



JANMA Clean Birth Kit a product of **ayzh**

Simple, low cost, high quality birth kit for use in hospitals and other health facility settings.

Health Need

High rates of maternal and perinatal mortality in developing countries indicate a crucial need for new and innovative interventions for pregnancy and neonatal care. Global health experts recommend the institutionalization of births (as opposed to home births) as a strategy to achieve Millennium Development Goals 4 and 5 to reduce maternal and infant mortality. In response, there has been a global push for women to deliver in health facilities. However, many institutions lack the infrastructure and trained medical professionals to handle increased volume of births. As a result, **unsanitary birthing conditions persist** even in hospital settings and **infection rates remain high**; both are leading causes of maternal and infant mortality.

Technology Solution

JANMA is a **\$2 clean birth kit** containing simple tools recommended by the World Health Organization (WHO) that ensure sanitation and sterility at the time of childbirth. By providing the "six cleans" (clean hands, clean perineum, clean delivery surface, clean cord cutting and tying instruments, and clean cutting surface), JANMA not only saves the lives of mother and baby, but also gives them a happy, healthy, infection-free start to a new life regardless of where they deliver.

Value Add

JANMA is a "one stop shop" for health institutions, enabling healthcare workers to provide a clean and safe birth regardless of facility conditions. Kit components come packaged in an attractive jute bag that new mothers can reuse as a purse. Our business philosophy echoes the words of Prof. Anil Guptas: "*The poor are not poor in mind. They are willing to pay for quality products if those products can solve the challenges they face and make their life easier and better.*" Additionally, we **employ** and **empower** local Indian women to assemble JANMA, creating **economic opportunity** in the communities we serve.

Current Status and Results

To date, with minimal marketing efforts, **ayzh** has sold more than 20,000 units of its award-winning kit throughout India and several countries in Africa, and demand continues to grow worldwide. To ensure positive health outcomes, **ayzh** is committed to education and evaluation initiatives, currently including the pilot of a mobile phone training program with health care workers, as well as a rigorous monitoring and evaluation program, in collaboration with the Harvard School of Public Health, measuring the effect clean birth kits have on clean birth practices.



About Us

ayzh is a for-profit social venture providing health and livelihood solutions to underprivileged women worldwide. We develop low-cost, appropriate technology designed to meet the unique needs of women in resource-poor settings. Our products are made "for women by women" using environmentally friendly and culturally appealing materials.

Availability

Kits are available for distribution worldwide and can be ordered from:

ayzh Health and Livelihood Pvt., Ltd.

✉ sales@ayzh.com
☎ +1 970 372 1185 (US)
+91 917 695 1290 (India)

Basic Kit components

1. Underpad
2. Surgical scalpel blade (Gamma radiated)
3. Cord clamp (ETO sterile)
4. Bar of soap
5. Instruction sheet
6. Jute purse packaging

The kit can be customized as per needs and requirements of clients – additional add-on components are available upon request.

Awards

JANMA: INDEX Design to Improve Life, Top 61 Designs (2011); World Healthcare Congress, Affordable Health Innovation Award (2011). **ayzh founder, Zubaida Bai**: World Economic Forum, Young Global Leader (2013); Echoing Green Fellow (2012); Ashoka Maternal Health Champion (2010); TED India Fellow (2009)

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