Bhatia**

**Sarika King**

**Swati Choudhary**

**Samira Khan**

## Trustees, Arogya World India Trust\*

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**Dr. Susheela Venkatraman**  
Chair, Board of Trustees

**Ujwal Thakar**

**Dr. Ashwin Naik**

**Neeraj Jain**

**Dr. Nalini Saligram**

## Our Network of Advisors

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\*Arogya World and Arogya World India Trust are independent legal entities





Click here to know more about our efforts:

[www.arogyaworld.org](http://www.arogyaworld.org)

[www.arogyacity.in](http://www.arogyacity.in)

Write to us to partner with us:

[info@arogyaworld.org](mailto:info@arogyaworld.org)

Follow us to know about our programs:

