

DETTOL BANEGA SWASTH INDIA MATERNAL AND CHILD HEALTH TECH ACCELERATOR



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LEADER'S NOTE



Mr. Gaurav Jain

Executive Vice President -
South Asia, Reckitt

"At Reckitt, our purpose to protect, heal, and nurture in the relentless pursuit of a cleaner, healthier world, aligns closely with the Government of India's vision to ensure every citizen has access to quality and affordable healthcare. The launch of the Dettol Banega Swasth India – Maternal and Child Health Tech Accelerator with PATH reflects our belief that technology can be a powerful enabler in improving early health outcomes. By investing in scalable solutions that strengthen primary healthcare, we are supporting India's journey toward universal health coverage and a more equitable future. This initiative is a testament to our long-standing commitment to nurturing healthier communities from the very start of life."

"The first 1,000 days from conception to a child's second birthday represent a once-in-a-lifetime window to shape lifelong health, cognitive development, and productivity.



Mr. Neeraj Jain

Director, Growth Operations –
Asia, Middle East and Europe, PATH

Through this accelerator, PATH and CHRI are partnering with Reckitt to bring together technology, public health, and purpose to ensure every child gets a healthy start in life, and strengthen India's future."

"At Reckitt, we are committed to driving systemic change in healthcare through purpose-led innovation and strategic partnerships. We believe that access to the highest standards of hygiene should be a right, not a privilege. Through the Dettol Banega Swasth India - Maternal and Child Health Tech Accelerator, in partnership with PATH, we aim to bridge the gap between innovation and impact.

This initiative is about transforming bold ideas into scalable, real-world solutions that reach the last mile strengthening systems, improving lives, and supporting India's journey toward a healthier, more equitable future. Together, our success will continue to positively impact communities, building an ecosystem where health and hygiene are universally accessible."



Prof. Ravi Bhatnagar

Communications and Corporate
Affairs Director, South Asia, MENARP
and Africa, Reckitt

01

**VIKSIT BHARAT 2047:
HEALTH AS A PILLAR
OF DEVELOPMENT**

VIKSIT BHARAT 2047: HEALTH AS A PILLAR OF DEVELOPMENT

India is at a transformative juncture in its history. As the fifth-largest economy globally, the country is on course to become the third largest by 2027, with its GDP projected to cross USD 5 trillion. By 2047, marking 100 years of independence, India aims to become a USD 30 trillion economy, with all the attributes of a developed nation. This is the vision of Viksit Bharat by 2047 -- an inclusive, empowered, and self-reliant India that leaves no one behind.

Over the past decade, India has demonstrated its capacity for rapid, equitable progress through targeted governance and technological innovation. The government is bringing health to the forefront by seamlessly integrating technology and innovation into service delivery and system strengthening. Landmark initiatives such as Ayushman Bharat, Ayushman Bharat Digital Mission, MedTech Mitra, POSHAN Abhiyaan, Anemia Mukht Bharat, Atal Innovation Mission (AIM), and Paalan 1000 reflect the country's strong commitment to advancing maternal and child health, nutrition, and overall human capital development.

Guided by flagship initiatives such as the Aspirational Blocks Programme and Ayushman Bharat, the Government of India is prioritizing preventive health care as a key driver of productivity, equity, and resilience. The Aspirational Blocks Programme, in particular, is addressing disparities in some of the country's most under-served areas, ensuring that health, nutrition, sanitation, and education outcomes improve in tandem.

The national push for Universal Health Coverage (UHC) emphasizes not only treatment but also prevention and early detection to reduce the growing burden of communicable and non-communicable diseases.

This commitment is further reinforced by a growing emphasis on wellness and palliative care. The expansion of Ayushman Bharat Health and Wellness Centres, to over 1.78 lakh as of 2025, is bringing primary health care closer to communities, reinforcing wellness and preventive care, ensuring that health care remains accessible, inclusive, and people-centered across all life stages, from pregnancy and childhood to old age.

India's guiding vision of "leaving no one behind" and "reaching the last mile" underpins its push for universal health coverage and the delivery of comprehensive healthcare throughout the life course. Complementing these efforts, initiatives like the Swachh Bharat Mission are ensuring that hygiene and sanitation critical determinants of health are given equal priority. This integrated and multifaceted approach to development marks a transformative shift in India's public health landscape, combining policy, innovation, infrastructure, and community engagement to build a healthier and more resilient nation.

In this journey, digital transformation is emerging as a game-changer. The Ayushman Bharat Digital Mission (ABDM) and its flagship platforms eSanjeevani, Tele-Manas, eRaktKosh, UWIN, and CoWIN are revolutionizing service delivery, enabling remote consultations, real-time patient data management, efficient supply chain systems, and last-mile access to care. These innovations are bridging urban-rural divides, improving patient outcomes, and empowering citizens to take charge of their health.

By weaving together technology, community engagement, and policy innovation, India is building a healthcare ecosystem that is accessible, affordable, and equitable, ensuring that no mother, child, or community is left behind on the path to a healthier and more prosperous Bharat by 2047.



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**DETTOL BANEGA SWASTH
INDIA: MORE THAN A
DECADE OF IMPACT**

DETTOL BANEGA SWASTH INDIA: MORE THAN A DECADE OF IMPACT

Since 2014, NDTV-Dettol have been at the forefront of a 'Swasth' change. Responding to the clarion call by Hon'ble Prime Minister Narendra Modi for a Swachh Bharat in 2014, NDTV and Dettol joined forces to launch **Dettol Banega Swasth India** a campaign that has since grown into **India's longest-running public health movement**. Over the past ten years, this initiative has not only championed hygiene and sanitation but has also become a powerful agent of behavior change across the country.

Led by **India's most trusted health and hygiene brand, Dettol**, and **India's most trusted news channel, NDTV**, the campaign has evolved into a national movement that touches lives in both urban and rural India. At its core lies the belief that **hygiene and sanitation are the foundation of good health**. From an initial reach of 2,500 schools, it now impacts over **1 million schools**, transforming mindsets and health outcomes at scale.

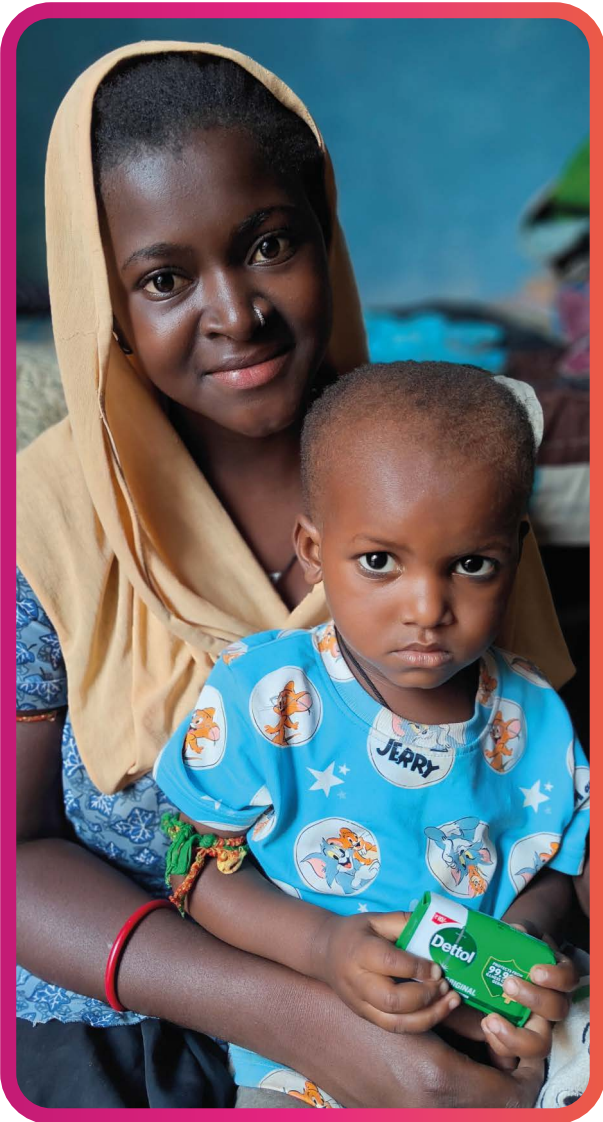
MORE THAN A CAMPAIGN—A MOVEMENT FOR ONE HEALTH, ONE PLANET, ONE FUTURE



Dettol Banega Swasth India is more than a campaign it is a movement shaping the future of public health in India. Its widespread recognition, innovative tools, and transformative impact have established it as a cornerstone in the nation's journey toward healthier and cleaner communities.

The flagship campaign is grounded in the vision of *One Health, One Planet, One Future* and is supported by Campaign Ambassador Ayushmann Khurrana. It addresses a wide spectrum of critical issues from *WASH (Water, Sanitation and Hygiene)* to maternal and child health, mental well-being, adolescent health, and environmental sustainability. The campaign is committed to support the Government of India in advancing India's journey toward *Viksit Bharat by 2047* a developed, inclusive, and empowered nation.

EXPANDING THE SCOPE: FROM CLEANLINESS TO COMPREHENSIVE CARE



The campaign's evolution over the past decade reflects its commitment to addressing the full spectrum of public health challenges. It has tackled **Water, Sanitation and Hygiene (WASH)** with vigor, embedding hygiene education in schools and communities. But its reach goes far beyond sanitation.

It has addressed **maternal and child health**, focusing on the first 1000 days of life a period critical to long-term health outcomes. The campaign has highlighted the often-overlooked role of fathers in early childhood development, promoting shared responsibility in caregiving.

It has worked to combat **malnutrition and stunting**, especially among children under five, and has supported **early childhood development (ECD)** through nurturing care and nutrition education. In adolescent health, it has raised awareness around **teen pregnancies, STI prevention, and intimate wellness**, breaking taboos and fostering open dialogue.

During the COVID-19 pandemic, the campaign pivoted swiftly to provide support, resources, and awareness to vulnerable populations. It has also pioneered last-mile access through mobile clinics and even **clinics on boats**, reaching indigenous and remote communities that often fall outside the purview of traditional healthcare systems.

FLAGSHIP PROGRAMS THAT DELIVER IMPACT

The campaign's flagship programs have been instrumental in driving measurable change. **Self-Care for New Moms and Kids Under 5**, erstwhile Reach Each Child, focuses on empowering mothers with knowledge and tools for nurturing care. The programme ensures that health education and services reach even the most remote corners of India. **Diarrhoea Net Zero**, erstwhile Project Hope aims to eliminate preventable child deaths due to diarrhoeal diseases, while bringing healthcare to underserved populations through innovative delivery models.

Each of these programs is designed not just to intervene, but to empower building resilience, awareness, and agency within communities.

A COALITION OF CHANGE-MAKERS

Dettol Banega Swasth India thrives on collaboration. It works with over 100 partners, including leading academic institutions such as **PHFI, ASCI, TISS, IITs,** and **AIIMS**, as well as healthcare leaders like **Apollo Hospitals**. The campaign's media partnerships span platforms like **NDTV, The Hindu Tamil Thisai, Outlook, Network 18, The Hans India,** and **Dainik Jagran**, ensuring that its message reaches diverse audiences across the country.

This coalition brings together expertise, credibility, and reach, creating a robust ecosystem for sustained impact.



INNOVATIVE COMMUNICATION THAT RESONATES

Behavior change lies at the heart of the campaign, and Dettol Banega Swasth India has embraced creative tools to make health education engaging and memorable. Music has played a transformative role, with contributions from **Grammy winners A.R. Rahman** and **Ricky Kej**, folk legends **Ustad Rais Khan** and **James Vasanthan**, and the iconic band **Indian Ocean** all featured on Spotify.

Storytelling has been equally powerful, with **Muppets** and **Puppeteers** simplifying complex health messages for children and families. These culturally resonant tools have helped bridge gaps in literacy, language, and access, making health knowledge truly inclusive.



LOOKING AHEAD: TOWARD VIKSIT BHARAT 2047

As India moves toward the vision of **Viksit Bharat by 2047**, Dettol Banega Swasth India remains a committed partner in this journey. It continues to evolve, adapt, and innovate ensuring that health is not a privilege, but a right for every Indian.

This is not just a campaign. It is a movement. A movement that has redefined public health in India, and one that will continue to shape its future.

03

**THE FIRST 1000 DAYS:
INDIA'S PROGRESS**

THE FIRST 1000 DAYS: INDIA'S PROGRESS

India's maternal and child health indicators have shown steady improvement, with the most significant gains occurring in the critical first 1,000 days of life. The Maternal Mortality Ratio (MMR) has fallen to 88 per 100,000 live births¹, marking sustained progress toward the Sustainable Development Goals. Infant and under-five mortality rates have also declined, with the Infant Mortality Rate (IMR) reaching 25 per 1,000 live births in 2023 and the under-five mortality rate dropping to 29 per 1,000 in 2023². While prematurity, low birthweight, and birth asphyxia remain the leading causes of neonatal deaths, pneumonia (16.2% of under-five deaths) and diarrhoeal diseases (4.1%) continue to be the top infectious causes of mortality and morbidity beyond the neonatal period³.

Government health platforms now reach nearly every mother–newborn pair at birth and during early childhood. The Universal Immunization Programme (UIP) vaccinates approximately 2.6 crore infants and 2.9 crore pregnant women annually, covering 12 vaccine-preventable diseases, with nationwide introduction of PCV and rotavirus vaccines to reduce pneumonia and diarrhoea deaths, and targeted zero-dose reduction strategies in high-burden districts. Through Mission Indradhanush and Intensified Mission Indradhanush, over 5.46 crore children and 1.32 crore pregnant women who were previously unreached have been vaccinated since 2014, bridging critical equity gaps⁴. Complementing these efforts, Home-Based Newborn Care (HBNC) and Home-Based Care for Young Children (HBYC) enable ASHAs to conduct structured home visits from birth to 15 months, providing early illness detection, breastfeeding counselling, diarrhoea management with ORS zinc, and timely referrals, ensuring a continuum of care during this vital developmental period.

The first 1,000 days from conception to a child's second birthday are universally recognized as the most critical window for physical, cognitive, and emotional development. During this period, a child's brain architecture is rapidly formed, the immune system is strengthened, and lifelong health, learning, and productivity potential are shaped. Poor nutrition, inadequate healthcare, and lack of early stimulation during this time can cause irreversible damage, while timely interventions yield the highest returns across the human life course. Recognizing this, the Government of India has made the first 1,000 days a national priority through flagship initiatives such as HBYC, HBNC, Paalan 1000, POSHAN Abhiyaan, Anemia Mukta Bharat, and the Rashtriya Bal Swasthya Karyakram (RBSK). These programs integrate antenatal and postnatal care, immunization, nutrition supplementation, growth monitoring, responsive caregiving, and early learning into a continuum of care.



1. SRS Office of the Registrar General, India Bulletin. 2025. Special bulletin on Maternal Deaths in India

2. India witnesses a steady downward trend in maternal and child mortality towards achievement of SDG 2030 targets | Ministry of Health and Family Welfare and SRS 2023. (n.d.).

<https://www.mohfw.gov.in/?q=en/pressrelease/india-witnesses-steady-downward-trend-maternal-and-child-mortality-towards-achievement>

3. Ministry of Health and Family Welfare-Government of India. (n.d.). *Child Health: National Health Mission*.

<https://nhm.gov.in/index1.php?lang=1&level=2&lid=219&sublinkid=819&utm>

4. Press releases | Ministry of Health and Family Welfare | GOI. (n.d.). <https://www.mohfw.gov.in/?q=en%2Fpress-info%2F8920&utm>

04

**DETTOL BANEGA SWASTH
INDIA: MATERNAL AND CHILD
HEALTH TECH ACCELERATOR**

DETTOL BANEGA SWASTH INDIA: MATERNAL AND CHILD HEALTH TECH ACCELERATOR

The Dettol Banega Swasth India Maternal and Child Health Tech Accelerator Challenge on the First 1,000 Days of Life and Early Childhood Development (ECD) is a national initiative launched by PATH/CHRI in partnership with Reckitt. This challenge seeks to identify, support, and scale innovative, technology-enabled solutions that address persistent gaps in maternal and child health, nutrition, early learning, and responsive caregiving during the most critical window of human development, the first 1,000 days of a child's life. This challenge is a call to action for bold ideas that can shape a healthier, more equitable future for every child.



MISSION



To accelerate India's progress in maternal and child health during the first 1,000 days of life by fostering, supporting, and scaling innovative, technology-enabled, and human-centric solutions that can be integrated into public health systems ensuring equitable access, improved outcomes, and sustainable impact.

OBJECTIVES

- 1** Support in deployment of market-ready solutions at TRL-9 so that they reach the last mile and benefit underserved populations.
- 2** Bridge the gap between innovators and public health systems by creating opportunities for demonstration, validation, and adoption of promising solutions.
- 3** Strengthen the ECD innovation ecosystem through technical mentorship, market access, funding, and policy linkages.
- 4** Promote scalable, affordable, and context-sensitive technologies that can be adapted across India and other LMICs.
- 5** Foster cross-sector partnerships among government, civil society, private sector, funders, and innovators to drive systemic change.

THEMATIC AREAS

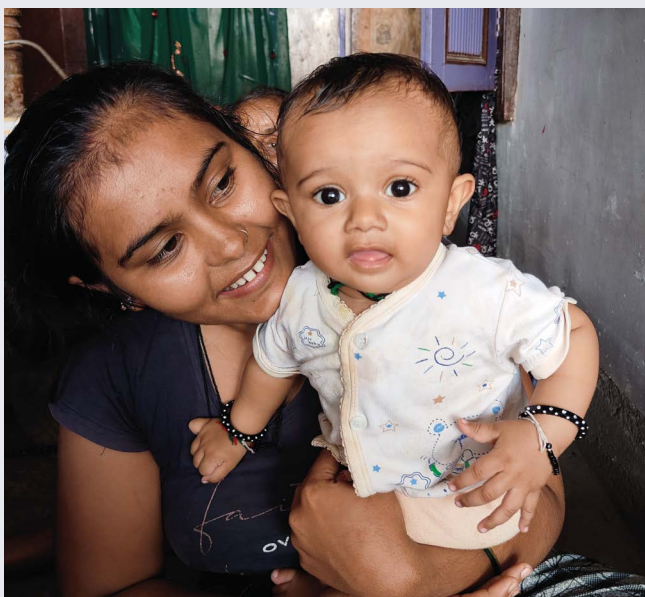
The Accelerator will focus on four interlinked thematic areas that address the critical drivers of maternal and child health and development:

Newborn and Child Health

Focus on innovations that ensure safe delivery, newborn survival, and improved child health outcomes through early detection, immunization, growth monitoring, and management of childhood illnesses.

Maternal and Women's Health

Support solutions that strengthen maternal care before, during, and after pregnancy including antenatal care, safe childbirth practices, postpartum support, reproductive health, and interventions addressing gender-specific health needs.



Early Childhood Development during the First 1,000 Days

Promote holistic development by targeting cognitive, motor, and socio-emotional milestones. This includes digital tools, low-cost interventions, and parental engagement platforms that foster brain development and early learning.

Nutrition and Blood Health

Drive innovations in maternal and child nutrition, anemia prevention and management, micronutrient supplementation, and affordable nutrition monitoring systems to reduce stunting, wasting, and undernutrition.

PHASES OF THE TECH ACCELERATOR

The Tech Accelerator adopts a structured, multi-stage approach to discover, support, and scale impactful innovations:

Launch and Outreach: Nationwide outreach to invite applications from innovators, start-ups, and technology providers.

Application and Shortlisting: Rigorous screening and evaluation to identify promising, high-impact solutions.

Event Design and Showcase: Grand Challenge event where selected innovators present their solutions to a multi-stakeholder audience and jury.

Winner Recognition: Final selection of winners with opportunities for mentorship, partnerships, and scaling support.

GOALS AND OUTCOMES

SHORT-TERM (2025-26):

- Launch the Tech Accelerator challenge, engage innovators nationwide, and select 5 winning solutions for funding and technical support.
- Increase visibility and credibility of maternal and child health innovations through national media and stakeholder engagement.
- Publish and disseminate an innovation compendium to showcase selected solutions.



MEDIUM-TERM (2026-2028):

- Integrate winning solutions into public health programs and expand adoption in multiple states.
- Build sustainable partnerships for continued scale-up in India and explore replication in other LMICs.



LONG-TERM (BY 2047):

- Contribute to a measurable reduction in maternal and child mortality and morbidity, and improved ECD outcomes, supporting India's vision of Viksit Bharat with universal health coverage and equitable access to early childhood development services.



EXECUTIVE SUMMARY

Despite transformative programs such as Paalan 1000, POSHAN Abhiyaan, Anemia Mukht Bharat, and ICDS, systemic challenges such as fragmented service delivery, overburdened frontline workers, limited technology integration, and low caregiver engagement still hinder impact. The Dettol Banega Swasth India Maternal and Child Health Tech Accelerator Challenge aims to bridge these gaps by providing a structured platform for innovators to connect with public health systems, receive technical mentorship, secure funding, and demonstrate their solutions at scale.

Over the course of the initiative, innovators will be invited to submit their solutions addressing any aspect of ECD. After a rigorous evaluation, 21 high-potential innovations will be shortlisted by PATH/CHRI and Reckitt. These innovators will present their ideas at a two-day Grand Pitch Event in Delhi, culminating in the selection of four to six winners, to be announced on October 2, 2025. Winners will receive funding and technical support from Reckitt to scale their solutions.

Through this effort, the accelerator seeks to advance innovative solutions and catalyze systemic change by connecting innovators with public health systems, thereby accelerating India's journey toward Viksit Bharat 2047 by ensuring that every child has the best start to life.



This accelerator directly supports SDG 6 by promoting innovations that integrate WASH (Water, Sanitation, and Hygiene) into maternal and child health interventions, ensuring healthier pregnancies, safer deliveries, and improved early childhood outcomes. By leveraging technology to enhance access to clean water and sanitation, the initiative strengthens the foundation for lifelong health and development.

It also supports SDG 17, which underscores the importance of global partnerships, multi-stakeholder collaboration, and resource mobilization to achieve the SDG agenda. India has actively fostered partnerships across government, civil society, academia, the private sector, and international agencies to drive collective impact. Platforms like the Dettol Banega Swasth India Maternal and Child Health Tech Accelerator epitomize SDG 17 by bringing together corporate leaders like Reckitt, global health organizations like PATH/CHRI, local innovators, and government systems to co-create and scale solutions.

05

PROJECT PARTNERS

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Plan International (India Chapter), or Plan India, is a registered nonprofit advancing children's rights and gender equality for girls and young women since 1996. Working with vulnerable communities, it promotes child-centered, gender-transformative development across education, economic security, sexual and reproductive health, child protection, nutrition, WASH, and girls' empowerment. Collaborating with governments, civil society, and corporate partners Plan India supports national development goals, provides COVID-19 relief, and strives to ensure that children and girls can learn, lead, decide, and thrive in a just, equitable society.



We make the products people trust to care for the ones they love. We are home to some of the world's best-loved consumer health and hygiene brands, including Dettol, Durex, Finish, Gaviscon, Harpic, Lysol, Mucinex, Nurofen, Strepsils, Vanish and Veet. Consumers are at the heart of everything we do. By creating innovative, science-backed solutions, we support people every day to live healthier lives.

Reckitt exists to protect, heal and nurture in the pursuit of a cleaner, healthier world. This commitment goes beyond the products we make. Through our actions, we expand access to healthcare, education and economic opportunities. We support the planet by reducing waste, conserving resources and driving sustainable innovation. We believe good health starts at home. With every action we take, we strive to make our consumers' lives easier, cleaner and healthier, to strengthen communities and to create a more sustainable future. Find out more, or get in touch with us at www.reckitt.com.

* Reckitt is the trading name of the Reckitt Benckiser group of companies



Since 2014, NDTV and Dettol have led the Dettol Banega Swasth India initiative, answering PM Modi's call for a Swachh Bharat. The campaign drives behavior change through hygiene education, sanitation, nutrition, and preventive healthcare, shaping one of India's longest-running public health movements. Guided by the vision of One Health, One Planet, One Future and supported by Ayushmann Khurrana, it tackles WASH, maternal and child health, mental well-being, adolescent

health, and environmental sustainability, making a transformative impact on India's journey toward a healthier, cleaner, and empowered nation by 2047.



PATH is a global nonprofit dedicated to achieving health equity. With more than four decades of experience forging multisector partnerships, and with expertise in science, economics, technology, advocacy, and dozens of other specialties, PATH develops and scales up innovative solutions to the world's most pressing health challenges. In India, PATH has been working with public and private partners to develop local solutions, support homegrown innovation, and share our technical

expertise. PATH is a trusted partner to both government and non-governmental organizations for building innovative and agile health systems.



The Centre for Health Research and Innovation (CHRI), an affiliate of PATH in India, is a public health nonprofit committed to driving transformative health outcomes and impact across the country. Our mission is to advance health equity through innovation and partnerships to tackle the country's most pressing health challenges.



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