

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

**RAJYA SABHA
UNSTARRED QUESTION NO. 1070#
TO BE ANSWERED ON 29th JULY, 2025**

KILKARI SCHEME

1070#: Ms. INDU BALA GOSWAMI:

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

- (a) the manner in which Kilkari scheme functions to address maternal and child health challenges in the country, details thereof;
- (b) the states in which the Kilkari scheme has been launched;
- (c) whether any targets have been set under the Kilkari scheme to improve the health and well-being of mothers and children; and
- (d) if so, details thereof?

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

(a) to (d): The Kilkari program 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 72 audio messages about pregnancy, child birth and child care via Interactive Voice Response (IVR) to women registered in RCH portal. Through audio messages, Kilkari programme covers all pregnant mothers who are in their second trimester of pregnancy and children under the age of one-year old registered on 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 calls have been helpful to mothers and families in all the 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 ASHAs work of mobilising beneficiaries to access health services and reduced 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.

The Kilkari project is currently operational in 27 States/UTs namely Andhra Pradesh, Andaman & Nicobar Islands, Assam, Bihar, Chhattisgarh, Chandigarh, Delhi, Haryana, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Madhya Pradesh, Odisha, Rajasthan, Tripura, Uttar Pradesh, West Bengal, Uttarakhand, Gujarat, Maharashtra, Karnataka, Goa, Dadra & Nagar Haveli and Daman & Diu, Arunachal Pradesh, Manipur, Mizoram and Nagaland. Currently, Kilkari program is running in 13 languages viz. Assamese, Bengali, Bhojpuri, Gujarati, Hindi, Kannada, Konkani, Marathi, Meitei, Mizo, Odia, Telugu and English.
