Located at Tejgaon Commercial area, Kunipara is one of the largest slums in Bangladesh. The residents of Kunipara are from less developed areas of country, such as the coastal areas of Barishal and Noakhali and are mostly factory workers and rickshaw pullers by profession. Kunipara is immediately adjacent to the affluent areas of Tejgaon and Mogbazar. The slum provides easy access to researchers as a good number of NGOs are working there.

BRAC is the only international NGO working in Kunipara to improvise dwellers’ financial security through their microfinance and health programmes (MANOSHI project), particularly in terms of improving Maternal, Neonatal and Child Health situation.

m-Health (mobile health) intervention is being piloted to improve quality maternal, newborn and child health services in Kunipara. The innovative m-Health platform aims to improve data efficiency, patient care, and emergency management support to ensure quality monitoring and evidence-based decision making.