Executive Summary
ARMMAN is an India-based non-profit leveraging mHealth to create cost-effective, scalable, gender-transformative, non-linear, systemic solutions to improve access of pregnant women and mothers to preventative information and services along with training health workers to reduce maternal and child mortality/morbidity.

ARMMAN adopts a “tech plus touch” model by leveraging the health worker network of the government and partner NGOs along with the deep mobile penetration to create scalable solutions using a fit-for-purpose equity-based approach.

In partnership with the Ministry of Health and Family Welfare (MoHFW), ARMMAN is currently implementing the largest mobile-based maternal messaging program (Kilkari) and the largest mobile-based training program for frontline health workers (Mobile Academy) in the world.

Website: https://armman.org/

Mission
ARMMAN leverages technology to enable healthy pregnancy, safe delivery and safe childhood by:
• Addressing systemic gaps in health service delivery
• Promoting healthcare seeking practices by the community
• Creating evidence-based, cost-effective, scalable solutions

Vision
A world where every mother is empowered and every child is healthy.
Challenge
India accounts for 9% of the global maternal mortality burden, with over 26,000 women dying from pregnancy/childbirth-related complications every year. For every woman who dies, 20 more suffer debilitating morbidity. India has the second highest number of under five deaths in the world. 18% infants have low birth weight; 32% of children under 5 are malnourished and 35.5% are stunted leading to complications that prevent them from realizing their full potential as adults. Lack of access to preventive care information, poor understanding of complications/risk factors worsened by gender and equity-based disparity leads to poor demand for care amongst pregnant women and mothers. Simultaneously, health workers across the system are inadequately trained to provide timely care and referral leading to overcrowding of tertiary care facilities and increased maternal and child mortality/morbidity.

Solution
ARMMAN leverages mHealth technology to create scalable, cost-effective, gender transformative, equity-sensitive, non-linear, systemic solutions to reduce maternal and child mortality/morbidity. We create at-scale programs with proven impact by partnering with national/state governments, partner NGOs and health facilities to create a unique “tech plus touch” model. ARMMAN adopts two primary approaches:
1. Addressing delay in seeking care by improving access to preventive care information via free weekly voice-calling services for pregnant women and mothers of infants (mMitra and Kilkari).
2. Training health workers for early identification and management of high-risk conditions via Mobile Academy (mHealth-based training course for frontline health workers/ASHAs) and Integrated High-Risk Pregnancy Tracking and Management Program for Auxiliary Nurse Midwives/Medical Officers/Specialist Doctors.

Impact
• 32 million women and their children reached
• 266,000 health workers trained
• Programs in 20 states of India