

Kilkari scheme

1053. SHRI DEREK O'BRIEN: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) the number of women who have benefited from the free audio messages under the Kilkari scheme;
- (b) the names of the States where the scheme has been implemented; and
- (c) the details about how data on mobile numbers of pregnant mothers is accessed?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI ASHWINI KUMAR CHOUBEY): (a) The Kilkari program is a mobile based service launched in 2016, for new and expectant mothers aimed at encouraging them to make healthier choices for their newborn messages about Pregnancy, childbirth and childcare directly to the beneficiaries. It is an audio based service and hence overcomes the literacy challenges of rural India.

The Kilkari program has benefitted 2,02,19,155 unique beneficiaries from 15th January 2016 to 31st August 2020.

(b) Kilkari Scheme is currently operational in 13 States/UT's: Assam, Bihar, Chhattisgarh, Delhi, Haryana, Himachal Pradesh, Jharkhand, Madhya Pradesh, Odisha, Rajasthan, Uttar Pradesh, Uttarakhand and West Bengal.

(c) Kilkari delivers free, weekly, time appropriate audio messages about pregnancy, child birth and child care *via* Interactive Voice Response (IVR) to women registered in MCTS/RCH portal. Messaging begins in the second trimester of pregnancy and continuous until the child is one-year-old. The pregnant mother data is fetched from MCTS/RCH portal to Kilkari through web service which has been implemented between both the applications.

Rare Diseases component under the Rashtriya Arogya Nidhi

1054. SHRI DEREK O'BRIEN: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) the estimated budgetary allocation in 2020-21 for the Rare Diseases component under the Rashtriya Arogya Nidhi;