

## 2017 -2018 Annual Report



Registered Office:  
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Road No.14, Banjara Hills, Hyderabad-500 034. Telangana.  
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[www.healing-fields.org](http://www.healing-fields.org)

## ABOUT US

**Healing Fields Foundation** is a health-focused NGO based in India committed to empowering women as health agents of change in their communities. Healing Fields was founded in 2000 through the vision and leadership of Ashoka Fellow Mukti Bosco. HFF focuses its work in rural areas of poorer states to impact change in the areas in which it is most needed. The approach is holistic, working to prevent health problems, facilitate access to health services and entitlements from the government, as well as treating minor concerns with diagnostic care and product support. **Healing Fields Foundation** provides training and support for women to build their own livelihoods so that they can continue working as health change agents in their communities. The organization partners with public and private institutions to improve health realities for all people of India, regardless of caste, creed, religion and gender.

### Vision

Create an ecosystem that increases access to quality healthcare at affordable cost and increased livelihood opportunities for the poor, especially women.

### Mission

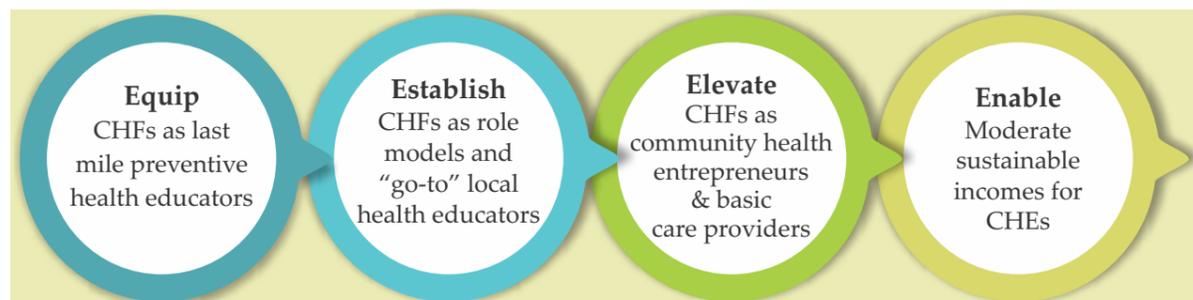
We aim to bring this vision to life through the activities of our Community Health Facilitator program, which leverages the following strategies

- Scalable Health Education System
- Innovative health financing model
- Economic empowerment through health micro enterprises
- Community level health infrastructure development

### Values

- Care
- Compassion
- Sensitivity

## 4E MODEL & THEORY OF CHANGE



*Using Technology Platform*

### REGISTRATION DETAILS

Healing Fields Foundation is a not-for-profit organisation registered under the Andhra Pradesh (Telangana Area) Public Societies Registration Act, 1350 Fasli (Act 1 of 1350 F) vide no. 9879 dated 29th November 2000, to carry out the charitable object set forth in the constitution of the institution. The Healing Fields is also registered under the Foreign Contribution (Regulation) Act, 1976, vide Registration Number 010230541 and under Section 12A and 80G of the Income Tax Act, 1961. All donations made to this organisation qualify for deductions in computing the income of the donor.

## FROM THE CHAIRMAN'S DESK:



This has been a tremendous year of growth for Healing Fields as we have taken on new challenges and elevated our existing solutions.

Healing Fields shapes our programs around the communities we serve. Our evolution has been successful because it is driven by the trained women who are changing healthcare access in India at the grassroots level. The strengths of our proven

Community Health Facilitator program have become the foundation for new programs to reach new beneficiaries and expand our impact. This year, we have launched the Community Health Entrepreneur and School Health Education Champion programs. The CHE programs builds on existing Community Health Facilitators' skills in education and community leadership and allows them to sell a basket of health and hygiene goods for individual profit. The School Health Education Champion program enables students as agents of change in their schools, training them as health educators and student leaders.

Through our partnership with Opportunity International Australia, we were able to bring our CHF program to Indonesia. This new phase illustrates the international potential of our programs.

We have continued expanding our Community Health Facilitator program, training 498 more CHF's this year and conducting refresher trainings for our existing CHF's. The Basic Care Practitioner program we launched last year has proven its effectiveness. In total these BCPs have seen 1,020 patients and earned nearly 16,000 rupees through their work. Third party evaluations show that these programs have a positive impact in health, livelihood and female empowerment.

None of these developments would be possible without support from our donors. These milestones are every bit your achievements as they are ours. Thank you for your patronage of **Healing Fields Foundation**.

## PROGRAM OVERVIEW

### Community Health Facilitator

Healing Field's flagship program harnesses the power and passion of women to create change. Women are chosen from marginalized and underprivileged areas to participate in a 6 month training program, followed by a 6 month internship. This program gives them knowledge and skills to build healthier communities. They are trained in basic first aid and illness prevention so that they are not only a source for important information, but can act as a first responder for minor health issues. Moreover, CHF's receive compensation for their work in the internship. They create their own livelihoods separate from their family. The confidence gained as leaders in their community and money earned builds newfound independence and agency. They concentrate on key areas like health education, access, financing, as well as nutrition and sanitation intervention. To date, we have trained 4,604 women and reached over 5 million individuals.

Name of Region	State	No of CHF's
Mughal Sarai Chandauli	UP	52
Muzaffarpur	Bihar	54
Aurangabad	Bihar	56
Sarguja	Chattisgarh	48
Gorakhpur	UP	45
Ambedkar Nagar	UP	65
Jashpur	Chattisgarh	71
Garhwa	Jharkhand	42
Ambedkar Nagar	UP	47
Fatehpur	UP	40
East Champaran	Bihar	40
Total		560

### Community Health Entrepreneurship

This year we launched the Community Health Entrepreneurship program. This program aims to build thriving entrepreneurs and markets, thus creating an ecosystem for accessible and affordable healthcare in last-mile & disadvantaged communities. The CHE program provides a group of trained health facilitators with entrepreneurship training and a basket of health and hygiene products to sell for individual profit.

Through their role as a CHF our women create awareness and demand for necessary health products like sanitary napkins, soap and simple medications but often these products are difficult to access due to price, availability or the stigma of purchasing them from a public storefront. As a CHE, they can leverage that awareness into demand and provide these products as well as create a livelihood for themselves. CHE training involves instruction in basic mathematics, pricing, marketing, book-keeping and organizational skills required to run a small business. These skills along with HFF designed a basket of goods that can be utilized to create income. This basket contains a variety of health and hygiene products that have been proven to be both in demand and convenient for the CHE to distribute.

This year we launched the first generation of the product basket. This basket includes sanitary napkins, hand soap, toilet cleaner, dish wash and condoms. Each product was chosen based on research indicating community demand and community impact.

Amway's support has been crucial for the success of this program.

	Region	No. of women trained
Supplemental Entrepreneurship training for existing CHF's	Mirzapur, UP	52
	Chapra, Bihar	53
CHF training with Entrepreneurship modules	Muzaffarpur, Bihar	54
	Ambedkar Nagar, UP	56
Total		215

### Basic Care Practitioner

The Basic Care Practitioner program brings basic health services to hard to reach communities by training CHF's in basic care and diagnostics. In partnership with Stanford Emergency Medical Services Department, the Basic Care Practitioner program expands Community Health Facilitator's skills into more advanced medical care. They learn to perform basic screenings, act as first responders in medical emergencies, refer patients appropriately, and follow up with patients. In times of crisis their basic intervention skills save lives in their communities where more advanced medical care is difficult to access. BCP's charge small fees for their services, and are therefore able to supplement their household income. They are supported by a decision support app that guides them through the diagnosis and connects them to a doctor on a telemedicine platform who evaluates diagnoses and if necessary, prescribe medicine.

There was no new BCP launched in 2017-18. However the handholding and training of initial Pilot Batch is still going on with 53 BCP's (Mohaniya 17, Buxar 9, Ballia 27)



## School Health Education Champion

This year we launched the School Health Education Champion program, bringing our successful community education model to the school level. By laying a foundation of good health behaviors at an early age we can influence a lifetime of positive health outcomes. Younger children are more receptive to behaviour change learning and practice and also can influence practices within their families. Therefore, interventions at this age will create a lasting impact and lead to healthier families and communities and in turn healthier and a more productive country. Similar to our CHF program, the School Health Education Champions are trained to encourage healthy behaviors in their peers and families as well as facilitate healthy projects and initiatives in their school. The training covers a variety of health topics including nutrition, reproductive health, personal hygiene, gender sensitivity and mental health.

### Indicators

- No of school health champions trained-292
- No of villages reached 4 (Thummkunta, Turkapalli, Keshavaram, Kolthuru)

## OI-Indonesia

Although it is one of the largest developing countries in the world, Indonesia still has a number of health problems that must be addressed, such as the high maternal mortality rate, the high burden of infectious diseases and non-communicable diseases as well as poor sanitation and access to health services. Therefore, Healing Fields and Opportunity International together with KOMIDA, a micro finance company in Indonesia, have launched a health facilitator program in those areas to help improve the health status of the Indonesian people, particularly in the local communities. Having been conducted from December 2017 until present, Indonesia CHF program is entering the last month of its training period, with only one series of training left. There have also been various health topics have also been delivered, ranging from the basics of health, nutrition, environmental health, and common diseases, to first aid and disaster management. The CHFs complete field assignments that help improve the community's health, such as sanitation surveys and health education on vector-borne diseases. The CHFs have conducted health-related events to celebrate World Health Day in April 2018. Many CHFs have their own individual stories that highlight how the program has empowered them, their families, and their communities to improve the quality of health.

District	CHF's trained
Cianjur	26
Grobogan	24
Total	50



## UPCOMING PROJECTS

- Set-up of fully automated sanitary napkin unit in Mirzapur
- Roll out of new health and hygiene products for CHE program.
- Scrub Typhus intervention program

### Journey into Technology

This year **Healing Fields** has partnered with Ukkoteknik Pvt Ltd to use technology in order to connect our rural women to the information network as well as support and expand our programs. We created a Survey Application for tablet use that allows field coordinators to gather data and interviews from our trained women and their communities. This method streamlines the data collection and analysis process. Part of the success of the BCP program is dependent on our tablet based application utilized by all BCPs on tablets. This allows them to record patient information and symptoms and connect them to a HFF affiliated doctor for support and prescriptions as needed. Both applications are accessed on HFF distributed tablets for use by HFF staff and participants in our programs.

### Third party evaluation

In order to survey the market landscape for the new CHE program we partnered with Start-Up, a management consulting firm, to conduct field level research and assessments. The following are selected insights from the research.



## FRAMEWORK FOR PRODUCT SELECTION



## SAMPLE PRODUCTS FOR BASKET

<p>▶ Menstrual Hygiene + Reproductive Health</p> <ul style="list-style-type: none"> <li>Sanitary Napkins, Pregnancy Kits</li> <li>Emergency Contraceptives</li> <li>Oral Contraceptive pills</li> </ul> <p>High shame/taboo High need products</p>	<ul style="list-style-type: none"> <li>High demand for community</li> <li>High preference to buy from CHE as it helps avoid embarrassment of engaging with male chemists</li> <li>High regard for the HFF brand of sanitary napkins as it is of good quality at an affordable price</li> </ul>	<p>"I cannot go to the market to buy my sanitary napkins. I feel embarrassed. I generally send my husband or my aged mother in law. It is not acceptable for a married woman to speak about such things to any man but her husband"</p> <p>- Community member from Mirzapur</p> <p>"Women keep asking for the HFF sanitary napkins. They loved it so much"</p> <p>- Community member Saran</p>
<p>▶ Personal care - skin care, Digestive care, Personal Hygiene</p> <ul style="list-style-type: none"> <li>Anti Scar &amp; Anti Fungal cream,</li> <li>Antacids,</li> <li>Digestives</li> <li>OTC, Toilet Cleaners</li> </ul> <p>High engagement High need products</p>	<ul style="list-style-type: none"> <li>High demand for community for solutions which are both quick relief as well as helps address the solution permanently</li> <li>High trust in the HFF brand of advice, which translates into trust in the products that a CHF provides</li> </ul>	<p>"The quality of water is not good. We constantly get rashes and this causes us discomfort. Sometimes the medicines help us, however, the condition always comes back."</p> <p>- Community member from Saran</p> <p>"we do everything that CHF says. They taught us about diet, nutrition, water sanitation, toilets. We really think they do a great job. They are like us and think that if they can do all that we can also."</p> <p>- Community member, Gadri</p>

## TISS Evaluation

Tata Institute of Social Sciences performed a third party evaluation of our impact in the second quarter of 2017. This study proved our effectiveness in the areas of health, livelihood, and women's empowerment. The researchers conducted the survey in 35 villages where our women work, interviewing community members and Community Health Facilitators. Below are some highlights from the study.

### Health Impact

**Health Awareness:** When asked if they had attended any health awareness sessions, over 60% of respondents in Balia, over 70% in Buxar and over 87% in Sararam said that they had attended them and most of them found the information to be good or excellent. Villagers testified to the utility of the health sessions, saying they received helpful information about hygiene, loan opportunities, staying healthy and education for their children

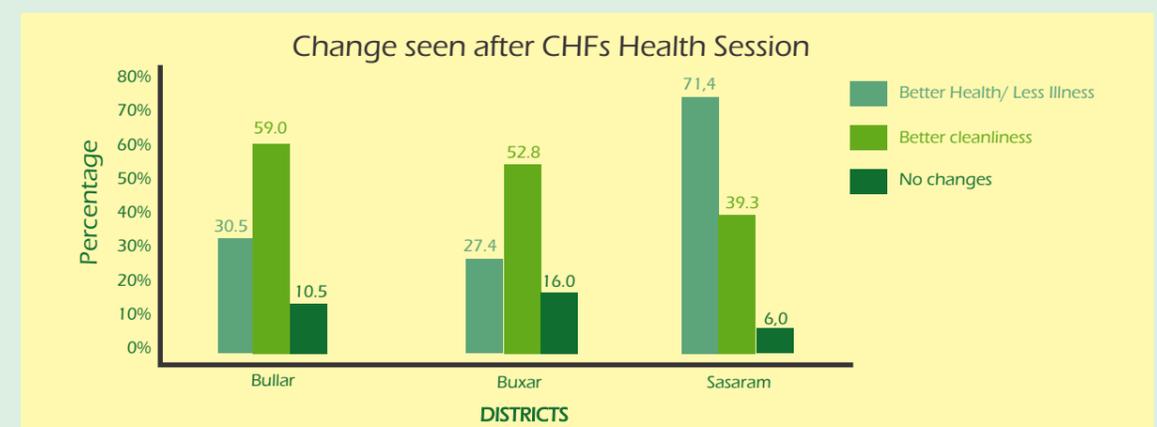
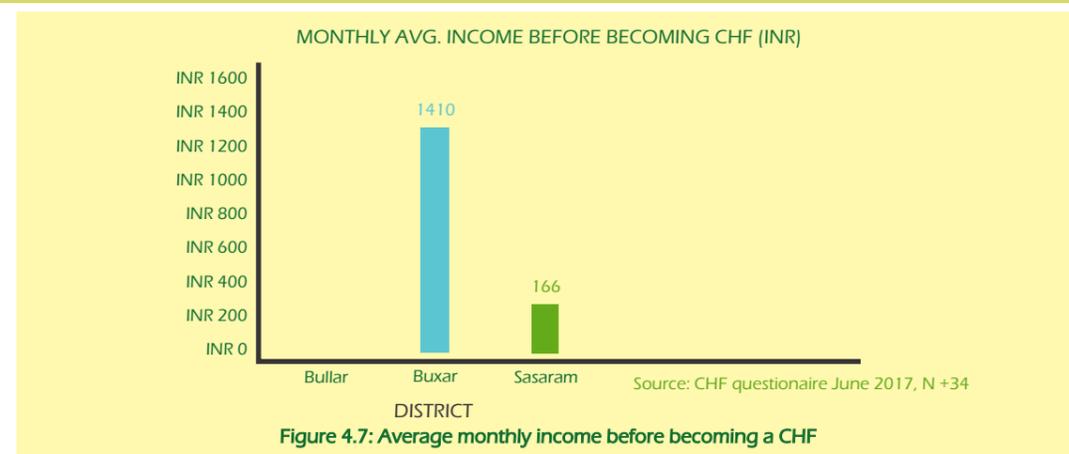


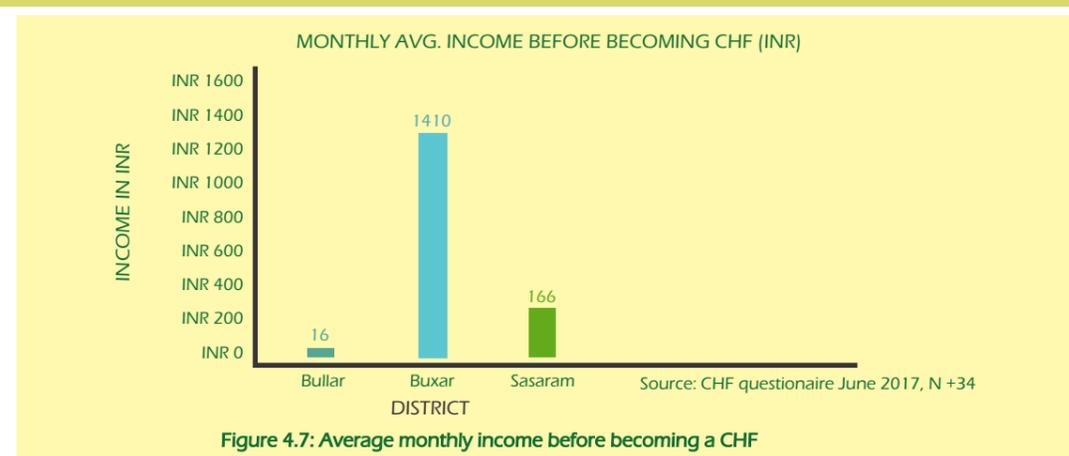
Figure 5.8: Changes at the household level by following CHF advice

Source: Household Survey, June 2017, N + 326

## Economic Impact



## Empowerment



## Key Recommendations

TISS suggested the following recommendations after consideration of various contextual outcomes of the CHF programme in June 2017.

- Sustain the CHF for transition from individual empowerment to community empowerment.
- Clear prioritization of functions.
- Refresher training and continuous on-ground monitoring and support.
- Travel allowance for training and field visits to CHFs.
- Maintain Database
- Use of technology
- Integrate in the National Rural Health Mission
- CHF as a social auditor.
- Establish Sanitary Napkin Units.
- Increase the IOan coverage with a larger amount of money and lower interest rate.
- Establish Linkages with Private and Public companies that are engaged in Corporate Social Responsibility
- Human Resources for Public and Private Engagement.

## Geneva Global

**Healing Fields** utilized our proven health education program in partnership with Geneva Global and Freedom Fund partners TSN and ROSA to impart health awareness and training in their operational areas. The project began in December 2016 and was completed in March 2018. We developed training materials, as well as trained master trainers and Community Health Mobilizers. Healing Fields provided mentorship and ongoing support to the Master Trainers as they upskilled women to become Community Health Mobilizers. Through these Community Health Mobilizers, health education sessions were held in nearly 200 villages, highlighting personal and environmental hygiene, common illnesses, women's health and menstrual hygiene. The CHMs and MTs have been actively motivating the community to access the local health resources. CHMs promote home kitchen gardens which have been an effective tool in helping the communities get more nutritious food. This resulted in 140 families having kitchen gardens in their homes and consuming fresh nutritious vegetables which otherwise were unaffordable to them. They also worked to generate toilet demand and lead sanitary napkin education and demos. This demand is now being met by Rosa through low cost sanitary napkins sold by the CHMs in their areas Healing Fields in partnership with Goonj also initiated the warm clothes activity this December in the operational areas of Rosa. The

Partner area	CHMs trained
Rosa	46
TSN	25
Total	71

activity was implemented in 19 villages where sanitation activities like cleaning of drains, making soak pits etc were done and 125 families received warm clothes.

**Table 4.9: CHF's responses to whether they were comfortable to talk about the village issues in Public**

Are you comfortable to talk about any concerns of the village in public?	DISTRICT					
	BALLIA (N-11)		BUXAR (N-10)		SASARAM (N-11)	
	N	%	N	%	N	%
Very comfortable	9	81.8	8	80	8	80
Somewhat comfortable	1	9.1	2	20	2	20
Not comfortable	1	9.1	0	0	0	0

Source CHF Questionnaire June 2017

**Table 4.10: CHF's responses to whether they were comfortable to talk about the village issues in public before becoming a CHF**

Were you comfortable to talk in public about any concerns of the village in public before a CHF?	DISTRICT					
	BALLIA (N-11)		BUXAR (N-10)		SASARAM (N-11)	
	N	%	N	%	N	%
YES	3	27.3	2	20	2	20
NO	8	72.7	8	80	8	80

Source CHF Questionnaire June 2017

## Sai Life CSR Project

The Sai Life Pvt. Ltd. CSR project was concluded in February 2018. This project brought the Community Health Facilitator Program to two areas in Bidar, providing a 6 month training and 6 month internship to 54 CHFs. Each is an agent of change in her community as well as 35

Region	CHMs trained
Humnabad, Bidar	27
Hallikhed, Bidar	27
total	54

surrounding villages, education on various health and wellness issues.

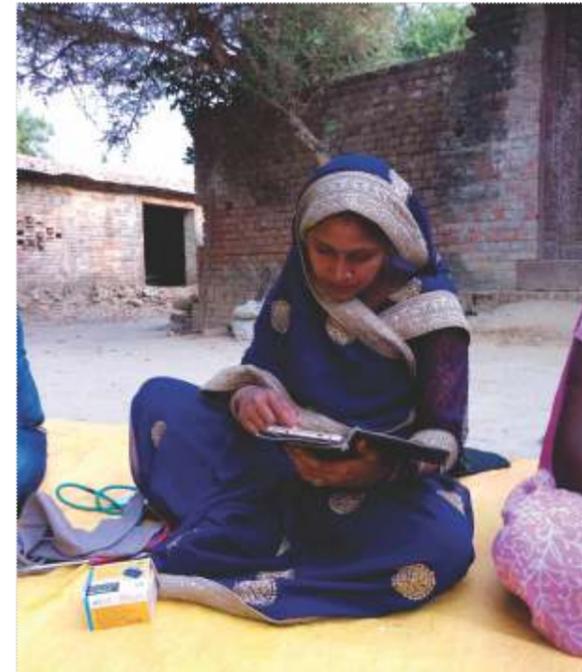
## CASE STUDIES



**CHF: Neneng Kartikasari, a Community Health Facilitator in Cikalongkulon, Indonesia,** helped her neighbor with breast cancer to access necessary health insurance and healthcare. Mrs. Nyai was a neighbor of CHF Neneng and knew that she had participated in health education training and often gave education sessions in

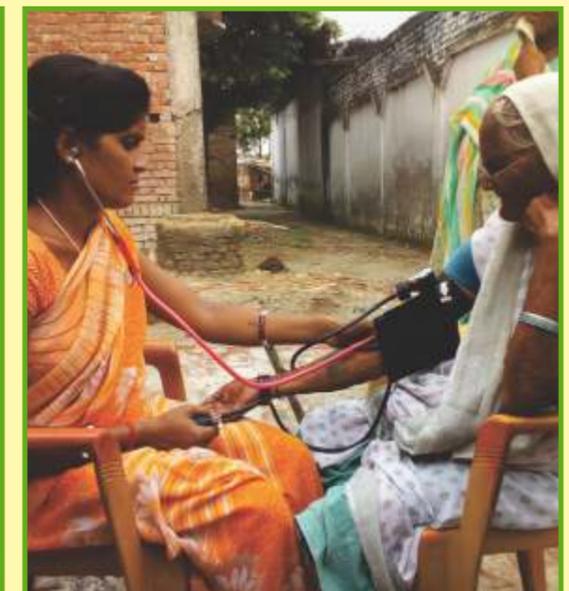
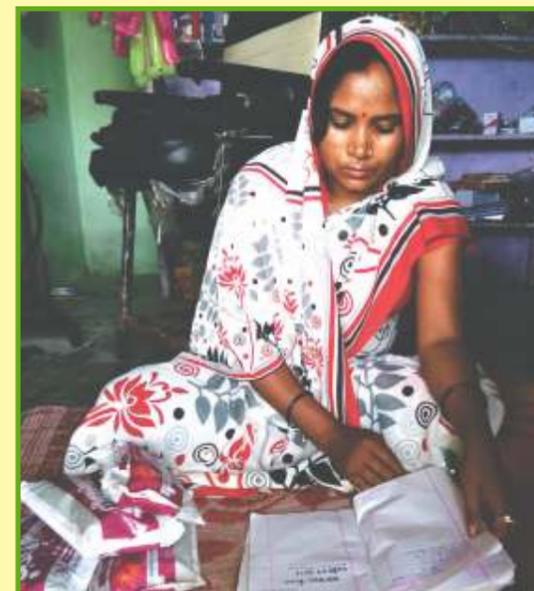
the community. Mrs. Nyai had a marble sized lump in her breast for over a year. When it began to hurt, she sought out CHF Neneng who sent her to a secondary hospital for diagnosis. Doctors confirmed breast cancer and advised surgery. The CHF advised her to apply for governmental health insurance, since this surgery would be costly and Mrs. Nyai was a widow. The CHF helped her with the procedure by accompanying to register for the scheme and facilitating the process. Finally, the neighbor had been registered into the health insurance scheme, and her treatment was paid by the government. She is soon to undergo her second surgery, and she had had a chemo at a good secondary hospital. Since the CHF has learned about Indonesian health system, particularly Indonesian health insurance scheme, she was able explain the entire process to her community members and even assist them with the registration process. This is especially significant because the neighbor was also in a vulnerable position financially while afflicted with a costly and chronic condition. The insurance surely

## CASE STUDIES



**BCP: Basic Care Practitioner Meera Singh** was able to diagnose a case of Tuberculosis in her community and facilitate treatment. Ramawati Devi lives with her husband and two sons in the village Umarganj, Uttar Pradesh. She is 50 years old. Ramawati Devi did not know that she was suffering from TB but she was experiencing fever, cough and weakness. As a BCP Meera Singh participated in a TB survey administered by the district, at which time she met Ramawati Devi in her home. As a BCP Meera surveyed the patient, she suspected TB. She collected a sputum sample and sent it to a nearby hospital to be tested. The test confirmed TB but Ramawati Devi was resistant to treatment. BCP Meera attempted to motivate her three times to come for treatment

but Ramawati Devi instead underwent irregular treatment by a private doctor. Suddenly on 25th April 2018, Ramawati Devi felt pain in her chest and found blood in sputum. She called BCP Meera, who immediately took Ramawati Devi to the district hospital for full treatment. The BCP's ability to diagnose the disease as well as her repeated follow up with the patient were crucial to Ramawati Devi's treatment of Tuberculosis.



## BOARD MEMBERS

**N. Rangachary, Chairman:** Mr. Rangachary is the first Chairman of the Insurance Regulatory Development Authority (IRDA). He was also Chairman of CBDT.

**Mukti Bosco, Co-Founder & CEO:** Mrs. Mukti Bosco graduated in Occupational Therapy from Christian Medical College & Hospital, Vellore. After completing her Masters in Healthcare Administration, Mrs. Bosco collaborated with a group of professional friends to start Healing Fields. She has also been awarded ASHOKA Fellow in recognition of her innovative work

**Nimish Parekh, Co-Founder & President:** Mr. Nimish Parekh is a health care entrepreneur is the co-founder. He is also a member of the Advisory Board on Voluntary Health Insurance at the World Bank as well as served on different committees within IRDA, CII etc. He is currently the CEO of United Healthcare

**Siva Chittoor, Treasurer:** Mr Siva is a Chartered Accountant and is involved in our financial management, budgeting, approving of financial policies and statutory compliance. He is currently the CFO of Sai Life Sciences Pvt. Ltd.

**Sujatha Rao, Member:** Ms. Rao is a Takemi Fellow at the Harvard School of Public Health, has served as Union secretary of the Ministry of Health and Family Welfare for the government of India and also worked as the director general of the National AIDS Control Organization in India. Ms. Rao has also represented her country on boards of the WHO, the Global Fund, and UNAID.

**Bosco Malapatti, Member:** Mr. Bosco Malapatti has over 20 years of experience in establishment and management of offshore software service operations.

**Uttam Patel, Member:** Mr. Uttam Patel, Studied Chartered Accountancy at Institute of Chartered Accountants of India '99

**Babu Joseph, Member:** Mr Babu Joseph is the Ex Executive Trustee and CEO of Axis Bank Foundation. He is also a Certified Associate of the Indian Institute of Bankers. He has over 35 years of experience in the Banking Industry with special focus on the rural sector and micro enterprises.

**Abhishek Poddar, Member:** He is a partner in A.T Kearney's Gurgaon office with 15+ years of consulting experience. He has broad expertise in strategy, business transformation, operational performance enhancement, and organizational restructuring



## DONORS AND PARTNERSHIPS

**Deloitte.**  **AXIS BANK FOUNDATION**

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**OPPORTUNITY**  
International

  
**Geneva Global**

  
Cashpor Micro Credit

  
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**ASHOKA**  
বাংলাদেশ

**Sai**   
make it better together



**HEALING FIELDS FOUNDATION**  
Hyderabad  
Balance Sheet as at March 31, 2018

Capital Reserve & Liabilities		As at March 31, 2018		As at March 31, 2017		Assets		(Amount in ₹)	
Refer Note						Refer Note	As at March 31, 2018	As at March 31, 2017	
<b>Capital Reserve</b>						Fixed Assets	D	316,065	133,151
		11,446,023		13,536,077		<b>Current Assets</b>			
	A	8,303,032		1,025,436		Loans and Advances	E	1,470,680	2,080,006
		19,749,055		14,561,513		Grant Receivables	F	1,217,543	4,800,916
		(3,956,880)	15,792,175	(3,115,490)	11,446,023	Cash & Bank Balances	G	21,787,952	9,177,875
	B		1,575,063		2,011,847				
	C		7,425,002		2,734,078				
			<b>24,792,240</b>		<b>16,191,948</b>		<b>24,792,240</b>		<b>16,191,948</b>

See accompanying notes forming part of financial statements

In terms of our report attached

For Deloitte Haskins & Sells  
Chartered Accountants

*Ganesh Balakrishnan*  
Partner  
Membership No : 201193

Date: September 29, 2018  
Place: Hyderabad



For and on behalf of the Board  
(Healing Fields Foundation)

*Mukteshwari K. Bosco*  
Secretary General

Date: September 29, 2018  
Place: Hyderabad

**Internal auditor & statutory auditor**  
**External Auditors:**

Deloitte Haskins & Sells

**Internal Auditors:**

M.Bhaskara Rao & Co  
Chartered Accountants  
Hyderabad

**HEALING FIELDS FOUNDATION**  
Hyderabad  
Income and Expenditure account for the year ended March 31, 2018

Expenditure		For the Year Ended March 31, 2018		For the Year Ended March 31, 2017		Income		(Amount in ₹)	
Refer Note						Refer Note	For the Year Ended March 31, 2018	For the Year Ended March 31, 2017	
To	Program Expenses	H	2,081,120	1,067,560	By	Opportunity International Australia	19,231,472	13,159,271	
To	Program Planning Facilitation & Dissemination	I	160,795	379,557	By	Opportunity International Australia - Indonesia	970,681	1,645,717	
To	Administration Expenses	J	531,310	585,297	By	Opportunity International -Germany	3,898,666	7,960,232	
					By	Opportunity International US	4,311,113	2,206,271	
					By	Opportunity International -UK	-	1,254	24,972,745
					Less : Expenses Opportunity International Australia	K	23,039,535	13,424,068	
					Less : Expenses Opportunity International Indonesia	L	564,943	1,893,672	
					Less : Expenses Opportunity International Germany	N	3,089,098	8,497,501	
					Less : Expenses Opportunity International US	O	3,711,595	2,214,500	
					Less : Expenses Opportunity International UK	M	-	409,869	26,439,610
					By	Amway India Pvt Ltd	2,172,533	-	(1,466,865)
					Less : Expenses	P	2,033,705	138,828	
					By	Other Projects Grant	2,670,525	1,415,628	
					Less : Expenses	Q	2,493,592	1,218,014	197,614
					By	Axis Bank Foundation Grant	-	1,282,614	
					Less : Expenses	R	-	1,261,526	21,088
					By	IPE-Global (B-Tast)	-	4,868	
					Less : Expenses	S	-	476,836	(471,968)
					By	Interest Income- Corpus	493,823	-	637,055
					By	Excess of Expenditure over Income	3,956,880	-	3,115,490
			<b>2,773,225</b>	<b>2,032,414</b>			<b>2,773,225</b>	<b>2,032,414</b>	

See accompanying notes forming part of financial statements

In terms of our report attached

For Deloitte Haskins & Sells  
Chartered Accountants

*Ganesh Balakrishnan*  
Partner  
Membership No : 201193

Date: September 29, 2018  
Place: Hyderabad



For and on behalf of the Board  
(Healing Fields Foundation)

*Mukteshwari K. Bosco*  
Secretary General

Date: September 29, 2018  
Place: Hyderabad

