



THE FEDERATION OF  
Obstetric & Gynaecological  
Societies of India

fogsi  
.org

# **Deputy Secretary General's Report on IT Activities**

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**Sept 2025 to Jan 2026**

**Parikshit Tank**

# IT/Website Management Committee

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Leadership	Members	Advisors
President	Treasurer	Past Presidents and
Secretary General	Joint Treasurer	Secretary Generals
Deputy Secretary General	Joint Secretary	from 2009 and
	Invitees	President Elect

A small plant with two leaves growing out of dark soil, symbolizing growth and new ideas.

# Overarching principles of IT Activities in FOGSI

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# What are the IT functions?

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- ❖ Membership Management
  - Individual and society level data
- ❖ Communication
  - Dissemination of general information – announcements of official processes, meetings and events, conferences, programs...
  - Search/Find function
- ❖ Financial Transactions of members and the organization
- ❖ Public awareness, education and engagement
- ❖ Academic Updates



# FOGSI IT Verticals

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Prolific, diverse and dynamic

# FOGSI IT Verticals

Infra	Websites	Broadcast tools	Public facing initiatives	Training	Social Media
<ul style="list-style-type: none"><li>• Hardware</li><li>• Software</li><li>• Apps</li></ul>	<ul style="list-style-type: none"><li>• Core sites</li><li>• Membership sites</li><li>• Specialized sites</li><li>• QR codes for FOGSI Schemes</li></ul>	<ul style="list-style-type: none"><li>• SMS</li><li>• Email</li><li>• Whatsapp groups, chatbot</li><li>• Zoom</li></ul>	<ul style="list-style-type: none"><li>• <b>FOGSINET</b></li><li>• Narikaa</li></ul>	<ul style="list-style-type: none"><li>• Adhuna</li></ul>	

# FOGSI Websites

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Core Websites – Managed with Akrotics

- [fogsi.org](http://fogsi.org)
- [icogonline.org](http://icogonline.org)
- [Jogi.co.in](http://Jogi.co.in)

Membership Management Websites – Managed with Prometheus

- [member.fogsi.org](http://member.fogsi.org)

Specialized Websites

- [jogi.in](http://jogi.in) linked to and managed by Springer
- [manyataformothers.org](http://manyataformothers.org)
- [aicog2026.com](http://aicog2026.com)

# What's new at the core websites

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## *Website Hygiene*

- Review of every tab, page, content, link
- Rehaul and cleanup of defunct links
- Archival of old content
- Enhances user experience, speed

## *Search/Find*

- Improving searchability
- More intelligent responses and relevant document pull up
- Easily locatable most sought tabs

## *Improving the interface*

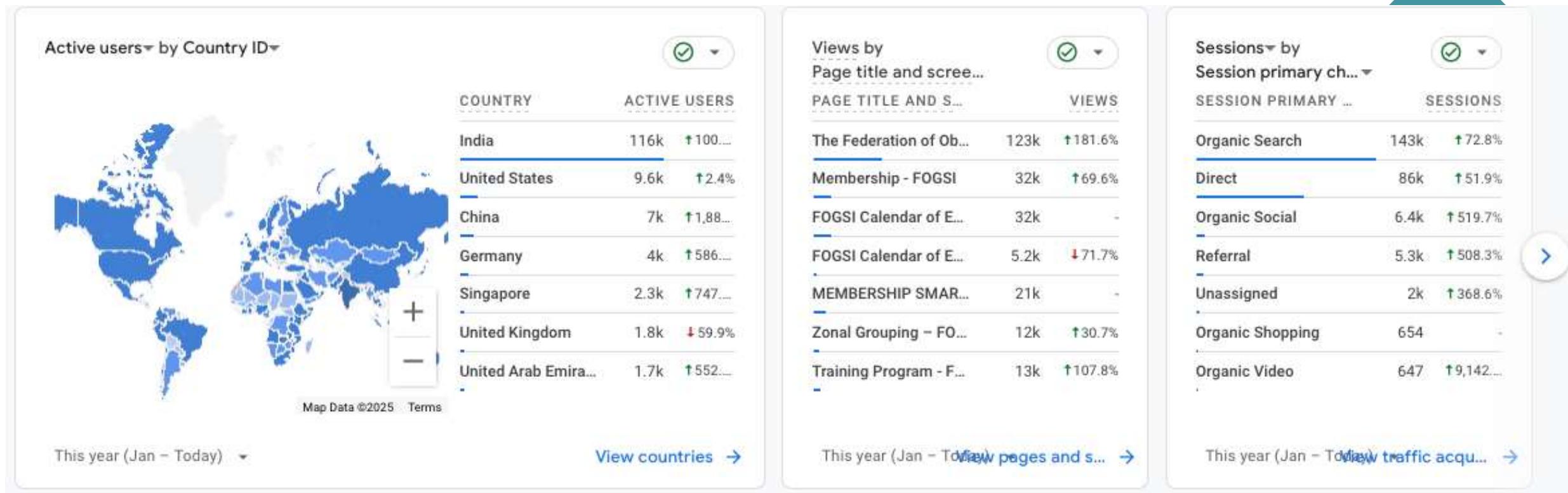
- More iOS and mobile friendly elements
- Consideration for redesigning

# Website statistics

Website traffic increased from an initial 3,000 – 5,000 monthly visitors to an average of 24,000–28,000 per month, generating over 1.93 million impressions during the period from January 2025 to December 2025.



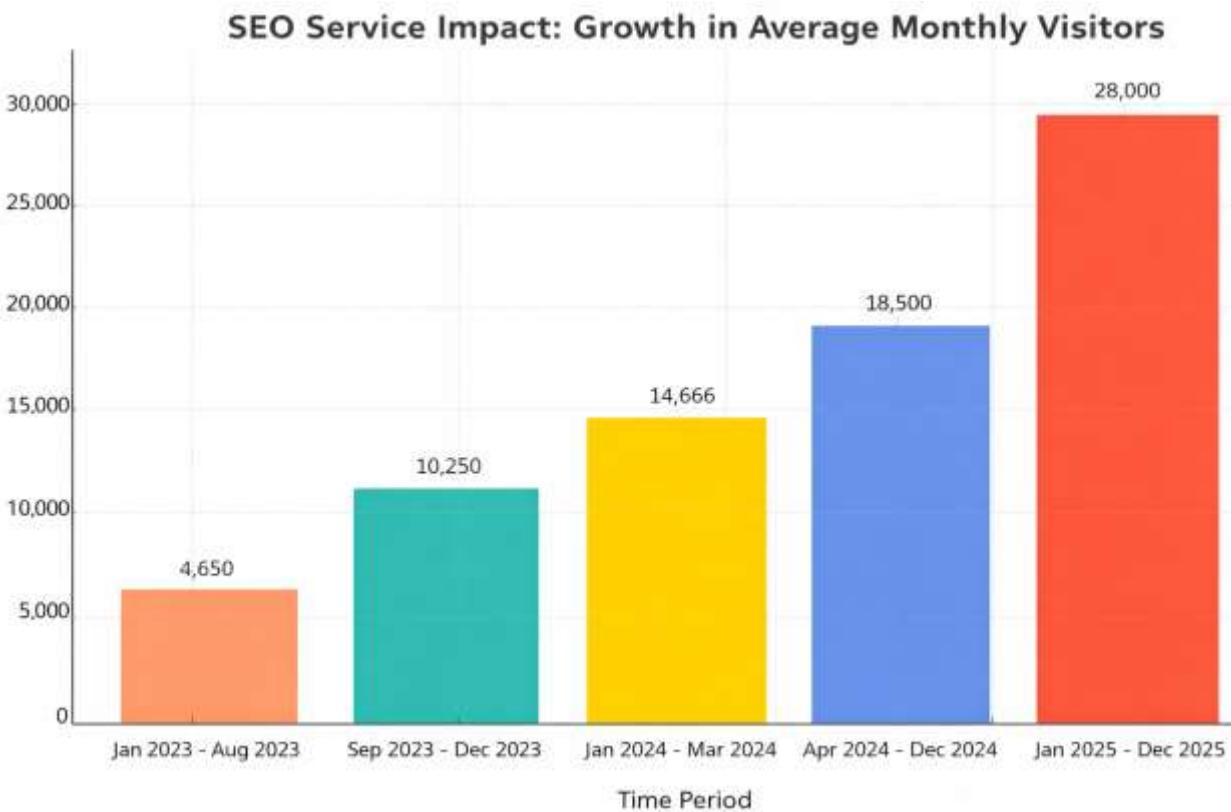
# Website statistics



- Most users are from India
- Users search the website generally (browsing), about membership and for the calendar of events (direct link to page this year)
- Largely organic searches

# Website graph

Started from Sep 2023 till Dec 2025



The implementation of SEO services has significantly boosted our online presence. Starting with an average of 4,650 monthly users in early 2023, our efforts have steadily doubled our visitor count over time. By the Dec 2025, we consistently achieved an impressive average of 25,000 - 28,000 visitors per month, reflecting a remarkable growth trajectory.

# QR codes for FOGSI Schemes

EXCLUSIVE  
LAUNCH



New Smart Card



SCAN HERE

<https://member.fogsi.org/MemberLogin.aspx>

Exciting News! Introducing Our New Smart Card  
We're thrilled to announce the launch of our  
New Smart Card soon

Scan To Get Started



Ask FOGSI

WhatsApp  
CHATBOT



Get information about FOGSI in just one  
touch at your convenience.

Scan To Get Started

WhatsApp Chatbot



Social Security  
Scheme



SCAN HERE

A safety net for FOGSIans -  
because your wellbeing matters.

SCAN FOR APPLICATION



FOGSI SURAKSHA  
SCHEME



SCAN HERE

[www.coveryou.in/revpi/fogsi](http://www.coveryou.in/revpi/fogsi)

FOGSI x CoverYou

Get a FREE ₹10 Lakh Professional Indemnity  
Policy exclusively for all FOGSI members.

SCAN TO PROCEED WITH  
ENROLLMENT

# **Broadcast Tools**

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- SMS
- Email
- Whatsapp groups, chatbot
- Zoom

# **Broadcast tools – what do we use them for and how much do we use them?**

SMS	Emails	WhatsApp	Zoom
Official meetings (GBM, SGM, MCM) announcement and agenda, Conferences (AICOG, Presidential), Applications (to various posts at international bodies, for courses, prizes), Elections, Journal issue links, Audited abridged Balance Sheet	All this Plus Conference flyers, Committee programs, ICOG Courses and Events	3 Main WA groups Society Presidents (292) Society Secretaries (292) OB and MCM (160)  Chatbot We are populating data and questions to make it more relevant and intuitive	100 participants plan and 500 participants addon
Jan – Dec : 37,52,684	Jan – Dec (151): FOGSI 91 & ICOG )60	Jan – Dec : 104 Messages	Jan – Dec : 260
Per SMS – INR. 7,000/- (incl. GST) 160 characters	Per e-mail – INR. 3,700/- (incl. GST)	Chatbot – Rs 75,000 + GST (30000 for development, 45000 for server)	<ul style="list-style-type: none"><li>• Workplace Pro Monthly : INR 1,623.68 (incl. GST)</li><li>• 500 Participants meeting Monthly : INR 5,192.00 (incl. GST)</li></ul>
Exp this year: INR 8,17,407	Exp this year: INR 3,76,196		



# FOGSI WHATSAPP CHATBOT

A *WhatsApp chatbot* is a computer program that can automatically reply to messages on WhatsApp.



**Stay Connected via WhatsApp  
Chatbot: 8879338888**



Ask FOGSI

WhatsApp  
CHATBOT



Get information about FOGSI in just one touch at your convenience.

**Scan To Get Started**

**WhatsApp Chatbot**

# process

## Chat Bot on WhatsApp Steps

1. Scan the QR code or Send “Hi” message on FOGSI WhatsApp Number provided by the agency.
2. Predefined message from company will be displayed.
3. Questions with predefined answer will be shown to the user.
4. Any random message will get an auto reply with contact us details.

### Example

1. General Categories – This will contain all info about FOGSI.
2. Membership – All information about Membership with Membership last date.
3. Training – All information about courses and training.
4. ICOG – Any info required will redirect to ICOG Website.
5. JOGI - Any info required will redirect to JOGI Website.

 Stay Connected via WhatsApp Broadcast: 8879338888



18:48

59%



FOGSI



September 28, 2024

This business uses a secure service from Meta to manage this chat. Tap to learn more.

Hi 12:16 ✓

Today

Hi 18:45 ✓

Hello Parikshit Tank

18:45

Get information about FOGSI in just one touch at your convenience.

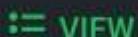
18:45

CHATBOT

SELECT ONE FROM THE LIST OF OPTIONS TO COMMUNICATE

FOGSI

18:45



VIEW

FOGSI

CHATBOT

SELECT ONE FROM THE LIST OF OPTIONS TO COMMUNICATE...

Membership

18:46 ✓

Please reply with the relevant <option number> from the questions listed below to proceed:

0 Back To Main Menu

1 How can I be a member of FOGSI

2 Is Dual membership allowed at FOGSI

3 I need my membership number details for further communication.

4 Want to know when to send renewal fees and how much

5 What is FOGSI's Social Security Scheme

18:46

4 18:46 ✓

Click here for more information -  
<https://www.fogsi.org/membership>

18:46

Type 0 for Main Menu

18:46

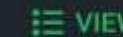
0 18:46 ✓

CHATBOT

SELECT ONE FROM THE LIST OF OPTIONS TO COMMUNICATE

FOGSI

18:47



VIEW

FOGSI

CHATBOT

SELECT ONE FROM THE LIST OF OPTIONS TO COMMUNICATE...

General Queries

18:47 ✓

Please reply with the relevant <option number> from the questions listed below to proceed:

0 Back To Main Menu

1 I am a practicing radiologist and want to become a member of FOGSI. Kindly guide me for the same.

2 I need my membership number details for further communication.

3 About FOGSI

4 How did FOGSI began in India

5 Who is the current president of FOGSI

6 What is Manyata and how can I enroll for it

7 What is Narikaa and how can I enroll for it

8 How can we enroll for FOGSI training courses

9 Are Ultrasound hands-on training courses available?

10 What's the eligibility criteria for FOGSI training

11 How many courses are there in the FOGSI training program

12 How to apply for basic and advanced USG training courses in Obstetrics and Gynecology

Type 0 for Main Menu 18:47

10 18:47 ✓

Candidate has to be FOGSI 'A' category member with PG degree in obgyn recognized by MCI, GOI 18:47

Type 0 for Main Menu 18:47



Message



# Public Facing Initiatives

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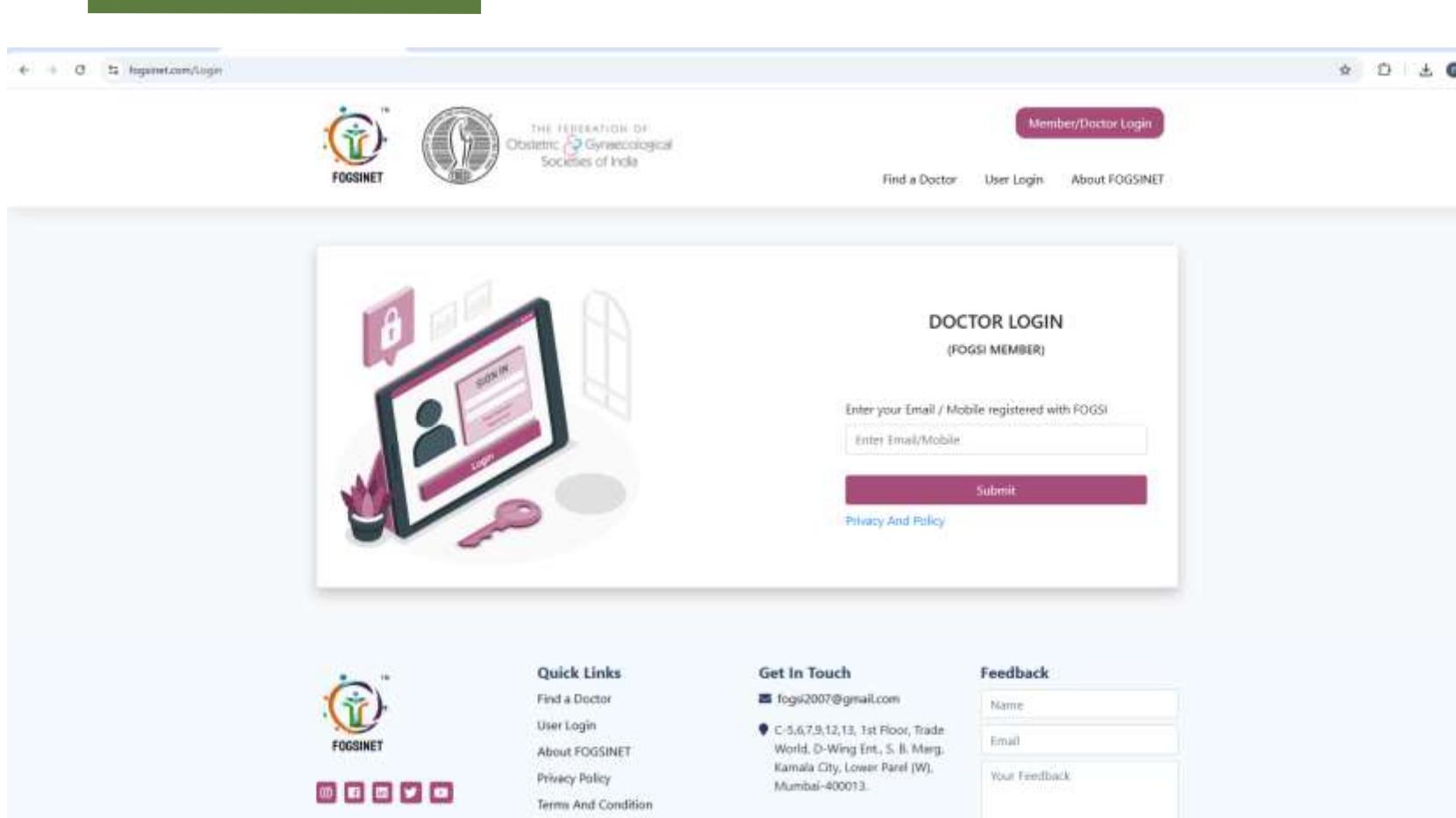
# FOGSINET v/s Other Aggregators



Free of cost	Initial free trial followed by paid services with suspected malpractices
Randomized listing	Listing rank depends on fees paid
Subspecialty listing	No such official facility
It's a FOGSI initiative!	These are not!

**Paid marketing and promotion for FOGSINET starts this year  
(Rs 1 lakh per year has been sanctioned)**

# Make and activate your FOGSINET account now!



The screenshot shows the FOGSINET website with the URL <https://fogsinet.com/login> in the address bar. The page features the FOGSINET logo and the Federation of Obstetric & Gynaecological Societies of India (FOGSI) logo. A large graphic on the left depicts a tablet displaying a login interface with a padlock icon. The central area contains a 'DOCTOR LOGIN' form with the sub-instruction '(FOGSI MEMBER)'. It includes a text input field for 'Enter your Email / Mobile registered with FOGSI', a 'Submit' button, and a 'Privacy And Policy' link. Navigation links at the bottom include 'Find a Doctor', 'User Login', and 'About FOGSINET'.



The image shows a mobile phone displaying the FOGSINET app. The screen includes the FOGSINET logo, the FOGSI logo, and a 'Member/Doctor Login' button. Below these are the taglines 'Better Doctors. Better Care. Everywhere.' and 'India's Largest and Trusted Gynecologists and Obstetricians Societies.' A large QR code is prominently displayed with the text 'Scan To Get Started' below it. The phone screen also shows a 'Find a Doctor' section with the text '43,000+ Gynecologists and Obstetricians across the country' and a search bar. At the bottom, there is a call to action 'Visit [www.fogsinet.com](http://www.fogsinet.com)' and the tagline 'Connecting Obstetricians and Gynaecologists Nationwide'. A small circular icon of a doctor is in the bottom right corner.



# Enabling Continuous Professional Learning

Establishing a strategic foundation for long-term member upskilling and professional development



# What this Platform Enables

## Centralised Course Learning Platform

A single platform to access, complete, and track all courses in one place.

## A Unified Platform for Module-Based Learning

Everything learners need—from login to certification—available in one structured system.

## Minimal operational overhead for management

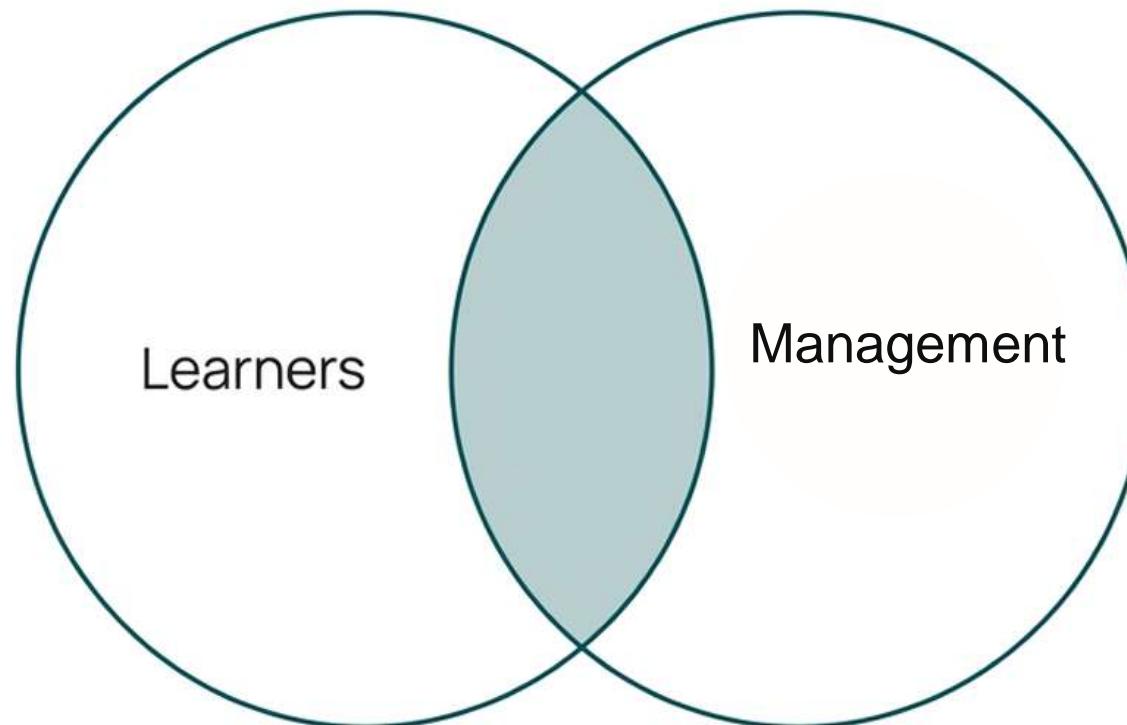
Automate enrollment, tracking, and reporting



# Designed for Management & Learners

Delivers value for both management visibility and individual learning

Gives learners self-paced access to high-quality learning experiences



Enables management with a centralized view of learning activity

# Core Platform Capabilities



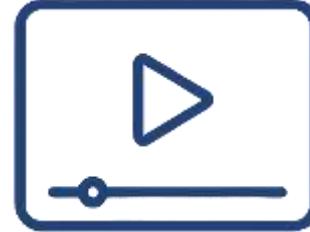
## Easy Access

Web & mobile-friendly for learning anytime, anywhere



## Progress Tracking

A transparent learner journey from start to completion



## Video Learning

Structured, expert-led modules for consistent knowledge transfer



## Certification

Proof of completion to verify skills & add credibility



## Explore the ADHUNA Learning Hub

Experience how FOGSI ADHUNA supports structured, continuous upskilling for our members



Explore the Hub

# Social Media

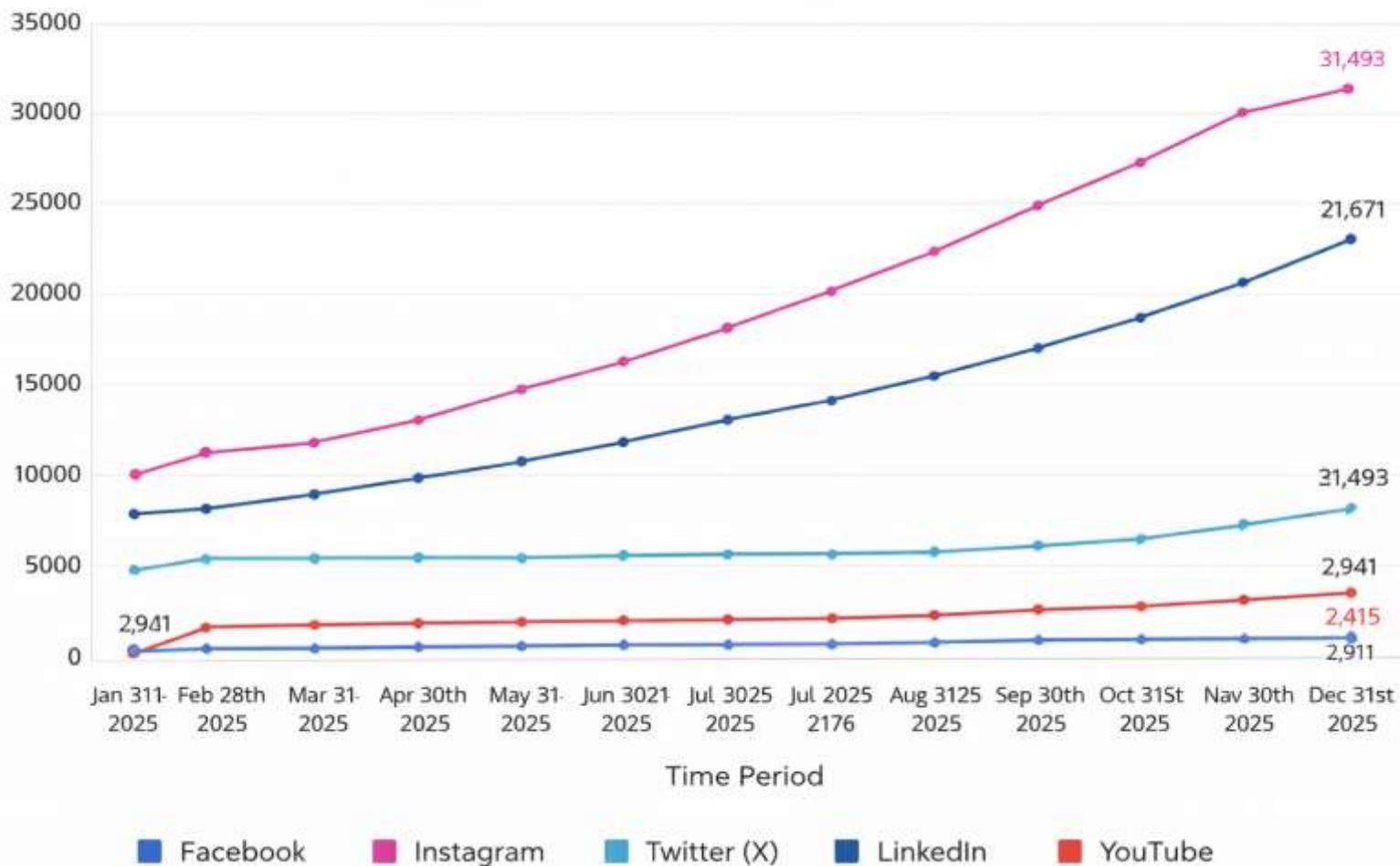
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# Social Media :

From Jan 2025 to Dec 2025 : The FOGSI social media performance throughout 2025 demonstrates strong, consistent, and well-distributed growth across all major platforms.

FOGSI SOCIAL MEDIA MONTHLY GROWTH



FOGSI's social media presence recorded steady and positive growth across all platforms in 2025. Instagram and Facebook emerged as the strongest performers with significant audience expansion, while YouTube and LinkedIn showed consistent, healthy growth. Twitter (X) remained stable with gradual increases. Overall, the trend reflects improved engagement, strong content performance, and a growing digital footprint for FOGSI.

# Blue Tick

- **Verification**
- **Deters impersonators**
- **Credibility, Authenticity, Trust**
- **Boosts visibility and better engagement**
- **Done for Facebook**
- **About Rs 1000 per month**



# Social Media Utilization

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Presidential activities

General medical posts (awareness/education, commemorations)

We are low on engagement and advocacy



# Way Forward

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- Regular clean ups and updation of information on all the platforms
- Content generation
  - Blogs/Vlogs
  - Videos
  - Posts
- Revamp

# Thank you

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Office – Sangeeta, Kanchan

Team Akrotics, Prometheus, Celusion