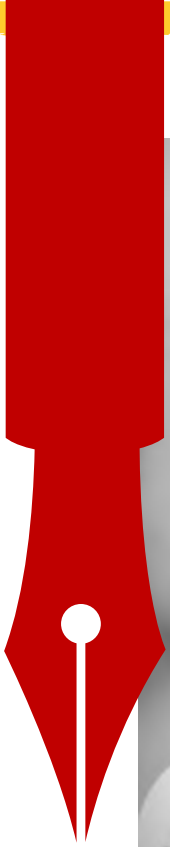


15
YEARS



2024

ANNUAL REPORT



2024 was a great year for Arogya World and we genuinely advanced our diabetes prevention work in India:

- With the hard work of the Arogya teams, board members, and the help of generous supporters, we have reached **19 million** people in India, over the last **14 years** and have helped children and adults alike change their behavior, with intent.
- Our affiliate Arogya World India Trust* got regulatory approval (**FCRA**) to receive foreign funds. This is a very big deal for our organizational growth.
- We got our first **million-dollar grant** from **Rural India Supporting Trust**, a long-time supporter, to advance our schools work, and another for **\$750,000** and a couple around **\$100,000**. We also held multiple successful galas in the US.

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



- We were invited to join the **Million Lives Collective**.
- We were thrilled to receive a generous gift from the new **Georgia Karnataka Doctors Association** to the tune of 50% of their assets.
- **White House** - one of the highlights of 2024 was an opportunity to attend Diwali in the White House. Many thanks to **Indiaspora** for the invite.
- It was also wonderful to be invited to a **WHO meeting in Berlin** with many experts in digital technology and self care.



We are energized by the real world impact our small passionate team is making

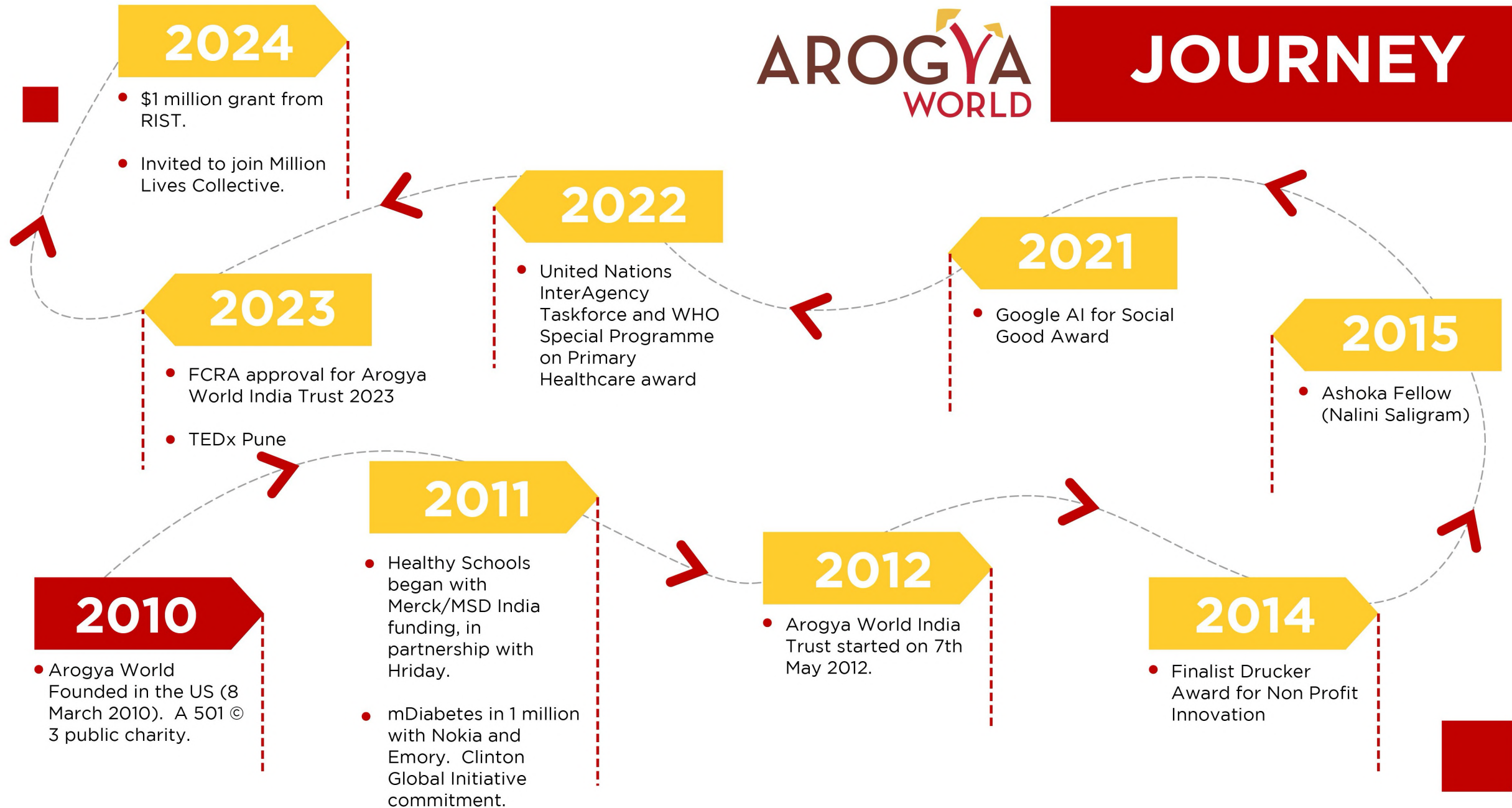
Going forward in 2025, we will scale our key programs and work hard to help more than **27 million people** (on a cumulative basis), prevent diabetes with healthy living by the end of this year.

Nalini Saligram

**Dr. Nalini Saligram &
The Arogya World Family**
March 2025



JOURNEY



OUR PURPOSE

India is the diabetes capital of the world with **215 million people** with diabetes by 2024 (Lancet study).

Younger Indians are impacted by this disease – Indians get diabetes by age 30, at the peak of their productive years, some 10-20 years earlier than most westerners. 10% of Indian children as young as 10 years of age, are pre-diabetic. In metro cities, **3 out of 4 adults** are either diabetic or pre-diabetic. Diabetes and other noncommunicable diseases are the defining health challenge of our generation, especially in India and for Indians everywhere.

But diabetes is not inevitable. It is preventable. We know from the World Health Organization and landmark clinical trials that 80% of type 2 diabetes and heart disease can be prevented with **3 lifestyle changes – one must eat right, increase physical activity and avoid tobacco.**

We at Arogya World and working with our affiliate Arogya World India Trust, make this prevention through healthy living accessible in India and take it to people where they live, learn and work, outside the doctors' clinics, deep in the community setting. We call this approach our **Doorstep Health Model**. We help adolescents and adults throughout India, in urban and rural settings, change their health behaviors, with well designed compelling age-appropriate programs.

HEALTHY SCHOOLS

We made a massive Clinton Global Initiative Commitment in September 2024 to educate 5 million middle school children throughout India on health, and are working hard to get there over the next 4 years.

This program has been shown to increase knowledge and improve health behavior in 11-13 year-olds throughout India. We had reached about 2 million children by end 2024 (on a cumulative basis) mostly with funding from RIST over the years, and have now put together the building blocks for working with governments in West Bengal, Karnataka and Banda district (UP).



Our key implementing partners are **Child in Need Institute (CINI)** and **SRU Innovations**. In addition, we started a large program with **MAMTA Health Institute for child and mother**, to educate more than half a million children in Rajasthan and other states, on health and nutrition.



”

Arogya World and CINI are leading Birbhum's first-ever Diabetes Prevention Programme, successfully across all schools. Currently, Module 2 is in progress, featuring , the 3rd activity which is *My Healthy Home*, where families assess their health zones and adopt healthy habits. The programme is expanding with great response, and further extension will enhance its impact.

**Krishnendu Biswas, Sub inspector of Suri Central Circle,
Birbhum District.**

We signed an MoU with the **Department of Education in Karnataka** to educate all 6th grade children in Chikbalapur and Kolar districts, with our Healthy Schools program. In 2024, we put the elements together for “**Arogya Schools**”, an effort to increase the capacity of schools to become health promoting, to better align with the Government of India's Ayushman Bharat curriculum, and to make our program sustainable over the long haul.

Data from Year 1 (2023-24) program implementation with Partner **SRU Innovations** in Banda district UP state showed trends similar to what we have seen in previous years in schools in other regions -

- Children understood that the following
 - popular foods are unhealthy
 - instant noodles 58.2% (pre) to 95.5% (post)
 - chips 56.6% (pre) to 94.0%(post)
 - samosas, pizzas, 37.9% (pre) to 92.6% (post)
 - More kids went out to play after our program - Increased from 53.4% to 86.2%, while students who sat and talked reduced from 16.6% to 6.3%.
- Consumption of **carbonated drinks** daily dropped from 28.3% to 2.1%,
- Most important we saw a definite preference for healthier food options – eg more children opted for Poha (healthy beaten rice snack) over Samosa (deep fried popular snack) increased from 19.0% to 92.1%.





- In 2024 we started a partnership with **Anaxee**, to leverage their frontline workers or digital runners, to recruit people into our program and send our mDiabetes messages to **125,000 consumers** in Tier 2 and 3 cities.



- We also initiated partnerships with **Bangalore International Airport** to send this content to their luggage handlers, and blue-collar workers, and with **Maruti**, to thousands of their auto factory workers. One of the most exciting developments in 2024 was funding from **Endless Network** to use YouTube shorts as a way of recruiting rural Indians in large numbers into mDiabetes.

” I have a bhel-puri stall in Ghatkopar, and have been receiving mDiabetes messages on WhatsApp for the past 6 months. Because of these messages, I have put a check on the amount of sugar I consume, and included green vegetables more in my diet. This program is effective in helping people in making small changes that make a great impact on our health.”

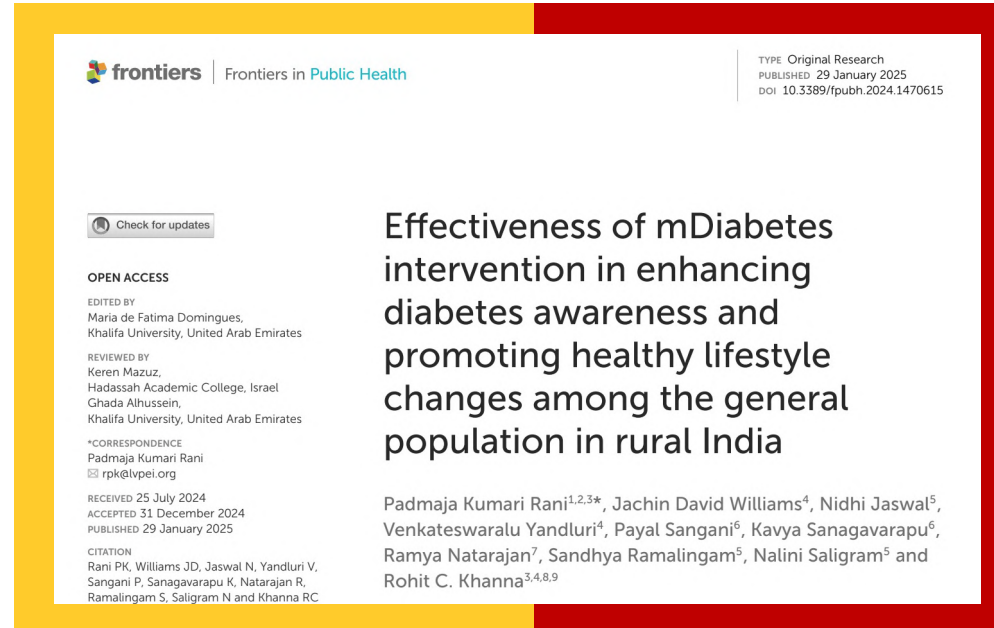
- Dilip Baluchikne, Mumbai

PAPER PUBLISHED

- This program has been shown to be effective and has improved health behaviors **20%**.
- We are very pleased that our, **mDiabetes Study with LV Prasad Eye Institute** was published in 2024 Rani PK et al, (2025) *Front. Public Health* 12:1470615.

We have been invited to the **International Diabetes Federation**

- **World Diabetes Congress 2025 in Bangkok** to present these mDiabetes data.



HEALTHY WORKPLACES



In 2024 we recognized the incredible workplace health efforts of more than 50 companies. [See press release](#) We introduced a new level of recognition in 2024 - our highest level: the **Hall of Fame**. 4 exceptional companies - **Reliance, Godrej, Bayer, and Indian Oil** - were given this lifetime recognition, after scoring for employee and employer perspectives on health. We salute the Hall of Famers for truly championing workplace health within and outside their companies. There is much all companies in India and around the world can learn from these remarkable leaders.

"Thank you Arogya World team for your detailed assessments which gave us insights to enhance the Bayer India employee health and wellness program. Your structured framework, expert guidance and seamless collaboration over the past few years has helped us to benchmark against the best in industry and win GOLD category (2021), Platinum category (2023) and Hall of Fame in 2024! You inspire us to drive this journey forward with the same energy and passion that got us here."

Mahesh Chandak, Head of SSHE, BAYER

Another key advance in 2024 was a partnership with **Art of Living** which was engineered by the Healthy Workplace team. We are excited about what we can do together to advance mental health and wellbeing in corporate India.



Jaideep Nath, Trustee, The Art Of Living Corporate Program



Rashmi Govil, Director (HR), Indian Oil



- Our MyThali team had an exceptional year in 2024 and educated millions of urban consumers on what to eat and in what quantities at each meal.
- The overall engagement was a whopping 4 million. Funding for this program for the last 5 years was from Cigna.



Today we see so many diseases that young people are facing ... There is a problem with the way we're leading our lives, and the food that we're eating. We should take corrective methods because nutritious food does not mean it can not be delicious. Which is why initiatives like this from Arogya World are needed.

**- Mr. Dinesh Gundurao,
Hon'ble Minister of Health,
Karnataka**

- We held a very successful **Run in Red event in Bangalore** in March to draw attention to women's heart health.



- And organized a **regional student chef competition** in the summer to make sure **future chefs learn about healthy cooking**, and held a hugely successful **#HealthyWaliDiwali** campaign in October, mostly through social media.

- In what is increasingly being recognized as one of our best ideas to change the way India eats, **we trained 500 street food vendors** in Bangalore on ways to reduce salt and the importance of not reusing oil multiple times for frying. Feedback from the street food vendors was very encouraging.



- **Harmful Effects of Reusing Oil -**

Awareness related to health risk went up: **high BP (21% → 37.1%), heart disease (33% → 45%), cancer (11.4% → 27.3%), and obesity (40% → 49.6%).**

- **Healthier Flour Choices** - Preference for whole wheat flour improved from 85% to 96.1%, while vendors choosing refined white flour decreased from 15% to 3.9%.

”

“I learnt how much salt a person can consume in a day, and got to know about salt usage and ill effects of reusing oil.

I didn't know how to use oil efficiently and this training helped me learn how to use different oils for cooking.”

- Pallavi K S (Food vendor)

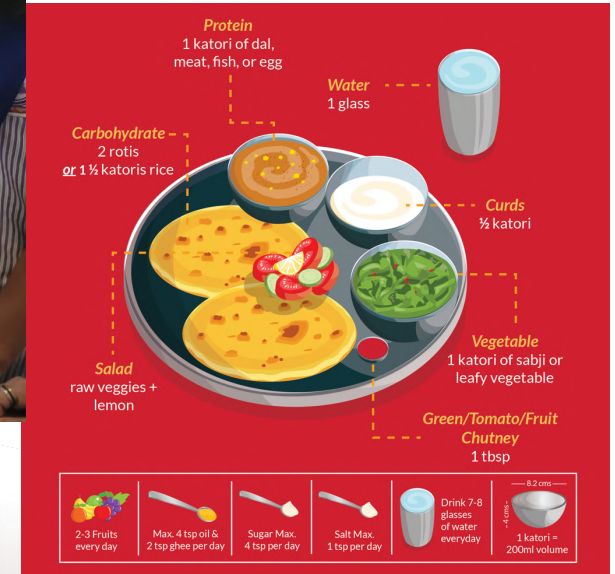
- Our **Rural MyThali** intervention and study – an **RCT with MS University Baroda** done with **Together Women Rise** funding – was completed in 2024 with encouraging results. Manuscripts are being worked on by the team – please be on the lookout for more from us in 2025.



- Money spent on junk food daily (about 25 cents) decreased significantly.

Narmada District: 12.1% → 7%

Vadodara District: 13.2% → 4.2%



AROGYA CITY

- We made great strides in making Bangalore India's first **Arogya City**. We were so pleased the Hon'ble Minister for **Health and Family Welfare, Govt of Karnataka, Mr. Dinesh Gundu Rao** attended our summit in December 2024 as Chief Guest and said wonderful things about partnering with us. **Her Highness Pramoda Devi Wadiyar** graced the occasion as the guest of honour. **Dr. Sudarshan Ballal, Chairman of Manipal Hospitals**, delivered an inspiring keynote address.
- We had incredible [media coverage](#)



“I for one believe that health and happiness are two important aspects of life which cannot be taken for granted. Collectively, and as an individual, I encourage every one of you to take charge of your own health. Arogya City Summit will be meaningful if all of us take personal responsibility to maintain a healthy and joyful life.”

Her Highness, Pramoda Devi Wadiyar

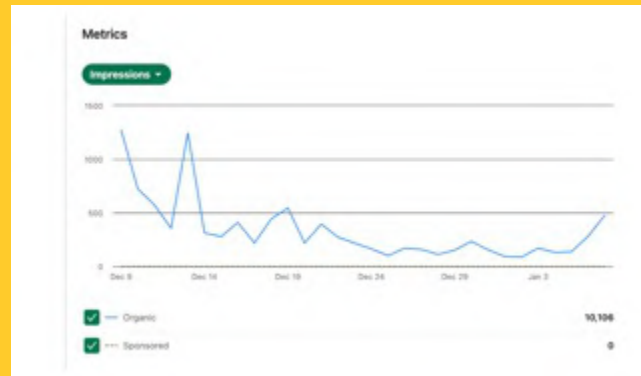
- The first batch of **22 Pledgemakers from 2022** voluntarily and collectively helped more than **1 million people in Bangalore** improve their health. See third-party report from [Sattva](#)
- We also have about **40 Pledgemakers** in this second cycle from 2024 – 2026, who have publicly committed to helping more Bangaloreans improve their health.
- We issued a [Playbook](#) as a guide for other cities to initiate such a wonderful way to drive collective impact – and will provide more details as the weeks and months go by.



COMMUNICATIONS

We continue to leverage social media especially **LinkedIn** and **Instagram** and are pleased with the uptick we saw in 2024. We also published major articles in several top publications. Last year we signed up a **media partnership with Economic Times** for our Healthy Workplace conference.

SOCIAL MEDIA STATISTICS



Track performance

Grow your page 3x faster by leveraging insights and analytics

1,083

Search appearance
▲28% last 7 days

15

New followers
▲15.4% last 7 days

1,376

Post impressions
▲10.5% last 7 days

47

Page visitors
last 7 days

INDIA
TODAY



Key Coverage



[India Today, Online](#)

[The Daily Guardian \(Print and Online\)](#)

[News18, Online](#)

theguardian

[The Hindu \(Print and Online\)](#)

[Indian Express](#)

[Deccan Herald](#)

[The Week](#)

NEWS18

 **The Indian EXPRESS**

FINANCIALS

In **2023**, we raised **\$1,170,733** with nearly **3/4ths coming from individuals**.

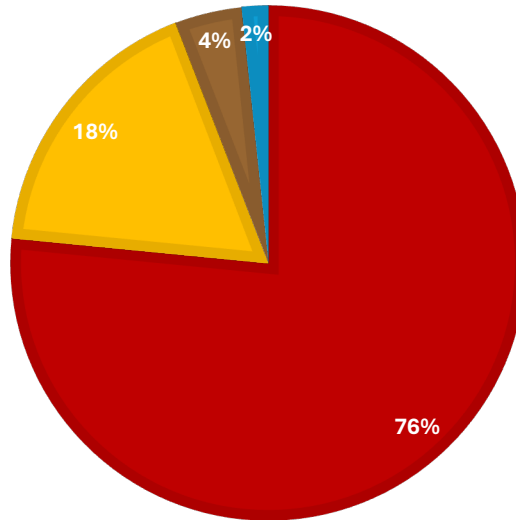
83% of our expenses are for programs.

100% of all donations go towards program support. Genral & Administrative expenses are covered by a generous donor

* Income and Expenses Includes Inkind

2023 INCOME*

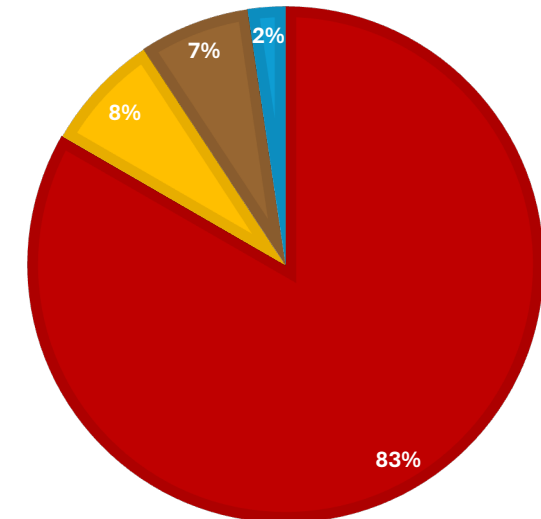
■ Individuals ■ Grants ■ Corporations ■ Foundations



Individuals	8,96,194.00	76.55%
Grants	2,06,452.72	17.63%
Corporations	48,930.00	4.18%
Foundations	19,156.28	1.64%

2023 EXPENSE*

■ Programs ■ G&A ■ Special Events ■ Development



Programs	11,19,556.00	83.31%
G&A	99,919.00	7.44%
Special Events	93,112.00	6.93%
Development	31,228.96	2.32%

WE THANK ALL OUR 2024 DONORS

\$25000 AND ABOVE

- ENDLESS NETWORK
- ANONYMOUS GRANTOR
- NALINI AND RAVI SALIGRAM
- RURAL INDIA SUPPORTING TRUST

\$15000 AND ABOVE

- TOGETHER WOMEN RISE
- ANONYMOUS DONOR
- MESIROW FINANCIAL
- QUINNOX
- SEEMA BHATIA

\$5000 AND ABOVE

- HEATHER AND RANDY NORNES
- PATTY AND TIM WEBB
- TYLER GERLING
- NUTAN AND DEV AHUJA
- SATISH AND VEENA ANAND
- ANIL AND MEENAKSHI KUMAR
- DAVE THOMAS
- SHUBHRA AND ANIL KHATOD
- ROBERT WISNIEWSKI
- KETAN SHAH
- ANANTH KAMATH
- AON CORPORATION
- PEACHTREE NEPHROLOGY
- RAGINI SHEKHAWAT
- ROMICA RAINA
- SHG FOUNDATION
- RAJ FAMILY PRIVATE FOUNDATION
- NOVELIS
- TONISE PAUL HARKNA CHARITABLE FOUNDATION.
- VICKI AND JOHN PALMER.

\$10000 AND ABOVE

- ALEX EVANS
- BHASKAR & JAYANTHI SRINIVASIAH
- GIRISH AND PRAMEELA SALIGRAM
- KATARYA FAMILY FOUNDATION
- SUNITA SALIGRAM



WE THANK ALL OUR 2024 DONORS

\$1000 AND ABOVE

- DEV AND RITU SINGH
- SEEMA SINGHAL AND JAYESH MEHTA
- ADAM JUTHA
- AMAN MONGIA
- ARPANA MATHUR
- CURTIS AND LEONORA CHING
- DEBBIE FRISCH
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- GOURI SADHWANI
- INDRA AND VINITA SINGHAL
- KULBIR THUKRAL
- MARK MCHUGH
- NICK CHODROW
- NINA SINGH
- PAMELA YIH

- RATHI FAMILY CHARITABLE TRUST
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- SANJAY & NEELU KHOSLA
- SHAILESH BASANI
- SHASHI OHRI
- SIMHA JAGADISH
- SYLVIA SABEL AND JOEL RUBENSTEIN
- VIVEK PAL
- WOHLER FAMILY FUND
- CHUBB
- CHUBB CHARITABLE FOUNDATION
- LAKSHMI AIYAR
- CHLOE BARZEY
- DEEPTI SINGH
- DENNIS BRUCE
- JORDAN SCHER
- KASHMIRA AND ANAND DATE
- BRIAN LORBER
- KIRAN SHENOY

- KARTHIK SHIVARAM
- RAJ CHOKSHI
- SHETH FAMILY FOUNDATION
- AMIT GUPTA
- GEORGIA KARNATAKA DOCTOR'S ASSOCIATION
- GOLDMAN SACHS AYCO
- MANJUNATH AND SHIPA GOKARE
- NAVEEN MIGLANI
- SHASHI AND RAMPRASAD MADABUSHI
- ANU AND SRINIVAS RAO
- PRARTHANA PRASAD/VENKATESH BETTADAPUR
- SANJAY SHARMA
- CHUCK AND KATHY HARPER
- NADINE VIRANI AND REZA KABA
- SANJEEV SHARMA
- MICRON TECHNOLOGY FOUNDATION
- MICROSOFT
- PFIZER





WHATS NEW!


As the world cannot achieve SDG#3* without addressing the diabetes challenge in India, Arogya World's work right now is very important. Arogya's desire to tackle diabetes nationwide in India through prevention, our bold goal to reach **50 million** people in the next few years, the 10-20% impact we are achieving while bringing down cost per beneficiary, our **use of AI** to improve effectiveness, and our plans for sustaining **behaviour change** at scale through a tech-enabled change-making network - are all exciting and noteworthy aspects of our work.

*(Ensuring healthy lives and promoting wellbeing for all at all ages)



AROGYA TEAM

Srabani Banerjee, Swati Saxena, Dr Smriti Pahwa, Nandan Bhatia, Usha Chander, Dr Meghana Pasi, Eleanor Liu, Sharad Bhargava, Sangeeta Sobti, Archana Raaj, Dr Nidhi Jaswal, Kriti Pradhan, Nandini Ganesh, Kshema Kurup, Varun Ramesan, Anuradha Yadav, Manikanta Kumar, Navin Mohan, Dr Sumedha Naik, Dr Nithin GN, Lakshmi Padma Priya, Miray Salman, Jackie Williams, Gosia Novak and Meeta Walavlakar





AROGYA WORLD

Click here to know more about our efforts:

www.arogyaworld.org

www.arogyacity.in

Write to us to partner with us:

info@arogyaworld.org

Follow us to know about our programs:

