

The Journey to Health in India: Reaching People Where They Live, Learn and Work



2019
ANNUAL REPORT

AROGYA
WORLD

The Journey to Health in India: Reaching People Where They Live, Learn and Work

Who We Are and What We Do

Arogya World is a global health non-profit organization whose mission is to prevent non-communicable diseases (NCDs) – such as diabetes and heart disease, cancer and chronic lung diseases – through healthy living. Working with corporate and NGO partners and like-minded individuals, we use innovative technology and well-designed science-based programs to deliver health and disease prevention education to millions of people where they live, work and learn in India. This Doorstep Health Model is gaining traction, and our goal is to continue to scale up our work in India, make it sustainable, and bring our model to other parts of the world.

Arogya World is a U.S.-based 501(c)3 with principal offices in Chicago, Illinois, in the United States. An affiliate organization, Arogya World India Trust, is based in Bangalore, India. Our mission is reflected in our name, “Arogya,” which in Sanskrit means to live a life without disease. Prevention is at the core of all our work. We are committed to changing the course of chronic disease in India and beyond.



Dear Donors, Partners, and Arogya World Community,

As we reflect on our journey to health in India and beyond in 2019, we can take pride in what we achieved. Arogya World is 10 years old in 2020, and in this milestone year, I invite you to join me in thinking through Arogya's approach in combating one of the biggest health and development challenges of the century: non-communicable diseases (NCDs).

Our work is more vital than ever, and a priority in India. Nearly 61% of deaths in India are now attributed to non-communicable diseases. In metro areas like Chennai, three out of four adults are either diabetic or pre-diabetic.

If unaddressed, NCDs threaten to wipe out all the gains the world has made towards the Millennium Development Goals. According to the World Health Organization, eating a healthy diet, increasing physical activity and avoiding tobacco use can prevent 80% of heart disease and diabetes and 40% of cancers, and this is a message that we are working tirelessly to promote through our programs.

Prevention is at the core of all our work. Through our Doorstep Health Model, where we reach people where they live, learn and work, we are educating individuals in schools, workplaces, at home and in the community on preventing NCDs through healthy living. Our programs are thoughtfully designed and science-based, aligned with Government of India priorities, can be deployed at the population level, and are showing good results. We believe our work, when scaled up, can help India achieve the United Nation's Sustainable Development Goals, especially Goal #3: good health and well-being for all.

We crossed a major milestone in 2019. Our programs, combined, reached a total of more than five million people in India, educating people on healthy living and disease prevention. I am proud we are making a meaningful public health impact.



In 2019, we also were awarded large grants, including \$712,000 over three years from Rural India Supporting Trust (RIST) and more than \$100,000 from Cigna. We are confident about the partnerships we have established that can help us reach our 2020 goals, including Agastya International Foundation, Ambuja Cement Foundation, Ashoka, Aravind, Avian, Banda district schools, Bruhat Bengaluru Mahanagara Palike [Greater Bangalore Municipal Corporation (BBMP)], Child In Need Institute (CINI), Cigna, Danone, Health-Related Information Dissemination Among Youth (Hriday), IMI Mobile, Indian Association of Occupational Health (IAOH) Delhi, iNFHRA, Lions clubs, PATH India, Public Health Foundation of India (PHFI), RIST, School Health Annual Report Program (SHARP), Social Research & Upliftment (SRU), Sodexo, and others. Many other strategic partner discussions are underway for 2020.

We had some setbacks in 2019. Mr. BS Ramaswamy, the chair of Arogya World India Trust (2012-2019) passed away suddenly in May. He was a strong contributor to our work, meant a great deal to our organization and to me, personally, and will be missed.

On the positive side, our team is strong, and 2019 saw the first full year of leadership under Sumathi Rao, as country head of India. We brought on new Board members who are committed and passionate, and will be hiring more professionals so we can ramp up for 2020. We have included a list of our Board members and staff in the Advancing Our Work section of this report.

Continued on page 4

We have set for ourselves an aggressive goal to educate a total of 10 million people by the end of 2020 to mark our 10th anniversary, and I feel confident that we have the building blocks to accomplish our goal. In 2020, we will be hiring new staff, updating our websites, preparing for serious interaction with the Government of India, gearing up for our Chicago 10th anniversary gala on May 16, 2020, and leveraging technology to scale up, while implementing all our programs with full gusto and pursuing new stakeholder relationships and fundraising targets.

On a personal level, every year, as many make their New Year's resolutions, I choose one word to guide my actions in the new year. For 2020, I choose the word "celebrate" for two reasons: One, 2020 is the 10th anniversary of Arogya World, the nonprofit I founded, and we will have many celebrations to mark the milestone. And two, I want people to associate the word

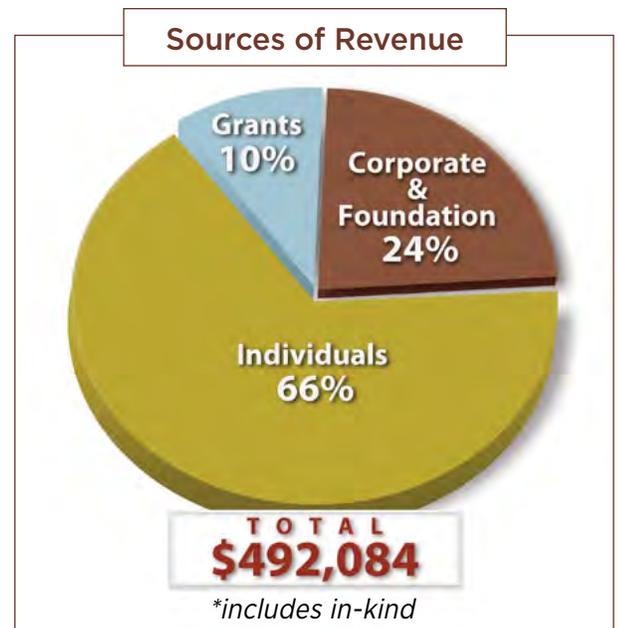
"health" with a positive sentiment. People often think of sickness when they think of the word "health," of doctors, and hospitals, and endless medical tests. Or they think of health as a chore, as when they must drag themselves to the gym. Or they may think of health as something achievable only when they deprive themselves of great tasting food, when they stay away from carbs, or butter. In other words, "health" can have negative connotations. In 2020, I will strive to make "health" be joyous, uplifting, energizing, worth celebrating - for all.

Thank you for all you do every day to advance Arogya's work. We are on this journey to health together.

Sincerely,

Nalini Saligram
Nalini Saligram

2018 Arogya World Financials



**100% of donations go directly to support programs.
All Development, Special Event and G&A costs are covered by
a generous donor.**

On the Journey to Good Health and Well-Being for All in India

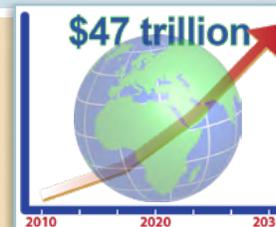
The Arogya World Story

India's 1B+ population hard hit by NCDs.*

- 75% of adults are diabetic or pre-diabetic in metro areas
- >61% of all deaths in India caused by chronic disease¹
- >20% have one chronic disease
- >72 million live with diabetes
- 1 million a year die from diabetes
- 2/3 of Indians <35 years old
- Indians develop diabetes young, in their 30s and 40s, their most productive working years
- 3 of 4 teens are inactive²
- 10% of schoolchildren are pre-diabetic³

NCDs are among biggest health & development challenges of the century.

- \$47 trillion impact 2010-2030⁴
- 25% of income among poor families spent on care for one person with diabetes⁵
- 25% of women globally spend 25% of income on chronic disease⁶
- 7% of women globally spend 50% of household income on chronic disease⁷



There is hope through prevention.



- 80% of chronic disease is preventable through healthy eating, exercise, and avoiding smoking⁸
- 500,000 people in India to date improved their health through Arogya World programs
- 50 cents, on average, is all it takes to educate people through Arogya World programs

Arogya World Doorstep Model reaches individuals and families where they live, learn and work.



Where people live

MyThali: Using social media and influencers to empower women to cook and eat healthy food in right amounts
mDiabetes: Leveraging 900 million cell phones in use to deliver text and voice messages on diabetes prevention



Where people learn

Healthy Schools: Educating schoolchildren on healthy living and diabetes prevention before lifestyles become set



Where people work

Healthy Workplaces: Helping companies create data-driven cultures of health

Accomplishments through 2019:

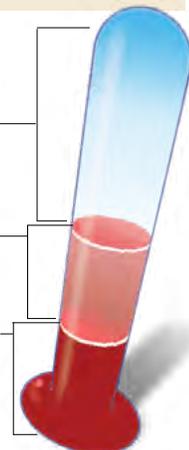
- 45 workplaces provided with MyThali program on education about what and how to eat
- 1.7 million people reached in rural and urban areas through mDiabetes mobile text and voice
- 500,000 schoolchildren educated through Healthy Schools program on healthy living
- >130 companies in India became Healthy Workplaces
- >3 million employed at Healthy Workplaces
- Helping India meet UN Sustainable Development Goal #3⁹



Good health and well-being for all⁹ is within our reach.

Number of people reached through Arogya World health and disease prevention programs.

2022 projected 22 million
 2020 projected 10 million
 2019 achieved to date: 5 million



* Non-communicable diseases
 1 World Health Organization
 2 World Health Organization
 3 CNNS, Comprehensive National Nutrition Survey
 4 World Economic Forum estimates
 5 International Diabetes Federation

6 Arogya World study, 10,000 Women
 7 Arogya World study, 10,000 Women
 8 World Health Organization
 9 United Nations Sustainable Development Goal #3

We Achieve

We reach people with prevention education where **they live, learn and work**. We have calculated that for 50 cents we can educate one individual on prevention, with one of our programs, and it costs \$5 per person to get them to improve their health in measurable ways. Below are highlights of our 2019 Accomplishments.



Where we live:

Mobile health is a smart solution to the NCD crisis, as there are more than 900 million cell phones in use in India. **mDiabetes** is our proven mobile phone messaging program that has a cumulative reach of 1.7 million people to date. We have helped hundreds of thousands of people lead healthier lives, as highlighted in a previously published paper:

www.jmir.org/2016/8/e207

In 2019, we continued to implement this program at Aravind Eye Hospital centers in Tamilnadu with RIST support. We launched mDiabetes in Bangalore with Lions Clubs District 317A and Lions Clubs International Foundation on World Diabetes Day, Nov. 14, 2019. Our program will reach 200,000 people in total over two years. As part of this effort, we will reach more than 15,000 street sweepers in Bangalore through an innovative partnership with municipal government (BBMP).

Arogya World India Trust also started an mDiabetes project with Ambuja Cement Foundation support, with the aim of reaching 200,000 villagers in many states over three years. IMI Mobile is a key message transmission partner, enabling us to

expand our reach with this noteworthy program.

Prevention is at the core of all our work.

MyThali is a new nutritional tool that we developed based on the National Institution of Nutrition guidelines. It shows clearly, in picture form, what cooked food someone should eat, and in what quantities, at each meal. MyThali has been developed for urban women to empower them to prepare healthy meals for themselves and their families. In 2019, we rolled out MyThali in workplaces including Infosys (which has 150,000 employees), celebrated Protein Week in July with Danone in India, produced the MyThali meal plan booklet, and finalized plans for consumer activation through social media outreach with Cigna's support. We identified a communications partner - Avian - to promote the program. Unhealthy eating is the number one cause of death globally, as noted in the Global

Burden of Disease Report (April 2019), and we believe our MyThali can positively impact the way Indians eat.

Where we learn:

Our **Healthy Schools** program is a proven two-year school-based healthy living education program being implemented with partners including Agastya Foundation, Ashoka, Child In Need Institute (CINI), HRIDAY, SHARP and SRU. In this compelling program, we teach hundreds of thousands of children between the ages of 11 to 13 the basics of eating right and increasing physical activity, important for preventing diabetes, before children's lifestyle habits are set. We have continuing funding in place from RIST to implement this program in 500,000 school children throughout India, mostly living in rural areas, over the next couple of years. The original pilot showed a 15% improvement in awareness and behavior change. Stanford's CARE is helping with third-party validation of our school program's impact data.





Where we work:

Our **Healthy Workplace** program advances workplace health throughout India. We are working to help hundreds of companies in India earn recognition as Healthy Workplaces and help millions of working Indians lead healthy lives.

In 2019, at our sixth annual Healthy Workplace conference in India, 15 new Healthy Workplaces were recognized, bringing the total to **131 Healthy Workplace companies covering 3 million employees** in India.

Arogya World's 2019 Healthy Workplaces are: ABB India Ltd, Dalmia Bharat Group, EXL Service, Globaledge Software Ltd, HSBC Global Services Centres India, India Steel

Summit Pvt. Limited, Jaslok Hospital and Medical Centre, JLL Property Consultant India Private Limited, Power Finance Corporation Limited, Procter & Gamble India, Robert Bosch Engineering and Business Solutions Private Limited, Tata Consultancy Services, Target Corporation India Private Limited, Texas Instruments, Thermo Fisher Scientific.

And we recognized four Platinum companies in 2019: Associate Companies (GILAC), Godrej Industries Limited, Indegene Private Limited, Meenakshi Mission Hospital, and Persistent Systems, .

Our conference attracted a large crowd and renowned speakers including Mr. Pawan Agarwal, CEO of Food Safety and

Standards Authority of India (FSSAI), Dr. Indu Bhushan, CEO of Ayushman Bharat, and Dr. Srinath Reddy, President of Public Health Foundation of India.

We're proud to report that Hero MotoCorp, which became an Arogya World Healthy Workplace in 2017, then rose to Platinum level in 2018, and won first place, globally, in the large employer category in the 2019 Global Centre for Healthy Workplaces competition held in Melbourne, Australia, for companies around the world. We're pleased their employee health journey started with Arogya World and our Healthy Workplace criteria, our benchmarking requirements and data rigor.



Introducing Platinum Level Healthy Workplaces

In 2019, we also developed criteria for and launched a new level, Hall of Fame Healthy Workplace, our highest yet.

We refined our Platinum questionnaire and scoring guidelines, produced communication materials for employee engagement and piloted Ashoka's Your Kids programs in some corporations. In 2020, we will implement plans for rolling out additional innovative programs and tools that can help employees on their individual health journeys.

Great partnerships have been secured with large networks to accelerate this program.

We believe there is no program like our Healthy Workplace program in India, and we're excited about the potential for impact, considering the facts: An estimated 869 million Indians will be of working age by 2020. They will spend most of their waking hours at their workplace. This puts employers in an ideal position to lead the fight against NCDs.

We're excited about the potential for impact through Healthy Workplaces.

We Advocate:

Throughout 2019, we engaged in and spoke at notable forums and conferences and continued our efforts to bring health prevention awareness and advocacy in India and the rest of the world.

In 2019, we took the following Return on Investment argument to companies, persuading business leaders to invest more in employee health: "ASSOCHAM study 2018 showed that for every rupee being spent on employee wellness programs, the employers get Rs. 132.33 as a saving on absenteeism cost and Rs.6.62 back as reduced health care costs."

Arogya World is especially proud that in 2019, we became a founder member of the India Philanthropy Alliance, a powerful new coalition of 11 professionally run U.S.-based nonprofits working to increase giving among Indian Americans and, over time, increase the scale and impact of philanthropy benefiting India.

We also took part in **ChaloGive** – a new Week of online Giving October 2-8, 2019 and in Giving Tuesday. Additionally, our annual fundraising gala in Chicago held in May raised a record \$250,000. We also conducted a fundraising and health awareness event in San Diego, California in October 2019.

Arogya World also spoke at the OneMind@Work Conference, Confederation of Indian Industry's

Asia Health Summit, Rotary CSR meeting, NCD Alliance, Indiaspora Philanthropy Summit, and several other forums.

We were honored that Ashwin Naik, a doctor and health care entrepreneur, included a chapter on Arogya World in his book "The Healthcare Gamechangers." His book offered compelling insights into what is wrong with today's health care system, and highlighted stories about changemakers who are reimagining health care outside of hospitals and sick care.

Additionally, Deepa Prahalad, a board member, wrote an article in the prestigious Leader to Leader publication, highlighting the Arogya World story.



We Advance Our Work

The task at hand is so huge we know we can't do it alone. No one entity can. We work with a number of like-minded people and like-minded organizations to make meaningful public health impact.



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Arogya World India Board of Trustees

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Staff

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U.S.-based: Lauren Phillips, Erin Justen, Eugene Levin

Partners and Sponsors

We are fortunate to work with many partners and corporate donors listed below.

Healthy Workplaces



Healthy Schools



mDiabetes



MyThali



myArogya



2019 Chicago Gala Event Sponsors



Arogya World 2019 Donors

\$10,000 and more

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Geeta Singh
Diane R Stilwell
James Townsend
Sadia Uqaili
Nikhil Varaiya
VJ Medical Logistics
Pamela Yih
Solana Beach Family
Dental

* These 2019 donors have generously committed to giving Arogya World \$10,000 in 2020 as well, and are our first Impact Circle donors.

We Aspire

Arogya World is 10 years old in 2020. Our goal is to reach 10 million people and help one million improve their health by the end of 2020, and to educate 22 million by the end of 2022 when India will be 75 years old.

Our team is working aggressively to achieve our goal. We will celebrate 2020 as the 10th anniversary of Arogya World and as the opportunity to live in health and as a time to make health joyous, uplifting, energizing, and worth celebrating – for all.

We invite you to join us in our 10th anniversary gala on May 16, 2020 in Chicago and our Healthy Workplaces conference on November 5, 2020 in Mumbai. Follow us on Facebook, Twitter, LinkedIn and Instagram. We welcome your participation as we continue together on the journey to health in India and beyond.

Arogya World

www.arogyaworld.org

is a US based 501(c)3 tax-exempt organization (Employee Identification Number 27-2091051).

We do our science-based community-centered prevention work in close collaboration with our affiliate,

Arogya World India Trust

www.india.arogyaworld.org

a separate legal entity

(12AA and 80G cleared)

based in Bangalore, India.

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