



Barakat
Bundle

To Whom It May Concern:

I am writing to commend the work of Anmol Anubhai, Rahul Patel, and Shashwat Sanghavi in their creation and operation of Kahinee. The Kahinee team initially approached Barakat Bundle with an offer to provide their IVR (Interactive Voice Response) / VAS (Voice Aided Service) as part of our maternal and child healthcare package. I was impressed with their astute identification of us as a client, their valuable service to fill a gap in our product, and their professionalism in our ongoing business relationship.

From that first conversation, Barakat Bundle and Kahinee went on to partner for Barakat Bundle's pilot project in Bharuch, Gujarat in March 2016. We distributed 25 maternal and newborn care packages complete with health education materials that directed mothers to the Kahinee call line for support on topics such as birth certificate registration, maternal danger signs, newborn danger signs, thermal care, and breastfeeding. The Kahinee team was extremely proficient in developing audio based on the content we provided and even going so far as to extend our content to dramatic skits to test if that format was better received by rural mothers. They accompanied us in the field and maintained high professionalism in training community health workers as well as local mothers and fathers on the Kahinee application. Their commitment to the mission of maternal and child health was further evidenced by their willingness to help in areas outside of the Kahinee service – including but not limited to focus groups with local mothers, interviews with new fathers, and obtaining feedback on health education pamphlets.

Subsequent to the completion of the pilot, Kahinee developed an online dashboard which serves as a useful tool for clients to better understand and analyze our callers behavior and utilization patterns. They have gone to great lengths to ensure that their service provides valuable education to rural families but also provides us as clients with sufficient information to better meet their needs.

In conclusion, I would like to highly recommend Anmol Anubhai, Rahul Patel, and Shashwat Sanghavi for their work on Kahinee and very much appreciate their efforts to work with Barakat Bundle and improve the lives of women and children in rural India.

Best Regards,

Karima Ladhani
Founder & CEO
Barakat Bundle