



HRIDAY, since 1999

HRIDAY, a non-profit organisation based in New Delhi, India, has been instrumental in its efforts to work towards achieving Sustainable Development Goals (SDGs), particularly in the context of Goal 3 “Good health and well-being” and in turn influence SDGs #1, #2, #4, #5, #6, #10, #11, #12, #13, #16, #17. HRIDAY primarily engages in -

- Multi-disciplinary research**
- Promoting Multi-sectoral convergence**
- Multi-stakeholder capacity building**
- Sustainable health campaigns**

HRIDAY has achieved milestones through community mobilisation, settings-based interventions, capacity building, social-behaviour change communication, translational research, and evaluation.



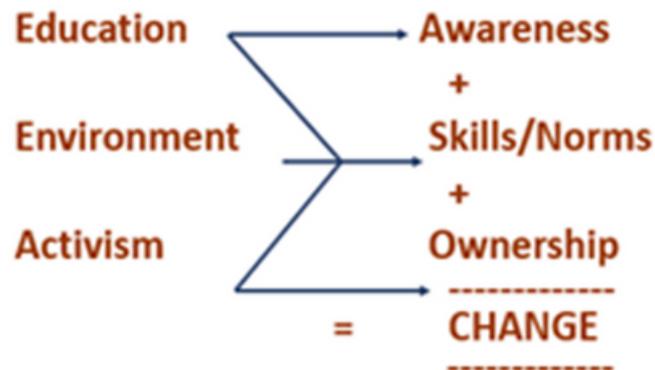
Research at HRIDAY has informed National health programmes and community-led interventions	Meaningfully engage young persons to be “Youth Ambassadors” and change agents for improving the health of society	Embed needs and priorities of people living with chronic health conditions/ patients in policies and programmes	Advocate and support healthy behaviours and foster an enabling environment for health promoting norms and policies	Forge partnerships and build networks among multiple stakeholders for sustained health and development initiatives	Build capacities of diverse stakeholders to effectively address national health priorities through government programmes and policies	Convene multi-sectoral and multi-stakeholder consultations and dialogues on key health and development areas

HRIDAY's priority health and development areas

- Better nutrition
- Promoting physical activity
- Climate change and air pollution
- Prevention and management of Noncommunicable diseases (NCDs)
- Tobacco control
- Alcohol control
- Education and skill building
- Promoting sustainable livelihoods
- Informed sexual reproductive health and rights (SRHR)
- Improved Mental Health

Key Change Agents: Multi-Stakeholder Action

- Adolescents and Youth
- People with lived experiences/ patients
- Schools/ Academic Institutions
- Organisations / Workplaces
- Communities and Households
- Researchers
- Civil Society Organisations
- Government Representatives
- Policy Makers



Evidence-based Innovative Strategies



Students Parliament on Health



Promoting Physical Activity



Global Youth Meet on Health



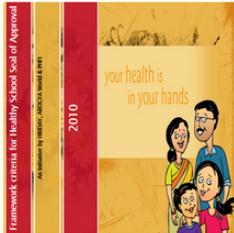
Poster Making



Street Plays



Model Making



Framework for Health Promoting Schools



Youth-led Press Conference



Policy Action with Policy Makers



Social Media Campaigns



Community Outreach



Peer Leaders Trainings

Impact over the years

National

17 States/ UTs across India



500 schools
(government and private across India)

South-East Asia Region

11 countries across South-East Asia

Global

Global Youth Meet on Health

2006 Youth inclusion on health themes
280 participants from 35 countries and 11 states of India

2009 Tobacco or Health
140 international and national participants from 27 countries across the world and 7 states of India

2015 Guard our Globe movement
Action plan for reaching the Post 2015 SDGs and called attention from various sectors nationally and internationally

2021 Meaningful Youth Engagement for Leading Action on Universal Health Coverage and SDGs
25 international partners mobilized 600 youth participants from 35 countries

Our Partners



Our Networks

National

- Healthy India Alliance (HIA)
- Alliance For Tobacco Control (AFTC)
- Doctors For Tobacco Control in India (DFTCI)
- HRIDAY School Network: comprises over 500 government and private schools in Delhi and states across India

Regional

- South-East Asia Regional NCD Alliance
- South-East Asia Regional Network of Champion Trainers (youth)

International

- NCD Alliance
- Youth for Health (Y4H)
- NIHR Global Health Research Centre for multiple long term conditions with University of Leicester
- Addressing Smokeless Tobacco Use and Building Research Capacity in South Asia (ASTRA) with University of York
- Global Challenges Research Fund (GCRF) with Edinburgh University
- Society for Research on Nicotine and Tobacco (SRNT)

Awards and Recognitions

- WHO Director General Award for Tobacco Control; programme listed as a 'Best Practice Model' and recommended for global replication
- Best Practices in Global Health Award for linking health, poverty, and development

