



MIRA CHANNEL

Women Mobile Lifeline Channel

MIRA Channel is ZMQ program on maternal and child health for rural women which provides timely information, tracks progress and connects them with public health services.



ZMQ is a 'Technology for Development' social enterprise which designs, develops and implements technology-led development models, systems and tools to improve lives of rural and marginalized communities. As a pioneer in digital transformation, ZMQ has accomplished 210 behaviour change projects and delivered 50 system-change solutions, thus so far impacting over 240 million people across the globe. As a South-South collaboration model, ZMQ replicates and scales its proven and tested innovations in LMICs like in Uganda, Rwanda, and Afghanistan. Headquartered in New Delhi (India) since 1998, ZMQ has offices in Kampala (Uganda) and Montreal (Quebec) to further scale its impact.

Story Calendar - 2025



ZMQ's Last-Mile Digital Transformation Model with a System-Change approach

MIRA Channel is an integrated mobile channel for rural women on maternal and child health which provides critical health communication on pre-natal care, routine immunization, post-natal care, new-born danger signs, family planning and adolescent girls health using lifecycle approach of RMNCH+A. MIRA also tracks the progress and connects with the public health services like ANC, immunization, high risk pregnancy consultations and institutional deliveries.

MIRA is about 'Saving Lives' of mothers and children. MIRA uses iconic language with audio support making it interactive 'Talking toolkit' designed for millions of low-literate women. It also has numerous VAS tools like interactive mobile games, decision-making stories, stimulating mHealth tools and internet of things based toys to motivate communities adopt new behaviours.

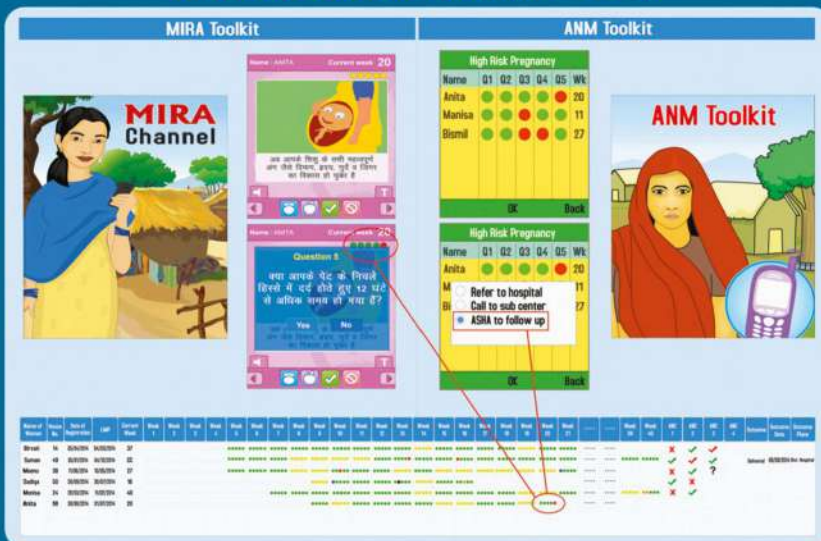
Impact

MIRA has impacted over 5.3 million women, children and adolescent in India, Uganda, Afghanistan and Rwanda. In the interventions, on an average, there has been an increase in ANC visits by 55%, institutional deliveries by 49% and immunization rates by 41%. MIRA PHC model has helped midwives taking prompt action in 84% of High Risk Pregnancy cases (HRPs) thus averting maternal and infant deaths. Live data on the platform enables health department to take immediate action.

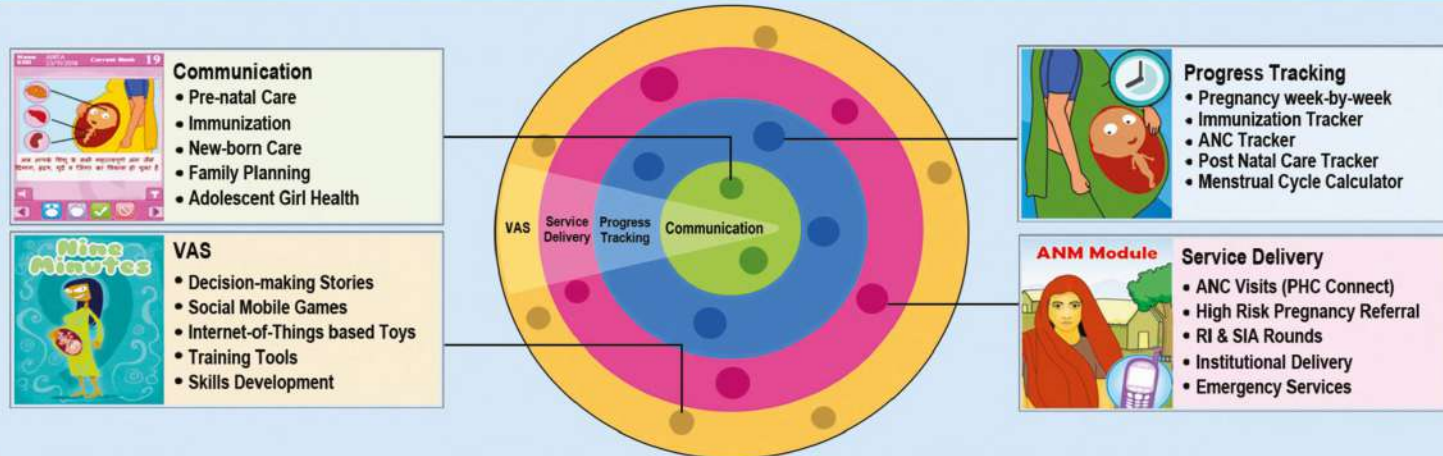
Scaling / Global Transfer

MIRA is scaling in its earlier regions. It aims to reach to over 4 million people in next two years. It is also exploring partnerships in Francophone Africa, Latin America and Caribbean.

MIRA-PHC Connect Model [Live-Data]



MIRA Model of Delivery



ZMQ's Digital Transformation Models

AI4D MODEL

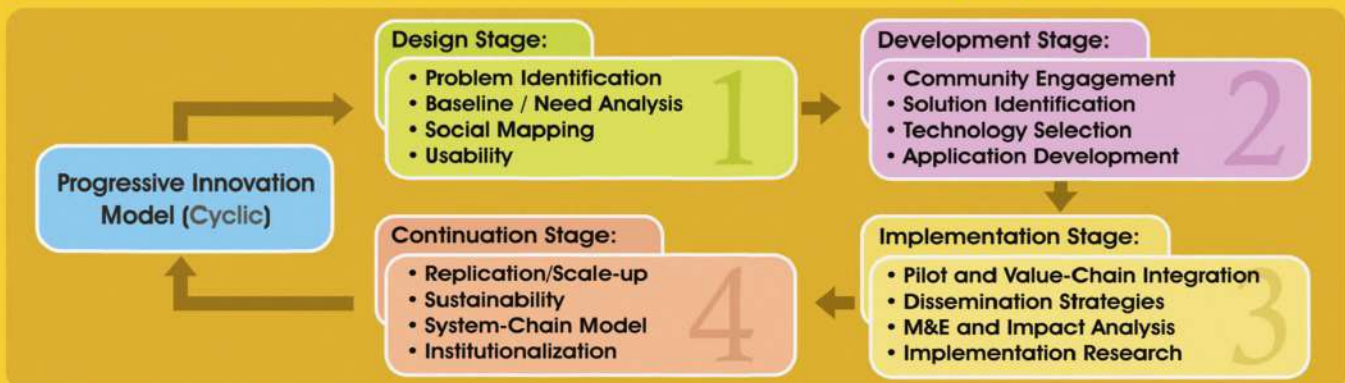
The emergence of the 'Digital Twins' - Artificial Intelligence (AI) and Internet of Things (IoT) provide a new opportunity to build robust and auto-improving development solutions. ZMQ's 'Artificial Intelligence for Development' (AI4D) model is based on the principles of data justice and equity with a community centric approach. These models are built with community consent, their inputs and participation; thus giving community the ownership. To get the optimum results, these models need to be data centric, although the existing data at grass-roots are often fractured. Hence, first step is to generate reliable local data which is done by designing data collection processes on the ground with communities. Once data management and analysis are accomplished, AI4D models are developed for the need of the communities.



ZMQ validates its AI4D models and their efficiencies through Research for Development processes. This trio approach of **Data Collection (IOT4D)**, **AI for Development models (AI4D)** and research validation through **Research for Development (R4D)** is referred as **Triple Impact Model**.

Integrating AI4D in ZMQ's T4D model

ZMQ's '*Technology for Development*' model (T4D) is a last-mile progressive-innovation model that fosters iterative improvement for better accessibility, acceptability and adoption with a system change approach. The model keeps pace with emerging technologies. ZMQ integrates AI4D outcomes in their T4D solutions. Once the AI4D models have achieved stability, ZMQ engages with communities in building solutions based on predictive outcomes by integrating the models in their T4D solutions.



School Shoes



This story depicts the unfortunate situation of millions of children who are unable to attend school across the globe and has over 2.3 million views on YouTube.

International Day of Education (24th Jan)

Fact: In 2021, almost 60 million children did not have access to primary school, globally.
(Source-Our World in Data)

January 2025

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JANUARY | 2025

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This story was developed under a campaign to end child marriage in India. The story has had over 5.4 million views on YouTube.

World Day of Social Justice (20th Feb)

Fact: Over 10 million girls are at risk of early marriage (child marriage) post COVID-19, globally. (Source-UNICEF)

February 2025

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FEBRUARY | 2025

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This story is part of project Freedom TB with NTLP in Uganda, and is supported by FCDO.

World TB Day (24th March)

Fact: In 2021, an estimated 10.6 million persons fell sick with Tuberculosis worldwide. TB is the second leading cause of mortality due to infectious diseases after COVID-19. (Source-WHO)

March 2025

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MARCH | 2025

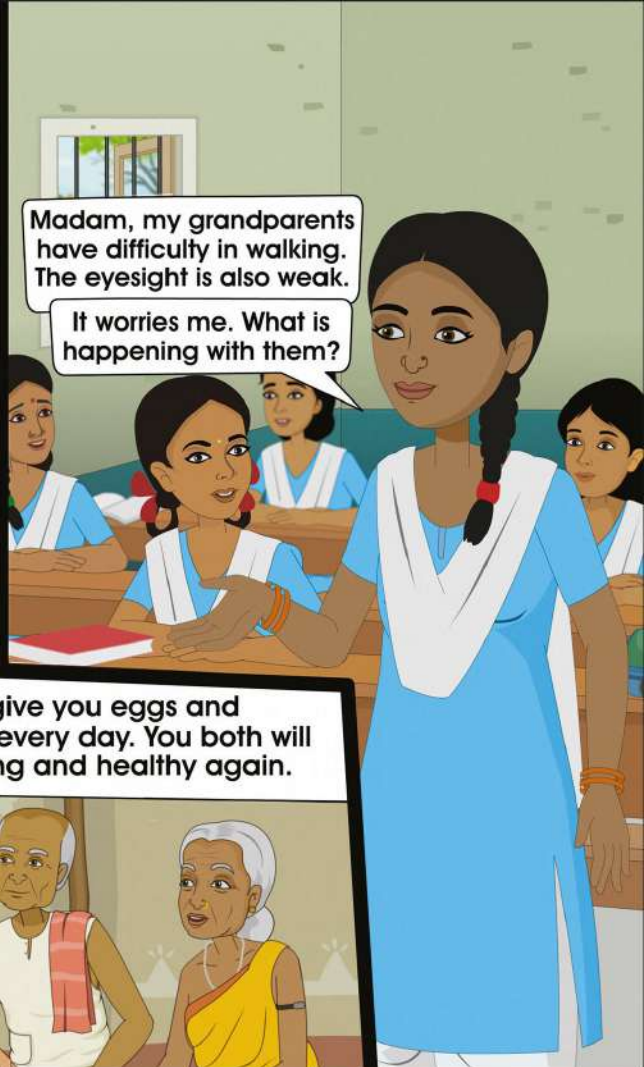
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Rina's Concern



Grandpa, let's go for lunch.

Rina, please walk slowly. My knees are hurting.



Madam, my grandparents have difficulty in walking. The eyesight is also weak.

It worries me. What is happening with them?



Children, our body become weak with old age. It needs good nutrition to stay healthy.

Rina, your mother has a poultry farm. You can get necessary nutrients from the farm. Include eggs and chicken in your diet.



I'll give you eggs and chicken every day. You both will be strong and healthy again.

This story was developed to promote poultry farming and nutrition in Santhal tribe in Orissa. It was part of the "Hatching Hope Initiative" supported by Heifer International.

World Health Day (7th April)

Fact: Over 821 million people suffer from chronic hunger and malnutrition globally. (Source-Gain Health)

April 2025

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APRIL | 2025

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Oh, are you Pierre?

He has done his graduation from my university. He seems to be a good candidate.

Pierre seems quite qualified.

We are about to start an interview.

Excuse me sir. Who are you looking for?

Hello.

We are expecting Mr. Pierre any moment. If you could please excuse us.

I am Pierre.

Oh! is he Pierre?

I felt awkward that they presumed I was not Pierre.

This is one of the stories developed to highlight and confront workplace racism and discrimination under the project "Window of Quebec" by ZMQ Global, supported by Heritage Canada.

World Day for Cultural Diversity for Dialogue and Development (21st May)

Fact: In Quebec, the employers are 60% more likely to call for interview a Francophone sounding name on the resume, despite similar competencies. (Source-Quebec Human and Youth Rights Commission)

May 2025

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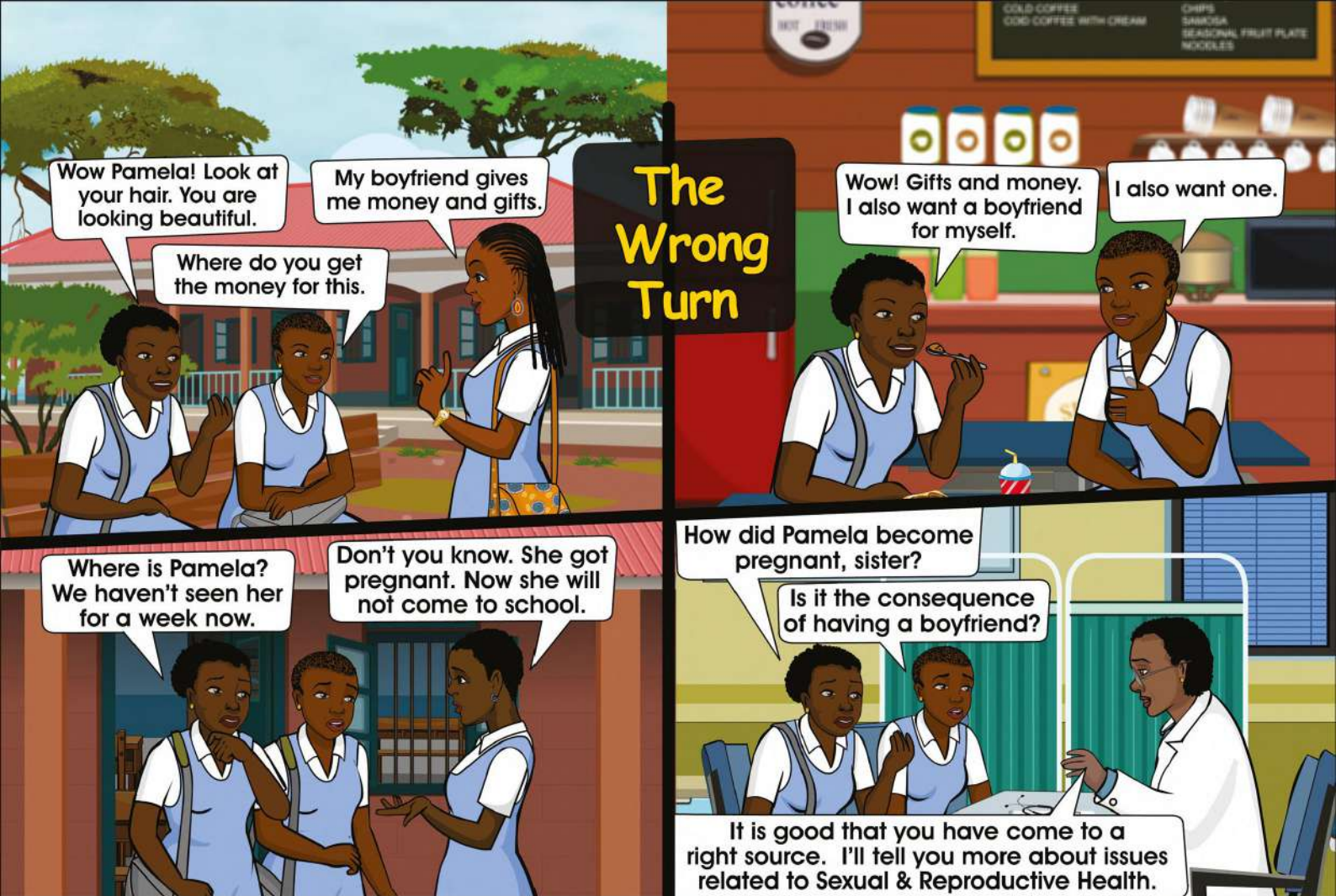
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MAY | 2025

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This is one of the stories developed to highlight and confront workplace racism and discrimination under the project "Window of Quebec" by ZMQ Global, supported by Heritage Canada.

International Day for the Elimination of Sexual Violence in Conflict (19th June)

Fact: It is estimated that upto 1 billion children and adolescents between 2-17years of age, experience physical, sexual and psychological violence globally. (Source-WHO)

June 2025

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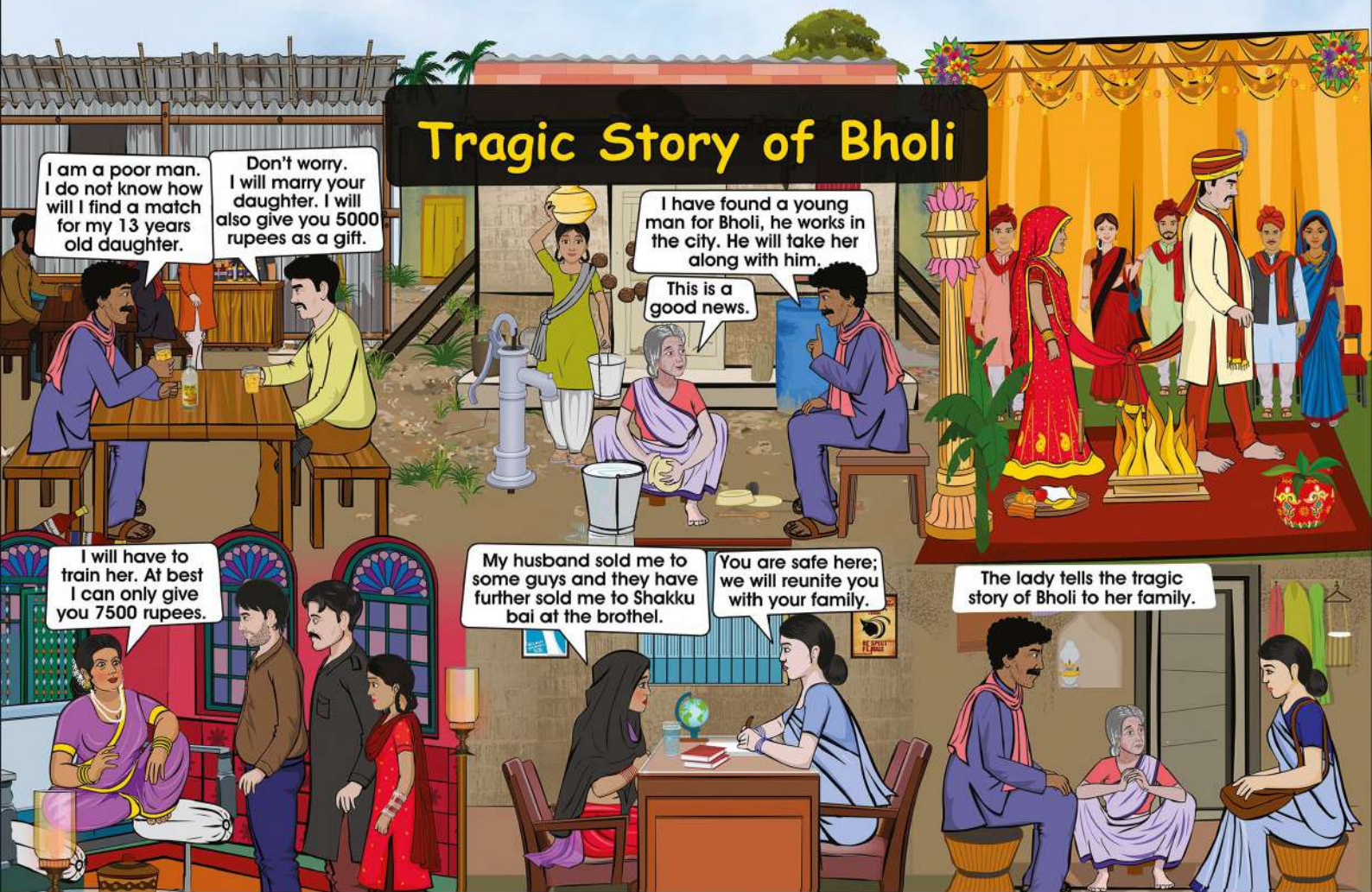
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JUNE | 2025

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This story highlights trafficking of young girls for commercial and sexual purposes. It has hit over 13 million views on YouTube.

World Day Against Trafficking in Persons (30th July)

Fact: Human trafficking is a modern form of slavery, and an estimated 71% of trafficked individuals across the globe are women and girls and 29% account for men and boys. (Source-Free the Slaves)

July 2025

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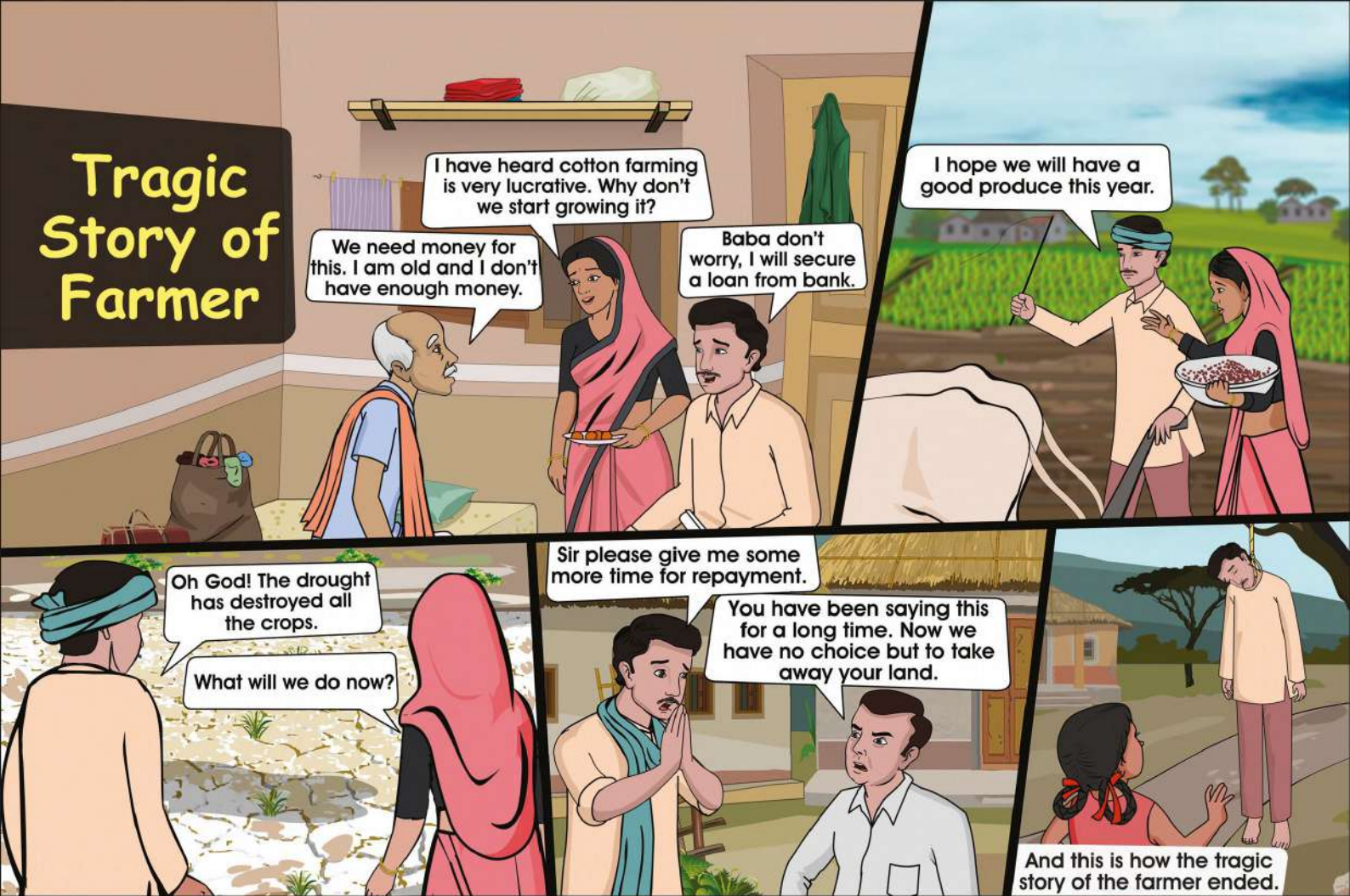
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JULY | 2025

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Tragic Story of Farmer



Estimated 4 million farmers committed suicide between the years 1995-2018 in India. 'Tragic Story of Farmer' was developed to highlight the issue of farmer suicides.

World Humanitarian Day (19th Aug)

Fact: In 2020, number of suicides by 'persons engaged in farm sector' accounted for nearly 7% of total suicides (1,53,052) in India. (Source-TOI)

August 2025

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AUGUST | 2025

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Bibi Gul

Bibi Gul. Where are you coming from?

College. Baba.

Why you are carrying a book in English. I can't tolerate this. From tomorrow you will not go to college.



The father gets his daughter married off.

I can read English. Can I help you?

I have got a new contract but I am unable to read it, it is in English.

Oh thank you. Can you read English?



And her husband persuades Bibi Gul to continue with her education.

This story was developed for MIRA Channel (Afghanistan) to motivate young girls in Herat to pursue education.

International Literacy Day (8th Sep)

Fact: Literacy challenges persist with at least 771 million young people and adults lacking in basic literacy skills across the globe. (Source-UNESCO)

September 2025

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SEPTEMBER | 2025

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Socrates Decides to Divide his Inheritance

Hi I am Socrates; I work as a driver and this is my family.

You must study and make your own career. It is very important.

You don't even go to school.

My sons don't need to study they will inherit all what I have.

Socrates met with an accident.

I will have to do some job to bring home money. The girls will take care of you.

Father, take your medicines. You will be alright soon.

My daughters have taken good care of me. I have realised that girls & boys are equal. I will distribute my inheritance equally among all my children.

This story is a part of Mawe Tatu project on women empowerment in D R Congo, in partnership with CARE Netherlands supported by Dutch Government.

International Day for the Girl Child (11th Oct)

Fact: Women have only three-quarters of the legal rights in the areas of workplace, marriage, entrepreneurship and pension, as compared to men. (Source-World Bank's Women, Business and the Law index)

October 2025

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OCTOBER | 2025

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Beloved Munna

Mamta is busy in her daily chores.

Oh, my son has been coughing whole night. I should visit a doctor (quack) and get some medicines.

Take this powder and give it to Munna every night with milk. He will get better in 2 days.

Bhabhi. His health is getting worse. He has turned blue. Take him to the government hospital.

How is my son now?

He had pneumonia. When you brought him here, he was in a critical condition. Now he is getting better.

This story was produced to raise awareness on childhood Pneumonia in partnership with Philips Foundation, Ashoka-Innovators for the Public and Philips India.

World Pneumonia Day (12th Nov)

Fact: Pneumonia causes about 2.5 million deaths each year, globally. (Source-Clinic Barcelona)

November 2025

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NOVEMBER | 2025

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Papa. You promised to see my teacher today. Where are you going now?

Sorry Son! there is an emergency. I have to clean the sewers.

Manhole Champion

I am thirsty.

Can I get a glass of water please?

Sachin? Don't give him water in our glass. He is a scavenger.

After a while, Vijay gets fainted on the street but no one even touched him.

This story was dedicated to the efforts of Mr. Bezwada Wilson (Ramon Magsaysay Awardee) in leading a grassroot movement to eradicate manual scavenging and reclaim human dignity.

Human Rights Day (10th Dec)

Fact: The life span of manual scavengers is only 40-45 years, as they are exposed to lethal gases and various infections in the sewer. (Source-SKA)

December 2025

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DECEMBER | 2025

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