

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

**RAJYA SABHA
UNSTARRED QUESTION NO. 1068
TO BE ANSWERED ON 12TH DECEMBER, 2023**

KILKARI SCHEME

**1068: DR. SUMER SINGH SOLANKI:
DR. K. LAXMAN:**

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

- (a) the details about the Kilkari Scheme, including its start date and the States it serves;
- (b) the aims and objectives of the Scheme; and
- (c) whether any successful calls were achieved in the Kilkari Scheme in the month of November 2022 and if so, the details thereof?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY
WELFARE
(DR. BHARATI PRAVIN PAWAR)**

(a) to (c): The Kilkari project is a mobile based service launched in 2016 as a part of the Government's 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 project 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 project through a web service which has been implemented between both the applications.

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.

A total of 61,83,372 successful calls were achieved in the month of November, 2022.
