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 Gupta: “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.