

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**RAJYA SABHA
UNSTARRED QUESTION NO. 920
TO BE ANSWERED ON THE 3rd DECEMBER, 2024**

KILKARI SCHEME

920: DR. SUMER SINGH SOLANKI:

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) the manner in which Kilkari Scheme addresses the challenges related to the maternal and child health in the country, its launch date and details of the States covered under it;
- (b) the aspirations and goals of Kilkari Scheme in improving the health and well-being of mothers and children; and
- (c) the manner in which the successful calls made so far impacted the overall reach and effectiveness of the Kilkari Scheme?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF HEALTH & FAMILY WELFARE
(SMT. ANUPRIYA PATEL)**

(a) to (c): The **Kilkari** project is a mobile based service launched on 15th January, 2016 as a part of its Digital India initiative, for new and expectant mothers aimed at encouraging them to make healthier choices for their new-born care by delivering 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. Kilkari delivers free, weekly, time appropriate audio messages about pregnancy, childbirth and childcare via Interactive Voice Response (IVR) to women registered in RCH portal. Messaging begins in the second trimester of pregnancy and continues until the child is one-year-old. The pregnant mother data is fetched from RCH portal to Kilkari through web service, which has been implemented, between both the applications.

The program informs mothers and families about behaviors and practices to be adopted during pregnancy and infancy. The weekly messages help families to educate, remind and also reinforce the prioritized actions for each week during this crucial period. This action not only assist in saving lives of pregnant women and children from several risks but also ensures a healthy outcome.

The Kilkari Project serves 23 States/UTs, namely, Andaman & Nicobar Islands, Andhra Pradesh, Assam, Bihar, Chandigarh, Chhattisgarh, Daman & Diu and Dadra & Nagar Haveli, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Odisha, Rajasthan, Tripura, Uttar Pradesh, Uttarakhand and West Bengal.

The number of successful calls achieved under Kilkari project during the last few years is given below:

Successful calls achieved under Kilkari Project		
S. No.	Year	Total Number of Successful Calls
1	2017-18	6,44,29,759
2	2018-19	8,34,19,787
3	2019-20	8,00,04,848
4	2020-21	7,32,10,598
5	2021-22	4,75,45,063
6	2022-23	7,71,16,051
7	2023-24	9,80,83,574
8	2024-25 (Till Oct' 24)	6,50,91,993

The calls have been helpful to mothers and families in the respective States/UTs due to its uniqueness in nature. The information provided through audio messages are helpful in terms of ante and postnatal care as well as nutrition. The messages were especially tailored according to the gestational period of each beneficiary which gave them a sense of acknowledgement. The messages were helpful in giving timely information to beneficiaries about the appropriate healthcare services to be sought. Kilkari complemented the work of ASHAs in mobilising beneficiaries to access health services and reduce the burden on them. Continued Kilkari support to families has led to changes in behaviors and has also improved service utilisation. It has also proved useful during the pandemic when it was difficult to hold physical visits and awareness campaigns to encourage healthcare seeking behavior.
