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Case Study 2

Project Name: MHSM SMS Toolkit

Organisation: Datamation
Foundation

Location: Kanpur Dehat (Rural)
District, Uttar Pradesh

Project since: 2010 – 2012

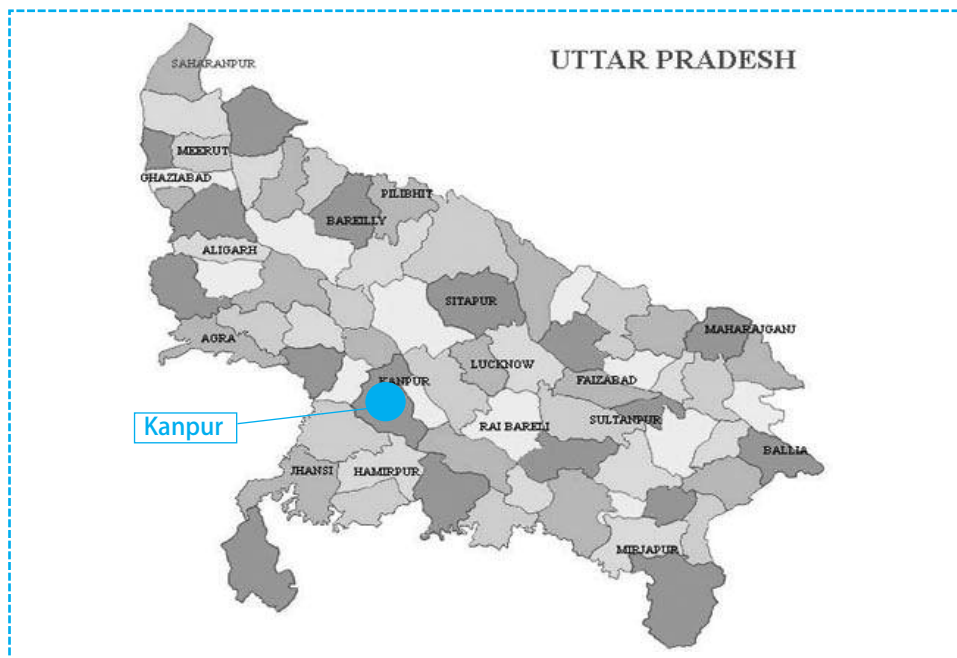
Project URL:
www.datamationfoundation.org

ices to the pregnant and lactating women apart from their families and health workers through mobile phones, using localized SMSs in Hindi. Two messages per week have been created for 40 weeks of the pregnancy (norms as per government programmes). Along with more general, reinforcement messages on nutrition, specific messages pertaining to the week of pregnancy like ante natal check-up; vaccines, Iron folic supplements and movement of baby are sent to the registered women.

Description:

The project Maternal Health Services on Mobile (SMS Toolkit) – MHSM, aims at providing critical Reproductive and Child Health related information serv-

The SMS toolkit allows direct sending and receiving SMS from an ordinary PC or laptop at a very low cost. Unlike standard SMS project which rely on an automatic registration process, or standard SMS projects which have



generic messages, the registration of women has been done manually preceded by a strong community mobilization, linking with existing health workers like Accredited Social Health Activist (ASHA), Auxiliary Nurse Midwives (ANM) and Dai. This process of manual registration has allowed the project to: involve the community at large, including important stakeholders like husbands and other family members of the pregnant women and gain their acceptance for the project; build links with existing health infrastructure and workers; and promote the project and create a buzz.

The project was implemented at 4 primary and 5 other neighbouring villages which are some of the most backward villages of the Katari cluster in the Ghatampur block of Kanpur Dehat (Rural) District of Uttar Pradesh. The project is implemented by Data-mation Foundation Trust, a Community Organization working in the domains of Health Care, Livelihoods and Education. One World South Asia (OWSA) and Microsoft are technical partners in this project. The content was provided by ZMQ technologies.

Result: Over 1000 pregnant and lactating women apart from their families and health care workers are impacted so far. A total of 3171 pregnant women were registered for the SMS service during project period. Further, 2206 after child birth registration were registered for post natal SMS services.

Project Strength, Weakness, Improvisation & Scalability

1. The project 'MHSM Toolkit' has enabled circulation of critical health information resources regarding reproductive and child health directly to the pregnant and lactating women through mobile phones, using localized SMS in Hindi. Information service in local language has added value to the project and in direct impact upon the focused group.
2. The project is community centric in design and involves participation of focused groups.
3. The project has scope for collaboration. Collaboration with government will be beneficial; Scale up can be done through government funding or sources like Member of Parliament or Member of Legislative Assembly local funds.
4. Regarding improvisation, this project should be supported by automated IVRS system. There should be a means of direct registration for SMS service by the family or pregnant woman rather than waiting for the ASHA worker as intermediary.
5. Project ex post research is necessary to find attributes from the impact of SMS services upon focused groups.