

## “THE TAJ MUST SMILE”

### The story

Once upon a time, hundreds of years ago there was a queen, a queen like no other – majestic, regal, kind and beautiful. She was the wife of the greatest king of the realm but their love came to a cruel end when she died, breaking the king’s heart. The queen was Mumtaz Mahal and the king was none other than Shah Jahan, the powerful Mughal emperor of India. The distraught king wanted his love to stand the test of time and thus came the inspiration for the Taj Mahal, the world’s greatest monument of love.

But the monument also has a graver symbolism: Mumtaz Mahal died giving birth to their fourteenth child. Four hundred years ago, there was a lack of sufficient information and healthcare advances around family planning and safe motherhood. While we have come a long way since, the numbers tell us we have much longer to go. UN data on maternal mortality reports that some 50,000 women in India still lose their lives every year while giving birth. The Indian healthcare system continues to be plagued with significant gaps in health-seeking behavior and access to quality healthcare for every Indian.

The Taj Mahal is man’s greatest tribute to love but even after four centuries, it continues to grieve for the millions of our citizens who suffer due to lack of proper health access and healthy behaviors. The Taj Mahal will smile when more people are aware of healthy behaviors and take the steps required for a healthier life.

### The Taj Must Smile movement

The Taj Must Smile is a movement bringing together on a single platform organizations that are contributing to improving the health of women and children in India through various means: be it corporate foundations, NGOs or for-profit social ventures. Organizations are encouraged to come on board to talk about the impact of the work they are doing, and how they are making the Taj, and therefore India, ‘smile’.

The Taj Must Smile aims to be a multi-stakeholder campaign involving corporates, civil society, influencers, key opinion leaders, celebrities and media, all coming together to make every Indian aware of healthy behaviors, which can lead to healthier mothers, healthier children, and a healthier



nation. The campaign aims to tap on the immediate emotional connect around the Taj Mahal as the most recognizable symbol of India’s glory.

### How you can participate

- Allow us to add your logo to the website [www.empowershe.org/thetajmustsmile.html](http://www.empowershe.org/thetajmustsmile.html) with a description of your work
- Evaluate your work to identify how many people have been reached and benefitted by your activities – that is, how many ‘smiles’ you have collected to make the Taj smile
- Add ‘The Taj Must Smile’ logo to any materials used part of your programs, in a way you see fit

### What you get

- You will be part of a highly credible **multi-stakeholder Public Private Partnership movement** involving corporates, civil society, influencers, media, celebrities, all working to address one of India’s biggest concerns: its mothers and children
- Get access to **high-quality, well-researched, 360 degree communication campaigns** on maternal health, family planning and adolescent health developed by IHBP
- Benefit from the **technical assistance** offered by IHBP and the option of measurement-evaluation from our knowledge partner Idobro
- Leverage the various national-level **media visibility properties** being driven around the project

**The time for change is here. It is time for us to join hands so that the Taj can smile.** For more information on how to be a part of The Taj Must Smile movement, please contact: Mr. Sanjeev Vyas, Senior Advisor Private Sector, IHBP. [svyas@ihbp.org](mailto:svyas@ihbp.org) or [sanjeevvyas@hotmail.com](mailto:sanjeevvyas@hotmail.com); Mob: 09811777255

## Forging Partnerships for Health Communication with India's Private Sector

Improving Healthy Behaviors Program (IHBP), led by the US non-profit agency FHI 360 is a four-year project to encourage healthy behaviors through strategic and evidence-based behavior change communication (BCC) programs. IHBP provides technical assistance to develop sustainable national, state, and district institutional capacity to design, deliver and evaluate strategic evidence-based communication programs that will increase knowledge and change attitudes of individuals, families, communities, and health providers about preventive health.

An important component of IHBP was its mandate to achieve 1:1 leveraging through government and private sector which was well exceeded by achieving a leverage of more than US\$ 22 mn over the life of the project (2010-14). Of this, approximately 60% of the leverage was generated through government media and other spends to back the 360 degree SBCC campaigns developed by the project in the area of family planning, maternal health, adolescent health (menstrual hygiene), TB and HIV/AIDS, the project also successfully built partnerships with the private sector and leveraged their resources and networks. IHBP's private sector leveraging strategy is centered on USAID and the government's vision to increase the development impact of private sector resources through public-private partnerships (PPPs) in health communication.

### The New Companies Act: Adding Social Value

The amendment to the Companies Act in September 2013 making corporate social responsibility (CSR) spending mandatory for companies above a certain annual turnover and profit, opened a new window of opportunity. With CSR gaining prominence in the corporate world, IHBP undertook a stakeholder mapping exercise to identify the entry points in the CSR domain to offer partnerships around health communication. Some viable paths that emerged were community interventions, workplace health, employee volunteering programs, and cause-related marketing. The project identified corporates with CSR interventions around these areas and has actively pitched to create 'win-win' partnerships.

CSR programs have welcomed access to the well-researched and produced communication campaigns as it allows them to quickly replicate these readymade materials by putting behind their resources. The opportunity to co-brand the materials along with the USAID branding is an added benefit as it builds ownership and visibility. IHBP provides additional support by way of build capacity of frontline health workers in conducting IPC and outreach; and helps with impact measurement tools besides providing access to the evidence-based communication campaigns for family planning, maternal health, menstrual hygiene, and HIV/AIDS.

### Our Private Sector Partners

MOUs have been signed with Corporate Foundations: Ambuja Cement Foundation, Bharti Foundation, IL&FS, JSPL Foundation, Jubilant Bhartia Foundation, RPG Enterprises, World CSR Alliance; Pharma Companies: Bafna Pharmaceuticals; NGOs: Chetanalaya, Fem Sustainable Social Solutions, Janani and with Technology for development companies: Gram Vaani Community Media, Dimagi Software Innovations & ZMQ Development.



Above: A community health worker of Ambuja Cement Foundation during a PNC visit in Darlaghat District of Himachal Pradesh using 'CommCare' of Dimagi to counsel a young mother. 'CommCare' has incorporated TV messages developed by IHBP related to maternal health

While Jubilant, Bharti, JSPL, IL&FS and Ambuja Cement Foundations are using IHBP’s campaign communication materials to inculcate healthy behaviors in communities around their manufacturing facilities and project sites, RPG Enterprises is spreading preventive health messages in communities around its manufacturing plants at multiple locations around the country through more than 30,000 of its employees. Most of the CSR interventions of partner companies are located in small towns and villages, thus benefiting the base of the pyramid populations.



Above: A community health worker of femS3 at Agra with a women’s group discussing family planning choices using a detailer developed by IHBP

The partnership with Bafna Pharmaceuticals is a market-based health communication partnership. Bafna, a marketer of iron and folic acid (IFA) tablets and syrups conducts camps for women and teenage girls across the states of Jharkhand, Uttar Pradesh, Orissa, and Bihar to provide information on nutrition to raise the level of hemoglobin. Counselors and doctors at these health camps extensively use IEC materials developed by IHBP, which they find are easy for semi-literate and illiterate people in smaller towns and villages.

Janani (a part of DKT International), a social marketing company providing FP products and services is using the maternal health and family planning campaigns across its 150 self-owned and franchised Surya clinics in the states of Uttar Pradesh and Bihar. The frontline health workers of Janani are also using leaflets and interactive knowledge-based games developed by IHBP in their outreach programs.

Partnerships with technology for development companies — Gram Vaani, Dimagi and ZMQ are

more strategic in nature to help broaden the reach of healthy behavior messaging through community radio and mHealth technologies. IHBP is also engaging with these companies to offer innovative solutions to state health missions to build capacity and enhance efficiencies of their front line health



workers and community outreach programs.

Above: Poster on Maternal Health adapted by Bafna Pharma

IHBP has also been actively offering its communication campaigns to bilateral programs. JHU.CCP has repurposed the FP campaign developed by IHBP and is making extensive use of the same as part of Demand Generation Strategy under Project Ujjwal – Reproductive Health and Family Planning Project for Bihar and Odisha funded by DFID.



An extensive Enter-Educate show campaign titled “Khusi ka Mantar Show” is being implemented in Bihar to reach the media dark regions. A total of 3,000 theatre shows have been initiated across all 38 districts of Bihar since Dec 2013 to be completed by Jan 2015 with the aim to generate awareness about importance of spacing children and limiting family size and driving traffic to Ujjwal Clinics to seek

FP counselling and accepting a suitable long acting method.

### Partnering with State NRHMs

IHBP is providing technical assistance to NRHM Haryana for inviting private sector resources to fill the gaps in the state health system. As a key component of this strategy, IHBP has catalyzed a partnership between NRHM Haryana and CII whereby the former is actively engaging with corporate and industry members to invite CSR interventions in Haryana.

### Improving behaviors, changing lives

IHBPs partnerships with India’s private sector are beginning to impact the lives of several of India’s unreached underserved groups by delivering preventive health messages and bringing a positive behavior change. These partnerships are poised to grow further in terms of both coverage and impact in the near future.

### The way forward

There is a serious interest among corporate foundations, NGOs and bilateral programs to partner with IHBP in the area of health communication. IHBP is also engaging with CSR think-tanks and umbrella trade and industry bodies like CII, PHDCCI and ASSOCHAMCI to foster greater linkages.



Going ahead, IHBP has developed a very exciting cause-marketing platform – ‘The Taj Must Smile’ whereby private & public sector companies will get to participate in a highly visible multi-media campaign across television, radio, press, on-ground and will also have an online presence.

IHBP sees itself perfectly placed to play the role of a catalyst in bringing its different partners together to work with State NRHMs to develop meaningful PPPs in health communication. Our technology for

development partners are bringing in value through their innovative use of technology to further create more ‘win-win’ opportunities for all and thereby influence behaviors and change lives.

### **Partner Speak**

*“Since IL&FS is working with various State Governments, particularly with Department of Health, we intent to scale up such initiatives and use these materials for any further engagement with them on Menstrual Hygiene, Family Planning & Maternal Health.” - Dr. Arun Varma, Vice President & Group Head, Health Initiatives, IL&FS ETS Ltd., Noida*

*“We thank IHBP for providing us with material that is very user friendly and relevant for use in our comprehensive health interventions. It has added immense value to our effort in reaching out to communities with health messages in a most effective manner.” – Ms. Anagha Mahajani, General Manager – Program Research & Monitoring, Ambuja Cement Foundation, Mumbai*

*“With the help of IHBP partnership, we were able to produce digital toolkit by converting the menstrual hygiene content provided to us, as a Java toolkit, which is currently being used in the MIRA channel.” – Mr. Hilmi Quraishi, Director - Social Initiatives, ZMQ Development, Gurgaon*

*“We are extremely thankful to IHBP for showing such positive intent towards the introduction of the menstrual hygiene program in Satya Bharti Schools. The support provided has been extremely good and has helped us in planning out a smooth implementation strategy. Such partnerships help in channelizing common resources for good of the society.” – Mr. Antony Joseph Nellissery, General Manager – Programs, Bharti Foundation, Gurgaon*

*“A partnership of this kind with IHBP surely helps Jubilant Bhartia Foundation to extend its capacity as a foundation to collaborate with esteemed international organizations like USAID and the Government of India to bring healthcare consciousness among the vulnerable population of the country.” – Mr. Vivek Prakash, General Manager CSR, Jubilant Bhartia Foundation, Noida*

*“We have invested in the Maternal Health campaign and are using it in Health Camps in the interiors of Bihar, Odisha, Jharkhand & Uttar Pradesh. Doctors are very happy and show appreciations to Bafna and team for the posters and leaflets with very imperative messages which should be adapted by every women during Pregnancy and after.” – Mr. Surendar, Product Manager, Bafna Pharmaceuticals Ltd., Chennai*