

Supplementary Table 2: Final coding structure for qualitative analysis

Socio-economic position characteristics	District, block, village, hamlets
• Wealth or land ownership	• Allahabad district
• Religion	○ Village 1, Block 1 (+ hamlet child nodes)
• Occupation	○ Village 2, Block 2 (+ hamlet child nodes)
• Facilities in the village or home	○ Rampur district
• Education	○ Village 3, Block 3 (+ hamlet child nodes)
• Caste	○ Village 4, Block 4 (+ hamlet child nodes)
Coverage and outcomes	Equity in coverage and outcomes
• Coverage of ASHA home visits	○ Pro-equitable (favouring lower SEP)
○ Antenatal home visits	○ Equitable (equal between SEP groups)
○ Postnatal home visits	○ Inequitable (favouring higher SEP)
○ VHND, ANC or birth registration	Contextual factors
○ Identification of pregnant women	• Community health worker characteristics
○ Counselling by ASHA	○ Relationship with women and family
○ ASHA diary	○ Knowledge level
• Birth plan or preparedness	○ Coordination between CHWs
• Delivery place	• Family dynamics and decision-making
○ Public hospital	• Community values, norms and supports
○ Private hospital	○ Traditional practices
○ Home	○ Gender
○ Informal doctor or midwife	• Health system and services context
○ Caesarean section	○ Quality
○ Any hospital	Conditions of health facilities
• Essential Newborn Care	Behaviour of health care workers
○ Warming the baby	Perceived efficacy of treatment
Skin-to-skin contact	○ Availability
○ Cord care	○ Medicines or medical interventions
Cutting the cord	○ Affordability
Anything applied to cord	Inexpensive
○ Breastfeeding	Indirect costs at public
Breastfeeding initiation	Incentives
External food	High costs at private
Breast milk	○ Accessibility
○ Bathing of the baby	Own or private vehicle
• Vaccination	Ambulance
• Birth outcomes and health	○ Linkages and referrals
○ Stillbirth	• Geographical, infrastructure, environment, or seasonal context
○ Pregnancy complications	• Socio-economic context
○ Newborn or infant illness	• Political context
○ Neonatal, maternal, or infant mortality	• Changes over time