



ADHUNA

Quarterly Newsletter

Advancing
Delivery of (Quality)
Healthcare through
Upgraded
Newborn (and Intrapartum Care)
Approaches

Foreword

Focus this quarter

Updates from Partners

Looking ahead



SPOTLIGHT on ADHUNA's District Coordinators

Top L to R: Amit Jain, Finto Francis, Brijendra Pandey, Rahul Awasthi, Chandan Kumar, Ravi Sharma and Ashwin Nikode

Bottom L to R: Sudhanshu Vikram, Saeed Ahmed, Amit Sharma, Roop Kumar Sharma, Anyas Navin, Zohara Siddiqui and V Nikhila Priya

Foreword

Dear Partners and Colleagues,



It is with immense pleasure that I address you in the third edition of Project ADHUNAs newsletter, reflecting on the significant strides we continue to make under this FOGSI initiative. This quarter has seen a remarkable expansion of our reach, particularly with the successful onboarding of 1,100+ private health facilities across the 29 districts where ADHUNA is operating. With our district coordinators in place, we demonstrated significant momentum in reaching out to small private hospitals and nursing homes (with both FOGSI and non-FOGSI doctors) that attended the Continuous Professional Development (CPD) Programs on intrapartum and newborn care quality improvement, and onboarded them to the project so they continue to receive information, opportunities for capacity building and access to new knowledge.

This quarter our monitoring partner the Foundation for Research in Health Systems, along with our district coordinators, kickstarted the baseline survey in the onboarded health facilities, to understand current practices in intrapartum and newborn care. These findings will help us benchmark our progress and guide us towards specific evidence-based practices that need more emphasis and training.

I look forward to yet another exciting quarter with ADHUNA's champion voices, launch of our social media handles and intense field level engagement to ensure the best care for mothers and newborn.

Best Regards,

Dr. Sunita Tandulwadkar
President FOGSI, 2025

Dear Partners and Colleagues,

I am very pleased to present here the progress that our field team of District Coordinators (DCs) is making under Project ADHUNA!



We recently held an important training program for the district coordinators in Mumbai. We were thrilled that our partners from ADHUNA and the FOGSI leadership were able to join us. During the training, the district coordinators worked on key strategies and made detailed plans. They learned how to add new health facilities to the project and planned the first survey with our monitoring partner, the Foundation for Research in Health Systems (FRHS). This hard work is already paying off! New private health facilities are joining ADHUNA every week.

Our partners have also started to create a collaboration hub. This will be a place for medical professionals to connect and work together to improve the health of mothers and newborns.

We are looking forward to a busy and productive quarter with the completion of CPD-1 in all 29 districts and are preparing for the next round.

Wishing the team all the very best.

Best Regards,

Dr. Suvarna Khadilkar
General Secretary FOGSI, 2025

Dear Partners and Colleagues,

I am happy to share that ADHUNA is showing steady progress in all its outcome areas in this quarter.



We have completed CPD 1 sessions on improvement in quality of intrapartum and newborn care in nearly all the districts that ADHUNA is working in covering more than 3000 healthcare professionals from small private hospitals. The feedback from doctors and paramedic staff has been very encouraging and we are taking into account their suggestions for the next round of CPDs.

A key objective of ADHUNA is to build FOGSI's voice to communicate and advocate for the quality of maternal and newborn care and we are doing this through the ADHUNA Champion network consisting of FOGSI leaders and key state representatives. This vital initiative is enabling doctors to build a strong collective voice through an enhanced social media presence.

The upcoming months will bring forth learnings from the field collected through the baseline survey and from CPD feedback, and help us engage more effectively with the private health practitioners as we design our next learning sessions on managing prematurity and newborn care.

Best Regards

Dr. Jaydeep Tank
Director Project ADHUNA,
Imm. Past President, FOGSI

Focus this quarter



Orientation Program for District Coordinators

- Project ADHUNA's reach at the state and district level is anchored on the shoulders of our efficient and capable District Coordinators (DC). Selected from a wide range of applications, our District Coordinators are post-graduates with extensive experience in implementing public health programs in their respective districts or states and have worked with reputed national and international organisations in India. Having lived and worked in their designated districts, the coordinators have working knowledge of private health facilities and local OB/GYN community in the areas they are managing.
- As part of their enrollment into the project, an orientation program was organized by the ADHUNA PEU in Mumbai at the FOGSI office on 17th June 2025 for the 14 district coordinators hired for ADHUNA. The program was attended by **Dr. Anchita Patil who is the Lead for Maternal and Newborn Health (MNH) at the Gates Foundation** and lead representatives from all our project partners - Ipas Development Foundation (IDF), Global Health Strategies (GHS), Foundation for Research in Health Systems (FRHS) and Sattva Consulting. Some of the ADHUNA State Coordinators from Odisha, Bihar and Madhya Pradesh and some key FOGSI leaders were also able to carve out time from their busy schedules to participate in the orientation program.
- The day began early morning with an educational session on the CPD-1 topics including EMOTIVE, IV FCM and health communication for the DCs delivered by the State Coordinators, GHS and PEU.
- **Dr. Sunita Tandulwadkar, FOGSI President** and **Dr. Bhaskar Pal, President Elect**, though could not join in person, welcomed the participants and shared their thoughts over a video message.
- Once all the ADHUNA partners arrived, we began with a keynote address by **Dr. Anchita Patil** where she provided the background and context to the design of this project engaging the private health sector in improving maternal and neonatal health outcomes. She welcomed the district team while also providing a background to the selection of innovations and the complementary work by the partners supporting this grant.
- This was followed by an overview of the **project milestones and ongoing activities** by the **ADHUNA Project Director Dr Jaydeep Tank** and **the launch of our online CPD modules that are now available on [ADHUNA's YouTube channel](#)**
- **Dr. Sushanta Banerjee, Chief Technical Officer from IDF** provided their experience and learnings from engaging with private health facilities, including challenges and potential solutions, providing valuable insights for the District Coordinators for their field work.

District Coordinator Orientation Program in Mumbai

- **Suchi Mahajan, Vice President, GHS** briefed on the communication and advocacy activities in the year, including the engagement with ADHUNA Champions, preparation of the social media calendar and plans for the collaboration hub that will bring together medical practitioners.
- **Dr. Meenakshi Jain, Director at FRHS** provided a thorough understanding of the approach to the baseline study that is underway in the project districts; the plan for field visits and support required from the district coordinators.
- **Sattva Consulting** has been supporting the PEU in grant deliverables and **Lakshmi Sethuraman, Partner**, covered the approaches adopted by the team for effective coordination between project partners, governance structures in place and dashboards in use for project progress tracking.
- The **district coordinators** then took the stage to introduce themselves and each one highlighted their field experiences so far in onboarding private health facilities and consistent support from doctors.
- The **State Coordinators, Dr Meena Samant (Bihar), Dr. Jyoti Bunglowala (MP), Dr. Jayashree Pattnaik, Dr. Hara Prasad Pattnaik, and Dr. Bhagyalakshmi Nayak (Odisha)** provided their experience with ADHUNA CPDs and district level engagement thus far. Their continuous support to the district coordinators has helped with successful onboarding in these states.
- The second half of the day was spent on **break out discussions** between the partners and district coordinators on facility onboarding, baseline study support and field advocacy activities to be conducted.
- We also used this opportunity to showcase **modified designs of calibrated drapes** for blood collection that were on display by select manufacturers. Feedback on design, usage, disposal and pricing were collated. These will be commercially available very soon.

With this event we were able to forge connects between the coordinators, state representatives and partners for smooth operations and collective efforts towards achievement of project milestones.

Some more glimpses from the orientation program in Mumbai



Continuous Professional Development (CPD) in 9 districts across 2 states

As Project ADHUNA deepens its engagement with the private healthcare sector, the Continuing Professional Development (CPD) program continues to serve as a critical touchpoint to disseminate the innovations and evidence-based practices in intrapartum and newborn care among doctors and nurses in our target districts.

This quarter, the CPDs expanded their geographic footprint across Madhya Pradesh and Uttar Pradesh. In April, CPDs were held in Jabalpur, Indore, Ujjain, and Bhopal (MP) and in Lucknow (UP). In May, the momentum continued in Bulandshahr, Aligarh, and Mathura, followed by Prayagraj (UP), that was conducted in the month of June.

CPD Preparatory work

Prior to the program, custom-designed invites and E-MOTIVE stickers are sent to local FOGSI members via India Post—complemented by targeted WhatsApp invites to increase visibility and attendance.

Drawing from the pool of ADHUNA Trainers, each CPD had 2-3 external faculty members that covered the sessions on:

- IV FCM for managing anemia in pregnancy
- WHO endorsed E-MOTIVE bundle for evidence-based postpartum hemorrhage management
- Health communication (conducted by GHS)
- Panel discussion on quality of care and best clinical practices

As part of the training, all participants received supplementary reading materials, including a comprehensive booklet featuring the *Guidance Note on IV Iron* including *Labour Care Guide*, designed to support clinical practice and include two filled-in samples to demonstrate proper usage.

Our monitoring partner FRHS was able to collate feedback on the CPDs from the participants, and also conducted a quick knowledge at the end of each session. We also use this forum to onboard the doctors and their health facilities to ADHUNA, to continue receiving learning material, get access to social media support and online modules.

Key Highlights

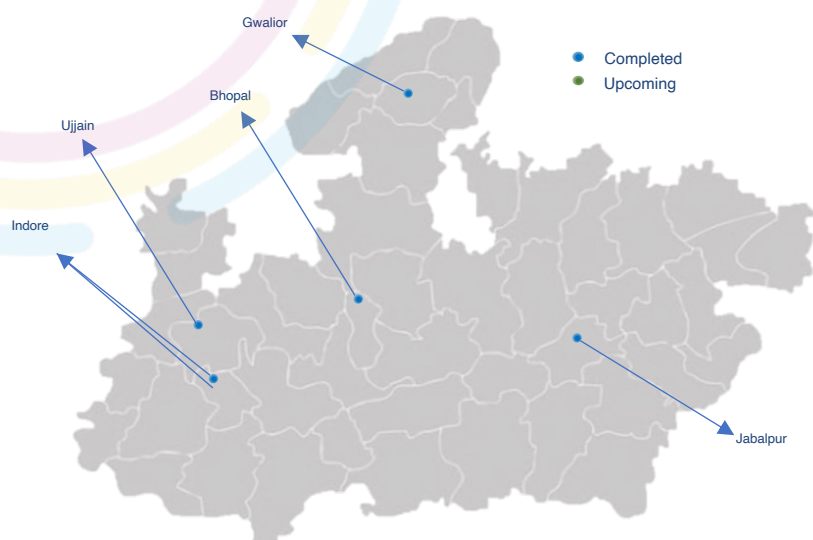
- CPDs held this quarter in **9 new districts** expanding the geographical footprint
- Invitations and E-MOTIVE stickers shared through post
- **1200+** CPD kits distributed this quarter
- **497** Doctors in attendance (Apr-May-Jun)
- **750** Paramedics in attendance (Apr-May-Jun)
- **3171** Total participation so far in all CPDs



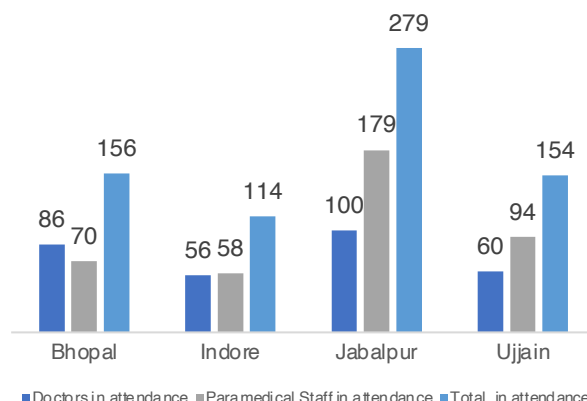
EMOTIVE Drill during CPDs



Paramedics at the CPDs



CPD-1 Attendance in Madhya Pradesh



Jabalpur

Date of CPD Venue	5th April 2025 Hotel Gulzar, Jabalpur
External faculty	Dr. Jaydeep Tank
Chairpersons & Panellists	Dr. Pragya Dhirwani, Dr. Sonal Sahni, Dr. Chitra Jain, Dr. Manik Pansey, Dr. Shrish Jamdar, Dr. Priyadarshani Tiwari, Dr. Sneh Choubey, Dr. Sangeeta Shrivastava, Dr. Neeta Parasher, Dr. Dipika Tirkey, Dr. Alka Agrawal, Dr. Pradnya Harshey, Dr. Sulekha Dewani, Dr. Swaraj Naik, Dr. Nisha Sahu, Dr. Bharti Sahu, Dr. Bhavna Mishra, Dr. Archana Singh, Dr. Sonal Richhariya, Dr. Kaveri Shaw
Moderators & Faculty	Dr. Archana Shrivastav, Dr. Deepti Gupta, Dr. Nidhi Jain, Dr. Richa Dhirwani
Feedback from the society	<i>"The CPD at Jabalpur was a good start. It was an excellent way to spread awareness and educate on key topics. A few suggestions include adding quiz formats to make sessions more interactive, focusing more on demos and Q&A, keeping sessions shorter, and incorporating more team-building exercises to enhance engagement."</i>



Doctor Hall



Paramedical Staff Hall

Ujjain



Doctor Hall



Paramedical Staff Hall

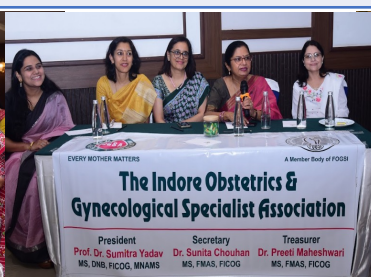
Date of CPD Venue	26th April 2025 Hotel Anjushree, Ujjain
External faculty	Dr. Richa Dhirwani
Chairpersons & Panellists	Dr. Saluja, Dr. Neelam Tejawani, Dr. Manju Rathi, Dr. Mahadik, Dr. Palsania, Dr. Mona Gupta, Dr. Shelly Khare, Dr. Anshu Ghosh, Dr. Indu Singh, Dr. Anita Peter, Dr. Razia Sultana, Dr. Razia Sultana and Dr. Sadhana Sharma, Dr. Sapna Mangal, Dr. Snehal Deshmukh, Dr. Shilpa Kothari, Dr. Aruna Pedneker
Moderators & Faculty	Dr. Archana Maheshwari, Dr. Anuradha Pancholi, Dr. Richa Sharma, Dr. Rupali Maheshwari
Feedback from the society	<i>"The CPD in Ujjain was very well-organized and informative. Including more case-based discussions, and interactive Q&A sessions in future programs could make them even more enriching and engaging for participants."</i>

Indore

Date of CPD Venue	20 April 2025 Hotel Sayaji, Indore
External faculty	Dr. Richa Dhirwani
Chairpersons & Panellists	Dr. Nilesh Dalal, Dr. Ruma Shukla, Dr. Neeta Natu, Dr. Shweta Kaul Jha, Dr. Archana Dubey, Dr. Anjali Masand, Dr. Sarika Jaiswal, Dr. Ritu Haripriya, Dr. Shradha Paliwal, Dr. Shweta Kaul Jha, Dr. Nilesh Dalal, Dr. Neeta Natu, Dr. Vibhuti Thakur, Dr. Vineeti Gupta, Dr. Nutan Sharma, Dr. Ritu Agrawal Sharda
Moderators & Faculty	Dr. Sumitra Yadav, Dr. Sunita Chouhan, Dr. Jyoti Bungalowala, Dr. Richa Chauksey
Feedback from the society	<i>"The Indore CPD session effectively covered key topics on anemia management, including timely insights on IV iron therapy and comprehensive strategies for PPH management. The presenters were knowledgeable, used clear visuals, and encouraged interactive discussions. Future sessions could be enhanced by adding real-life case studies, a deeper dive into the latest PPH guidelines, and collaborative inputs from hematology experts."</i>



Doctor Hall



Paramedical Staff Hall

Bhopal

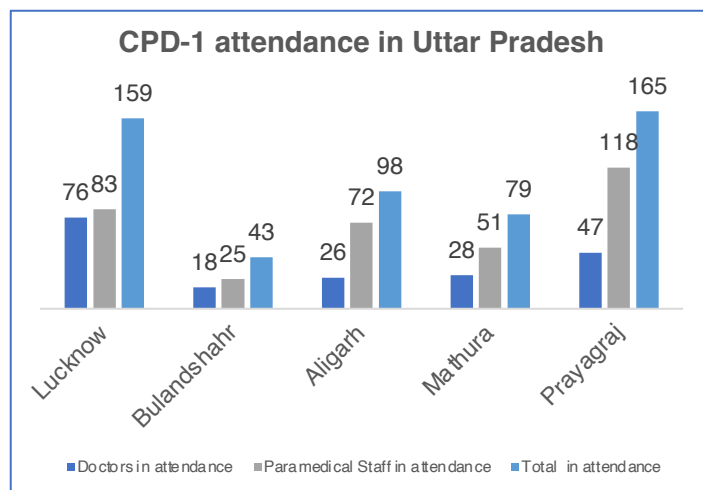
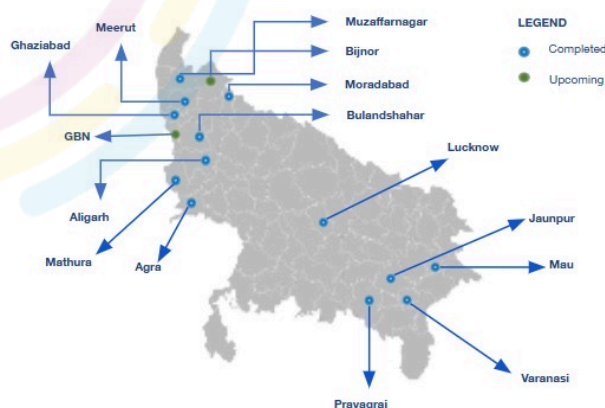
Date of CPD Venue	27th April 2025 MTP Lakeview Residency Hotel
External faculty	Dr. Roza Olyai
Chairpersons & Panellists	Dr. Abha Jain, Dr. Manisha Khare, Dr. Vijayanti Kolekar, Dr. Madhuri Chandra, Dr. Shashi Shrivastav, Dr. Sarla Jain, Dr. Monica Singh, Dr. Viraj Jaiswal, Dr. Priya Chhittawar, Dr. Meenakshi Patel, Dr. Smita Dhengle, Dr. Sarita Bhargav, Dr. Shraddha Agarwal, Dr. Pushpa Kanojiya, Dr. Vandana Agrawal, Dr. Ruchi Kalra, Dr. Nalini Mishra, Dr. Gurpreet, Dr. Ishrat, Dr. Preeti Deopujari
Moderators & Faculty	Dr. Shabana Sultan, Dr. Mudita Jain, Dr. Rekha Wadhwani, Dr. Anjali Kanhere, Dr. Swati Sharma
Feedback from the society	<i>"The Bhopal CPD was highly impactful, covering crucial topics like modern PPH management through E-MOTIVE drills, quality care, respectful maternity, family planning, and neonatal care. Such sessions are vital for upgrading practitioner knowledge, and we look forward to more insightful, practice-oriented programs under ADHUNA."</i>



Doctor Hall



Paramedical Staff Hall



Lucknow

Date of CPD Venue	5th April 2025 Hotel Clarks Awadh
External faculty	Dr. Hara Patnaik
Chairpersons & Panellists	Dr. Sunita Chandra, Dr. Manisha Gupta, Dr. Asna Ashraf, Dr. Fatima Sheebha, Dr. Rajul Tyagi, Dr. Renu Makker, Dr. Parul Gupta, Dr. Sumita Arora, Dr. Geeta Khanna, Dr. Urmila Singh, Dr. Anshumala Rastogi, Dr. Varda Arora, Dr. Jyotsna Mehta, Dr. Pallavi Dhawan, Dr. Anita Singh, Dr. Gyatri Singh, Dr. Sandhya Bansal, Dr. Pratibha Singh, Dr. Ritu Saxena Kamra, Dr. Poonam Mishra, Dr. Neelima Yadav, Dr. Deepa Kapoor, Dr. Naini Tandon, Dr. Nidhi Johri, Dr. Ritu Saxena, Dr. Jyoti Jain, Dr. Warija Seth, Dr. Mala Roy, Dr. Archana Kanodia, Dr. Rati Adhulia, Dr. Anuradha Agarwal
Moderators & Faculty	Dr. Priti Kumar, Dr. Seema Mehrotra, Dr. Vaishali Jain, Dr. Malvika Mishra, Dr. Sonia Luthra, Dr. Namrata, Dr. Madhulika, Dr. Madhuri, Dr. Noopur Anand, Dr. Aleena Haider, Dr. Monica Agarwal, Dr. Neelam Mishra, Dr. Sonu Singh
Feedback from the society	<i>"The CPD sessions were insightful and highly relevant, especially the modules on IV FCM, E-MOTIVE for PPH management, and quality intrapartum care. Practical learnings on anemia management, E-MOTIVE, and respectful maternity practices were well-received. Involving healthcare workers alongside doctors added great value. Moving forward, increasing discussions on PPH drill especially on drug doses, protocols, and fluid management will enhance training impact and clinical application."</i>



Doctor Hall



Paramedical Staff Hall



Doctor & Paramedical Staff Hall

Bulandshahr

Date of CPD Venue	24th May 2025 Alka Motel Banquet, Bulandshahr
External faculty	Dr. Anshu Raina and Dr. Priyanka Garg
Chairpersons & Panellists	Dr. Shobha Garg, Dr. Manju Gupta, Dr. Usha Parihar, Dr. Indu Singh, Dr. Pramila Mittal, Dr. Charu Aggarwal, Dr. Sonal Agarwal, Dr. Saira Bano, Dr. Sumaiya
Moderators & Faculty	Dr. Meenakshi, Dr. Varisha, Dr. Sonal Agarwal, Dr. Saira Bano, Dr. Sumaiya
Feedback from the society	<i>"The session was very well planned and executed, with enthusiastic participation from doctors and their staff. The paramedics particularly benefited from the interactive sessions with the faculty. We are eagerly looking forward to the next program."</i>

Aligarh

Date of CPD Venue	25th May 2025 Habitat Centre, Aligarh
External faculty	Dr. Anshu Raina and Dr. Priyanka Garg
Chairpersons & Panellists	Dr. Asha Rathi, Dr. Anjula Bhargava, Dr. Mani Bhargava, Dr. Rakhi Malhotra, Dr. Harsha Chowdhury, Dr. Meenu Mittal, Dr. Bushra Fatima, Dr. Uroos Fatima, Dr. Sumbul Naim, Dr. Alpana Varshney
Moderators & Faculty	Dr. Namrata Bhardwaj
Feedback from the society	<i>"The CPD is a commendable initiative, greatly helping obstetricians and paramedical staff enhance skills to reduce maternal and perinatal mortality in our country. Future sessions can be even more effective by organizing smaller training groups for better interaction and hands-on learning."</i>



Doctor Hall



Paramedical Staff Hall

Mathura



Doctor Hall



Paramedical Staff Hall

Date of CPD Venue	25th May 2025 Hotel Abhinandan, Mathura
External faculty	Dr. Neharika Malhotra
Chairpersons & Panellists	Dr. Deepshika Engineer, Dr. Prerna Agrawal, Dr. Neerja Goyal, Dr. Rajni Agarwal, Dr. Lalita Bhartiya, Dr. Jyoti Aggarwal, Dr. Nita Jain, Dr. Anju Gupta, Dr. Anu Adhlakha, Dr. Shalini Agarwal, Dr. Neha, Dr. Rashmi Goyal, Dr. Anubha Singh, Dr. Ankita Rajgaria, Dr. Sikha Gupta, Dr. Radha Gupta
Moderators & Faculty	Dr. Neelima Agarwal, Dr. Vertika, Dr. Prerna Agarwal
Feedback from the society	<i>"The CPD program is an interesting and effective way of delivering sessions. The interactive approach, especially on PPH management and the use of drapes, was very insightful—something many of us were not aware of before. We now look forward to the upcoming CPDs and the recent advances or innovations that ADHUNA will highlight."</i>

Prayagraj

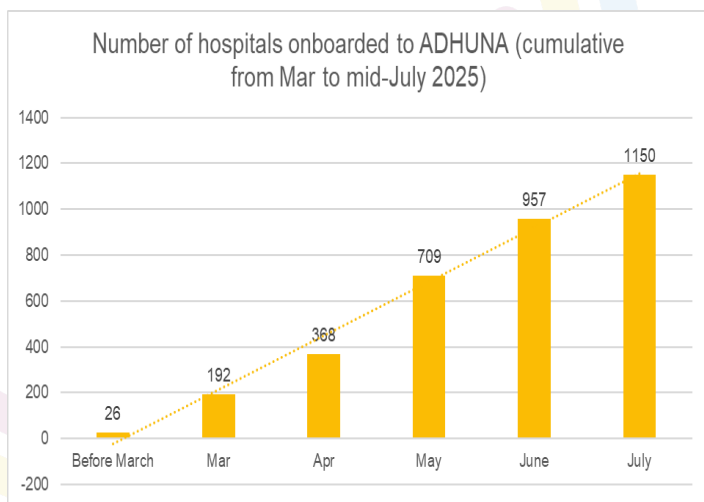
Date of CPD Venue	7th June 2025 Allahabad Medical Association Convention Centre
External faculty	Dr. Ritu Khanna
Chairpersons & Panellists	Dr. Anita Kulshrestha, Dr. Alka Srivastava, Dr. Abhilasha Chaturvedi, Dr. Manisha Gupta, Dr. Vinita Mishra, Dr. Sabita Dixit, Dr. Taru Pandey, Dr. Vidhi Singh, Dr. Roma Kumari, Dr. Vartika Srivastava, Dr. Veena Gupta, Dr. Rekha Khare, Dr. Rekha Srivastava, Dr. Asha Jaiswal, Dr. Chitra Pandey, Dr. Amrita Agrahari, Dr. Somya Saxena, Dr. Sadhna Pandey, Dr. Anjali Sinha, Dr. Shikha Chaudhary
Moderators & Faculty	Dr. Ranjana Khanna, Dr. Meera Lakhtakia, Dr. Garima Trivedi, Dr. Neeta Verma, Dr. Pooja Singh
Feedback from the society	<i>"The overall CPD experience was excellent, well-executed and clearly explained. It was highly beneficial for both doctors and paramedical staff. For future sessions, more practical, hands-on training would make it even more impactful."</i>



Doctor Hall



Paramedical Staff Hall



Hospitals onboarded to ADHUNA across all 4 states between March-end and early-July



Baseline discussion in progress

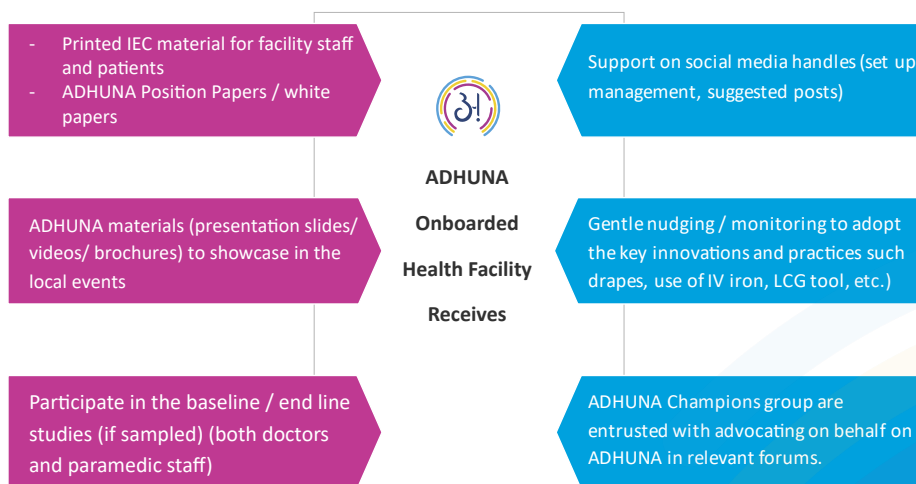


EMOTIVE poster in labour room



Certificate distribution to doctors and paramedic staff

After the CPDs, the doctors and paramedic staff received their certificates, and were requested to join Project ADHUNA and now continue to receive information and support for improving maternal health outcomes by embedding innovations and evidence-based interventions in their practice. “**Onboarding**” to ADHUNA is a structured process where doctors fill out a form mentioning the details of their health facility such as delivery load and staffing, and consent to participate in the project. Once onboarded, the particular health facility is covered by the district coordinator during their periodic visits and provided support in a number of ways. The figure above mentions the nature of support provided. Our district coordinators are working hard to onboard the required number of facilities and **from April to early July 1100+ have been added**. The support from our the **ADHUNA State Coordinators** and **local society President and Secretary** has catalysed this effort. The ADHUNA PEU is constantly by the **FOGSI President**, Dr Sunita Tandulwadkar and the **ADHUNA Project Director**, Dr Jaydeep Tank. We would not have achieved this momentum without constant encouragement from the **FOGSI Office Bearers** and **ADHUNA Champions**.



Nature of support provided to health facilities onboarded to ADHUNA

While onboarding is voluntary, very limited number of facilities have not consented to be part of ADHUNA, primarily if their delivery load is minimal or if the doctors are senior in age and not very active in their clinics / hospitals.

Other than onboarding facilities, our district coordinators are meeting doctors to share the EMOTIVE sticker that is being displayed in their Labour Room wall for ready reference if PPH occurs. In addition, they encourage the facility staff to follow the Labour Care Guide (LCG) during labour.

Updates from Partners



Advancing Quality of Care in Private Health Facilities: select findings

Ipas Development Foundation (IDF) engaged with 62 private health facilities across UP, Bihar, MP and Odisha. The initiative generated valuable insights on various aspects of Quality of Care (QoC), including intrapartum care, collaboration mechanisms, and quality improvement practices. Some of these were:

- Most facilities acknowledged **QoC as a core component** of healthcare delivery, emphasizing the importance of respectful and comprehensive care, timely and evidence-based treatment, regular training, and acknowledging patient feedback.
- In the area of intrapartum care, **clinical judgment and prompt decision-making** were seen as critical.
- Facilities also recognized the potential role of professional bodies such as FOGSI and IMA in **strengthening delivery care** through Continuing Medical Education (CMEs), policy advocacy, and promoting the use of quality improvement (QI) practices, including clinical protocols and evidence-based care.
- Overall, private sector facilities **demonstrated an awareness** of their responsibilities and a commitment to providing equitable care, while also acknowledging internal challenges in consistently delivering quality services. The



Stock photos for illustrative purpose only

Other studies

IDF has also initiated a landscaping exercise to understand the Quality of RMNCH services in **PM-JAY empaneled facilities**. The initiative aims to assess the quality of RMNCH services, comprehend the empanelment process and its benefits, and document good practices. The findings will be crucial in developing strategies for improving maternal and newborn health services under the ADHUNA project.

Additionally, IDF is analysing different categories of private health facilities with high potential to improve RMNCH service delivery. This will support the ADHUNA project to focus on collaboration and partnerships with facilities that have high potential to improve RMNCH outcomes.

Update on monitoring, evaluation and learning (MEL) activities under ADHUNA

As the MEL partner for the ADHUNA project, FRHS has focused this quarter on initiating a baseline assessment to understand current maternal health practices and facility-level emergency preparedness across project states. This baseline activity was tailored to ensure that the ADHUNA's interventions are responsive to the needs and reality of health providers and facilities.

The first phase of the baseline assessment was successfully launched in Bihar. The FRHS team conducted field visits in five out of the twenty-nine districts selected for intervention. During this initial round, a total of 45 facilities were covered. These visits involved structured interviews with doctors and nursing staff, along with a facility checklist capturing current service practices, infrastructure, and areas for support and training.

The assessment focuses on key components of the ADHUNA project such as intrapartum QoC, anemia management using IV FCM, postpartum hemorrhage management through the E-MOTIVE approach, prematurity, postpartum family planning, and respectful maternity care. The aim is to understand existing practices and systems, so that support activities can be aligned with facility needs.



Baseline pilot run in progress at the hospitals



Baseline commissioned



Baseline study in progress at the district level hospitals

CPD monitoring activities have also been carried out side by side. Monitoring was shared in real time on the ADHUNA dashboard. Both qualitative and quantitative participant feedback, along with post activity assessment scores has been analyzed and reported.

In the coming weeks, FRHS will continue interviews with doctors and other facility staff across the remaining states. Preliminary findings will be analyzed to inform implementation strategy and provide timely feedback to project partners.



Ongoing Advocacy and Communication

Global Health Strategies (GHS), the communications and advocacy partner for Project ADHUNA, continues to strengthen the project's visibility and champion engagement efforts across its four implementation states. From April to June 2025, GHS supported a range of efforts, including capacity building exercises, creation of social media content for dissemination, introducing the champion voices network, and convening structured dialogues around the project's focus interventions. Collectively, these efforts aimed to amplify maternal health innovations.

Strengthening capacities through CPDs

As part of the Continuing Professional Development (CPD) series, GHS led the health communication coaching sessions across nine focus geographies – Lucknow, Aligarh, Bulandshahr, Mathura, Prayagraj (Uttar Pradesh); Indore, Jabalpur, Ujjain, Bhopal (Madhya Pradesh) covering content in Hindi and English for over 1200+ clinicians and paramedics. Bilingual press releases (Hindi and English) were developed and disseminated after each CPD in the respective geographies, highlighting Project ADHUNA's efforts and vision.



Strengthening capacity through CPDs

Social Media Support to FOGSI Members

During April and May, ~25 social media collaterals were developed and disseminated for significant health observances. These included World Health Day (April 7th), National Safe Motherhood Day (April 11th), International Day of Families (May 15th), and the International Day of Action for Women's Health (May 28th), distributed through the FOGSI and ADHUNA networks.





Distributed through the FOGSI and ADHUNA networks, these materials spotlighted the need for interventions such as:

- IV-FCM for treating moderate to severe anaemia in pregnancy and postpartum: Emphasizing effective treatment protocols for maternal anaemia.
- The E-MOTIVE protocol for managing postpartum haemorrhage (PPH): Promoting life-saving interventions for a leading cause of maternal mortality.
- Newer contraceptives (DMPA-SC, subdermal implants): Advocating for informed reproductive health choices.
- The urgency of anaemia screening and treatment: Stressing the importance of early detection and management of this prevalent condition.

Guidance on media engagement to the ADHUNA PEU

Additionally, GHS conducted two briefing discussions with the PEU and Sattva team — one to provide guidance on media engagement, covering essential aspects such as, messaging consistency, and engagement strategies, and another to introduce the Champions Tracker, a matrix developed to track collaborations and dissemination activities with influential individuals, including the champion voices.

ADHUNA Champion Network Activated

Following the Training of Trainers in January, GHS collaborated with the PEU to connect with and onboard key FOGSI spokespersons, introducing the Champion Voices Network. This initiative aims to equip the group with a strong social media messaging strategy to advance the project's goals. In early June, an inaugural call brought together nearly 40 Champions, providing them with an orientation on their role in building awareness and urgency around scaling of select maternal health innovations.

Concurrently, the social media cadence calendar was updated to include content through December 2025. This was to ensure timely and well-planned content was ready to be shared across ADHUNA's channels routinely and during key calendar days.

Thought Leadership at the World Health Summit



World Health Summit, Regional Meeting, April 2025 held in New Delhi

In April, GHS convened a panel discussion at the World Health Summit – Regional Meeting, featuring experts from Ministry of Health & Family Welfare (MoHFW), Indian Council of Medical Research (ICMR), Jawaharlal Nehru Medical College (JNMC), and FOGSI leadership.



Thought Leadership at the World Health Summit

The session explored pathways to scale evidence-based innovations like the E-MOTIVE bundle and IV-FCM. GHS managed end-to-end speaker coordination, developed communications materials, and executed social media promotion to maximize the visibility and uptake of the session's insights. Additionally, GHS facilitated the participation of Dr. Jaydeep Tank and Dr. Sunita Tandulwadkar in related discussions on anaemia and maternal health.

What's coming up in the next quarter:

- Development of IEC materials on focus areas, that can be distributed to and used by clinics across focus geographies
- **Whitepaper Launch:** Finalize and publish the fetal monitoring whitepaper and plan for its dissemination.
- **Champion Engagement:** Collaborate with the champion voices to effectively share project materials and messages across social media and within their networks.
- **State-level Stakeholder Engagement:** Meetings with state, district, and city-level stakeholders and thought leaders to widen the dissemination of project focus interventions.
- **Collaboration Hub:** Conceptualizing the establishment of a multi-stakeholder engagement platform, to encourage collaboration and dissemination on focus areas.

Looking ahead



ADHUNA is moving from strength to strength and this is evident in the plethora of activities that are taking place on the ground, in coordination with all the ADHUNA partners and spearheaded by the district coordinators. CPD-1 has been completed almost everywhere, with the exception of Ghaziabad that will be held in early August. However, the learning continues with the online CPD modules on YouTube for anyone to revisit the sessions on EMOTIVE, IV FCM and health communication.

The next few months will see a lot more momentum and activities across the districts with the baseline survey, engagement of health facilities by our district coordinators and planning for CPD-2 that will focus on managing prematurity and essential newborn care, encompassing some compelling innovations and evidence-based practices that can prevent prematurity and innovations in care for the sick newborn.

ADHUNA's social media handles will also be launched and we urge you to follow these and actively engage in spreading the messages in your networks. We look forward to coming back with more milestones and achievements in the next few months.

Dr. Bhaskar Pal
FOGSI President Elect, 2026

District Coordinators will continue to onboard the health facilities in their districts.



Baseline survey results from quantitative and qualitative studies.



ADHUNA Social Media handles have been launched and now will see regular activity with messages on health-related days and project updates.



Collaboration hub for engagement between professional bodies conceptualized and put into action.



Preparation for CPD 2 with finalization of topics and content.





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