

Empowering Communities, Elevating Futures



BIENNIAL REPORT 2023-25

35 Years
of Working Together for
a Just, Equitable and
Inclusive World



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s MAMTA Health Institute for Mother and Child enters its 35th year, this Biennial Report offers a moment of reflection—of decades of dedication, innovation, and unwavering resolve. Founded in 1990 with a vision rooted in dignity, equity, and community empowerment, MAMTA has become a crucible of transformation, touching millions of lives across geographies and generations.

The years 2023–25 were marked by renewed dynamism and expansion. We deepened our public health footprint through initiatives like Project Aashyaain, leveraging AI-powered Smart Scope technology for early cervical cancer screening. Our menstrual hygiene and family planning campaigns elevated community-led discourse and fostered inclusive solutions. We trained healthcare providers, equipped youth champions, and strengthened adolescent health interventions that continue to ripple outward with impact.

MAMTA took bold steps into holistic engagement—integrating yoga, mental well-being, and digital platforms to amplify our messages. Our school hygiene program scaled new heights, culminating in an inspiring presentation to the Hon'ble Governor of Rajasthan. We embraced convergence by bridging governmental, civil society, and grassroots actors, reaffirming our belief that real change lies in collaboration.

Each achievement was not the work of an institution, but of its people. To our tireless staff—field workers, coordinators, technical experts, communicators—you are the heartbeat of this mission. To our donors, partners, and stakeholders—thank you for your faith, resources, and companionship on this shared journey.

The road ahead invites us to evolve with courage and clarity. As the proverb goes, “When the roots are deep, there is no reason to fear the wind.” Our roots are thirty-five years deep, and the branches reach further each day. Let this Report echo not just progress, but promise—and inspire action, reflection, and hope.



Warm regards,
Dr. Sunil Mehra
Executive Director, MAMTA

Resilience to Renaissance: MAMTA's Journey in 2023–25

For over 33 years, MAMTA Health Institute for Mother and Child has stood strong as a public health institution, known for its grassroots reach, systems strengthening, and inclusive approach to serving India's most vulnerable communities.

In the period following the COVID-19 pandemic, MAMTA entered its next phase of **institutional growth, innovation, and revitalised partnerships**. Our partnership ecosystem has expanded through **24 new engagements** across corporate social responsibility and **Public Sector Undertakings (PSUs) and international collaborations**, while continuing to strengthen relationships with **28 long-standing donor partners**. Throughout this post-COVID-19 phase of **renewal and revival**, MAMTA unwaveringly upheld its mission: "To empower underserved and marginalised individuals and communities through evidence-based, gender-sensitive, participatory processes for sustainable health and development."

Anchored in this mission, MAMTA continued to build on strong internal governance structure, experienced leadership, comprising medical professionals, sociologists, and specialists in research, measurement, and communication. At MAMTA, teams work organically and collaboratively, leveraging cross-functional expertise to nurture new partnerships and strengthen programme design. During this period, our workforce comprised 641 professionals, with gender equitable human resource including 319 females and 322 males. Field insights seamlessly inform research and advocacy, while technical and programme units co-

create strategies that are both scientifically grounded and operationally practical.

Our institutional leadership also served in various government bodies and institutions. Our Executive Director serves as an Expert member of the Global Action for Measurement of Adolescent Health (GAMA) Initiative Advisory Group, established by the World Health Organization (WHO), Geneva (2018–present), and is also a member of the Technical Advisory Group for Home-Based Newborn Care (HBNC) and Home-Based Young Child Care (HBYC) Programmes under the Ministry of Health and Family Welfare, Government of India. Several members of MAMTA's senior leadership are empanelled as POSH committee members across various state governments.

With its operational presence across **15 states and global partnerships with World Bank, WHO, UNICEF, Gates Foundation, Physicians for Social Responsibility, Myriad, Palladium International, Oracle, Lego Foundation -Finland and Noora Health**—MAMTA remains strategically positioned to advance meaningful collaborations with governments, technical institutions, development partners & communities alike. MAMTA's strategic actions that continue to advance our core domains of Youth and Adolescent Sexual and Reproductive Health and Rights (YSRHR), Reproductive, Maternal, Newborn, Child and Adolescent Health and Nutrition (RMNCHAN), Communicable, and Non-Communicable Diseases. Core priorities such as family planning; school based health, nutrition and gender transformative interventions; and WASH were advanced alongside emerging areas including high-risk

pregnancies, mental health, livelihoods, paediatric TB, play-based learning for early childhood development, solarisation of health facilities, and STEM education.

Strengthening public-health governance remains pivotal, with close collaboration with VHSNCs and PRIs to promote decentralised planning and sustainability.

Capacity building programmes were also implemented across public-health facilities through midwifery training, Ayushman Arogya Mandirs, the Care Companion Programme, and One-Stop Centres addressing gender-based violence—collectively improving service quality, ensuring care continuity, and fostering convergence.

A key highlight of this period is the **Scott Mackenzie Grant**, awarded to MAMTA in recognition of its public-health leadership. The grant enabled pilot collaborations with multiple state governments to address emerging health priorities—strengthening emergency and trauma care in Uttar Pradesh,

assessing adolescent health (School-Based Survey) in Himachal Pradesh, advancing infertility and elderly-care models in Rajasthan, Punjab, and Himachal Pradesh, deploying AI-driven cervical-cancer screening in Haryana, introducing road-safety interventions for youth in Uttar Pradesh, and studying socio-economic, HIV, and vector-borne disease intersections in Delhi.

Last but not least, MAMTA represents the convergence of credibility and innovation in public health, rooted in community trust and guided by scientific rigour. Its brand stands for measurable change, equity, and excellence. MAMTA is recognized as a catalyst that bridges policy and practice—empowering lives, influencing systems, and instilling confidence among communities and partners.



Our Vision and Mission

Vision

Working together in building a world that is just, equitable and inclusive.

Mission

To empower the underserved and marginalized individuals & communities through evidence based, gender sensitive participatory processes for sustainable health and development.



Our Strategic Approach

MAMTA's strategic approach is rooted in equity, innovation, and community empowerment. Over 35 years, the organization has evolved into a catalyst for systemic change, integrating rights-based frameworks with evidence-driven programming. MAMTA bridges grassroots realities with policy, ensuring that voices from the margins inform national and global health agendas. Its multi-sectoral strategy combines maternal and child health, adolescent development, gender justice, and digital innovation—creating scalable models that are culturally resonant and contextually

agile. Strategic partnerships with government, civil society, and academia amplify impact, while continuous learning and documentation foster institutional excellence. MAMTA's emphasis on participatory processes, climate resilience, and mental health integration reflects its commitment to future-ready public health. By aligning operational rigor with visionary leadership, MAMTA remains a trusted partner in shaping inclusive, sustainable development. This strategic compass guides its journey forward—anchored in values, responsive to change, and dedicated to transforming lives.



Our Work at a Glance

Since 1990

69

Aspirational
Districts reached

26

States and UT's
reached

60+

Partners



70+
million

Lives Touched



140+

Research papers in
published peer-reviewed
journals

700+

Human Resource





Building Resilient Health Systems, Empowering Communities

“It is health that is real wealth, and not pieces of gold and silver.”
- Mahatma Gandhi

MAMTA's mission of empowering communities for sustainable health and development is deeply aligned with India's evolving health landscape, particularly through the strengthening of Primary Health Care (PHC). PHC serves as the foundation of a resilient and equitable health system, encompassing preventive care, health education, nutrition, maternal and child health, immunization, and sanitation. MAMTA's work complements key Government of India initiatives such as Ayushman Bharat (PM-JAY and Health & Wellness Centres), National Health Mission (NHM), Mission Indradhanush, Janani Shishu Suraksha Karyakram (JSSK), Janani Suraksha Yojana (JSY), and Rashtriya Kishor Swasthya Karyakram (RKSK). By integrating these schemes into its grassroots efforts, MAMTA enhances access, awareness, and accountability, especially among marginalized populations. This approach not only reduces healthcare disparities and financial barriers but also fosters community ownership and system responsiveness. Through strategic partnerships and participatory engagement, MAMTA is helping shape a future where health is inclusive, preventive, and people-centered.

System Strengthening

In Lucknow, Uttar Pradesh, the HCL UDAY - My Community, which is a transformative initiative in partnership with the HCL Foundation and is aimed at strengthening health systems and improving the well-being of urban and marginalized populations. Through an integrated approach encompassing maternal and child health, nutrition, digital health, and infrastructure strengthening, the project reached over 6,000 individuals. Key achievements include a 98% institutional delivery rate, 88% preconception awareness, and 80% ABHA registration. Collaborations with EzeRx introduced AI-based anaemia screening, while government partnerships enabled service integration and capacity building. The project exemplifies scalable, community-cantered health innovation with measurable impact and sustainability.

Mankind Pharma and MAMTA, in partnership with the government, are enhancing primary healthcare in Sirmaur, Himachal Pradesh by implementing a diverse array of effective initiatives, i.e., enhancing the health infrastructure by ensuring that Health



Ayushman Arogya Mandir, Sirmaur (Himachal Pradesh): Provision of ramps to enhance accessibility for persons with disabilities, elderly citizens and pregnant women.

and Wellness Centres (HWCs) and Primary Health Centres (PHCs) adhere to National Quality Assurance Standards (NQAS), which guarantees improved service delivery. MAMTA provided these facilities with essential equipment, capacity building of the health workforce and pushing the government guidelines to enable the provision of high-quality care to enable the improvement of healthcare services in Sirmaur. These initiatives have strengthened health facilities, empowered health workers, enhanced early disease identification, and increased service utilisation, leading to greater health outcomes. The project strengthened

primary healthcare by reaching 21,655 individuals through special day celebrations, engaging 29,887 in

Blueprint for Emergency: PMU-led Transformation Across Medical Colleges

In 2024–25, a patient suffering from myocardial infarction arrived at a government medical college in Uttar Pradesh. Thanks to the PMU-led emergency care upgrades supported by MAMTA HIMC, the facility had newly installed mobile USG and CT machines, trained staff in eFAST and POCUS, and activated thrombolysis protocols. Within minutes, the patient was accurately diagnosed and treated with rTPA—a life-saving drug for heart attacks and brain strokes. This swift response, replicated across medical colleges, showcases how strategic infrastructure development, skill-building, and standardized protocols—anchored by high-level oversight—can reshape tertiary care delivery. Through the establishment of NELS labs and continuous monitoring, the initiative became a replicable model for responsive emergency care, demonstrating the life-affirming impact of system-strengthening on ground-level clinical outcomes.



maternal and child health sessions, supporting 7,286 in neonatal care and WASH practices, screening 11,153 for NCDs, and facilitating NQAS accreditation for five health facilities.

Similarly, the HG Aarogyashala Program, with the support of HG Infra, focusses on improvement of health outcomes in marginalized regions by strengthening primary healthcare systems besides raising awareness on RMNCH+A (Reproductive, Maternal, New-born, Child, and Adolescent Health) issues, and enhancing the capacity of frontline health workers. This is being implemented in the districts of Sirohi and Udaipur in Rajasthan. Under the HG Aarogyashala project, 900 pregnant women, 793 lactating mothers, and 3,000 adolescent girls were reached. The initiative conducted 445 community meetings, 12 health screening camps, 6 capacity-building sessions for 180 frontline workers, 30+ nutrition recipe trials, and celebrated special days at 35 locations in Udaipur and Sirohi in Rajasthan.

In a unique intervention, MAMTA served as a core partner in a pioneering Program Management Unit (PMU) established at the Office of DGME, Uttar Pradesh, to transform emergency, trauma, and ICU services across all government medical colleges. Unique in its scale and systems-strengthening approach, the project—supported by BMGF and the NPT grant—focused on facility modernization, protocol standardization, and clinical capacity-building through targeted trainings in BLS, ATLS, EFAST, and POCUS. Tailored advisory notes and

activation of NELS skill labs enhanced quality and responsiveness. A robust monitoring framework and high-level review processes ensured sustainability. By aligning strategic oversight with hands-on interventions, this initiative reshaped tertiary care delivery and created a replicable model for critical care reform across the state.

The Care Companion Program, supported by Noora Health and implemented in 11 districts of Himachal Pradesh, strengthens antenatal, postnatal, and newborn care through caregiver engagement and

Cradling Hope: How Caregiver Counseling Transformed a Mother's Journey in Kangra

In the quiet hills of Kangra, Sunita cradled her newborn, uncertain and anxious. But within the warmth of the hospital ward, she joined a Care Companion Program session—one of 537 held across 11 Himachal districts. Trained nurses guided her through vital postnatal steps, while reminders and remote follow-ups later helped ease her fears. She was one of 1.89 lakh caregivers empowered through Noora Health's support and MAMTA's partnership with the State Government. The initiative didn't just train 1,260 healthcare providers—it lit a path for mothers like Sunita, blending compassion and education to strengthen maternal and newborn health across the state.



Empowering mothers with knowledge, confidence, and care — Pregnant & Lactating Women Group Meeting in Udaipur under the HG Aarogyashala Project

CASE STUDY: Navigating Adolescent Crisis – Pooja’s Journey at CoE-AHD



Pooja, a 21-year-old young woman, arrived at the Centre of Excellence for Adolescent Health and Development (CoE-AHD), IMS-BHU, burdened by chest tuberculosis, irregular menstruation, severe stress, and suicidal thoughts. Counsellor initiated a multi-step therapeutic process involving trust-building, emotional exploration, mindfulness training, positive affirmations, and medical coordination. Spanning seven sessions (Jan 2024–Mar 2025), the intervention blended psychological support with clinical care. Pooja gradually showed progress—her menstrual cycle normalized, suicidal ideation diminished, and physical health improved with TB treatment. The integration of mental health counselling, stress management tools, and medical referrals proved transformative. Today, Pooja reflects strength and resilience, actively pursuing her aspirations. Her journey highlights CoE-AHD’s holistic and responsive model in addressing multi-dimensional adolescent health crises.

Note: The beneficiary’s name has been changed to protect her identity.

health provider training. In collaboration with the State Government, the initiative trained 1,260 master trainers and delivered 537 counselling sessions, reaching over 1.89 lakh caregivers in public health facilities. Post-discharge support included telephonic follow-ups and surveys, enhancing maternal and child health outcomes. By integrating education and remote support into routine care, the program created a replicable model for patient-centred engagement within the state health framework.

In Odisha, on the eastern coast of India, the HB KMC-NPT project, supported by the National Philanthropic Trust, is implemented in Khairput and Mathili blocks of Malkangiri district. Focused on improving neonatal care, it established Kangaroo Mother Care (KMC) corners at CHCs and PHCs, trained frontline workers, and strengthened community platforms like VHSNCs and Panchayats. The project directly supported 229 mothers of low birth weight infants and reached 6,116 indirect beneficiaries. Collaborations with OLM, Millet Mission,



Bringing care right to the doorstep. Delivering Kangaroo Mother Care kit during home visit.



Adolescent girls participating in awareness activity at the Centre of Excellence for Adolescent Health and Development on the occasion of World Menstrual Hygiene Day

PHRS, Panchayati Raj, and government departments enabled effective mobilization, training, and follow-up. The initiative promotes sustainable maternal and child health practices and contributes to evidence-based policymaking and community empowerment.

The Centre of Excellence for Adolescent Health & Development (CoE AHD), a pioneering initiative launched in 2018, stands as the first of its kind in India—setting a benchmark for adolescent-centric care. Jointly supported by NHM and MAMTA, the CoEs in Varanasi and Lucknow deliver integrated clinical services, counselling, and outreach across six thematic domains: nutrition, sexual and reproductive health, mental health, injuries, substance misuse, and NCDs. With strong institutional partnerships, including KGMU, IMS-BHU, and RSKS Cell, and departmental collaboration across medical disciplines, the program has served over 14,500 clients and engaged 23,485 adolescents through 299 outreach sessions. It has fostered young research talent and facilitated HPV vaccinations for over 550 adolescents. As a replicable model supporting the RSKS rollout, CoE AHD continues to inform policy, build capacity, and reshape adolescent health systems—making it a flagship intervention for holistic youth wellness and development in the country.

The Holistic Geriatric Intervention Package, supported by NPT-UTKARSH, strengthens elderly care systems in Hamirpur (Himachal Pradesh) and Nawanshahr (Punjab). Covering 29,740 elderly across 11 blocks, the initiative integrates community perspectives

with system-level readiness under the NPHCE framework. With support from state governments and departmental coordination, it engages ANMs, ASHAs, AWWs, and PRIs for screening and follow-ups at Sub-Centres, while PHCs, CHCs, and District Hospitals offer comprehensive medical, mental health, and rehabilitative services. The intervention expands service access and cultivates a resilient primary care system for elderly wellness—marking a step toward institutionalizing dignified aging

In partnership with Jhpiego, MAMTA implemented a pioneering 12-month intervention in Shahpura block, Jabalpur to integrate perinatal mental health (PMH) into maternal care—a first-of-its-kind initiative in the region. Addressing critical gaps revealed by NFHS-5, the project combined structured education, community mobilization, and frontline worker training to destigmatize PMH and improve service uptake. Over 10,000 individuals were reached through 189 educational sessions, nukkad nataks, kiosks, and psychologist-led events. Unique in its multi-level approach, the project engaged husbands and mothers-in-law, transforming family support systems. Despite challenges in data tracking and initial resistance, the intervention fostered awareness, built trust, and strengthened health systems. Frontline workers were equipped to identify and manage PMH disorders, while health centers displayed helpline-linked posters. This initiative not only elevated maternal mental health as a public health priority but also laid the foundation for scalable, community-rooted models of care that honor both emotional wellbeing and clinical quality.



Capacity Building of ASHAs on Infertility: Strengthening Early Identification and Counselling

Project AAS, implemented in Tijara block of Alwar district, is a pioneering initiative under MAMTA's SRHR portfolio aimed at demystifying infertility and strengthening access to reproductive health services. Supported by Indira IVF and NPT, the project has reached over 20,000 women and established a robust framework for early diagnosis and referral. In collaboration with premier institutions like KGMU, Fortis le Femme, and Jamia Hamdard, the project developed a validated ASHA screening tool and a Practitioner's Handbook for infertility management. Government-endorsed IEC materials and facility

assessment checklists have further institutionalized the approach. With a 38.6% increase in infertility knowledge and 21% referral rate among married women, the project is reshaping community narratives around infertility. Strategic partnerships with block and district health systems have ensured alignment with public health mechanisms, making Project AAS a replicable model for integrating infertility care within SRHR services in India.

Mamta, in partnership with the M.K. Hameid Foundation and State NHM Himachal Pradesh, is implementing a pioneering Midwifery Led Care Model in Mandi district. Anchored at SLBSGMC&H, Nerchowk, the project has established Himachal's first State Midwifery Training Institute (SMTI) with a state-of-the-art Skills Lab, Midwifery Led Care Unit, and LaQshya-accredited maternity services. The initiative has trained Five State Midwifery Educators, five of whom completed residential training at NMTI Patiala, and is training the first Nurse Practitioner in Midwifery (NPM) batch since July 2025. With technical support from Dalarna University and simulation partners Laerdal and Gaumard, the project blends global expertise with local systems. It is poised to benefit over 22,000 women annually, ensuring respectful, evidence-based maternal care. Strategic policy alignment has secured budgetary approval from the State Government for setting up its second SMTI at IGMSC Shimla, marking a transformative shift in maternal health delivery in Himachal Pradesh.



First batch of the trained Midwives at the centre



The pediatrician at SDH Sadul Shahr (Ganganagar) performed a gastric aspiration (GA) on a 2-year-old symptomatic child to collect a specimen for tuberculosis (TB) diagnostic testing.

Implemented across all 42 districts of Rajasthan, the Integrated Pediatric TB and Technology-Enabled Active Case Finding project in four districts by MAMTA under the Global Fund GC-7 initiative is transforming childhood TB care through innovation and collaboration. As a Sub-Recipient to SAATHII, MAMTA engages key partners—including the Indian Academy of Pediatrics, IMA, IRIA, and private providers—to standardize pediatric TB practices and expand diagnostic access. The project uniquely

integrates government platforms such as RBSK, RKSK, and ICDS for systematic screening, while deploying portable X-ray devices in high-burden districts to enhance case detection. In its first year, the initiative notified 7,928 pediatric TB cases and achieved a 91% treatment success rate, surpassing national benchmarks. With strong support from State TB Cells, medical colleges, and child health stakeholders, the project exemplifies a multi-sectoral, child-focused response to TB. It offers a replicable model for equitable, early diagnosis and comprehensive treatment of pediatric TB across India.

Unite to ACT (Amplifying Community Action for TB Elimination) was a transformative initiative led by MAMTA across 30 districts in Gujarat, Madhya Pradesh, and Rajasthan from September 2021 to August 2024. Uniquely rooted in survivor-led action, the project trained over 600 TB Champions—individuals who had overcome TB—to serve as mentors, advocates, and peer supporters. Through Support Hubs and Rapid Response Teams, the initiative reached 1.11 lakh people with TB, offering person-centred care, psychosocial support, and treatment literacy. Community engagement soared with 6,000+ awareness events and 1,800 grassroots IEC products. Treatment success rates improved significantly, reaching up to 90% in Gujarat and Rajasthan. Survivor-led networks were formed to sustain advocacy and rights-based care. Amid COVID-19, the project ensured continuity of TB services through integrated awareness and vaccination drives. Unite to ACT exemplifies how community empowerment, strategic partnerships, and empathetic care can drive public health transformation.



A tuberculosis (TB) screening camp was organized at the destitute home in Rani Bazar, Bikaner.

Breaking Rocks, Breaking Barriers: TB Awareness in Bhilwara's Mines

In the rugged mining belts of Bhilwara, Rajasthan, TB was a silent threat—masked by dust, stigma, and misinformation. Workers at sites like Gangapur and Agucha often ignored symptoms, fearing discrimination or job loss. MAMTA HIMC, in collaboration with the Mines and Geology Department, launched targeted TB screening camps at these high-risk locations. ASHA and ANM workers played a pivotal role to educate and mobilize miners. The Active Case Finding strategy prioritized not just symptomatic individuals but also asymptomatic workers exposed to silica dust. At Gangapur, over 150 workers were screened, uncovering a case of silicosis. At Agucha, four asymptomatic TB cases were detected—proving the power of proactive outreach. Raju and Vijay, once reluctant, are now receiving treatment and inspiring others to step forward. This initiative shattered stigma and built trust, showing that with the right partnerships and persistent engagement, even the hardest-to-reach communities can access life-saving care.

Community-led Interventions

Project Jagriti III, implemented across 15 districts, exemplifies MAMTA's integrated, community-driven approach to advancing maternal, adolescent, and child health. Over three years, the initiative reached over 2 million individuals—surpassing its target—with a focus on vulnerable groups including pregnant and lactating women, adolescents, and young couples.

What sets Jagriti III apart is its holistic design: combining structured education sessions with culturally resonant campaigns like Munni, Millie, and PARI, the project addressed not only health service uptake but also nutrition, NCD awareness, menstrual hygiene, air pollution, and early marriage. Interventions such as Sanyukt Sanjhedaari Chaupal and Sarv Jan Swasth Mann fostered male involvement and maternal mental health, while digital innovations like HELLO Jagriti and IVRS calls ensured sustained engagement.

The project's impact is evident: a 10% improvement in antenatal/postnatal care uptake, 3% gains in breastfeeding and dietary diversity, a 20% rise in NCD awareness, and reductions in school



Adolescent girls playing menstrual wheel game in Odisha during the event MASIK (Mahawari Swachhta in Kishori) under Project Jagriti



Community awareness session on household air pollution in progress in Project Jagriti

dropout and early marriage rates. By integrating environmental health through household air pollution reduction and waste management education, Jagriti III uniquely bridged health and sustainability. Its success also stemmed from robust stakeholder training, youth-led life skills education (K4 campaign), and inclusive outreach to frontline workers, parents, and community leaders. Project Jagriti III stands as a testament to MAMTA's commitment to equity, innovation, and systemic change—empowering communities to lead healthier, more informed lives while advancing national health priorities and the Sustainable Development Goals.

Project Unnati, launched in February 2023 in 20 villages of Wardha District, Maharashtra, is a pioneering initiative focused on improving sexual and reproductive health outcomes among adolescents and young women. Supported by Evonith, the project integrates health education, service uptake, and youth-led engagement to foster informed decision-making and healthier communities. Collaborations with the district health system and government departments—including District Hospitals, ART Centre, and Metri Clinic—have enabled early diagnosis, treatment, and referral services through targeted camps. Unnati's impact is evident: over 53% of adolescent girls reported improved menstrual hygiene practices, 61% of women gained awareness on RTI/STI, and ASHAs showed an 18.9% increase in SRHR knowledge. Notably, 51% of boys reported enhanced understanding of substance misuse. By centering

From Disconnection to Transformation: A Mother's Journey Through Unnati

Namrata Manish Gode, an ASHA worker and single mother from Wardha, faced growing concern over her adolescent son's behavioral changes—academic decline, irritability, and negative peer influence. Juggling household responsibilities, she struggled to guide him. The turning point came with the introduction of the Unnati Project by Evonith in her village. Her son joined the adolescent group sessions, which addressed emotional well-being, gender sensitivity, and respectful conduct. Guided by peer educators, he began showing remarkable improvement—reducing screen time, distancing from harmful influences, and refocusing on studies. His behavior became thoughtful and responsible, positively impacting their home environment. He even began sharing session learnings with his mother, deepening their bond. Namrata credits Unnati for this transformation, calling it a lifeline for families like hers. The project's adolescent-responsive approach not only empowered youth but also strengthened community resilience—proving that timely intervention can rewrite futures.

adolescents and young women, and leveraging community partnerships, Unnati is catalyzing a shift toward inclusive, responsive, and youth-driven health systems in underserved geographies.



Health Camp organized in Neri village, Wardha (Maharashtra) under Project Unnati, to provide blood, HIV, and sugar tests for early screening and timely treatment.



Facilitating Intersectoral coordination in Uttar Pradesh for family planning initiatives

MAMTA, with support from Greenlam Industries Ltd., is driving transformative community-led health initiatives across Rajasthan, Himachal Pradesh, and Gujarat. In Behror and Nalagarh, over 18,500 individuals were directly reached through peer-led awareness sessions, FLW engagement, and strategic collaboration with PHCs and CHCs—benefiting nearly 70,000 people. The approach led to improved IFA intake, awareness of RTI/STIs, and better uptake of ANC, PNC, and breastfeeding practices. Meanwhile, in Prantij Block of Sabarkantha District, Gujarat, the project has influenced 6,000 people by strengthening knowledge and service access related to RMNCH+A, nutrition, menstrual hygiene, and substance use. Through capacity-building and multi-sectoral partnerships, both interventions foster local leadership, enhance health literacy, and promote positive behaviour change. Together, they showcase a scalable, participatory model that places community voices at the center of systemic public health improvement, ensuring long-term impact through embedded structures and trust-building across underserved regions.

WelSwasthya, launched in 2020 by Welspun Foundation, is a five-year community-centred initiative across Anjar (Kutch) and Vapi (Valsad) blocks in Gujarat. The program aims to enhance knowledge and health-seeking behaviours around key concerns like nutrition, anaemia, RTIs/STIs, substance misuse, tuberculosis, and lifestyle diseases. Through

strategic collaborations with district health systems, the Women and Child Development department, and Panchayat Samitis, it ensures early diagnosis, referral access, and smooth implementation. Reaching men, women, adolescents, and children, WelSwasthya nurtures a health-conscious ecosystem—empowering communities to prioritize wellness and paving the way for sustainable change driven by local engagement and cross-sectoral learning.

Convergence

From September 2023 to March 2025, MAMTA spearheaded a state-level strategic communication initiative in Uttar Pradesh, backed by the Gates Foundation. Focused on inter-sectoral convergence, the project deepened leadership commitment toward expanding contraceptive choices—particularly for young and low-parity couples. Collaborating with the Department of Health and Family Welfare and the National Health Mission—UP, it activated regional institutions to strengthen decentralized engagement and improve FP/SRH monitoring. Strategic outreach equipped stakeholders with relevant information and nurtured champions across districts and blocks. By fostering collective ownership and prioritizing reversible contraception, the initiative enhanced awareness and cross-sectoral collaboration—ultimately advancing women's health and well-being across the state. Its ripple effect reached adolescents, men, and children, contributing to healthier communities in Uttar Pradesh.

New Technologies

Aashayein, a 24-month pilot in Bhavanpur block, Meerut (U.P.), leverages Artificial Intelligence for the early detection of cervical cancer among women aged 30–49. Supported by NPT and implemented in partnership with LLRM College and the district health department (NCD wing), the initiative focuses on improving awareness, facilitating timely diagnosis, and exploring AI feasibility in low-resource settings. Through community outreach and facility-based screening, Aashayein addresses implementation barriers and strengthens public health systems. By combining technology with grassroots engagement, the project promotes preventive care and introduces an innovative model for tackling cervical cancer in underserved populations.

Under the Rashtriya Kishor Swasthya Karyakram (RKSK), MAMTA provided strategic technical assistance to develop and implement an e-learning platform for Medical Officers across all 12 districts of Himachal Pradesh. Supported by WHO's TA Coordination Mechanism and in collaboration with Pathfinder and the Himachal Pradesh MoHFW, the



Hands-on training on Smart Scope Screening Device conducted for Medical Officers and ANMs at Bhawanpur CHC, Meerut



Launch of the e-learning platform for RKSK Medical Officers at Shimla by the Health Secretary, Govt. of Himachal Pradesh



Ensuring no one is left behind in the journey to better health - Mobile Health Van: Hope, Health, Rajasthan supported by Hindustan Zinc Ltd

initiative transformed static RSK modules into engaging video-based learning. The platform was developed in three phases—content creation and pilot testing, validation by NHM Medical Officers, and state-wide rollout. A total of 74 Medical Officers successfully completed the course and received certification. Uniquely, the platform integrated two interactive features: Ask a Mentor, enabling real-time expert guidance, and Meeting Scheduler, facilitating thematic discussions. This innovation not only enhanced knowledge retention but also fostered peer learning and system responsiveness. The project marks a significant step in digital capacity building for adolescent health, setting a replicable model for scalable, tech-enabled training in public health systems.

Comprehensive Mobile Healthcare

One project employing the Medical Health Vans (MHVs) strategy is the Swasthya Seva, a comprehensive mobile healthcare initiative aimed at across four districts in Rajasthan—Bhilwara, Chittorgarh, Rajsamand and Udaipur supported by

Hindustan Zinc Ltd. The project deploys Medical Health Vans (MHVs) to deliver promotive, preventive, and curative primary healthcare services to underserved communities. In its initial phase, the project reached 3,205 beneficiaries, including 1,945 through OPDs and 1,260 via mega health camps. Baseline surveys were conducted in 110 villages, with 85 villages covered in the first month. The initiative also facilitated 24 coordination meetings with District Collectors, CMHOs, and PRIs. Key government partnerships ensured the provision of essential medicines, waste management infrastructure, and alignment with local health systems, enhancing sustainability and trust. Capacity building of ASHAs and ANMs further strengthened outreach and referral systems, fostering long-term community health resilience.

Khushali Sehat (2022–2026), supported by the DCM Shriram Foundation in collaboration with Mamta, focuses on improving maternal health across Hardoi, Kheri (Uttar Pradesh), and Kota (Rajasthan). The project has introduced Mobile Health Units to

From Risk to Resilience

Monika (name changed), a resident of Sirsa village in Hariawan block, faced a critical pregnancy complication—a transverse foetal position—detected during a Mobile Health Unit (MHU) check-up. Initially, her family trusted a traditional midwife's advice for home delivery, unaware of the risks. Financial concerns further discouraged institutional care. However, persistent counselling by the MHU team and ASHA worker helped the family understand the dangers of home birth and the affordability of government hospital services.

At 8.5 months, an ultrasound reconfirmed the complication, prompting the family to arrange delivery at District Hospital Hardoi. There, Monika underwent a successful caesarean section and gave birth to a healthy 3 kg baby



boy. Both mother and child received postnatal care. During a follow-up MHU visit, Monika and her mother-in-law expressed heartfelt gratitude. This case highlights the life-saving impact of community-based health interventions and the power of informed decision-making.

overcome accessibility barriers, enabling antenatal screening for over 11,000 pregnant women and identifying 3,361 high-risk cases, with 90% accessing institutional deliveries. ASHA mentoring has enhanced frontline workers' technical and leadership capacities, fostering sustainability. Government health departments have facilitated integration through logistics, data coordination, and sectoral representation. This multi-stakeholder

approach led to improved registration of high-risk pregnancies (from 0.5% in 2020–21 to 15% in 2023–24), reduced travel time and expenditure for beneficiaries, and a projected social return of 4.72 by year five. By empowering women, strengthening service delivery, and aligning efforts with SDG-3, Khushali Sehat demonstrates a scalable and replicable model for maternal health interventions in rural India.



"From care to confidence — MHU doctors guiding every mother, every step for safe motherhood"

INSET: "Awareness on wheels: Bringing knowledge, care, and hope to every expectant mother."





Integrating Health and Wellness into Learning Spaces

“Children are living beings—more living than grown-up people who have built shells of habit around themselves. Therefore, it is absolutely necessary for their mental health and development that they should not have mere schools for their lessons, but a world whose guiding spirit is personal love.”
- Rabindranath Tagore

MAMTA's School Health and Wellness initiatives reflect a deep commitment to transforming classrooms into gateways for holistic growth, aligned with the Government of India's School Health and Wellness Programme (SHWP) under Ayushman Bharat. Anchored in a child-centric, rights-based approach, these efforts promote physical, emotional, and social well-being through age-appropriate health education across 11 thematic areas, including mental health, nutrition, gender sensitivity, and hygiene. MAMTA strengthens this national mandate by training Health and Wellness Ambassadors (teachers), facilitating behaviour-change communication, and fostering safe, inclusive school environments. Its work complements schemes like the Swachh Bharat: Swachh Vidyalaya initiative, which emphasizes functional sanitation facilities and hygiene practices in schools, and the Rashtriya Kishor Swasthya Karyakram (RKSK), which focuses on adolescent health. From menstrual hygiene management to emotional resilience,

MAMTA's interventions ensure that preventive care and health literacy become integral to learning, empowering young minds to lead healthier, more informed lives within and beyond the classroom.

Supported by ORACLE Financial Services Software Ltd., MAMTA HIMC's WASH-in-Schools initiative in Gautam Buddha Nagar district (Dadri, Dankaur, Bsirakh blocks) has emerged as a model of integrated hygiene education and infrastructure development. Spanning April 2023 to February 2025, the project uniquely combines school-based training, community engagement, and strategic partnerships with the Department of Education, School Management Committees, and RWAs. Its standout features include installation of rainwater harvesting systems in 27 schools, water purifiers and waste segregation bins in 200 schools, and distribution of reusable sanitary napkins to 15,000 adolescent girls. With over 34,000 lives touched across two fiscal years, the initiative has empowered teachers and students as hygiene



Reinforcing healthy habits and hygiene practices amongst school children through immersive snake and ladder game under the Uday Project supported by HCL Foundation

ambassadors, catalyzing behavioral change and sustainability. The development and dissemination of a Best Practices Module further amplifies its replicability. By transforming schools into hubs of health and resilience, the project exemplifies how corporate collaboration can drive systemic impact in public health.

The HCL Uday - My Worth initiative, implemented by MAMTA in 15 urban government schools across Lucknow, champions health-enriched, gender-equal education for adolescents. Supported by the HCL Foundation and key government departments, the project mainstreams hygiene, nutrition, and preventive health through Gender Clubs, AI-based anaemia screening, dental camps, and teacher-led training. Over 500 students, 796 SMC/PTA members, and 240 peer leaders were engaged, with significant gains in toilet cleanliness (97.3%), IFA uptake (61.8%), and awareness on nutrition and hygiene (99.7%). By leveraging multi-sectoral collaboration and community ownership, the initiative fostered inclusive school environments that promote dignity, equity, and holistic adolescent development.



Capacity-building session for adolescent girls on Menstrual Hygiene Management, including awareness on environmentally sustainable reusable sanitary pads under the WASH in Schools initiative supported by Oracle.

The Dettol School Hygiene Education Program (DBSI), under Reckitt Benckiser's "Dettol Banega Swasth India" campaign, is being implemented by MAMTA HIMC across 31 districts and 50 blocks in Rajasthan, reaching over 3,01,900 children. With vital support from the Education Department, Panchayats, SMCs, and healthcare partners, the initiative has mainstreamed hygiene education into the school ecosystem. It has profiled 2785 schools, trained 6650 teachers, and conducted over 1.11 lakh hygiene sessions. Tangible improvements—like soap banks, handwashing stations, and toilet deep-cleaning—redefined school infrastructure. Creative engagement through Hygiene Parliaments, wall paintings, and visibility at public events like the Jaipur Literature Festival further amplified outreach. MAMTA's leadership earned national recognition through the ICC Social Impact Award, affirming its commitment to healthier school environments.

The Healthy Schools Program, supported by Arogya World, is being implemented by MAMTA across 1083 schools in Rajasthan and Uttar Pradesh, reaching over 1,00,736 students. Focused on health promotion and diabetes prevention, the initiative engages Classes 6 and 7 through interactive activities that promote nutrition literacy, healthy habits, and lifestyle awareness. Collaborations with Education Departments, Panchayats, and School Management Committees enhanced community ownership and institutional alignment. A total of 1,988 teachers were

Every Drop Counts: A School's Journey to Safe Hydration

At Mahatma Gandhi Colony Girls' Secondary School in Januthar, Deeg, students endured scorching summers without access to clean drinking water—until a broken cooler sparked a movement. Under MAMTA's Dettol School Hygiene Education Program, Block Coordinator Ashok rallied community support, transformed scrap into solution, and restored hydration to hundreds of students. With a new water tank and renovated cooler in place, students now practice safe hygiene and stay healthy at school. This grassroots initiative didn't just resolve a crisis—it created a lasting system of care. Januthar's journey is a testament to the power of observation, ownership, and collective action in transforming school health.

trained to sustain health education and encourage behaviour change. Through the development of "Arogya Schools" as model institutions, the program is transforming learning spaces into vibrant ecosystems of wellness and prevention.

The Parivartan Project, implemented by MAMTA with support from Relaxo Footwear Ltd., is transforming education in Laksar and Dehradun, Uttarakhand, by



Health lessons under the Arogya World Project that last a lifetime OR Today's lesson: Be your own health hero!

Dettol Hygiene Olympiad 2.0 – A National Movement for Cleanliness and Inclusion

In a pioneering stride toward hygiene education, Mamta organised the Dettol Hygiene Olympiad 2.0 (DHO) in September 2023. It emerged as India's first national-level hygiene quiz for children aged 5–16. Conceptualized to transform students into Community Hygiene Leaders, DHO 2.0 reached an astounding 30 million children across 28 states and 8 union territories—including remote tribal belts, border villages, and aspirational districts.

What set DHO apart was its inclusivity and innovation. The Olympiad was conducted in Gurukuls, Madarsas, and religious institutions, and uniquely administered in Sanskrit—marking a global first. The quiz emphasized five key themes: personal hygiene, hygiene at home, school, neighbourhood, and during illness. Technology-enabled webinars bridged access gaps in hard-to-reach geographies, ensuring last-mile connectivity.

Winners hailed from diverse regions—from the forests of Gir to Himalayan peaks, from Chenchu and Tamang tribes to settlements near the Pakistan border. Their achievements were celebrated nationally on Gandhi Jayanti, in the presence of Padma awardees and ministers, and broadcast live by NDTV under the Dettol Banega Swasth India campaign.



Local recognition amplified impact, with winners receiving letters of appreciation from authorities and schools. DHO 2.0 stands as a testament to how strategic innovation and inclusive outreach can seed behavioural change and community transformation.





Road safety awareness for adolescents through Nukkad Natak being undertaken in school

reaching 2,096 children and 4,192 parents. Focused on strengthening classroom transactions, life skills, and school governance, the project builds teacher capacity and fosters active parental and community involvement. The Block Education Officer played a vital role in resolving school-community conflicts, creating a more cohesive learning environment. A landmark achievement was the enrollment of Kumkum Kumari—Laksar's first student admitted to Himjyoti School in Dehradun. By sustaining activities in 77 prior schools, Parivartan champions inclusive education, child development, and systemic reform.

The School-Based Adolescent Health Survey, conducted by MAMTA with support from NPT, marked India's first state-level adolescent health survey with district-level sample representation, spanning all 12 districts of Himachal Pradesh. Guided by rigorous methodologies and expert inputs from seven government entities—including the Departments of Health, Education, and Statistics—the survey captured comprehensive data on adolescent health issues, service accessibility under programs like Ayushman Bharat and RKSK, and existing policy gaps in school settings. With vetted tools and stakeholder

collaboration, the survey provided actionable insights to improve adolescent-focused strategies. Its findings now guide targeted interventions, better resource allocation, and strengthened school health programming—laying the foundation for evidence-informed, sustainable improvements in adolescent health across the state.

The Road Safety Intervention Package for young adolescents, led by MAMTA HIMC in collaboration with the Department of Education (BSA Office), is

building a safer, more informed road culture across Lucknow. Targeting students aged 11–14 in government upper primary schools, the initiative has reached 4,000 adolescents through school-based BCC sessions, innovative IEC tools (comic books, games, posters), and mass awareness campaigns like street plays. Teachers received training at the BSA office, with active involvement from peer leaders and Bal Mantri Mandal. A cohort-based follow-up model sustained impact, while student contests and community engagement deepened ownership. Age-appropriate modules and posters standardize content delivery, positioning this pilot as a scalable model for institutionalizing road safety in education systems.



Comic book titled 'Khud se Commitment' was developed incorporating key messages in an engaging format to create awareness about safe road use among adolescents





Resilience in a Changing Climate: Strengthening Systems for Tomorrow

“Saving our planet, lifting people out of poverty, advancing economic growth... these are one and the same fight. We must connect the dots between climate change, water scarcity, energy shortages, global health, food security and women’s empowerment.”

- Ban Ki-moon, former UN Secretary-General

In the face of escalating climate challenges, MAMTA has emerged as a frontrunner in integrating climate resilience into public health systems, closely aligned with the Government of India’s National Programme on Climate Change and Human Health (NPCCHH) under the Ministry of Health & Family Welfare. This initiative, part of the broader National Action Plan on Climate Change (NAPCC) and its health-focused mission, aims to build adaptive capacity and reduce climate-sensitive health risks. MAMTA’s pioneering efforts include establishing

India’s first Programme Management Unit on Climate Change and Human Health in Uttar Pradesh and conducting a comprehensive vulnerability assessment across the state—advancing evidence-based planning and institutional reform. These interventions complement the State Action Plans on Climate Change (SAPCCs) and support convergence with schemes like the National Disaster Management Plan and National Health Mission (NHM). Through strategic partnerships, data-driven insights, and community engagement, MAMTA has positioned



NPCCHH review meeting to strengthen climate-resilient health actions with participation from District Nodal Officers and Public Health Experts facilitated by the PMU

climate resilience as a cornerstone of public health preparedness and equity.

Mamta played a pivotal role in a pioneering initiative to integrate climate resilience into Uttar Pradesh's public health ecosystem. As a core stakeholder in the Program Management Unit for Climate Change and Human Health, established at the Directorate of Medical & Health Services, GoUP, the organization worked alongside the World Bank, NHM-UP, and other state departments to initiate one of India's first climate-health vulnerability assessments. This project marked a watershed moment—bridging environmental and health systems through data-driven surveillance, research-led interventions, and inter-sectoral synergy. Operational across districts and blocks from January 2024 to March 2025, it strengthened preparedness for climate-sensitive diseases, sensitized healthcare providers and policy makers, and ensured health was meaningfully embedded in the climate change discourse. By empowering vulnerable populations and leveraging climate-health observance days, Mamta helped establish Uttar Pradesh as a beacon of climate-informed health reform, positioning the project as a national model for systemic resilience.

Climate Health Vulnerability Assessment, Uttar Pradesh marked a transformative step toward

Data-Driven Climate Health Action in Uttar Pradesh

In 2024, Uttar Pradesh transformed climate-health governance by establishing a dedicated Programme Management Unit (PMU) under NPCCHH. Targeting vulnerable communities, the PMU advanced hyperlocal surveillance—strengthening responses to heat-related illnesses and air pollution-linked respiratory infections. Through real-time HRI data, 25 high-burden districts were prioritized for cold room infrastructure via state funds. A clear correlation between PM2.5 levels and ARI cases in Lucknow—the sentinel site with India's highest ARI burden—was identified, enabling precise interventions. Recognized by the Government of India as a first-of-its-kind initiative, the PMU's work is now positioned as a national model for climate-informed health planning and systemic resilience.

climate-resilient and low-carbon health systems in India. Funded by The World Bank and implemented from September 2024 to September 2025, the project aimed to map current and future health risks stemming from climate variability across



Stakeholders' Meet to localize the Adaptive Capacity Assessment Tool under Climate Health Vulnerability Assessment in Uttar Pradesh, supported by the World Bank



Women purchasing the products made by beneficiaries of Project Shoonya Waste with the support of Swedish Chambers of Commerce

districts and blocks in Uttar Pradesh. Uniquely, it evaluated the adaptive capacity of the state's health infrastructure—a first-of-its-kind effort to mainstream climate responsiveness. Key collaborations included the Indian Institute of Public Health, Bhubaneswar, which brought academic rigor and technical expertise, and the State Unit of NPCCHH under the Directorate General of Medical and Health Services, which anchored the institutional framework and ensured policy alignment. Though not population-facing in its design, this strategic initiative laid the groundwork for evidence-driven planning, cross-sectoral coordination, and systemic strengthening—positioning Uttar Pradesh to lead

Threading Change: Ganga's Rise through Resilience and Reuse

In East Delhi's urban slums, Ganga—a 24-year-old woman from a marginalized community—stitched her way toward self-reliance through MAMTA's climate-resilient waste intervention. With a passion for tailoring but limited opportunities, she joined the program in early 2024, learning to transform discarded textiles and plastics into marketable items. Her stitched bags, mats, and purses soon became symbols of both craft and courage. For the first time, she opened a bank account, started saving Rs. 250 monthly, and stood up against domestic violence with strength gained from self-defence sessions. Ganga's journey underscores the link between environmental sustainability and personal empowerment. From segregating waste to generating income through creative upcycling, she exemplifies the transformative power of grassroots climate action. Her story is not just about economic survival—but dignity stitched into every seam of change.

the way in resilient public health architecture amidst escalating climate pressures.

Amid growing urban environmental challenges, MAMTA's Shoonya Waste initiative exemplified climate resilience through community-driven circular economy solutions. Implemented in East Delhi's slums, the project empowered 120 women and rag pickers with skills to transform textile and plastic waste into income-generating resources. Over 117.7 kg of textile waste was creatively remanufactured into marketable items like bags and mats, showcasing the power of reuse at the grassroots. Simultaneously, 50 kg of shredded plastic waste was recycled through verified vendors, fostering economic inclusion and environmental stewardship. Real-time data tracking ensured accountability, while local sales channels embedded sustainability into daily livelihoods. An estimated 300 kg reduction in carbon emissions reinforced the environmental impact. Shoonya Waste's distinctiveness lies in its fusion of waste management, gender empowerment, and climate action—crafting a replicable model where discarded materials catalyze economic dignity and ecological restoration.





Nourishing Futures: Advancing Nutrition for All

“Nutrition is not just about food—it’s about equity, access, and the right to a healthy life.”
- Dr. Soumya Swaminathan

Nutrition is the cornerstone of healthy communities and resilient systems. At MAMTA, the approach to nutrition goes beyond service delivery—it embraces dignity, equity, and empowerment. Through integrated action and community-led engagement, the organization has worked to strengthen awareness of dietary practices, enhance maternal and child well-being, and foster sustainable behaviour change. By aligning with policy frameworks, promoting inter-sectoral convergence, and building local capacity, MAMTA has reimagined nutrition as a social movement rooted in rights and access. This section reflects the organization’s commitment to treating nutrition not just as a health need, but as a lever for inclusive development and long-term human potential.

The Nand Ghar Program in Varanasi redefined the role of Anganwadi Centres by transforming them into integrated community resource hubs for education, nutrition, health, and empowerment. Funded by Vedanta Foundation and supported by ICDS, PRIs, and local CSOs, the initiative spanned eight blocks



Anganwadi workers engaging with children at a Nand Ghar

and impacted over 37,000 lives, including children, adolescents, and women. The program’s uniqueness lies in its convergence-driven model—providing uniforms, furniture, educational games, and kitchen

gardens while hosting health camps and sessions on nutrition, WASH, and entitlements. Community ownership was embedded through Gram Panchayat-led infrastructure upgrades and regular stakeholder engagement via PTMs, VHSNC meetings, and GPDP alignment. With improved attendance, asset utilization, and awareness, Nand Ghars evolved into vibrant learning and nutrition centers. By fusing grassroots leadership with systemic support, MAMTA HIMC positioned this initiative as a replicable model for inclusive, resilient rural development with child and family well-being at its core.

In Gujarat's tribal belt of Valsad, MAMTA's six-month nutrition initiative empowered families to combat acute malnutrition through community-led solutions. Guided by the CMAM framework and supported by UNICEF and Valsad Medical College, the program focused on identifying and treating moderate and severe malnutrition in 2–5-year-old children across 63 villages. A standout feature was its integration of nutrition education, millet-based feeding, and culturally relevant communication tools like flashcards, wall art, and storytelling videos. Fathers, grandmothers, and local leaders were engaged through Saanjh Sabhas and Poshan Melas, fostering shared responsibility in child care. The intervention didn't just improve dietary diversity

Enhancing Child Engagement at Nand Ghar

In Varanasi's underserved communities, MAMTA revitalized early childhood care by transforming Nand Ghars into hubs of consistent learning and hygiene. Recognizing low engagement due to irregular activities, the team implemented a structured daily schedule emphasizing personal hygiene, visual literacy, and play-based learning. Trained facilitators used storybooks and interactive games to stimulate children's cognitive and social development. Parental engagement was pivotal—regular Parent-Teacher Meetings built awareness around hygiene and consistent attendance. As children embraced habits like hand-washing and participatory learning, parents observed transformative behavioural shifts at home, deepening trust in the program. Attendance surged, and developmental outcomes improved. Despite challenges like limited resources and cultural barriers, MAMTA's strategic partnerships and community outreach ensured sustained impact. This initiative demonstrates how structured, community-rooted interventions can redefine early childhood development, offering a scalable model for urban and semi-urban settings striving for equity in education and nutrition.



A session is underway with the Anganwadi Workers under the Nand Ghar Program for information and awareness on nutrition



Girls attending a group education session being taken by staff of project Samposhan in the community

and reduce diarrheal illness—it cultivated deeper awareness about early development, hygiene, and immunization. Malnutrition cases dropped by 80%, and public health-seeking behavior rose notably. By combining grassroots mobilization, gender-inclusive dialogue, and locally resonant practices, the initiative exemplified how community empowerment can transform child health and strengthen climate resilience from within.

In Gorakhpur district, MAMTA's Project Samposhan addressed anemia among women and adolescent girls through a socially embedded, norm-shifting approach grounded in the Theory of Normative Social Behavior (TNSB). This community-based intervention reached over 24,000 beneficiaries across 120 villages through interactive education sessions, role plays using comic books, and flipbook-guided dialogues. A key innovation was engaging local influencers—frontline workers, school teachers, and PRI members—through capacity-building using government-endorsed modules and POSHAN Abhiyan tools. Public campaigns like SAHAJ and Chitrahaar sparked village-wide conversations on iron-rich diets and supplement uptake. Kitchen gardens and recipe workshops promoted sustainable dietary change. The project uniquely linked social

Nurturing Awareness, Transforming Futures

In Sihi, Anganwadi worker Sushma witnessed a shift in early childhood care through MAMTA HIMC's caregiver sessions. Initially, many parents lacked awareness about nutrition and developmental engagement, despite their deep love for their children. Structured sessions introduced active parenting, play-based learning, and hygiene practices—empowering caregivers to become proactive and informed. As parents embraced daily interaction and responsive care, children began receiving better nutrition, stimulation, and emotional support at home. Sushma noted significant changes: brighter children, confident caregivers, and a shared commitment to holistic growth. This transformation reflects how sustained awareness-building and community dialogue can ignite long-term change, nurturing healthier families and unlocking a more promising future for every child.



Engaging families in Mawal block, Pune—under the Bowl of Growth initiative, a dedicated community health worker leads interactive sessions with parents and caregivers of malnourished children, raising awareness on about the importance of early detection and management of malnutrition

Nourished with Hope: Swati's Turnaround

Swati, a young girl from Wamanrao School, Mumbai, suffered from frequent illness and fatigue due to poor eating habits, despite her mother's efforts to provide nutritious meals. The Bowl of Growth program introduced Swati to Panjiri—a millet-based supplement that gradually transformed her health. Initially consumed without interest, Panjiri soon brought visible changes: fewer complaints, improved concentration, and a brighter demeanor. Alongside the nutrition boost, simple hygiene practices like handwashing were reinforced at home. Swati's mother not only saw her daughter thrive physically and mentally but also felt empowered by the program's guidance. Today, their routine reflects a renewed commitment to health and well-being. Swati's story exemplifies the transformative power of community health initiatives rooted in tradition, awareness, and dignity.

norms with health behaviors, resulting in increased consumption of IFA (43% to 61%), calcium, and deworming tablets, alongside improved health-seeking behavior. By positioning women as agents of change, Samposhan transformed awareness into action, proving that nutrition empowerment begins when communities reimagine their everyday choices.

Bowl of Growth – an innovative nutrition initiative, supported by the PepsiCo Foundation and implemented by MAMTA, introduced fortified multigrain and millet-based supplementation to combat childhood malnutrition across rural Pune and urban Mumbai. What sets this project apart is its dual-community, phase-wise approach—reaching vulnerable children aged 3–14 years in both Anganwadis and municipal schools while tailoring duration and outreach to regional needs. Ethical oversight by BJ Medical College and KEM Hospital ensured scientific rigor, while Akshay Chaitanya enabled seamless ground-level delivery of nutrition supplements. The program achieved exceptional adherence rates (up to 97.6%) and measurable recovery from malnutrition and anaemia within short

intervention periods. Notably, nutrition education for caregivers and children catalysed lasting behavioural shifts—such as millet inclusion and improved hygiene practices. The project’s fusion of AI-based screening, multi-stakeholder collaboration, and culturally resonant dietary messaging makes it a replicable model for urban–rural convergence in health programming. It exemplifies how localized nutrition efforts can deliver scalable, high-impact results.

MAMTA implemented the Early Childhood Development project in Faridabad, Haryana—supported by Baxter and in partnership with Haryana Government departments—pioneered a play-based model to nurture children under six. The initiative stood out for its dual focus: strengthening Anganwadi Centres as developmental hubs and transforming caregiver engagement. Eighteen centers provided integrated health, nutrition, and early learning services, while toy kits distributed across 72 centers amplified the play-based learning experience. Over 700 children and caregivers benefited from structured sessions on responsive caregiving and nutrition, with Anganwadi workers receiving intensive capacity-building support. Uniquely, the project combined traditional community networks with modern pedagogical tools, positioning play not as



Under the Bowl of Growth program, a child enjoys a nutritious serving of panjiri at the Anganwadi center, reinforcing the importance of locally prepared food in the fight against malnutrition

leisure but as a catalyst for holistic development. By elevating everyday caregiving into a skilled, intentional practice, the initiative laid a strong foundation for lifelong learning and well-being—demonstrating how early interventions shape resilient futures.



A community engagement session with children and their parents under the Early Childhood Development Project supported by Baxter





From the Ground Up: Community-led Change and Leadership

“I measure the progress of a community by the degree of progress which women have achieved.”

-Dr. B.R. Ambedkar

This chapter showcases MAMTA's grassroots initiatives that place communities—especially women and youth—at the forefront of transformative change. Through sustained engagement, capacity building, and livelihood support, these projects have nurtured local leadership and collective resilience. Women have emerged as empowered agents of progress, driving awareness and action against gender-based violence. Community platforms have evolved into spaces of dialogue, solidarity, and innovation, challenging entrenched norms and fostering inclusive development. By investing in people and their potential, MAMTA's approach affirms that meaningful change begins from the ground up—where lived experience meets leadership and action becomes impact.

SAWERA (2021–2024), supported by Finland's Ministry of Foreign Affairs through PSR Finland, is a ground-breaking initiative in Bahraich (UP) and Jaipur (Rajasthan) addressing sexual violence among youth through a community-rooted approach. Spanning 15 Gram Panchayats and 5 urban wards, it directly impacted 24,413 individuals, including adolescents,

parents, and marginalized youth. Uniquely, SAWERA fostered peer-led leadership, training 619 youth educators and engaging 786 community stakeholders. Integration with local governance, schools, and frontline services ensured long-term sustainability. Strategic partnerships with government departments and grassroots organizations amplified outreach and institutional responsiveness. Notably, 303 cases of violence were identified and 265 linked to services, reflecting strengthened support systems. SAWERA's creative IEC tools—including community games, AV materials, and a documentary—ignited dialogue on gender norms. Its bold fusion of awareness, service access, and youth empowerment makes SAWERA not just a project, but a model for transformative gender justice in rural and urban India.

“Sashakt Gaon – Viksit Rashtra,” supported by Takeda Pharmaceutical Company, revitalized decentralized health governance in Bahraich, Uttar Pradesh by strengthening 100 Village Health Sanitation and Nutrition Committees (VHSNCs) across five blocks. Through strategic collaboration with NHM-UP, district health officials, and Panchayati Raj institutions, the



VHSNC members engaged in an interactive snake and ladder game designed around roles and responsibilities of VHSNCs

project institutionalized Annual Village Health Action Plans (AVHAPs) and dashboards, enabling data-led decision-making and fund utilization. A total of 712 VHSNC members were trained, 200+ monthly meetings held, and 11 vibrant community campaigns conducted—ranging from Iron-rich Kitchen events to Nukkad Nataks—reaching over 3,000 people. Uniquely, the hub-and-spoke VHSNC model fostered convergence, ownership, and sustainability. Baseline indicators saw dramatic improvement: training coverage rose from 7% to 99%, AVHAP development from 2%

to 100%, and meeting regularity from 7% to 100%. The project's success was recognized at a state-level dissemination event in Lucknow, positioning it as a scalable model for Aspirational Districts nationwide.

Dhridhta, a flagship community-based initiative by MAMTA in East Delhi, empowers women waste pickers by transforming marginalization into opportunity. Addressing systemic exclusion from financial systems and livelihood pathways, the project uniquely combines financial literacy with hands-on skill development in stitching and plastic shredding. Women are supported in securing essential KYC documents and accessing savings-linked government schemes and digital banking, fostering long-term financial independence. Through participatory workshops, they gain marketable skills that not only diversify income but also reduce environmental waste. The initiative's standout feature is its urban slum-based Self-Help Group (SHG) model, which promotes savings, financial discipline, and collective resilience. By integrating economic empowerment with environmental sustainability, Dhridhta builds a dignified future for women waste pickers—many from marginalized castes—while catalyzing community transformation. The project exemplifies MAMTA's commitment to inclusive development, gender equity, and innovative, ground-up solutions that scale impact across urban informal settlements.



Women expressing her journey of being associated with Project Dhridhta supported by H&M India in East Delhi

In FY 2023–24, HMEI and MAMTA launched a pioneering adolescent empowerment initiative in Bathinda, Punjab, focusing on Life Skills Education and Menstrual Health Management (MHM). The project reached over 4,000 students across 26 government schools, delivering interactive sessions on self-esteem, decision-making, hygiene, and menstrual health. Menstrual hygiene kits and educational materials were distributed, and teachers and community leaders were engaged to foster a supportive school environment. Uniquely, the initiative addressed stigmas around menstruation and gender, while promoting gender neutrality and safe hygiene practices. It also introduced life skills education to build confidence, leadership, and financial literacy among girls. By combining health education with psychosocial development, the project created a holistic model for adolescent well-being. Its impact was evident in improved awareness, reduced stigma, and increased confidence among adolescent girls. This joint effort reflects HMEI's commitment to sustainable development and MAMTA-HIMC's expertise in adolescent health, setting a benchmark for community-led transformation.

Supported by USAID under the MOMENTUM Safe Surgery in Family Planning and Obstetrics (MSSFPO) initiative, MAMTA led a gender-integrated COVID-19 response across 12 districts in Madhya Pradesh, Chhattisgarh, and Jharkhand. Uniquely positioned at the intersection of gender, digital health, and emergency preparedness, the project strengthened GBV prevention and response through stakeholder mapping, referral pathways, and capacity building of over 35,000 CHWs and 2,477 youth gender champions. It pioneered the rollout of the MANSI mobile app, promoting psychological self-care among frontline workers, and enhanced facility readiness for respiratory illness management in 95 sub-district health centers. By integrating gender equity into pandemic response and leveraging digital tools for community resilience, the initiative set a precedent for holistic, rights-based public health programming. MAMTA's leadership in developing innovative tools and fostering multi-sectoral collaboration ensured that vulnerable populations received timely, dignified, and coordinated care during a critical period.

Samarthya is a pioneering initiative by MAMTA that redefines empowerment for young women (18–35 years) in Behror, Rajasthan by bridging the gap between aspiration and opportunity. What sets the project apart is its integrated approach—combining financial literacy, life skills, vocational training, and entrepreneurship



A group meeting with the staff of Project Samarthya being undertaken wherein planning and discussion for the project activities are taking place

development to foster both social and economic independence. Through localized, community-led sessions, women gain critical knowledge of savings-linked government schemes, banking, budgeting, and digital payments, enabling informed financial decision-making. Life skill modules build confidence and adaptability, while hands-on training in stitching and beautician work opens doors to employment and self-employment. Pre-placement workshops and entrepreneurship labs prepare women to enter the formal workforce or launch their own ventures. By nurturing leadership, resilience, and financial autonomy, Samarthya transforms young women into agents of change—strengthening families, communities, and local economies. The project's impact lies not just in skill-building, but in creating a culture of dignity, voice, and sustainable livelihood.

Between 2023 and 2025, MAMTA, in partnership with UNICEF India, implemented a large-scale adolescent empowerment initiative across 15 districts in Madhya Pradesh, reaching 13,07,945 individuals. Focused on preventing child marriage and advancing YSRHR, the programme built adolescent capacities, trained over 8,800 institutional stakeholders, and linked 5,974 vulnerable children to social security schemes. Notable outcomes include averting 686 child marriages, reintegrating 1,613 Out-of-School Girls into skills training, and integrating child welfare themes into 78% of Gram Panchayat Development Plans, securing Rs.9 crores in local allocations. With Rs.4.3 crore earmarked under FY 2025–26 DAPs, the initiative champions sustainable, gender-equitable development for marginalized youth.



Research and Scholarship

Publications

MAMTA's research publications reflect our commitment to evidence-based programme implementation and innovation in public health. This section highlights key studies, policy papers, and collaborative works that have informed practice, engaged decision makers and advanced knowledge across maternal and child health, adolescent wellbeing, and health systems strengthening over the past two years.

Year	Title	Authors	Journal
2023	Assessing universal maternal health service coverage and their determinants in India: a multi-centric cross-sectional study	Shantanu Sharma, Aditya Bhardwaj, Kanishtha Arora, Faiyaz Akhtar, Sunil Mehra	Journal of Family Medicine and Primary Care
2023	Association of minimum dietary diversity with anaemia among 6–59 months' children from rural India: An evidence from a cross-sectional study	Nishtha Kathuria, Prasanta Bandyopadhyay, Shobhit Srivastava, Priyanka, Kshetrimayum Surmala Devi, Kauma, Suresh K Rathi, Sunil Mehra	Journal of Family Medicine and Primary Care
2023	Associations between birth parameters and skin autofluorescence advanced glycation end and ankle-brachial index in young adulthood: the Malmö Offspring Study	Shantanu Sharma, Johannes Sperling, Amra Jujic Louise Bennet, Anders Christensson, Nilsson Peter M	Journal of Hypertension
2023	Centres of Excellence for Adolescent Health and Development: A Case Study from Uttar Pradesh, India	Devika Mehra, Rahul Rajak, Sujata Deo, Qazi Najmuddin, Kshetrimayum Surmala Devi, Suresh Kumar Rathi, Sunil Mehra	International Journal of Environmental Research and Public Health
2023	Effect of physical mobility, decision making and economic empowerment on gender-based violence among married youth in India-SAWERA project	Devika Mehra, Shobhit Srivastava, Murari Chandra, Namita Srivastava, Mari Laaksonen, Heidi Elina Saarinen & Sunil Mehra	BMC Public Health
2023	Feasibility and effectiveness of an intervention to reduce intimate partner violence and psychological distress among women in Nepal: A study protocol for the Domestic Violence Intervention (DeVI) cluster randomized trial	Rachana Shrestha, Diksha Sapkota, Devika Mehra, Anna Mia Ekström, Keshab Deuba	JMIR Publications
2023	Improving Adolescent Health In Himachal Pradesh	Leena Uppal, Anjali Chauhan	Observer Research Foundation
2023	Improving dietary diversity among women of reproductive age group (15–49 years) through community-based activities across four districts of India	Priyanshu Rastogi, Santosh Choudhary, Sunil Mehra, Shantanu Sharma	International Journal of Community Medicine and Public Health

Publications

Year	Title	Authors	Journal
2023	Materializing the Invisible Psychosocial Perspectives of school Teacher through Drawings: Visual Method of Qualitative Inquiry on Adolescent Girl Education for Completing School Education	Ritu Tripathi Chakravarty and Shantanu Sharma	The Youth Voice Journal
2023	Strengthening the integration of midwifery in health systems; a leader-to-leader collaboration	Erlandsson K, Tamang L, Mehra D, Lindgren H, Mehra S, Sharma S, Niraula G, Borneskog C, Pedersen C, Ternström E, Byrskog U.	Journal of Asian Midwives (JAM)
2023	Teachers' Perspective on Girls' dropout from Schools and actions to support their education in India: A multi-centric Qualitative Study	Shantanu Sharma, Ritu Tripathi Chakravarty, Purnima SK Singh, Sunil Mehra	Indian Journal for Youth and Adolescent Health
2024	Associations between birth weight and adult apolipoproteins: The LifeGene cohort	Sharma, Shantanu, Louise Bennet, Agne Laucyte-Cibulskiene, Anders Christensson, and Peter M. Nilsson	Plos One
2024	Developing and validating a tool for assessing the confidence in the competence of midwifery tutors in India on WHO core competency domains	Paridhi Jhal, Bharati Sharma, Prabhu Ponnusamy Purna Chandra Sahoo, Vikas Kumar Jha, Nishtha Kathuria, Devika Mehra, Sunanda Gupta Arvind Pandey, Ram Chahar, Frances Emma McConville, Medha Gandhi, Malin Bogren	PLOS Global Public Health
2024	Evaluation of a Community-Based Intervention to Improve Dietary Patterns and Nutritional Self-Efficacy among Adolescents in Two Districts of Odisha	Priyanshu R, Santosh C, Rohit P, Sunil M, Shantanu S	Indian Journal of Nutrition
2024	Family Planning and Young and Low Parity Couples: Learnings from Rural India	Priyanka Rani Garg, Leena Uppal and Sunil Mehra	Conception and Family Planning – New Aspects
2024	Current Evidence and Opportunities : Pragmatism in Addressing the Impact of Climate Change on Women's Health	Dr Sanjana Bhardwaj; Dr Smriti Vashist; Mr. Sanjeev Kumar; Dr Sunil Mehra	POP Academy
2024	Assessing Knowledge And Functionality Of Village Health Sanitation And Nutrition Committees In India: A Mixed-Method Research	Shantanu Sharma, Rohit Pandey, Surendra Kumar Jena, and Sunil Mehra	Indian Journal of Public Health and Research Development
2024	Assessing the effect of women's empowerment on their dietary intake: a cross-sectional study	Priyanshu Ratogi, Rohit Pandey, Sunil Mehra, Shantanu Sharma	International Journal of Community Medicine and Public Health
2024	Assessing the effect of positive attitudes, subjective norms, perceived behaviour control, and intentions of mothers (15-49 years) on their dietary intake.	Priyanshu Ratogi, Mansi Shukla, Sunil Mehra, Shantanu Sharma	International Journal of Medicine and Public Health

Publications

Year	Title	Authors	Journal
2024	Evaluation of a family planning campaign for young and low parity couples in two districts of Uttar Pradesh, India: A quasi-experimental study design".	Sakshi Dixit, Santosh Choudhary, Paramhans Kumar, Aditya Bhardwaj, Sunil Mehra, Shantanu Sharma	International Journal of Reproduction, Contraception, Obstetrics and Gynecology
2024	Reducing Age of Consent for HIV Testing for Minors (16–18 Years) Without Mandatory Parental Consent (in Special Situations) in India	Uma Gengaiah ¹ , Leena Uppal ²	Indian Journal of Youth and Adolescent Health
2024	Determinants of Pre-Conception Care Awareness among Young and Middle-Aged Women in the Morena District of Madhya Pradesh: A Cross-Section Study	Rishi Garg, Rajesh Sinha, Sonali Maheshwari, Shantanu Sharma, Sunil Mehra	International Journal of Health Sciences
2024	A Study of Happiness of Junior High School Students with Reference to the School Environment in India	Ramesh Kumar, Dr. Ritu Tripathi Chakravarty, Dr. Shantanu Sharma	Amnayiki
2024	School-based adolescent health survey in Himachal Pradesh, India: study design and protocol	Saroj Mohanty, Devika Mehra, Subha Sankar Das, Gaurav Sethi, Rishi Garg, Anmol Gupta, Anjali Chauhan and Sunil Mehra	Frontiers in Public Health
2024	Comparative analysis of data collection methods in adolescent surveys: a scoping review	Saroj Mohanty, Devika Mehra, Subha Sankar Das, Mohammad Hamza and Sunil Mehra	Journal of Public Health
2025	Patterns of lifestyle behaviors, self-efficacy for nutrition, and dietary diversity among adolescents of the Chamba and Mandi districts of Himachal Pradesh	Gaurav Sethi, Priyanshu Rastogi, Mansi Shukla, Santosh Choudhary, Rishi Garg, Gitanshu Sethi, Sunil Mehra, Shantanu Sharma	International Journal of Community Medicine and Public Health
2025	A Community-Based Approach to Identifying Reproductive Health Challenges: The Case of Rajasthan	Leena Uppal and Neha Bhardwaj	Observer Research Foundation
2025	A Study of Happiness of Junior High School Students with Reference to the Curricular and Co-Curricular activities of School Environment	Ramesh Kumar, Dr. Ritu Tripathi Chakravarty, Dr. Shantanu Sharma	Shodh Disha
2025	Girl-friendly Environment in Schools across 11 Districts of India: A Cross-sectional Study	Sakshi Dixit, Ritu Tripathi Chakravarty ¹ , Aditya Bhardwaj, Santosh Choudhary, Sunil Mehra	Journal of Public Health and Primary Care
2025	Road traffic injuries (RTIs) in children and adolescents in India: an overview of epidemiology, reported reasons and its implications	Srinivasan Soundararajan, Subha Sankar Das, Deepika Bahl, Pratibha Verma, Sunil Mehra	Injury Prevention, BMJ Group

Scholarship

MAMTA had launched Scholarships under Adolescent Scholarship Programme since 2015 with the aim to foster research in the domains of health, health services, socio-behavioral domains and policy and programmes that influence adolescent health and well-being. The primary objective is to generate evidence that can inform effective implementation of policies and programmes, practices, health services enhancing adolescent health and overall well-being in India. This scholarship opportunity in India serves as a noteworthy platform for medical postgraduates, PhD students, and early career researchers and faculties. It empowers them to actively engage in clinical and adolescent health research. Listed here are the papers published under the Programme between 2023 - 2025.



Mamta Health Institute for Mother and Child
Adolescent Health Research Scholarship Excellence Awards

Scholarship for Clinical Services and Public Health Research
Promoting Adolescent Health and Well-being
CALL FOR APPLICATION (2025-26)

>> About the Scholarship
Mamta Health Institute for Mother and Child is offering scholarship to develop excellence in clinical services and research domains of adolescent health, promoting adolescent health and well-being within the academy and beyond.

>> Who Can Apply
The applicant must be enrolled for a full time MD/PhD degree or early career researchers (with in four years after post-graduation/ PhD) in a relevant discipline of medical science. Mentor or faculty from a recognized university/ institution in India.

>> Scholarship Grant
Each scholarship entails a grant of upto Rs. 1,00,000/- and an additional support of upto Rs. 50,000/- for publication in peer-reviewed journals.

>> Research Methodology Training
Capacity-building around adolescent health research for scholarship awardees and their mentors.

>> Suggested Areas for Research Proposals

- Clinical Services in Adolescent Health
- Domains of National Adolescent Health Programme
 - Nutrition
 - Sexual and Reproductive Health
 - Mental Health
 - Non-communicable Disease
 - Substance Abuse
 - Injuries and Violence
- Climate Change

>> How to Apply
Refer scholarship brochure and guideline document at <https://mamtahmc.in/get-involved.html>

For any query, reach out to us at:
Tel: +91 11 41069567 / 41720210 / 43535440

For more info scan the QR:



**Mamta Health Institute for Mother and Child**
B 5, Greater Kailash Enclave II, New Delhi 110048
Tel: +91 11 41069567 / 41720210 / 43535440

Year	Title	Authors	Journal
2023	A study of the pattern of dermatological and sexually transmitted diseases in adolescents and young adults in eastern Uttar Pradesh	Dr. Tulika Rai, Mr. Shiv Prakash, Dr. Sangeeta Rai, Dr. Sunil Mehra, Dr. Suresh Rathi, Dr. Qazi Najmuddin,	International Journal of Scientific Research
2023	A Study on Aggressive Behavior among Adolescents in Andhra Pradesh	Dr. Vamsi Ratna Kumar, Dr. Ravi Kiran M, Dr. SK Mishra, Dr. KM Lavanya, Dr. SK Jena	European Journal of Cardiovascular Medicine
2023	Assessment of Functioning of Adolescent Friendly Health Clinics (AFHC) in North Coastal District of Andhra Pradesh	V. Triveni, Sunita Sreegiri, K.V. Phani Madhavi B. Devi Madhavi, J.V. Sivapriya	International Journal of Academic Medicine and Pharmacy (www.academicmed.org)
2023	Effectiveness of school-based sexual and reproductive health education among adolescent girls in Urban areas of Odisha, India: a cluster randomized trial	G. Alekhya, Swayam Pragyan Parida, Prajna Paramita Giri, Jasmina Begum, Suravi Patra, Dinesh Prasad Sahu	BMC Reproductive Health
2023	Perception of Self and it's Effect on Anxiety and Depression among Adolescent Girls	Shambhavee Singh, Shivendra K. Singh, Sujita K. Kar, Manish K. Manar, Abhishek Gupta	Journal of Family Medicine and Primary Care
2023	Study On Knowledge About Rashtriya Kishor Swasthya Karyakram (RKSK) Among Adolescents Attending Health Centre In Delhi	Dr. Archita Jain, Dr. Amol Laxmikant Borle, Dr. Punyatoya Bej	International Journal of Scientific Research
2024	Prevalence and correlates of depression, anxiety, and stress among adolescents in urban and rural areas of Mysuru, South India	Prakash, G. Hari Kumar, D. Sunil Arun, Vanishri Hegde, Saurish Yadav, Deepika Gopi, Arun	Journal of Family Medicine and Primary Care
2024	A Qualitative Analysis of Urbanization and Menstrual Health Among Young Women	Dalai, Sithal, D. Shobha Malini, Durga M. Satapathy, and Sithun Patro	Cureus
2024	Effectiveness of Group Health Education on "Perceived Stress" among High-School Children of Kolar: A Cluster Randomized Controlled Trial	Anandu Suresh, Mahendra M. Reddy, Prasanna B. T. Kamath	Indian Journal of Public Health
2024	Menstrual health empowerment in adolescent girls: assessing the impact of school-based health education on menstrual hygiene practice	Dr Sithal Dalai, Prof (Dr) D Shobha Malini, Prof (Dr) Durga Madhab Satapathy, Dr Sithun Kumar Patro, Prof (Dr) Dhaneswari Jena	INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH
2024	Relationship between the cost of illness and quality of life among adolescents with type 1 diabetes—a mixed method study	Sulochanadevi B. Chakrashali 1, B. Madhu 2*, M. Mounika Sree 3, M. Chaithra 3, K. S. Sahana 3 & K. Nagendra 4	Clinical Epidemiology and Global Health
2024	Development and validation of android mobile application in the management of mental health	G. Hari Prakash, D. Sunil Kumar*, Vanishri Arun, Deepika Yadav, Arun Gopi, Rishi Garg	Clinical Epidemiology and Global Health
2025	A study on prevalence of psychosocial problems among adolescent students in Hyderabad, Telangana, India	P S Vijayender Goud, Arundhathi Baki, Uma Rani, B Kiranmai, Leena Surin, Chandralekha Makam	International Journal of Medicine and Public Health
2025	Effect of Adolescent Pregnancy on Maternal And Fetal Outcome – A Study Conducted in a Tertiary Care Centre	Simran Arya, Madhu Jain, Ankita Mani, Shuchi Jain	International Journal of Current Pharmaceutical Review and Research

GOVERNANCE

THE GOVERNING BOARD

Dr. Provat Kumar Goswami <i>President</i>	Rajiv Kapoor <i>Secretary</i>	Syed Mukhtar <i>Treasurer</i>
Dr. Anurag Krishna <i>Member</i>	Dharam Pal Agrawal <i>Member</i>	Umesh Kumar Khaitan <i>Member</i>
Dr. Lavlin Thadani <i>Member</i>	Prof. Dr. Navin Dang <i>Member</i>	Sukanya Poddar <i>Member</i>



THE SENIOR MANAGEMENT TEAM

Dr. Sunil Mehra <i>Executive Director</i>	Sanjeev Dham <i>Dy. CEO</i>	Dr. Rajesh Mehta <i>Sr. Technical & Strategy Advisor</i>
Dr. Shantanu Sharma <i>Dy. Director</i>	Priyanka Sreenath <i>Dy. Director</i>	Murari Chandra <i>Dy. Director</i>
Faiyaz Akhtar <i>Dy. Director</i>	Dr. Subha Sankar Das <i>Dy. Director</i>	Neelima Sehgal <i>Dy. Director</i>

THE STATE LEADS

Dr. Shachi Adesh <i>Rajasthan</i>	Dr. Gaurav Sethi <i>Himachal Pradesh</i>	Dr. Arpit Srivastav <i>Uttar Pradesh</i>
Dr. Mukesh Sahoo <i>Odisha</i>		Pranav Kumar <i>Bihar</i>

Awards and Accolades

Over the past two years, MAMTA has been honored with awards and accolades that recognize our unwavering commitment to public health and social equity. These acknowledgments, while deeply humbling, inspire us to continue striving for excellence and innovation in service of communities across India and beyond.



Our Partners and Patrons

Government of India & Academic Collaborations

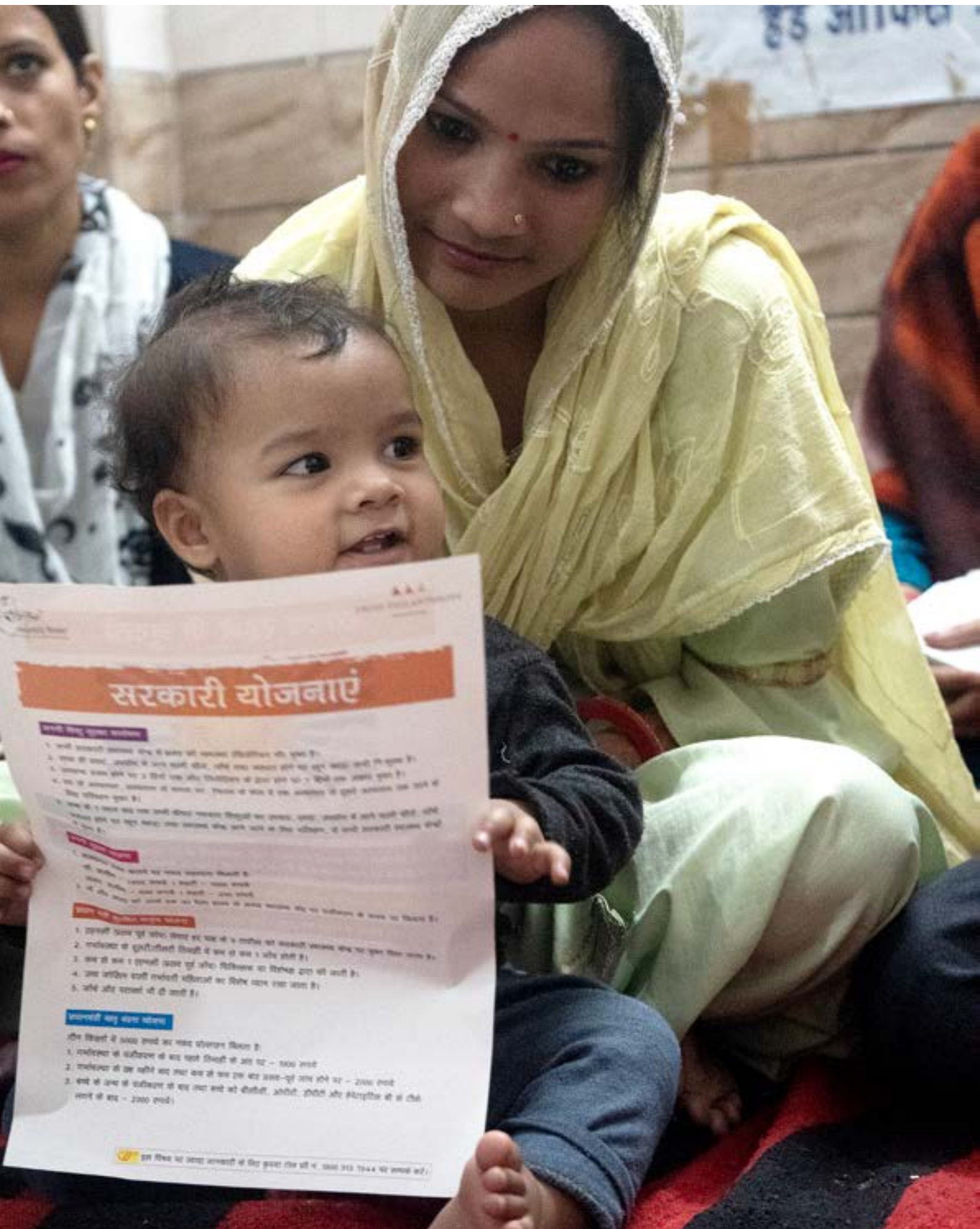
- Ministry of Health & Family Welfare
- National Institute of Health & Family Welfare
- Ministry of Women & Child Development
- Ministry of Youth Affairs & Sports
- Ministry of Panchayati Raj
- University of Karolinska, Sweden
- Lund University, Sweden
- London School of Economics
- Oregon State University, US
- University of Melbourne, Australia
- Albert Einstein College of Medicine, US
- King George Medical University, India
- Banaras Hindu University, India

International, Bilateral, Multilateral Agencies & Foundations

- SIDA
- WHO
- World Bank
- European Union
- Ministry of Foreign Affairs, Finland
- Global Fund
- UNFPA, UNICEF, UNDP
- USAID
- World Vision
- VOICE, Ministry of Netherlands
- MacArthur Foundation
- Barr Foundation
- Packard Foundation
- Frontline AIDS
- Bill & Melinda Gates Foundation
- Elton John AIDS Foundation
- Azim Premji Philanthropy Initiative
- Azim Premji University
- Bristol Meyers Squib Foundation
- JICA
- Jhpiego
- REACH
- Noora Health
- Plan International
- The Union
- CHRI

Corporates (CSR)

- HDBFS
- SBI Card
- Philips India
- DLF
- HCL
- TCI
- Greenlam
- Nestle India
- H&M
- Bajaj
- Relaxo
- Maruti Suzuki
- GAP Inc.
- JK Tyre
- PepsiCo
- Reckitt Benckiser
- Evonith
- Vedanta
- Welspun
- DCM Shriram
- Baxter
- Fortis
- Mankind Pharma
- Lego



Financials (2023-24)

MAMTA - HEALTH INSTITUTE FOR MOTHER AND CHILD, NEW DELHI - 110 048			CHARNALIA BHATIA AND GANDHI CHARTERED ACCOUNTANTS	
BALANCE SHEET AS AT 31ST MARCH 2024				
LIABILITIES	Amount 31.03.2024	ASSETS	Amount 31.03.2024	
CAPITAL FUND		PROPERTY, PLANT & EQUIPMENTS		
Opening Balance	470,046,937	(As per Schedule A)	25,281,660	
Add: Excess of Income over Expenditure during the Year	182,019,808	CURRENT ASSETS, LOANS & ADVANCES		
		CURRENT ASSETS		
CORPUS FUND		Cash in Hand	101,046	
Opening Balance	300,000	Cash at Bank (as per Schedule B)	88,911,246	
Received During The Year	610,300,000			
		INVESTMENTS		
CURRENT LIABILITIES		Fixed Deposits	1,142,670,577	
Expenses Payable	22,859,919	Mutual Funds		
		Accrued Interest	73,029,616	
STAFF WELFARE FUND		ADVANCES		
Opening Balance	74,190,276	Advances recoverable in cash or in kind for value to be received	41,683,544	
ADD: Created during the year	17,274,603	Security Deposit	740,498	
	91,464,879			
Less: Utilised During the Year	4,273,356			
	87,191,523			
		Total Amount (Rs.)	1,372,418,187	
AS PER OUR REPORT OF EVEN DATE FOR CHARNALIA BHATIA AND GANDHI CHARTERED ACCOUNTANTS			FOR MAMTA - HEALTH INSTITUTE FOR MOTHER AND CHILD	
FRN No. 012006N				
				
Place : New Delhi			ARUN BHATIA	
Date : 21/09/2024			Partner	
UDIN : 24082489BKZC07001				
			Dr. Smit Mehra	
			Executive Director	
				
			Rajiv Kapoor	
			Secretary	

MAMTA - HEALTH INSTITUTE FOR MOTHER AND CHILD, NEW DELHI - 110 048
SCHEDULE "A" TO BALANCE SHEET AS AT 31.03.2024 PROPERTY, PLANT & EQUIPMENTS

Particulars	Rate of Depreciation	Balance as 1.4.2023	Addition Before Sep 2023	Addition After Sep 2023	Sale of Assets	Total	Depreciation	Written off / Loss on Sale	WDV as on 31.03.2024
Land & Building G.K. Enclave	5%	11,548,446	-	-	-	11,548,446	577,422	-	10,971,024
Air Conditioner	15%	485,666	-	-	-	485,666	72,850	-	412,816
Computer	40%	3,919,624	1,080,279	1,200,287	-	6,200,190	2,240,019	-	3,960,171
Cooler	15%	161,403	39,882	13,310	-	214,595	31,190	-	183,405
Electrical Equipments	15%	207,994	11,500	51,417	-	270,911	36,781	-	234,130
Acquaguard	15%	15,568	-	-	-	15,568	2,335	-	13,233
Fan	15%	148,880	4,836	-	-	153,716	23,058	-	130,658
Fax Machine	15%	537	-	-	-	537	81	456	-
Furniture & Fixture	10%	2,729,027	212,640	483,569	-	3,425,236	318,347	-	3,106,889
Generator	15%	40,614	-	-	-	40,614	6,092	-	34,522
EPBX System	15%	31,421	-	-	-	31,421	4,713	-	26,708
Land & Building (TIGRI)	5%	132,511	-	-	2,000,000	(1,867,489)	-	(1,867,489)	-
Medical Equipments	15%	99,204	-	-	-	99,204	14,881	-	84,323
Inverter	15%	316,761	87,483	-	-	404,244	60,637	-	343,607
Photocopy Machine	15%	17,936	-	131,600	-	149,536	12,560	15,246	121,730
Projector	15%	101,358	24,000	13,708	-	139,066	19,831	-	119,235
Refrigerator	15%	70,519	-	-	-	70,519	10,578	-	59,941
Tablets	40%	851,105	45,950	664,800	-	1,561,855	491,781	-	1,070,074
Television	15%	322,892	-	53,932	-	376,824	52,479	-	324,345
V.C.P AND CAMERA	15%	495,937	-	123,933	-	619,870	83,685	-	536,185
Voice Recorder/ Home Theater	15%	62,617	-	-	-	62,617	9,393	-	53,224
Mobile Phone/ Data Card	15%	199,088	25,949	-	-	225,037	33,756	-	191,281
Multy Media Projector	15%	494,499	38,796	-	-	533,295	79,995	-	453,300
Water Cooler/ Purifier	15%	40,447	-	-	-	40,447	6,068	-	34,379
Vehicles	15%	1,676,499	-	1,660,235	-	3,236,734	375,993	44,260	2,816,481
Total Amount (Rs.)		24,170,552	1,571,315	4,396,791	2,100,000	28,038,657	4,564,525	(1,807,528)	25,281,660

FOR MAMTA - HEALTH INSTITUTE FOR MOTHER AND CHILD

AS PER OUR REPORT OF EVEN DATE
FOR CHARNALJA BHATIA AND GANDHI
CHARTERED ACCOUNTANTS

FRN No. 012006N



For Arun Bhatia

ARUN BHATIA
Partner

Place : New Delhi
Date : 21/09/2024

UDIN : 240627896KEZC07001

Dr. Sunil Mehra

Dr. Sunil Mehra
Executive Director

Rajiv Kapoor

Rajiv Kapoor
Secretary

MAMTA-HEALTH INSTITUTE FOR MOTHER AND CHILD , NEW DELHI-110 048
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH 2024

EXPENDITURE	Amount in Rs. 31.03.2024	INCOME	Amount in Rs. 31.03.2024
To Salaries and Allowances	30,07,58,631	By Grants Received	70,30,85,951
To Training ,Workshops Cost	9,10,33,236	By Interest Received	8,08,50,037
To Grants disbursed	41,67,000	By Contribution & Donation	83,75,445
To Printing & Stationery	21,54,463	By Income on Sale of Building	18,67,489
To Conveyance	2,16,47,457		
To Medicine Expenses	22,69,864		
To Office Repairs & Maintenance	86,25,202		
To Rent	90,69,642		
To Travelling Expenses	2,36,65,882		
To Conference, Meeting & Seminar	1,51,19,654		
To Printing & Publication	51,65,489		
To Books & Periodicals	1,92,539		
To IEC Material	78,59,121		
To Research & Documentation	24,38,278		
To Telephone & Fax	33,28,284		
To Postage & Telegram	7,23,344		
To Vehicle Repair & Maintenace	12,69,811		
To Consultancy Charges	2,76,85,046		
To Water & Electricity	15,07,492		
To Donation Paid	50,000		
To Staff Welfare Exp	1,72,74,603		
To Distribution of Nutrition Kits	2,46,13,487		
To Health & Awareness Prog. Exp.	3,43,37,466		
To Recruitment Expenses	7,74,709		
To Insurance	7,39,262		
To Bank Charges	2,12,068		
To Photocopy Expenses	1,52,154		
To Generator Maintenance	31,405		
To Audit Fees	6,69,040		
To Assets Written Off	59,962		
To Depreciation	45,64,525		
To Excess of Income over Expenditure during the Year	18,20,19,808		
Total Amount (Rs.)	79,41,78,922	Total Amount (Rs.)	79,41,78,922

AS PER OUR REPORT OF EVEN DATE
FOR CHARNALIA BHATIA AND GANDHI
CHARTERED ACCOUNTANTS
FRN No. 012006N



Place : New Delhi

Date : 21/09/2024

UDIN :24082789 B KEZLO 7001

ARUN BHATIA
Partner

FOR MAMTA-HEALTH INSTITUTE
FOR MOTHER AND CHILD

Dr. Sanjiv Mehra
Executive Director

Rajiv Kapoor
Secretary

Financials (2024-25)

MAMTA - HEALTH INSTITUTE FOR MOTHER AND CHILD, NEW DELHI - 110 048
BALANCE SHEET AS AT 31ST MARCH 2025

BHATIA SHARMA AND ASSOCIATES
CHARTERED ACCOUNTANTS

LIABILITIES	Amount 31.03.2025	ASSETS	Amount 31.03.2025
CAPITAL FUND		PROPERTY, PLANT & EQUIPMENTS	
Opening Balance	65,20,66,745	(As per Schedule A)	2,67,46,407
Add: Excess of Income over Expenditure during the Year	48,10,657	CURRENT ASSETS, LOANS & ADVANCES	
		CURRENT ASSETS	
CORPUS FUND		Cash in Hand	54,499
Opening Balance	61,03,00,000	Cash at Bank (as per Schedule B)	10,63,49,545
Received During The Year	-		10,64,04,044
		INVESTMENTS	
CURRENT LIABILITIES		Fixed Deposits	1,12,28,00,756
Expenses Payable		Accrued Interest	9,97,40,071
			1,22,25,40,827
STAFF WELFARE FUND		ADVANCES	
Opening Balance	8,71,91,523	Advances recoverable in cash or in kind for value to be received	2,08,17,958
ADD: Created during the year	1,47,62,406	Security Deposit	8,51,191
	10,19,53,929		2,16,69,149
Less: Utilised During the Year	58,84,264		
	9,60,69,665		
Total Amount (Rs.)	1,37,73,60,427	Total Amount (Rs.)	1,37,73,60,427



AS PER OUR REPORT OF EVEN DATE
FOR BHATIA SHARMA AND ASSOCIATES
CHARTERED ACCOUNTANTS
FRN No. 037043N

Arun Bhatia

Place : New Delhi
Date : 13-09-2025
UDIN : 25082789BMK0AE8819

ARUN BHATIA
Partner

FOR MAMTA - HEALTH INSTITUTE FOR MOTHER AND CHILD

Rajiv Kapoor

Rajiv Kapoor
Secretary

Dr. Sudh Mehra

Dr. Sudh Mehra
Executive Director

MAMTA-HEALTH INSTITUTE FOR MOTHER AND CHILD , NEW DELHI-110 048
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH 2025

EXPENDITURE	Amount in Rs. 31.03.2025	INCOME	Amount in Rs. 31.03.2025
To Salaries and Allowances	24,44,14,365	By Grants Received	37,62,58,454
To Training ,Workshops Cost	8,08,89,364	By Interest Received	10,00,45,256
To Grants disbursed	5,79,827	By Contribution & Donation	1,27,90,629
To Printing & Stationery	17,69,911	By Income on Sale of Assets	4,97,100
To Conveyance	1,78,71,770		
To Medicine Expenses	8,33,829		
To Office Repairs & Maintenance	79,56,050		
To Rent	80,08,916		
To Travelling Expenses	1,91,15,928		
To Conference, Meeting & Seminar	64,35,073		
To Printing & Publication	39,07,412		
To Books & Periodicals	2,71,950		
To IEC Material	58,97,641		
To Research & Documentation	26,38,219		
To Telephone & Fax	25,08,642		
To Postage & Telegram	6,31,511		
To Vehicle Repair & Maintenance	5,29,282		
To Consultancy Charges	2,16,56,278		
To Water & Electricity	15,85,357		
To Donation Paid	50,000		
To Staff Welfare Exp	1,47,62,406		
To Distribution of Nutrition Kits	36,00,599		
To Health & Awareness Prog. Exp.	3,11,26,808		
To Recruitment Expenses	6,22,060		
To Insurance	5,18,032		
To Bank Charges	1,34,158		
To Photocopy Expenses	2,54,459		
To Generator Maintenance	42,147		
To Audit Fees	9,41,200		
To Assets Written Off	7,41,556		
To Depreciation	44,86,034		
To Excess of Income over Expenditure during the Year	48,10,656.66		
Total Amount (Rs.)	48,95,91,440	Total Amount (Rs.)	48,95,91,440



AS PER OUR REPORT OF EVEN DATE
FOR BHATIA SHARMA AND ASSOCIATES
CHARTERED ACCOUNTANTS
FRN No. 037043N

FOR MAMTA-HEALTH INSTITUTE
FOR MOTHER AND CHILD

Arun Bhatia

ARUN BHATIA
Partner

Dr. Sunil Mohra

Dr. Sunil Mohra
Executive Director

Rajiv Kapoor

Rajiv Kapoor
Secretary

Place : New Delhi

Date : 13-09-2025

UDIN : 25082789BMK0AE 8819

MAMTA - HEALTH INSTITUTE FOR MOTHER AND CHILD, NEW DELHI - 110 048
SCHEDULE "A" TO BALANCE SHEET AS AT 31.03.2025 PROPERTY, PLANT & EQUIPMENTS

Particulars	Rate of Depreciation	Balance as 1.4.2024	Addition Before Sep 2024	Addition After Sep 2024	Sale of Assets	Total	Depreciation	Written off / Loss on Sale	WDV as on 31.03.2025
Land & Building G.K. Enclave	5%	1,09,71,024	-	-	-	1,09,71,024	5,48,551	-	1,04,22,473
Air Conditioner	15%	4,12,816	-	84,400	-	4,97,216	68,259	-	4,29,047
Computer	40%	39,60,171	3,75,850	10,83,039	-	54,19,060	17,73,042	4,44,935	32,01,083
Cooler	15%	1,83,405	7,050	13,382	-	2,03,837	29,225	2,312	1,72,300
Electrical Equipments	15%	2,34,130	48,375	10,400	-	2,92,905	43,156	-	2,49,749
Acquaguard	15%	13,233	-	7,598	-	20,831	2,555	-	18,276
Fan	15%	1,30,658	15,380	10,700	-	1,56,738	22,467	1,602	1,32,669
Furniture & Fixture	10%	31,06,889	1,57,978	3,60,981	10,300	36,15,548	3,39,462	1,29,910	31,46,176
Generator	15%	34,522	8,49,600	-	1,80,000	7,04,122	1,28,109	(1,46,147)	7,22,160
EPHX System	15%	26,708	-	-	-	26,708	4,006	-	22,702
Medical Equipments	15%	84,323	22,425	10,13,352	-	11,20,100	92,014	-	10,28,086
Inverter	15%	3,43,607	57,360	18,722	-	4,19,689	48,418	87,542	2,83,729
Photocopy Machine	15%	1,21,730	-	-	-	1,21,730	18,260	-	1,03,470
Projector	15%	1,19,235	-	-	-	1,19,235	9,923	53,080	56,232
Refrigerator	15%	59,941	-	12,390	-	72,331	9,921	-	62,410
Sewing Machine	15%	-	-	39,199	-	39,199	2,940	-	36,259
Tablets	40%	10,70,074	31,100	-	-	11,01,174	4,40,188	706	6,60,280
Television	15%	3,24,345	34,613	22,990	-	3,81,948	55,568	-	3,26,380
V.C.P AND CAMERA	15%	5,36,185	-	7,153	-	5,43,338	80,627	2,250	4,60,461
Voice Recorder/ Home Theater	15%	53,224	-	-	-	53,224	7,984	-	45,240
Mobile Phone/ Data Card	15%	1,91,281	24,998	-	-	2,16,279	32,442	-	1,83,837
Multi Media Projector	15%	4,53,300	-	-	-	4,53,300	87,016	15,431	6,35,323
Water Cooler/ Purifier	15%	34,379	-	2,84,470	-	3,18,849	5,157	-	29,222
Vehicles	15%	28,16,481	-	28,56,942	-	56,73,423	6,36,744	(3,47,165)	43,18,844
Total Amount (Rs.)		2,52,81,660	16,34,729	58,25,808	17,55,300	3,14,76,897	44,86,034	2,44,456	2,67,46,407

AS PER OUR REPORT OF EVEN DATE
FOR BHATIA SHARMA AND ASSOCIATES
CHARTERED ACCOUNTANTS

FRN No.

Arun Bhatia

Place : New Delhi
Date : 13-09-2025
UDIN : 25082789BMK0AE8819

ARUN BHATIA
Partner



Dr. Sandhya Mehra
Executive Director

Rajiv Kapoor
Secretary

FOR MAMTA - HEALTH INSTITUTE FOR MOTHER AND CHILD



35 Years
of Working Together for
a Just, Equitable and
Inclusive World



Mamta Health Institute for Mother and Child
B-5, Greater Kailash Enclave-II, New Delhi 110048

