

## PRESS RELEASE

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### **‘mMitra launched in Mewat, Haryana, under project ‘SBI Umeed’**

**New Delhi, February 16, 2018:** SBI Foundation’s project ‘SBI Umeed’ has been launched in Mewat district of Haryana in association with Armman (NPO).

The objective of the program is to curtail maternal and infant mortality and morbidity in 28,000 expectant mothers and their infants by the free mobile voice call service that provides crucial preventive care information and simple intervention over the phone of the enrolled women throughout pregnancy. The program was launched in the two blocks of Mewat—Nuh, and Tauru.

The program besides aiming to reduce maternal mortality and morbidity rate and infant mortality and morbidity rate will also look at:

- Improving knowledge regarding preventive care to be exercised pregnancy and infancy among the underprivileged pregnant women and women with children under the age of five.
- To engender behavior change around key antenatal, postnatal and infancy indicators by providing timed and targeted information directly to the urban poor women and women with children under the age of five.

The mobile service “mMitra”- inaugurated by Dr. Rajendra Prasad, CMO, Nuh, at ADC's office in Nuh, Mewat. Also present on the occasion were Dr. Aparna Hegde, founder and managing trustee, ARMMAN; Ms. Salila Pande, DGM, SBI; Ms. Nitu Kumar, Program Manager, SBI Foundation; Mr. Shahnawaz Shahid, Program Director, Sukarya; Ms. Manju, Block Program Manager, NRLM.

“Mewat has a high infant mortality rate. I am confident that that mMitra will work towards improving the condition of the underprivileged pregnant women and their children in the region,” said **Dr. Rajendra Prasad**

“SBI Foundation always had an inclination towards working in Mewat region since it requires a lot of special attention. I am glad that we have been able to achieve this dream. I believe that mMitra will bring in immense change in the lives of mothers and children in the region,” said **Ms. Salila Pande**

"It is immensely satisfying for me to see mMitra being implanted in Mewat with support from SBI Foundation. Lack of access to preventive care information is one of the major underlying reasons for the woeful maternal and child health statistics in the region. We are hopeful that mMitra voice calls will empower the women with the information they need to make better health choices for themselves, their families and their children,” said **Dr. Aparna Hegde**

## **ABOUT: mMitra**

mMitra is a free mobile voice call service that provides culturally appropriate comprehensive information on preventive care and simple interventions to reduce maternal and infant mortality and morbidity in urban and rural India. The voice calls are in the local dialect, specific to a woman's gestational age or the age of the infant and are sent once or twice a week directly to the pregnant women and mothers of infants in their chosen time slot. The information is appropriately timed to the stage of the pregnancy or to the age of the child and targeted to influence adoption of the health-seeking behavior among pregnant women and mothers of infants.

The voice messages and design have been developed by ARMMAN in partnership with BabyCenter. Furthermore, they have been validated by experts from the national medical bodies—the Federation of Obstetrics and Gynecological Society of India (FOGSI) and the National Neonatology Forum (NNF)—besides being pretested in the community, mMitra has been able to enroll 1.6 million women across nine states so far.

## **About SBI Foundation:**

SBI Foundation is a not-for-profit company formed under Section 8 of the Companies Act, 2013 to act as the Corporate Social Responsibility arm of the SBI Group with a vision of improving the socio-economic well-being of the society and to become a premier CSR institution in India through the Bank's tradition of "Service Beyond Banking."

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