

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

**RAJYA SABHA  
STARRED QUESTION NO. 170  
TO BE ANSWERED ON THE 19<sup>TH</sup> DECEMBER, 2023**

**BENEFITS OF KILKARI SCHEME ON MATERNAL AND CHILD HEALTH**

**170 SHRI SATISH CHANDRA DUBEY:**

Will the Minister of Health and Family Welfare be pleased to state:

- (a) the manner in which the Kilkari scheme addresses the challenges of maternal and child health in the country, along with its date of inception and the details of the States covered under its ambit;
- (b) the aspirations and goals of the Kilkari scheme in improving the health and well-being of mothers and children; and
- (c) the manner in which the successful calls made till now, have an impact on the overall outreach and effectiveness of the Kilkari scheme?

**ANSWER  
THE MINISTER OF HEALTH AND FAMILY WELFARE  
(DR MANSUKH MANDAVIYA)**

- (a) to (c) A Statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO RAJYA SABHA  
STARRED QUESTION NO. 170 \* FOR 19<sup>TH</sup> DECEMBER, 2023**

(a) to (c): The **Kilkari** program is a mobile based service launched on 15<sup>th</sup> 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, child birth and child care 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 behaviours 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 saves lives of pregnant women and children from several risks but also ensures a healthy outcome.

The Kilkari Project serves 18 States/UTs, namely, Assam, Bihar, Chhattisgarh, Chandigarh, Delhi, Haryana, Himachal Pradesh, Jharkhand, Madhya Pradesh, Odisha, Rajasthan, Uttar Pradesh, Uttarakhand, West Bengal, Jammu & Kashmir, Tripura, Andhra Pradesh and Andaman & Nicobar Islands.

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

### Successful calls achieved under Kilkari

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 (Till Nov' 23)	6,40,68,840

The calls have been helpful to mothers and families in all States 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 behaviours 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 behaviour.

\*\*\*\*\*