RCH Portal & Allied Initiatives of MoHFW

MCTS Application

Mother & Child Tracking System (MCTS) is a centralized web based application for improving delivery of health care services to pregnant women and children up to five years of age through name based tracking of each beneficiary and monitoring service delivery.

The objectives of MCTS are:

- Ensuring that all pregnant women receive full Ante Natal Care (ANC) and Post Natal Care (PNCs) services at due time
- Encouraging institutional delivery, particularly of high risk mothers
- Ensuring that children receive their full immunisation at due time.

RCH Portal

- RCH portal (an upgraded version of MCTS) has been designed for early identification and tracking of the individual beneficiary throughout the reproductive lifecycle.

- While MCTS tracks every pregnancy, RCH portal tracks a woman throughout her reproductive life cycle, thus making available information on obstetric history.

- RCH portal has been designed to meet the requirements of the RMNCH program by incorporating additional functionality.

- DoHFW has developed a tablet based application called ANM On Line (ANMOL) with the support of UNICEF. This tablet based application allows ANMs to enter and update data for beneficiaries of their jurisdiction.

- This ensures more prompt entry and updation of data as well as improves the data quality since the data is entered "at source" (by providers of health services themselves). Further, this tablet based application acts as a job aid to the ANMs by providing them with readily available information such as due list, dashboard, and guidance based on data entered etc.

- This application works in the off-line mode also when no internet connectivity is available. As soon as the internet connectivity is available, the data gets synchronised with the central server.

- Presently, ANMOL is operational in 6 States (Andhra Pradesh, Telangana, Madhya Pradesh, Himachal Pradesh, Odisha and Chhattisgarh) and is being used by 13,464 ANMs.

Auxiliary Nurse Midwife (ANM) Online

ANMOL acts as a job aid to the ANMs which provide them readily available information such as due list, dashboard and guidance based on data entered etc. Videos / audios on subjects like high risk pregnancy, immunization, family planning etc. are also available in the application for use by ANMs.

Easy to understand UI (User Interface)

Counselling alerts for Anemic, high risk , LBW beneficiaries etc.

Works offline without internet connectivity, syncs at availability

Saves time with one click access to daily , weekly or customizable work plan

Multilingual support (Localization)

Audio, Video counseling to support IEC activities

Readily available reports in **Dashboard** for any meetings or self review

Auto generated VHND due list with required logistics saving time and effort

Kilkari, which means 'a baby's gurgle', delivers free, weekly, time-appropriate 72 audio messages about pregnancy, child birth and child care directly to families' mobile phones from the second trimester of pregnancy until the child is one year old.

Mobile Academy is a free audio training course designed to expand and refresh the knowledge base of Accredited Social Health Activists (ASHAs) and improve their communication skills. Mobile Academy offers ASHAs a training opportunity via their mobile phones which is both cost-effective and efficient. It reduces the need to travel – sometimes great distances – and provides them the flexibility they need to learn at their own pace and at times they find convenient.

- Uses IVR technology to deliver time-sensitive audio information directly to families' mobile phones

- Subscribers receive one pre-recorded call per week, linked to the woman's stage of pregnancy or the child's age

- Uses IVR technology that is handset independent, audio based and accessed via a simple voice call

- Divided into chapters, lessons and quizzes. ASHAs completing the course with minimum prescribed score receive a certificate.

Together, Kilkari and Mobile Academy are improving family health – including family planning, reproductive, maternal and child health, nutrition, sanitation and hygiene – by generating demand for healthy practices by empowerment and capacity building at the individual and community level, and by creating an enabling environment.

Mother & Child Tracking Facilitation Centre

- Mother and Child Tracking Facilitation Centre (MCTFC) is a call centre set up under NHM.

- MCTFC has 86 Helpdesk Agents (HAs).

- MCTFC is a tool for providing relevant information and guidance directly to the pregnant women, parents of children and to community health workers

- MCTFC validates and verifies records of beneficiaries and health workers.

- Contacts service providers and recipients of mother and child care services to get their feedback on various mother and child care services, programmes and initiatives.

- The feedback helps the Government of India / State Governments to easily and quickly evaluate the programme interventions, and plan appropriate corrective measures to improve the health service delivery.

- As on June, 2018, 1.2 crore beneficiaries and health workers have been contacted from MCTFC

Integration with ICDS-CAS application

- Ministry of Women and Child Development (MWCD) has developed a mobile based Common Application Software (ICDS-CAS) to monitor the nutritional aspects of the pregnant woman and child.

- Ministry of Health and Family Welfare (MoHFW) has developed RCH application to track and provide RMNCH related health care services to eligible couples, pregnant women and children.

- Both the systems have similar set of beneficiaries i.e. pregnant women and children and some content of both the systems is overlapping.

- In view of this, MoHFW and MoWCD decided to have a coordinated strategy for integrating the two systems that will achieve the following objective:
  - Improved coverage of beneficiaries
  - Collaborative approach in delivering a package of services related to health care and nutrition
  - Common platform of beneficiary identification and service interventions

Thank You