AWARDS SCHEME FOR EXEMPLARY IMPLEMENTATION OF e-GOVERNANCE INITIATIVES

PROFORMA OF MAIN APPLICATION FORM (for applying through e-mail) for

NATIONAL AWARDS FOR e-GOVERNANCE

1. Name of the Organization:

SEWA Rural

2. Name of the Department:

Ccommunity Health

3. Name of State/UT/Central Government/Others:

Gujarat

4. Name of the Project :

Improving maternal, newborn and child health and nutrition through use of new mobile phone application "ImTeCHO" in tribal and remote areas of Gujarat

5. Nature of the project :

Providing maternal, newborn and child health and nutrition related services at the community level by empowering ASHAs, FHWs and PHC staff through the innovative use of mobile phone technology " in tribal and remote areas of Gujarat

6. Category of Award Applying for"

INNOVATIVE USE OF MOBILE TECHNOLOGY IN e-GOVERNANCE

7. Objective of the Project : (Please provide the brief summary of the project being nominated for the National Award for eGovernance along with salient features (in 500 words approx)

The initiative is an innovative intervention based on mobile phone technology (called mHealth) to help community based health workers (called ASHAs) improve coverage of life saving, community based maternal, newborn and child health (MNCH) services towards reducing maternal, newborn, and child mortality and malnutrition in predominantly tribal and rural communities. The intervention makes this possible by improving performance of ASHAs through better supervision, motivation and support.

The mHealth intervention is named ImTeCHO which stands for "Innovative Mobile-phone Technology for Community Health Operations". "Techo" in Gujarati means "support"; hence, ImTeCHO means "I am support". ImTeCHO mobile phone application integrates checklist (to insure standardization of services) with other features that mobile technology offers such as ability to transfer data instantly and apply algorithm automatically to data entered along with features to ensure check-and-balance for truthfulness and accuracy of collected information.

There are four components of ImTeCHO mobile phone application: (1) Scheduling and task management: health worker receive alert on her mobile regarding tasks to be completed every day (2) Health promotion using multimedia: Nine mobile based short videos assist ASHA to counsel about key healthy behaviors during their home visits to beneficiaries. (3) Automated diagnosis, risk stratification and treatment: ImTeCHO application shows diagnosis and customized treatment plan based on entry made on mobile (4) Support and supervision: ImTeCHO web interface provides real time information to medical officers for proving timely support (eg. medicines, high risk patient tracking etc) and supervision. All this will be possible by using a low-cost phone costing approximately Rs.4, 500. ImTeCHO intervention is implemented within government's existing primary health care system which will be actively facilitated by a NGO, SEWA Rural.

Approximately, 6,500 pregnant women, newborn babies and children under two years of age, predominantly from tribal communities, have already directly benefitted from this project.

8. Date of Launch of Project (please see para 6.2 for eligibility of the project with reference to launch date) :

(i)   For all categories except Incremental Innovation((dd/mm/yyyy): **4th May 2013**

(ii) For Incremental innovation(period during which substantial incremental innovation has been made in the project)-
Year of National e-Governance Award

9.   Beneficiary of the Project :

1. All pregnant and post partum women at the community level

2. All newborn babies at the community level

3. All young children under the age of two at the community level

4. All ASHAs at village level

5. All ASHA Facilitators & all FHWs at sub centre level

6. All PHC Medical officers and other administrative staff at PHC level

7. All block, district and state level health officials for effective monitoring of health services at the field level

AWARDS SCHEME FOR EXEMPLARY IMPLEMENTATION OF

Details of Head of the nominated project

Name of the Project Head of the project: Dr. Pankaj Shah

Designation: Director, Community Health

Contact Address: SEWA Rural, Tower road, Po : Jhagadia, Dist : Bharuch, GUJARAT, Pin : 393110

E-mail Address: pankaj8892@yahoo.co.in

Fax: 02645 - 220313

Telephone: 02645 - 220868

Mobile Number: 09426120316

Details of team for the nominated project

Key Team Members with their Role Designation [Please mention key officers/ staffs (**not more than 7 including project head**) whose contributions were most significant for the success of the Initiative]

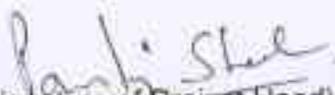| Sr.	Name(s)	Designation
1.	Dr. Pankaj Shah	Director, Community Health, SEWA Rural, Jhagadia
2.	Dr. Dhiren Modi	Community Health Physician, Community Health, SEWA Rural, Jhagadia
3.	Dr. Shrey Desai	Research Cordinator, Community Health, SEWA Rural, Jhagadia
4.	Dr. Shobha Shah	Cordinator, Training, SEWA Rural, Jhagadia
5.	Dr. S. V. Tripathi	Chief District Health Officer, District Panchayat, Bharuch
6.	Mr. Ravi Gopalan	President & CEO, ArguSoft India Ltd., Gandhinagar
7.	Mr. A. V. Sethuraman	Vice President – Engg., ArguSoft India Ltd., Gandhinagar

FORMAT-II

Format of Self Certification by the Project Head of the project nominated for the National Award for Governance for the projects of organization not belonging to Central/ State Government

This is to certify certify on behalf of the Organization and all team members involved in the Project that :

(a) the particulars furnished above are correct and true to the best of my/ our knowledge.

(b) I/We have read and understood the information on the Award Scheme Published in the Website of the Department of Administrative Reforms and Public Grievances (http://darpg.gov.in) and agree to the terms and conditions given therein. I/ We shall abide by the decision of the Jury for declaration of the award.

(c) I/We agree with the terms and condition stipulated in the Award Scheme and shall abide by the decision of the DARPG.

(d) there is no civil or criminal case contemplated or pending against me or any team member(s).

(e) the organization is not blacklisted/ debarred by any government body.

(f) I/ We shall not challenge the decision of the Government in any court of law.

(g) In the event of any information given by me/ us are found false or misrepresented at a later stage. I/We shall return the award and all consequential benefit to the Government of India and will be liable to such legal action as deemed fit by the Government of India.

Place: SEWA Rural, Jhagadia

(Signature of Project Head)

Date: 25 Aug. 2014

Seal of Organisation

Note:

1.   Nominations of Non Government Institutions and Non-Government academic and research institutions must accompany the above Self Certification.

2.   The original Self Certification may be kept safely by the designated authority of the organization and should be produced to authorized representative of DARPG on demand for verification. In case of non-production of original declaration, the nomination will be treated as incomplete and will be liable for rejection as per Para 6.1 (n) of the Award Scheme.