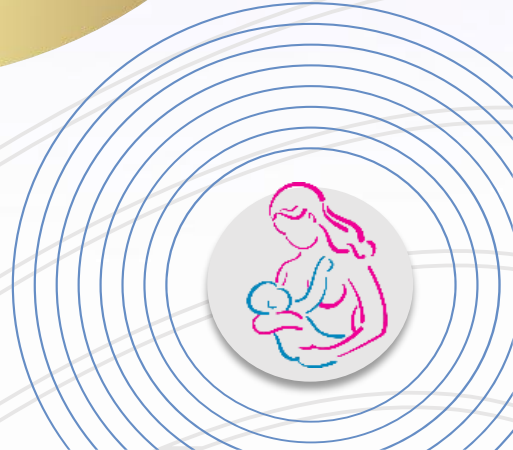


**Project for Reduction of  
Infants' Mortality Rate  
below 10**

**PRIsm 10**

PARVATHIPURAM MANYAM  
ANDHRA PRADESH





# PARVATHIPURAM MANYAM – Aspirational Tribal District



**Geographical area – 3,65,914 Ha.**  
**Reserve Forest area- 1,15,496 Ha. (31.5%)**  
**Hilltop Habitations - 412**







## Unique Challenges in the district



**Difficult terrain**



**Poor 1<sup>st</sup> trimester registration, Teenage Pregnancies**



**Unscientific Medication**



**Poor public transportation**



**Anaemia – a silent Epidemic**



**Digital divide & Poor Aadhaar Coverage**



**Lack of data based analysis and interventions**



## Actions under PRIsM 10

**29 dedicated MMUs, Habitational level vaccine storage points, 282 newly recruited CHOs, Family Doctor Program**



**Active participation of SHGs, Panchayat Raj department for efficient tracking of ECs, IT tools like e ASHA, apps for LMP tracking**



**Using the federal structure of SHGs to tackle myths & health education**



**Pregnant Women Hostels, 29 Mobile Medical Units, e Sanjeevani telemedicine**



**Anaemia Action Committees, Adoption Officers**



**182 new 4G towers, Special drive for Aadhaar coverage**

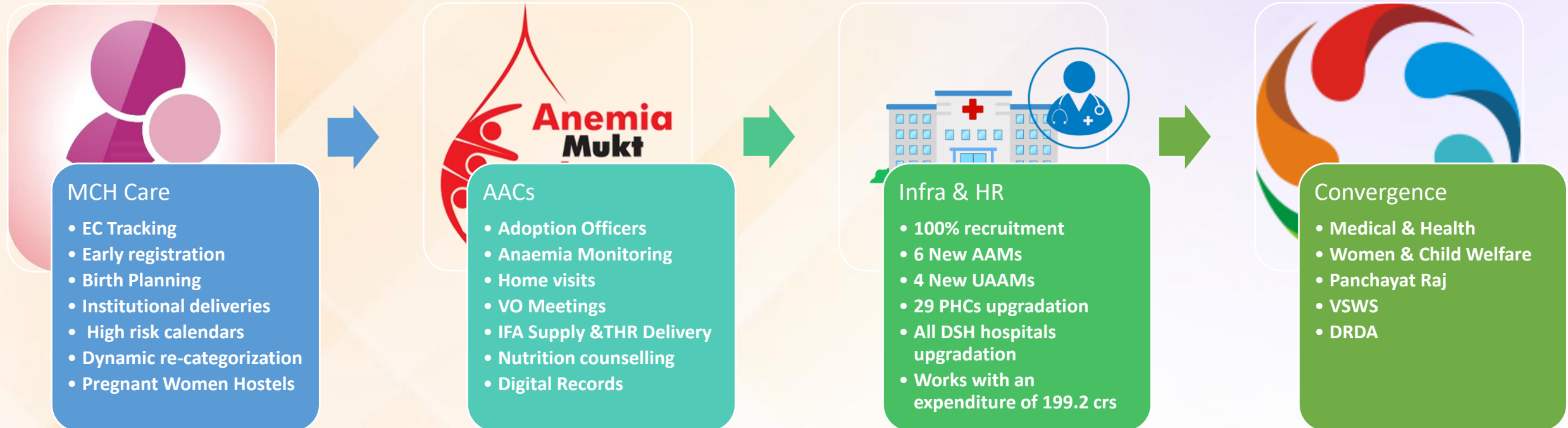


**Command control center, data facilitators at village level,**





# PRI<sub>s</sub>M 10 – MISSION







# Anaemia Action Committees

## Line Lists to be maintained at 350 Secretariats

- Anaemic Pregnant Women
- Anaemic Lactating Women
- SAM/MAM children
- Stunted/Under weight children
- Anaemic Adolescent girls



### **District –**

HM&FW, VSWS, W&CW,  
DRDA

**Mandal –** MPDO, CDPO,  
MO

**Secretariat –** ANM, CHO,  
Panchayat/Secretariat  
functionary

**Village –** ASHA, AWW, SHG





## ANM/MLHP

- Organize awareness camps and health talks
- Conduct Pre PMSMA sessions & assess high-risk
- Setting up vaccination site and outreach sessions & address vaccine hesitancy.
- Utilize telemedicine services and Digitalise all data, updation of RCH services, ANC, PNC checkups.
- Ensure timely JSY and PMMVY.
- Collaborate with Adoption Officers
- 100% testing and digitalising anaemia monitoring tool.



## Anaganwadi

- 100% THR delivery
- Support ASHA in home visits.
- Entry of growth curve in MCP card.
- Conduct vaccination sessions at Anganwadi centers.
- Monitor IFA administration



## Sachivalayam Functionary/ Adoption Officer

- Provide personalized support and follow-up care to pregnant women.
- Conduct a minimum of 3 home visits and document details in case sheets.
- Ensure THR delivery and thereof consumption by PW.
- Conduct educational sessions during village organization meetings.
- Awareness on utilization of informative apps like Healofy, Period Pal, Pregnancy+ during visits.
- Facilitate bank account creation for pregnant women.
- Participate in PMSMA.
- Ensure proper sanitation and hygiene.





# Pregnant Women Hostels



Accessibility  
to Health care



Nutritious  
food



Regular Check  
ups



Yoga &  
Wellness

- Aimed at minimizing transportation challenges for pregnant women residing in hilltop communities.
- To provide accommodation for expectant mothers, ensuring hassle-free transport during delivery with Ante Natal Care.
- Over 5000+ PW utilised in last 2 years



# Mission Indradhanush

## Effective Vaccination Strategy for the District

1

### Temperature Monitoring

Remote temperature monitoring devices and temperature log books ensure vaccine efficacy throughout the cold chain

2

### Cold Chain Infrastructure

Solar cold storage, ILRs, cold boxes, and habitation-habitation-level storage points maintain vaccine integrity even in remote areas

3

### Community Engagement

Targeted initiatives to address vaccine hesitancy  
hesitancy and raise awareness about immunization  
immunization benefits

4

### Training & Capacity Building

Regular training on vaccine storage, handling ILRs,  
handling ILRs, and managing Adverse Events  
Following Immunization (AEFI)

5

### Maintenance & Sustainability

Scheduled inspections, cleaning, and drying of equipment to ensure long-term functionality





# Making Community a Pressure group & Stakeholders

Leveraging the 19,726 SHG groups comprising of 2,29,146 members

## MANDAL MAHILA SAMAIKHYA



- Mandal specific interventions & outlining directives for village committees
- Empower village organization presidents with tailored strategies and actionable key points to empower village committees efficiently
- Resolutions to empower women on Teenage pregnancies, Menstrual hygiene, nutrition etc.,



- Feedback on the functionality of Health, Women, and Child Departments at the village level.
- Highlighting specific village issues requiring support from Mandal officers such as BDO/Tahsildar etc., ( ID liquor, Quacks practice )

## VILLAGE ORGANISATION/VILLAGE ANAEMIA ACTION COMMITTEES



- Village Health Profile & analysis of each case
- Effective data transfer

- Spotlighting the transformative journey towards health





29 Dedicated  
MMUs to  
reach  
undeserved  
areas



SNCUs, Mini  
SNCUs, NRCs  
strengthened



Leveraging e  
Sanjeevani &  
Kilkari IVRS  
services



# DATA ANALYTIC BASED INTERVENTIONS THROUGH CCC

## Full Immunization

Pending line lists  
AAM wise are  
shared

## High risk planning

To directly reach  
tertiary facilities

## FRBAS

Geo fenced & with  
Over 93% staff  
attendance



## Anaemia

Lists of PW with falling Hb  
numbers shared for active  
monitoring  
Exceptions reports



## Blood Bank

Comprehensive line list of  
Rh-negative blood donors  
compiled to ensure safe  
and efficient delivery  
processes  
Facilitation at remote areas  
through BSUs

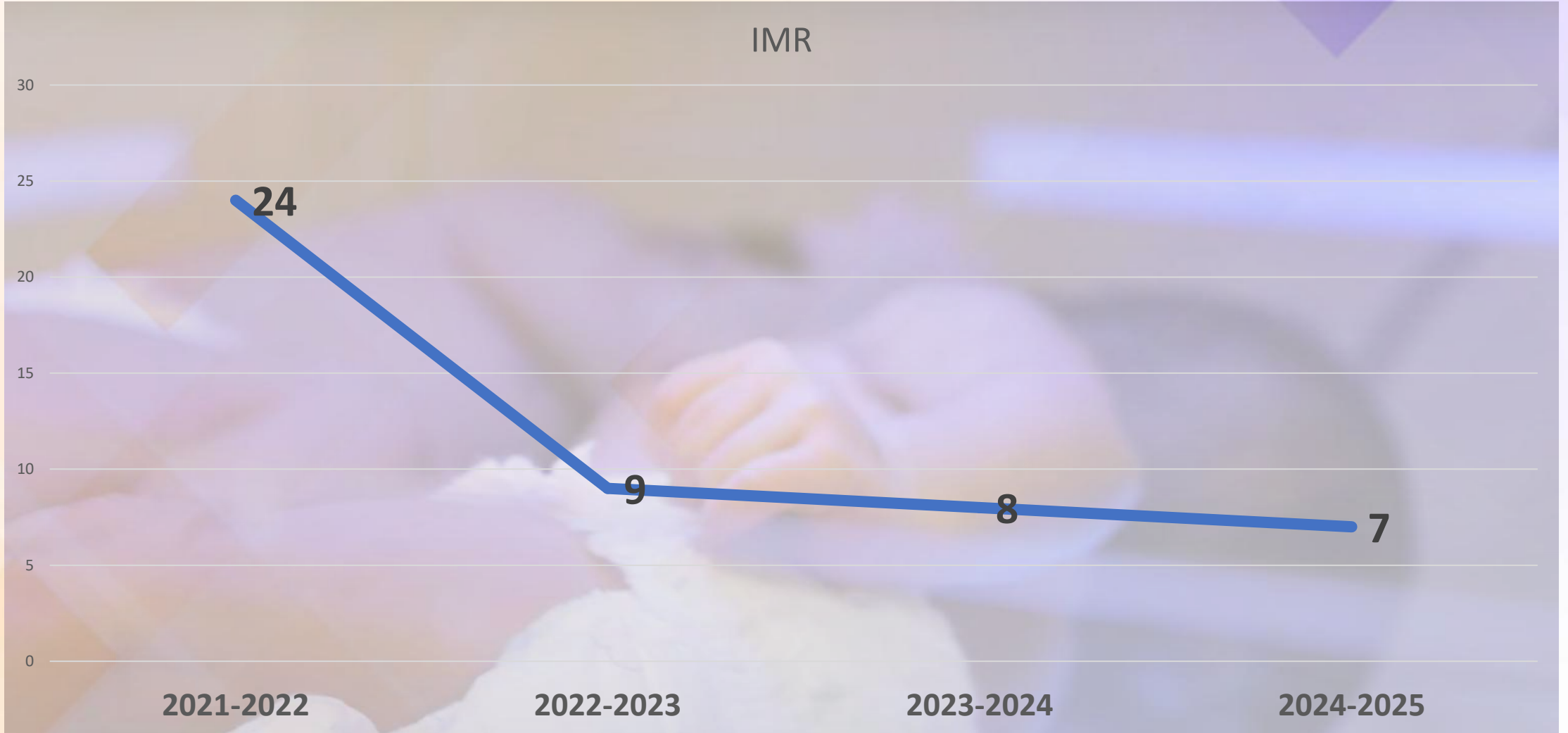


## SNCUs

Daily report of SNCU metrics  
compiled promptly at 10:30 AM  
to ensure ongoing operational  
excellence and care quality.



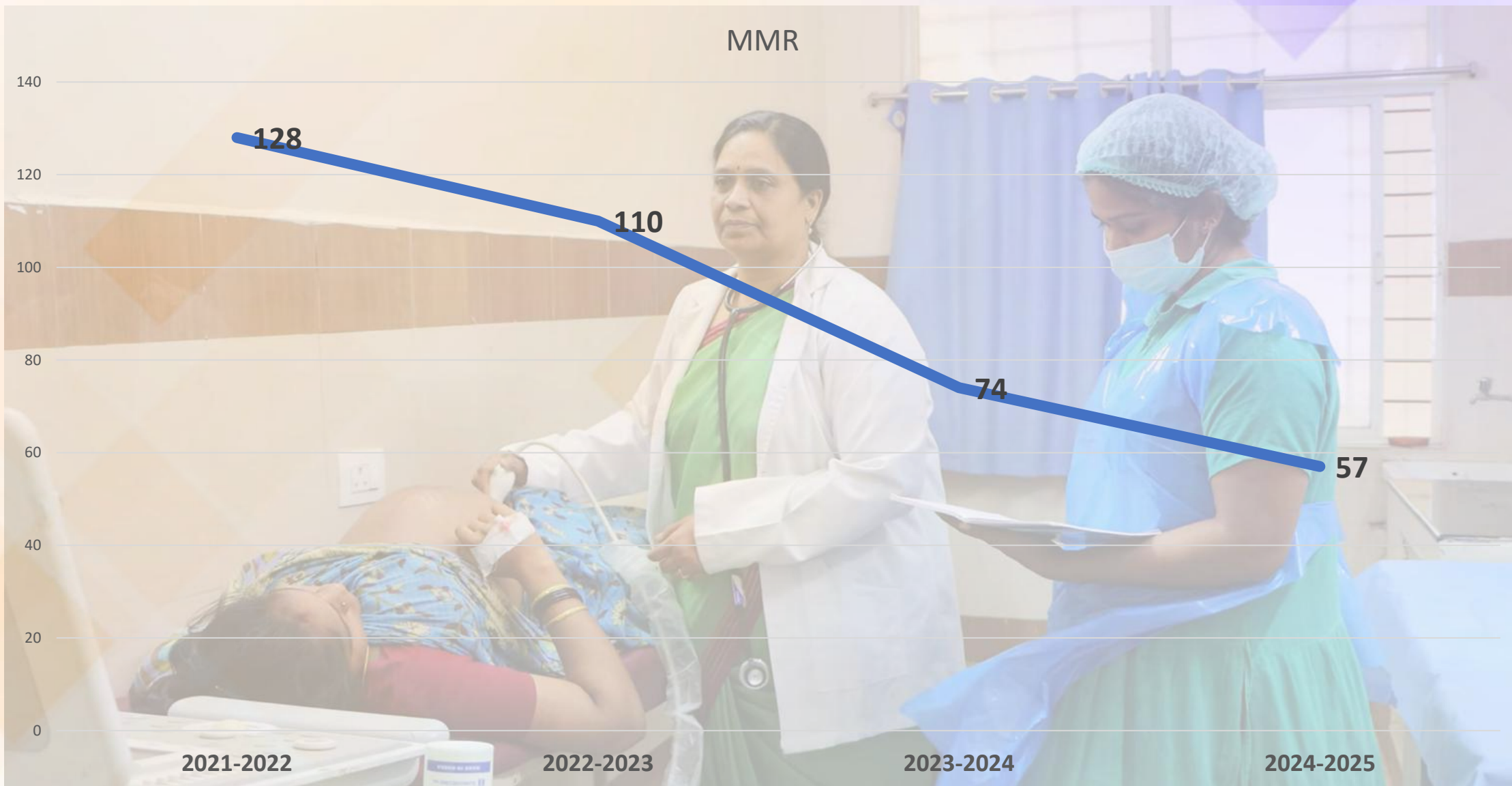
# OUTCOMES





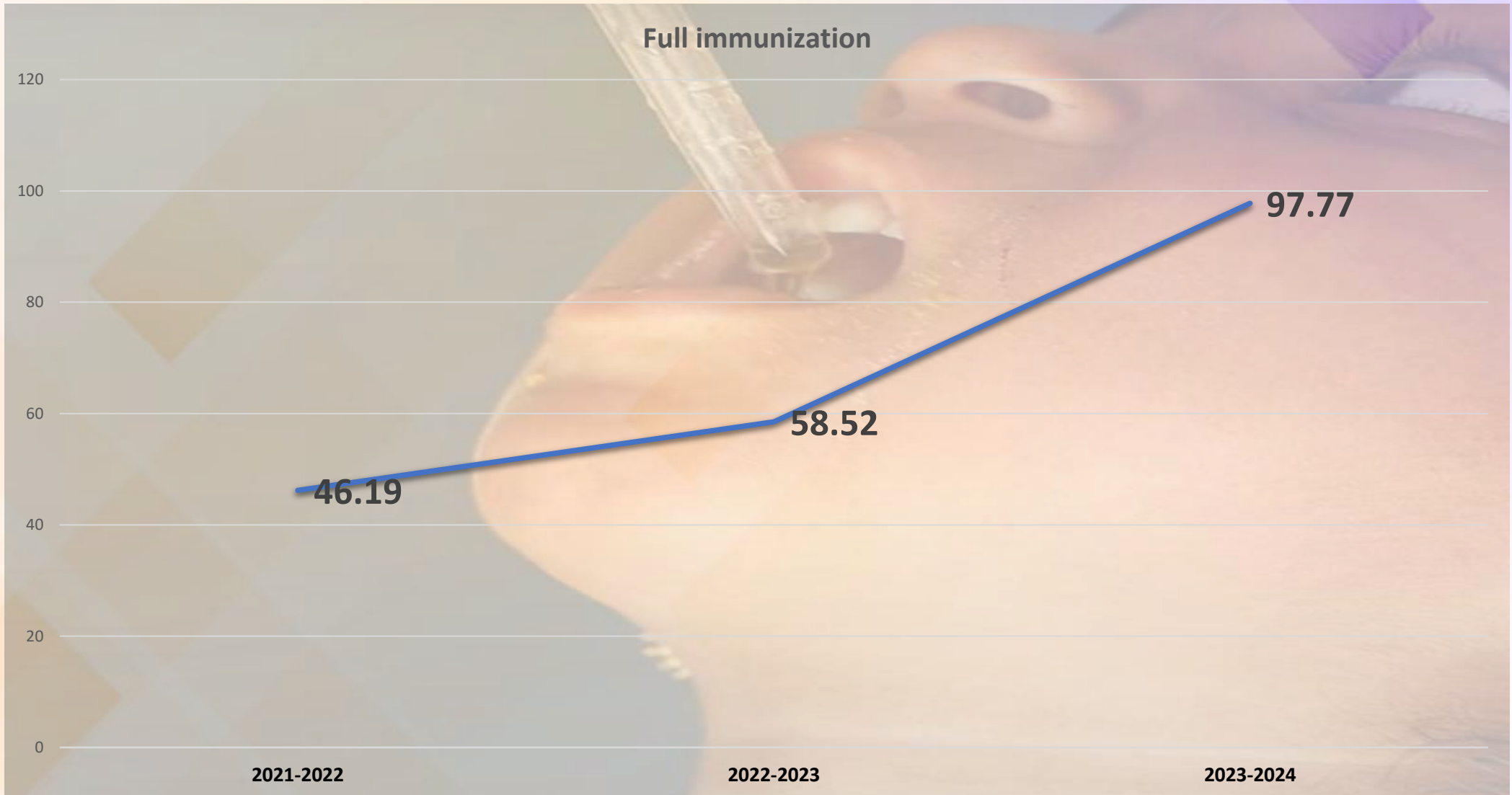


# OUTCOMES





# OUTCOMES







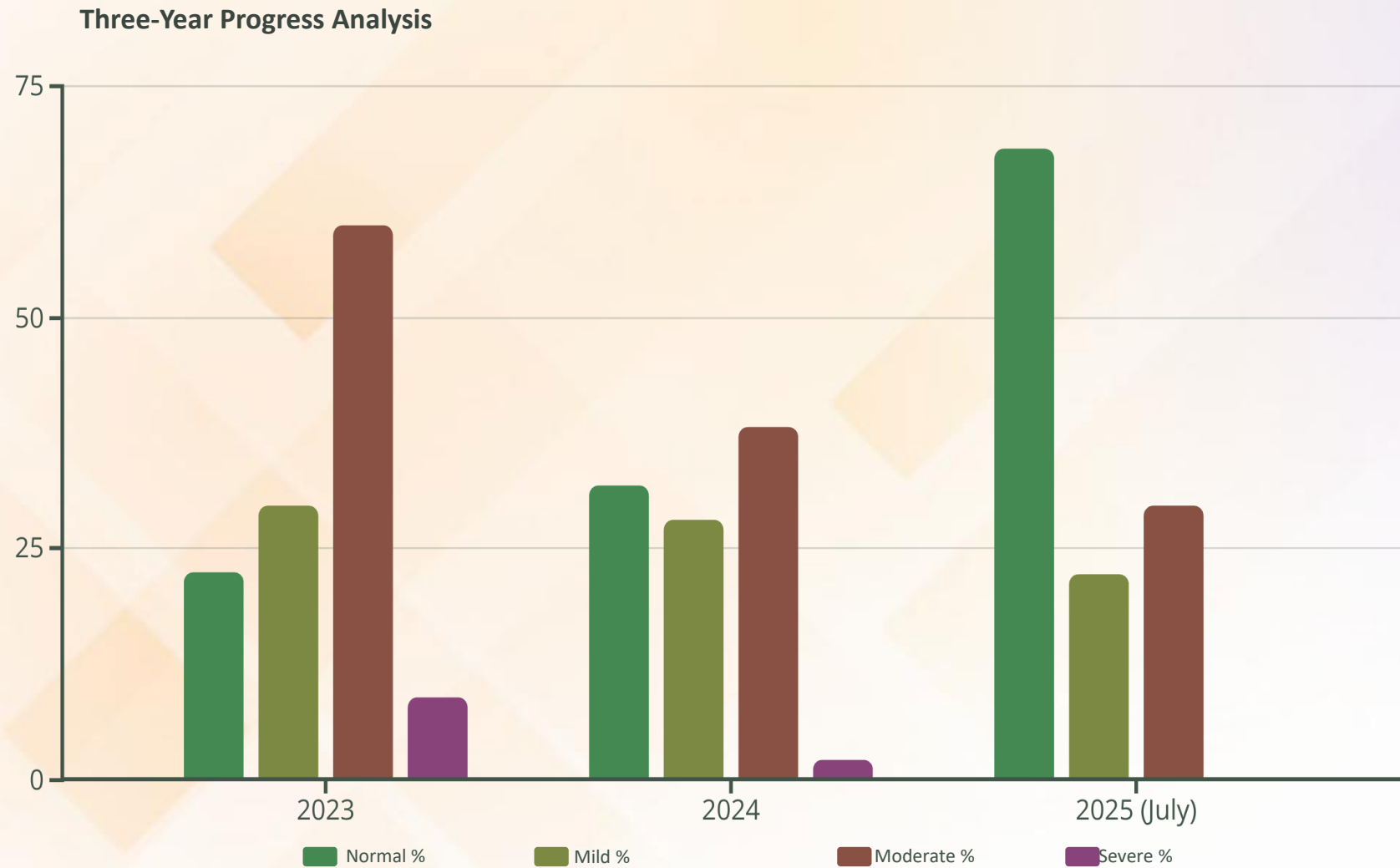
# OUTCOMES

Infants Full Immunization as per RCH Portal up to 06-02-2024						
sl.no	District	Children Registered with DOB	MR-2	% of MR-2 as on 06-02-2024	% of MR-2 as on 31-01-2024	Progress as on 31-01-2024
1	Parvathipuram Manyam	16073	15714	97.77	94.45	3.32
2	NTR	32685	31383	96.02	97.62	-1.60
3	Palnadu	29617	28283	95.50	97.27	-1.77
4	Annamayya	27902	26358	94.47	96.47	-2.00
5	Kurnool	44798	42216	94.24	95.92	-1.68
6	Guntur	28720	27057	94.21	96.51	-2.30
7	Vizianagaram	28774	26533	92.21	95.67	-3.46
8	Eluru	28286	26011	91.96	97.20	-5.24
9	Krishna	25214	23084	91.55	95.17	-3.62
10	Srikakulam	35806	32420	90.54	93.69	-3.15
11	Tirupati	34411	31015	90.13	93.62	-3.49
12	Bapatla	22903	20622	90.04	93.11	-3.07
13	Kakinada	29678	26563	89.50	93.80	-4.30
14	Anantapur	44615	39913	89.46	92.02	-2.56
15	Nandyal	28810	25692	89.18	90.00	-0.82
16	Chittoor	30125	26439	87.76	90.46	-2.70
17	West Godavari	21689	19032	87.75	92.77	-5.02
18	Anakapalli	22996	20176	87.74	93.71	-5.97
19	East Godavari	24705	21492	86.99	94.26	-7.27
20	Visakhapatnam	31886	27699	86.87	88.10	-1.23
21	Sri Sathya Sai	33699	29221	86.71	89.16	-2.45
22	Konaseema	23858	20641	86.52	93.98	-7.46
23	Prakasam	39616	34038	85.92	91.40	-5.48
24	Kadapa	39396	33040	83.87	87.43	-3.56
25	SPSR Nellore	41069	34114	83.07	90.17	-7.10
26	Alluri Sitharama Raju	21641	15722	72.65	69.27	3.38
Andhra Pradesh		788972	704478	89.29	92.50	-3.21

Note: Children Registered with DOB- Oct-21 to Aug-22



**PRISM 10: Historic Anemia Transformation in Parvathipuram Manyam**  
Parvathipuram Manyam district has achieved a remarkable 3-year transformation in anemia management through the PRISM 10 initiative. This demonstrates the power of systematic intervention, early detection, and sustained community engagement.



99.9%

Severe Anemia Elimination

From 1,269 cases in 2023 to just 1 case in 2025  
- a testament to our comprehensive intervention strategy

50.5%

Moderate Anemia Reduction

Rate decreased from 60.0% to 29.7% through  
targeted nutritional support and early intervention



# Watch Our Transformative Journey

Discover the incredible impact of the PRISM 10 initiative in Parvathipuram Manyam. Learn more about our journey to eliminate anemia and improve maternal health outcomes.

[Watch the Story on YouTube](#)

A group of people, including men and women, are wading through a river. They are carrying various items, including a red bag with a GM logo, a white cooler, and a stethoscope. The background shows a lush green landscape with trees and a thatched hut.

# Thank You...

**Nishant Kumar IAS.,  
Director & Commissioner,  
Prohibition & Excise,  
Manalgiri, AP**