



Jindagi

Improving Treatment Literacy through digital platform

“Jindagi” (means “Life” in English) represents **wellbeing** or **positivity!**

I-TECH India with support from Mumbai District AIDS Control Society (MDACS) innovated a “treatment literacy tool” which can be used by the patients living with HIV (PLHIV) at their convenient time while ensuring privacy. The tool is strategically designed in form of an application called *Jindagi*. This application aims (a) to empower the PLHIV with correct information, motivation & skills to adopt healthy behavior and (b) to ensure improve retention of newly registered clients in HIV cascade.

Aim:

- Empowering PLHIV towards health seeking behavior
- Ensuring ART adherence

Why:

- Highest Lost to Follow-up (LFU) at ART centers within 3 months of enrollment
- Poor health seeking behavior of PLHIV

