



Unlocking the potential for development.



AMAR SEVA SANGAM
Early Intervention Therapy for Children with Delayed Development: Enabling Access in India in Rural Communities



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Transition-to-Scale Innovator Workshop
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A partnership of:

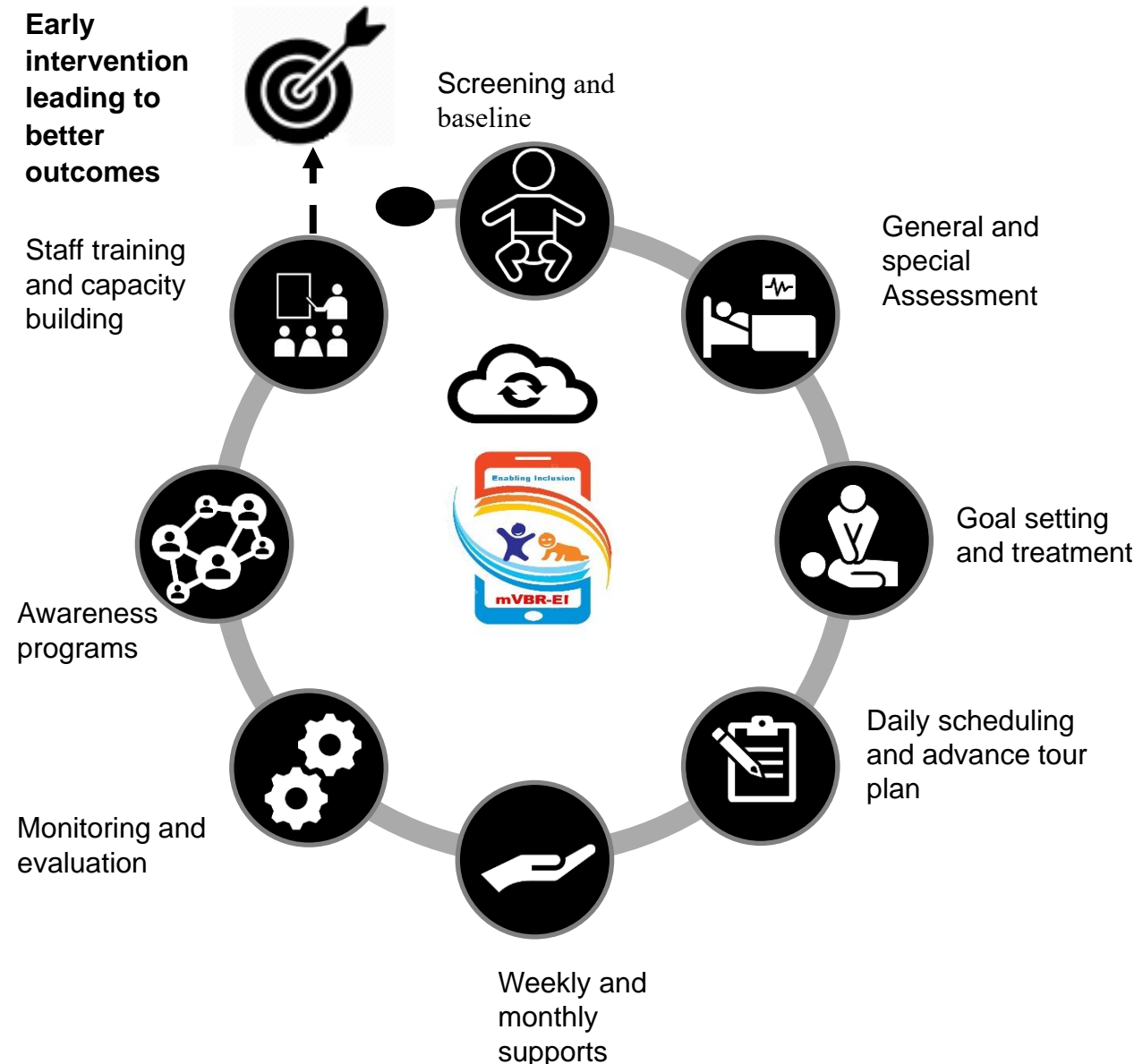
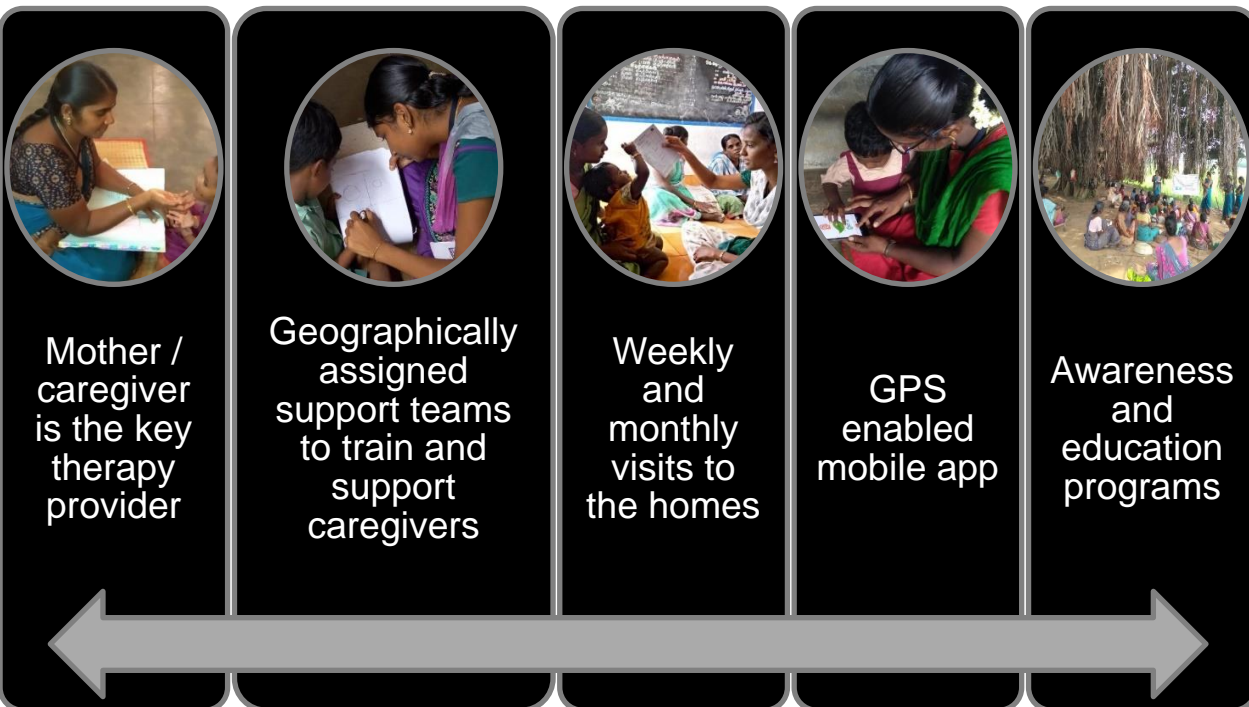


# Innovation Overview



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## Technology leveraged Home Based Early Intervention program



# Context Overview



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“If children with development delays are not provided with appropriate early intervention, their difficulties can lead to lifetime consequences, increased poverty and profound exclusion” - WHO, 2012



102,600 Children (0-6) with disabilities

66% of children live in rural areas

Target: ~ 67,000 Children (0-6) with disabilities in rural Tamil Nadu Do not have access to early intervention



High Engagement visit compliance – 87%

8 Blocks Covered in Tenkasi District

Improved Caregiver – Child Interaction (62%)



1252 Children and their Families Reached

Improved Family Empowerment (73 %)



Increased School Enrolment (70 → 85%)



Decreased Caregiver Strain (74 %)

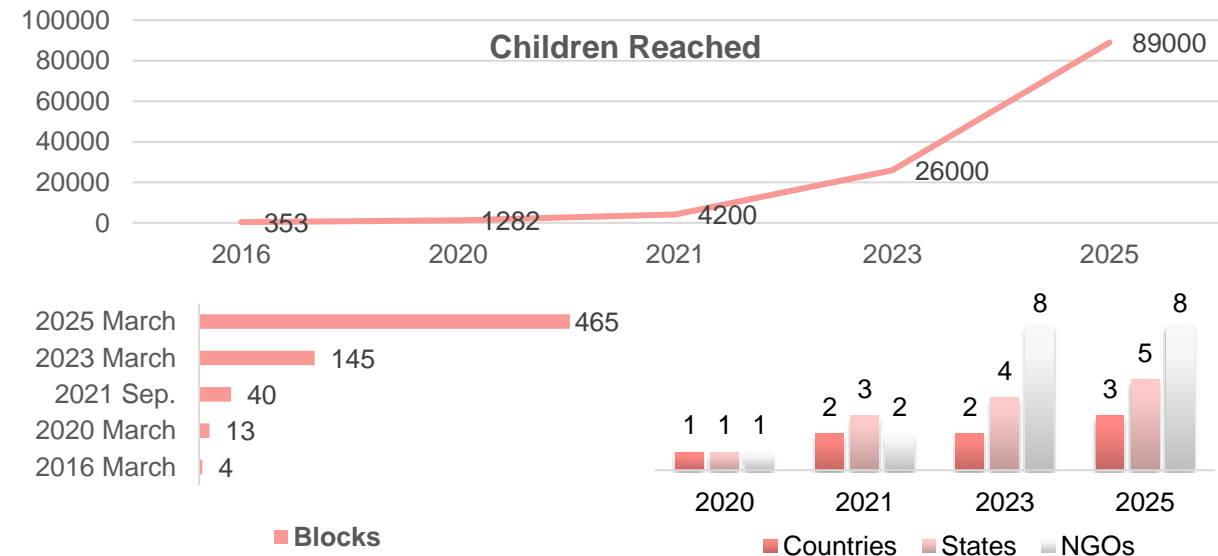
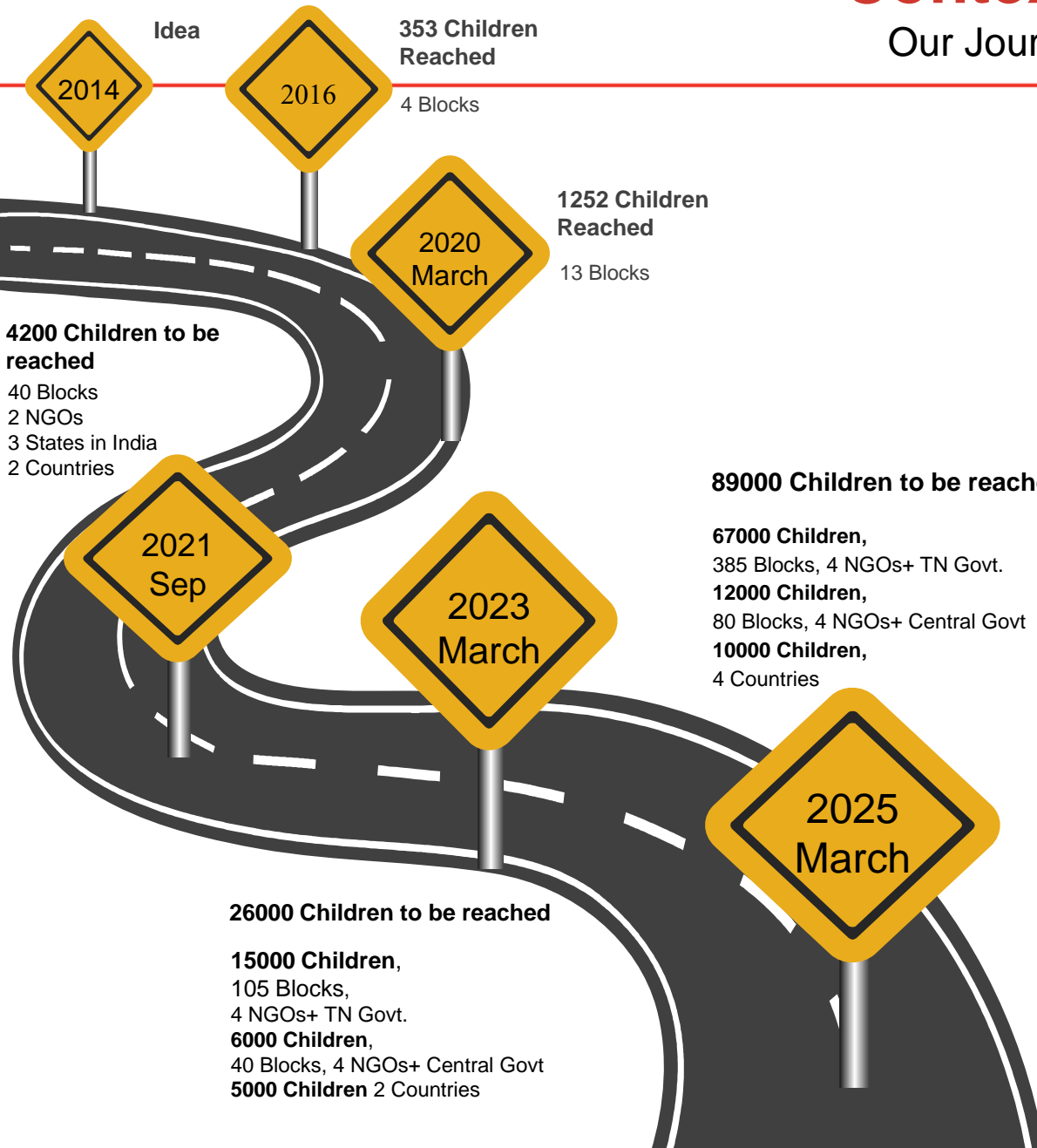


# Context Overview

## Our Journey and Scale up



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## Short-term Challenges

The new normal

- current and post Covid Restrictions
- Massive shortage of rehab specialists in many countries
- Continuing the current project
- Funding partners for scale up

## Medium- to Long- term Challenges

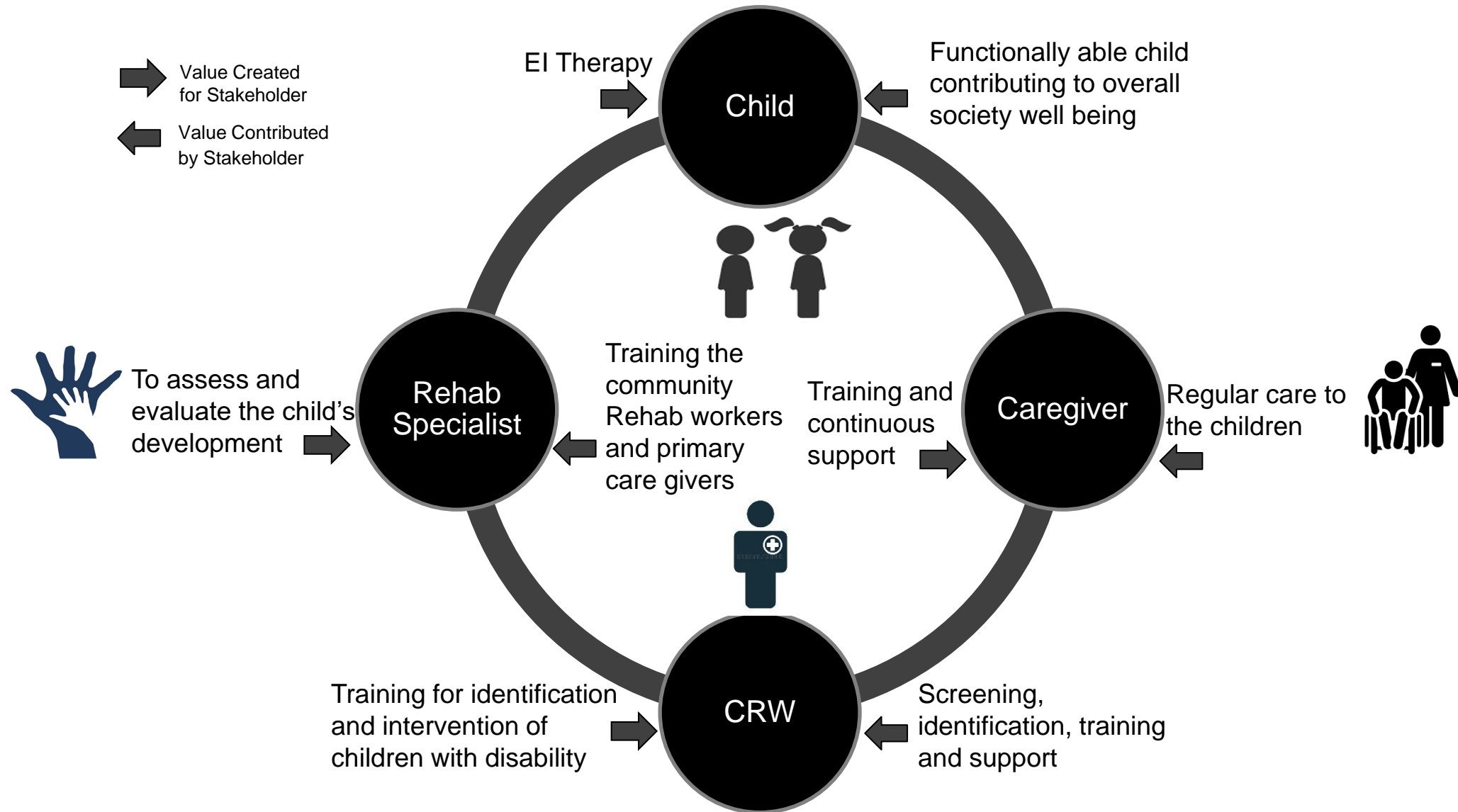
Recruiting talent

Upgrading the app to make it a “global app”

- For lower resource settings
- Current app is case management, service provider facing, need to make it parent facing
- Tele-rehab
  - Potentially more cost-effective and safer
  - (less travel to family&apos;s homes)
- Fidelity / Quality?

• Do we need to study it rigorously before

# Win-win Stakeholder Engagement



# Win-win Stakeholder Engagement



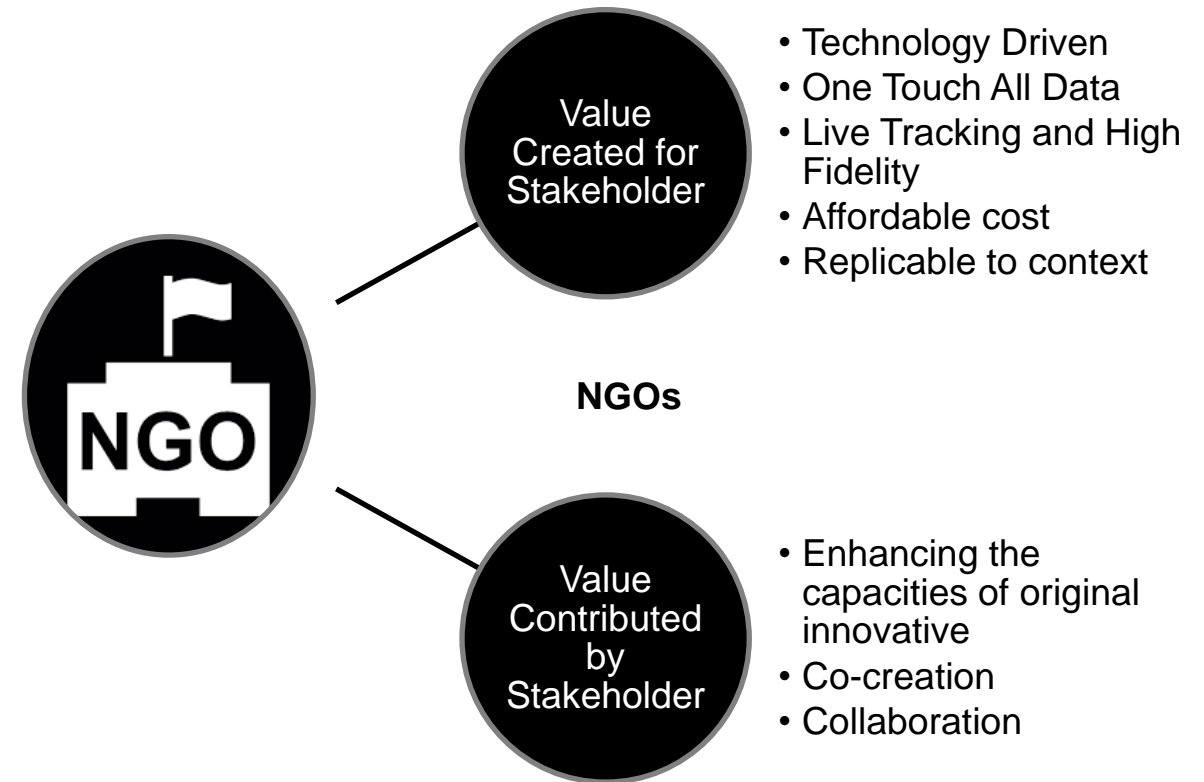
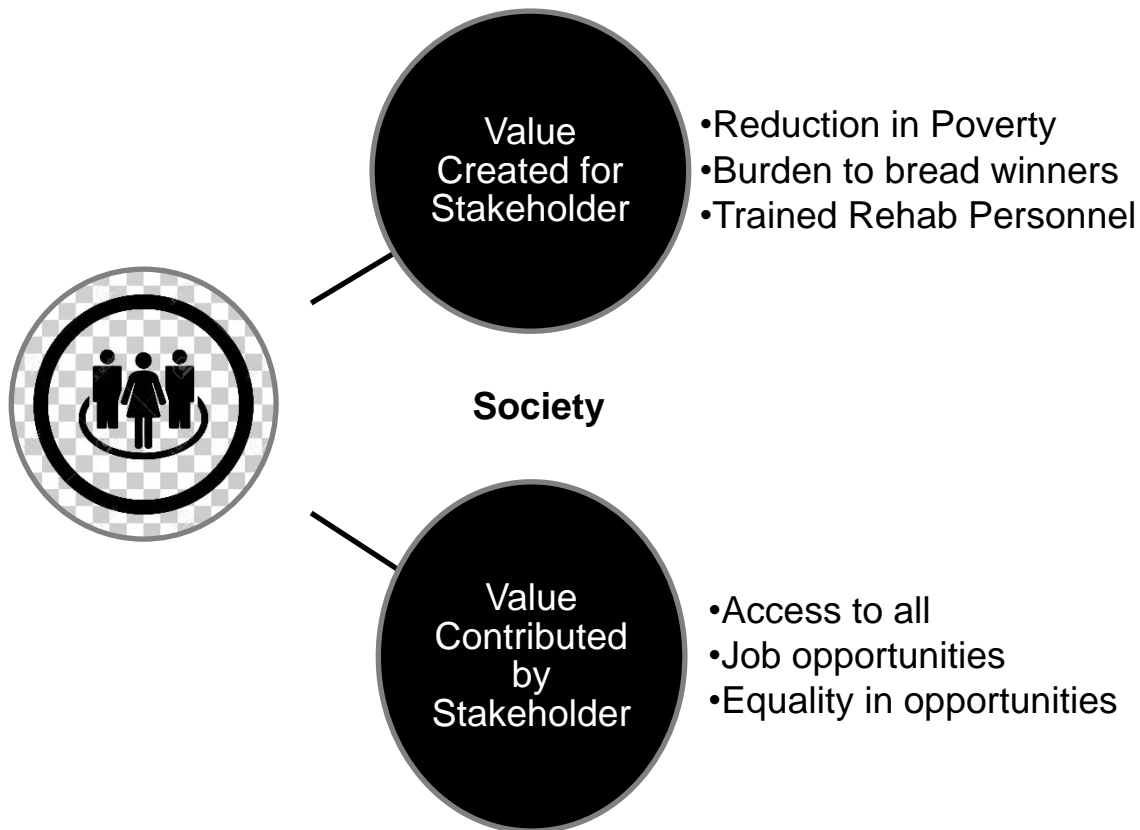
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# Win-win Stakeholder Engagement



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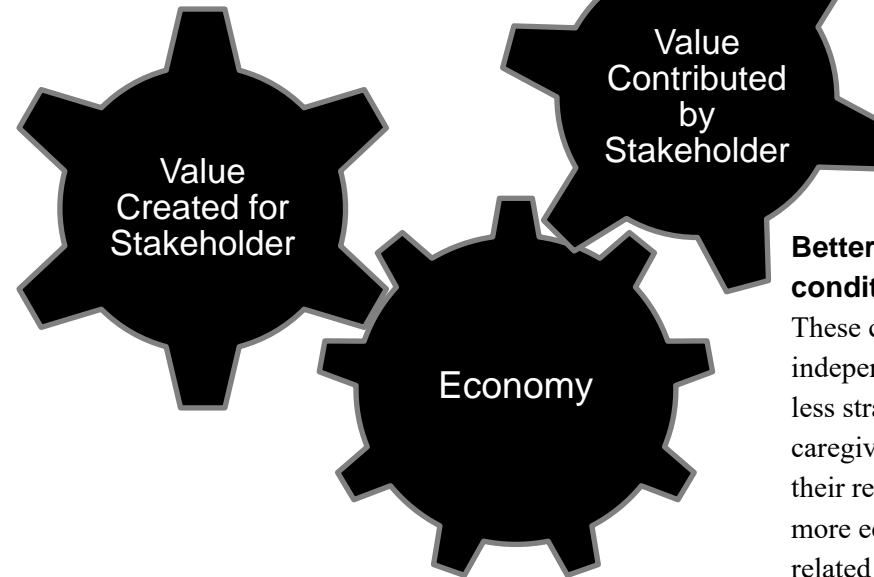


# Win-win Stakeholder Engagement



## Growth in Economy

These children as they become contributors to the society will create a demand system in the economy which will contribute to the GDP growth of the State



## Better economic and living conditions

These children will be independent and there will be less strain on the families and caregivers as they can divert their resources and time for more economic, livelihood related activities which would lead to better level of economic and social living conditions of them

# Win-win Stakeholder Engagement



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Realtime data for tracking and budgeting at state level

Lesser social cost of maintenance at future date

**Reduction in Poverty**  
The children will be independent and capable of being employed at a future date which ultimately would lead to reduction in poverty

Value Created for Stakeholder

Opportunity for mass social solution

**Cost Effective Scheme**  
The cost per child per annum works out to USD 270 for Early Intervention services. To reach a population of 67000 rural children in Tamil Nadu requires *USD 18 million* which is *0.045%* of State Budget which is a *Win All solution*.

More spending on infrastructure for Persons with Disabilities

**Higher Investment on Quality Life**  
The money saved can be allocated for quality investments like, health hygiene, education and accessible infrastructure for Persons with Disabilities.

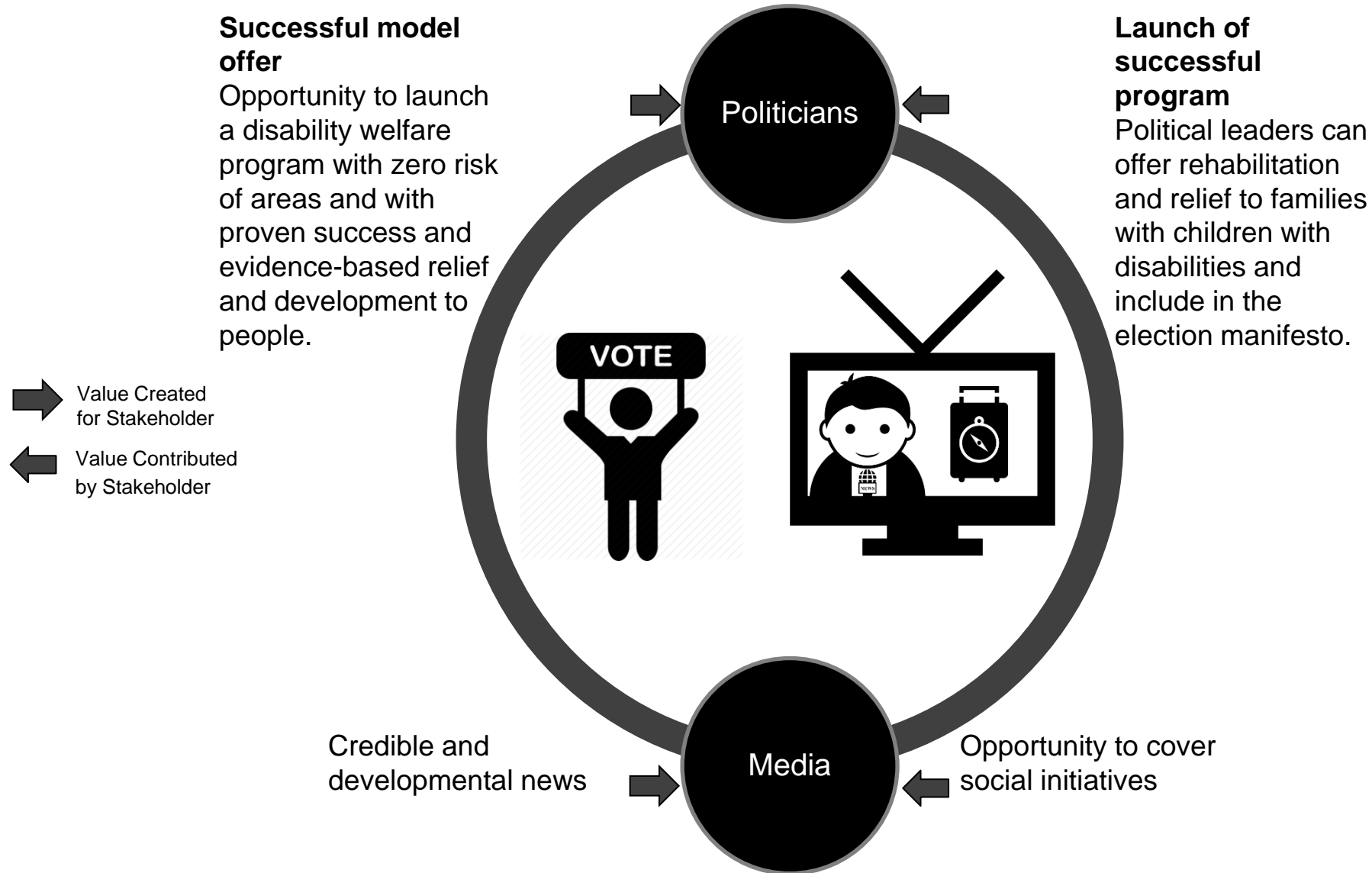
Budget allocated for EI policies favouring Children with Developmental Delays

Value Contributed by Stakeholder

Cost effective access to EI for Children with Developmental Delays

**A Beneficial Scheme at Family Level**  
It will be a boon for individual families with children with developmental delays. The Govt. at one stroke can reach the *school enrollment of disabled persons at age three to 85% of rural disabled children population*.

# Win-win Stakeholder Engagement



# Resources, Strengths, Opportunities, Ideas



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## Resources

- ❖ mVBR-EI app
- ❖ Training manual
- ❖ Impact transfer SOP
- ❖ Licensing model
- ❖ Research study outcomes
- ❖ Early Intervention International Conference



## Opportunities

- ❑ Funding agencies
- ❑ Various interested government



## Strengths

- Good rapport with the government officials in the state
- Established Reputation of the organization among corporate and public



## Ideas

- ✓ Tele Rehab
- ✓ Mother facing app
- ✓ Co- creation with other NGOs

## Priority Topics for Discussion

- How to get funding for NGOs coming forward to partnership for scale up?
- How to identify, choose and work with best partners who share same values and principles?
  - Indian Government while they are willing to fund wants private sector participation like NGOs to implement
  - How to develop scale up models with different options for Government and NGOs scale up?
- How to balance between quality and reach?
  - How to take the solution in countries where there is shortage of Rehab professionals?
    - Government would share only community health worker who has to handle early intervention also among other regular work.
  - How to draft quality policies for scale up?
  - How to develop SOP for different kinds of scale up partners?
- Learning of other members in scaling up their projects.