

About the Organization:

SNEHA is a nonprofit organization committed to improving health, nutrition, and safety of women and children in urban informal settlements. We collaborate with communities and public systems to build replicable, scalable solutions that strengthen access, equity, and accountability in healthcare.

Focus areas: Maternal and child health, Nutrition, Adolescent health and wellbeing, Prevention of gender-based violence, Palliative care and Strengthening public health systems

Approach: Health and nutrition education, behavior change communication, advocacy, community mobilization, technology-enabled monitoring and collaboration with government and NGOs for sustainability.

Impact: 620,000+ women, children, and healthcare workers reached directly, 3.6 million people impacted indirectly. Brought about 22% reduction in malnutrition (underweight) among children aged 0-2 years in 2022-25

Strategic goal: To be India's go-to NGO for urban health equity; thus 'Raising health for all'.

Problem Statement:

Key societal challenge

- Women living in vulnerable communities lack access to timely and accurate health information
- Barriers: literacy, proximity to services, load on frontline health workers

Why AI: Personalization, democratization of knowledge, scalable impact

AI Solution Description:

WhatsApp Chatbot for Maternal and Child Health

- GenAI + LLM WhatsApp chatbot with voice/text features
- Personalized maternal and child health nudges, + two-way chat and human in the loop approach with guidance and technical expertise from the program intervention team
- Privacy, contextual relevance, and 24x7 accessibility
- Empowering women through informed health choices
- The bot transitioned from menu-based bot to a GenAI-enabled, voice-and-text chatbot. It integrated community data and chatbot analytics through DALGO-Superset dashboards for real-time insights.

Tools and techniques Used:

- Tools: OpenAI, Glific, Hasura API, PostgreSQL, BigQuery, Superset
- Data flow: CommCare → DALGO → PostgreSQL → BigQuery → AI → Glific → Superset
- Core techniques: NLP, LLM fine-tuning, multilingual content generation, data-driven nudging

Key Features of tech solution:

- Voice + text interface for low-literacy users
- Personalized behavioral nudges based on pregnancy stage, birth preparedness, immunization schedule and child health milestones
- Multilingual and context-sensitive design with 24x7 accessibility
- Dashboard-driven monitoring via Superset

Impact (Qualitative and Quantitative):

User Base & Reach: 970+ women engaged across three programs in urban vulnerable communities since April 2025. The journey continues to integrate from CommCare for every pregnant women who is onboarded in the system.

Engagement Outcomes:

- Digital Onboarding: 63% of pregnant women registered (Threshold: 70%)
- Active Engagement: 61% of onboarded users interacted multiple times
- Meaningful: 60% asked ≥ 2 relevant questions; 42% asked ≥ 5 questions

Impact on Program Outcomes:

Reinforcement of key health messages has contributed to improvements in the following health outcomes of programs.

Quantitative :

- Increase in early registration for antenatal care by pregnant women
- Increase in institutional delivery
- Increase in child immunization

Qualitative :

Better and timely health seeking behaviour of participants due to increased health awareness.

Plan for roll-out and sustainability:

- **Scale Up:** Expand '*Phonewali SNEHA Didi*' to enhance digital onboarding, engagement, integration with government health systems, and links to Family Planning and Nutrition, across CHW programs, volunteer-led initiatives, and public health system interventions.
- **Sustainability:** Embed chatbot operations into existing community health workflows using a cost-efficient open-source tech stack.

- **Optimization:** Leverage data-driven insights to improve engagement, retention, and content relevance.
- **Partnerships & Replicability:** Collaborate with public-private partners to co-finance expansion and ensure a scalable, community-owned solution

Additional documents:

Below documents can be accessed on the given link:

<https://drive.google.com/drive/u/0/folders/1MfxR9pHUsaUMw-Cau3ss92-BGAlb0AE>

- *Presentation provided earlier*
- *Solution Demo Videos:*
- *User Testimonials*
- *Case story*
- *Technical Overview document*