

# **Report on IT initiatives**

**15-4-2023**

**JANUARY 2023 – April 2023**

**Dr. Suvarna Khadilkar**

**Deputy Secretary General, and In charge of website and  
IT initiatives, FOGSI**

President : Dr. Hrishikesh D. Pai





Secretary General : Dr. Madhuri Patel







# Website Committee:

- Dr. Hrishikesh Pai, President
- Dr. Madhuri Patel, Secretary General
- Dr. Suvarna Khadilkar, Deputy Secretary General And Website In Charge

# Members : IT Initiatives

- 👤 Dr. S. Shantha Kumari, Immediate Past President
- 👤 Dr. Jaydeep Tank, President Elect
- 👤 Dr. Jaydeep Tank, Immediate Past Secretary General
- 👤 Dr. Manisha Takhtani, Joint Secretary
- 👤 Dr. Parikshit Tank, Treasurer
- 👤 Dr. Niranjan Chavan, Joint Treasurer
- 👤 Dr. Aswath Kumar, Vice President FOGSI, 2019
- 👤 Dr. Rohan Palshetkar, Web Coordinator

# Advisors : IT Initiatives

- Dr. C. N. Purandare, 2009 – Mumbai
- Dr. Sanjay Gupte, 2010 – Pune
- Dr. P. C. Mahapatra, 2011 – Cuttack
- Dr. P. K. Shah, 2012 – Mumbai
- Dr. Hema Divakar, 2013 – Bangalore
- Dr. Suchitra Pandit, 2014 – Mumbai
- Dr. Prakash Trivedi, 2015 – Mumbai
- Dr. Alka Kriplani, 2016 – New Delhi
- Dr. Rishma Pai, 2017 – Mumbai
- Dr. Jaideep Malhotra, 2018 – U.P.
- Dr. Nandita Palshetkar, 2019 – Mumbai
- Dr. Nozer Sheriar, 2012-2018 – Secretary General, FOGSI – Mumbai

# FOGSI Websites

📌 <https://www.fogsi.org/>

📌 <https://member.fogsi.org/>

📌 <https://icogonline.org/>

📌 <https://jogi.co.in/> linked to

<https://www.springer.com/journal/13224>



# FOGSI Websites

 <https://www.fogsi.org>



# Websites linked to FOGSI Website

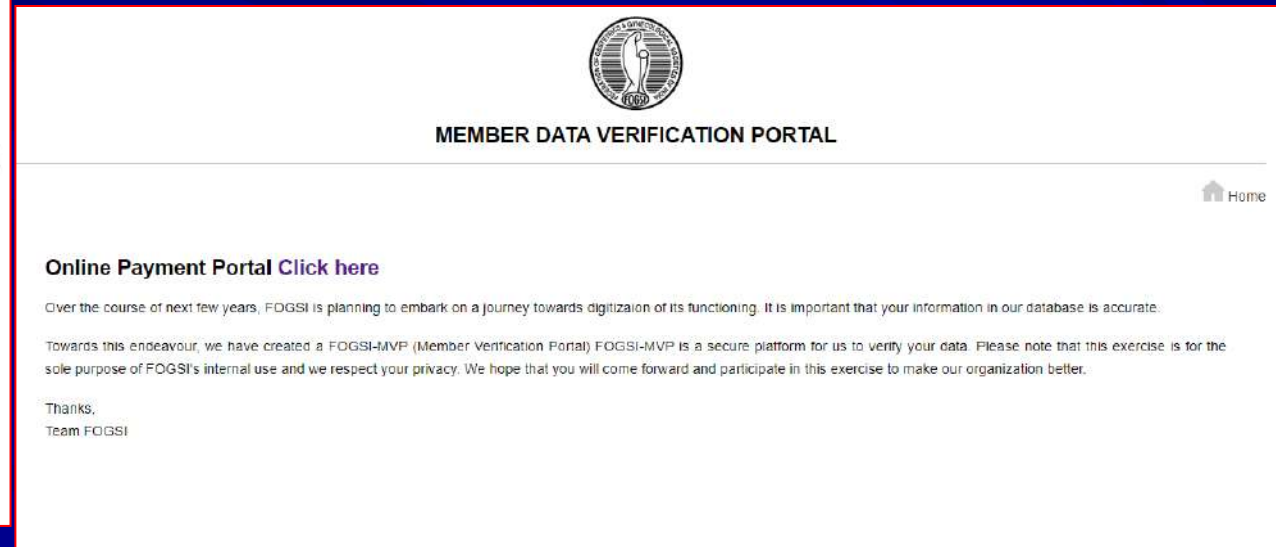
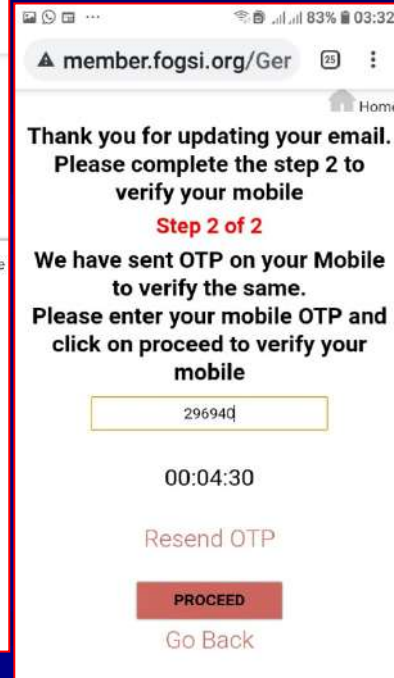
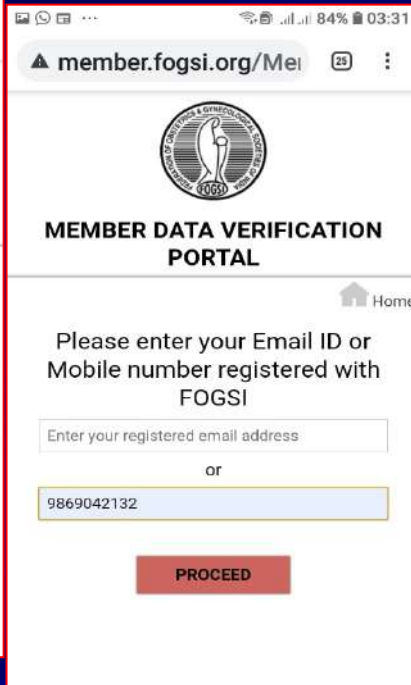
 <https://www.fogsi.org>



**ICOG and JOGI websites are managed by FOGSI**

# https://member.fogsi.org

- For Updating Of Data and E – Voting
- For Online payment portal - ICOG fellowship fees
  - Training fees
  - SSS payments



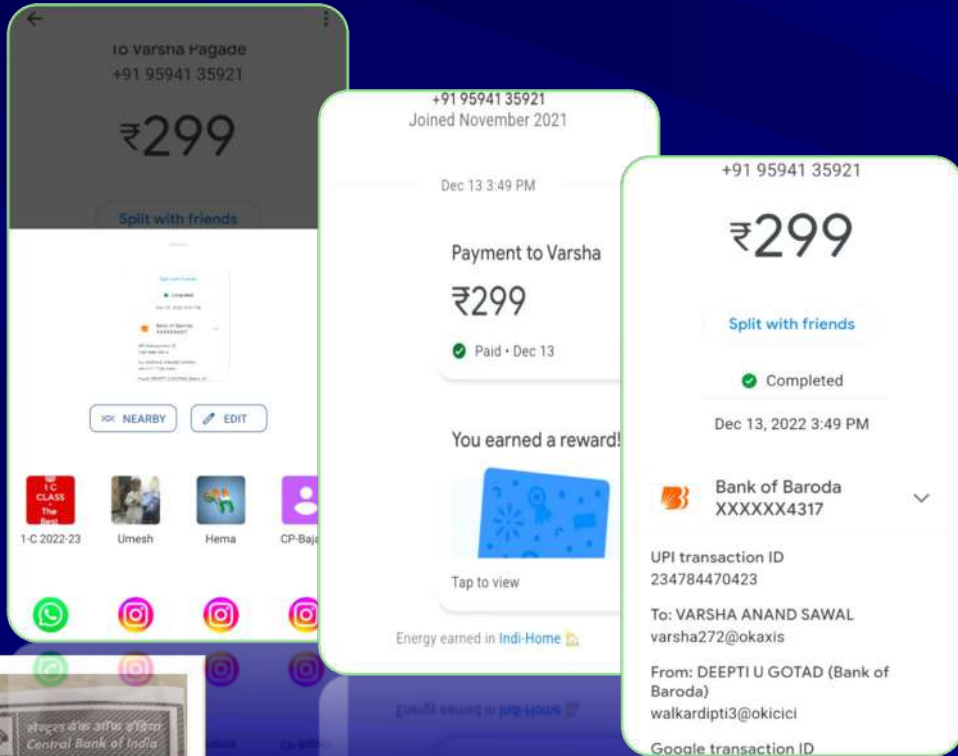
# SSS payment through QR code

Dear Members, Requesting all to please use Paytm, Google Pay, PhonePe and provide us the UPI Number ( a bank-verified phone number identifier of your UPI ID ) on link - [wa.me/918976735079](https://wa.me/918976735079) for our record.

Now SSS payment is very easy. FOGSI has activated a QR code from 19<sup>th</sup> December'22.

Here are just a few of the benefits of adopting QR code payments:

- 1.Simple, cost-effective setup: All you need to accept QR code payments is a smartphone.
- 2.Accept faster payments: QR codes enable you to take payments from more than one person at once. And we can make transactions from start to finish without you needing to be there.
- 3.Security: QR codes are one of the safest payment methods. All processing takes place on a card network like Visa or Mastercard that ensures a secure and stable transaction, and all card details are tokenised and encrypted so you don't need to worry about storing personal information.
- 4.Bridge the gap between face-to-face and digital: Adopting QR codes allows to pay with their preferred digital wallets simply by pointing their phone at a code. This removes friction from the overall customer journey and bridges the gap between the real and the virtual worlds – this seamlessness is exactly what today's consumers expect.





■ (online presentation)

■ [www.fogsi.org](http://www.fogsi.org)



# APPLICATIONS :

- ❖ Social Security Scheme online Enrollment App : Already live and online enrollment is opened for members -**10 members have already enrolled pending society approval**
- ❖ Accounts App (NPO): due updating has been done and is more safe and secure
- ✓ **The developments are :**
  - Bill Reference No. added in Voucher Payment.
  - We can view last 15 transactions for a particular account.
  - Journal Voucher entry rights given to an Admin User.
  - We can capture Authorized Signatory Names in Company Info and display the same in Voucher Payments.

- ❖ FOGSI App on android and IOS : It is still being updated we have currently put a halt on further processing of IOS app.

**THE FEDERATION OF OBSTETRIC & GYNAECOLOGICAL SOCIETIES OF INDIA**  
TRADE WORLD, KAMLA CITY, 1st Floor, C-5,6,7,12,13  
D WING ENTRANCE, S.B. MARG, LOWER PAREL - (WEST), MUMBAI - 400 013.  
Tel.: 24951648, 24951654, 24918032  
Fax: 24918048  
fogs12007@gmail.com

**DEBIT VOUCHER**

Voucher No : FOGSI21-221253      Manual Voucher No :      Date : 29-Mar-2022  
Paid To : BANK OF BARODA ( MAHARATH GROUP)  
On Account : AMC - ACCOUNT SOFTWARE (F.Y.-2022-2023)-AMC/0001/2022-23  
Being : towards money transfer regarding the amc charges of Account Software for the F.Y.-2022-2023-Bill  
Rs.25000-10% tds of Rs.2500+Gst-4500 as per the invoice attached with the voucher.  
Cash / Bank : BANK OF BARODA (FOGSI) A/C.NO.24480100012810.  
Cheque No : BY NEFT      Cheque Date : 29-Mar-2022  
Bill Ref. No : AMC/0001/2022-23

ACCOUNT HEAD	AMOUNT ( In Rs.)
REPAIRS & MAINTENANCE	22500.00
FOGSI - GOOD & SERVICE TAX INPUT	4500.00
<b>Total :</b>	<b>27000.00</b>

In Rupees : Twenty Seven Thousand Only

Prepared By: *Hina Bhatkar*  
Approved By: *Dr. Madhuri Patel*  
Dr. S. Shantha Kumari, President  
Dr. Madhuri Patel, Secretary / Deputy Secretary  
Dr. Niranjan Chavan, Treasurer / Joint Treasurer

\*Subject to realization cheque

Receiver Signature



## **8976735079 WhatsApp Group Account**

**❖ WhatsApp Group Account : Already set up this account for official information from FOGSI head office. This List of President and Secretaries has Been Updated On 31st of every month as Per The Information Received From The Societies.**

**: FOGSI Memb Societies Pres. - 266 societies**

**: FOGSI Memb Societies Secr. - 266 societies**

**: FOGSI OB & MCM – 129 nos.**

**Many doctors are requesting to post flyers, messages, announcements of upcoming events on these groups. (Letters to Govt. authorities, ICOG programs, Monthly webinar series, Committee webinars, National Maternal Health Workshop, Nari Swasthya Janandolan Yatra and many more)**



# Website mobile interface



# New Tab – FOGSI Social Security Scheme app icon Healthcare Workers : FOGSI Naipunya 2021

The screenshot shows the FOGSI website home page. At the top is a blue navigation bar with a home icon and menu items: About FOGSI, FOGSI Website, Office Bearers, Committees, Member Societies, Prizes And Awards, Archives, and Announcements. Below this is a 'Contact' link. The main header features the text 'The Federation of Obstetric and Gynaecological Societies of India'. A row of five circular portraits follows, each with a name and title: Dr. Hrishikesh D. Pai (President), Dr. Jaydeep Tank (President Elect), Dr. S. Shantha Kumari (Imm. Past President), Dr. Madhuri Patel (Secretary General), and Dr. Suvarna Khadilkar (Deputy Secretary General & In charge of website & IT initiative). Below the portraits is a grid of 14 icons, each representing a different section of the website. The icon for 'Social Security Scheme' is highlighted with a red box. At the bottom of the page is a row of six large blue buttons with icons and text: FOGSI Activities, Publications & GCPR, Membership, Post Graduates, Public Awareness, and Healthcare Workers. The 'Healthcare Workers' button is also highlighted with a red box.

Navigation: Home, About FOGSI, FOGSI Website, Office Bearers, Committees, Member Societies, Prizes And Awards, Archives, Announcements, Contact

The Federation of Obstetric and Gynaecological Societies of India

Dr. Hrishikesh D. Pai  
President

Dr. Jaydeep Tank  
President Elect

Dr. S. Shantha Kumari  
Imm. Past President

Dr. Madhuri Patel  
Secretary General

Dr. Suvarna Khadilkar  
Deputy Secretary General & In charge of website & IT initiative

President Activities, Elections, ICOG, JOGI, Manyata, Narikaa, FOGSI Payment Gateway, AICOG 2024, AICOG 2023, Social Security Scheme, International - News, Committee Activities 2022-2023, Training Program, Photogallery, FOGSI'S Policy / Position / Advocacy Statements

FOGSI Activities, Publications & GCPR, Membership, Post Graduates, Public Awareness, Healthcare Workers

# Network upgradation in office

## Switchover from TATA to JIO for better speed

- Earlier we were having of TATA communications with 8 MBPS internet .
- Now we have upgraded to JIO -50 MBPS speed
- Reliance Jio Info comm Ltd.: JIO 1:1 Internet Lease Line ( ILL ) Commercial effective September'2021
- 10 Access points for office : It is a networking device that allows wireless-capable devices to connect to a wired network.
- **NOW the second floor premises also are under cc tv surveillance and we have installed wifi router and internet on second floor**



# Virtual platform owned by office

## Capacity of Zoom platform – annual upgrade

- FOGSI has purchased a Zoom Subscription. The subscription enables us for unlimited meetings (one meeting at a time) for 30 hours duration per meeting, and webinars for 500 participants with no time limit.
- Office bearer meetings, ICOG meetings, Journal editorial board meetings, and most meetings. If needed we can purchase an add on pack on an as per need basis. We have purchased add on pack for Committee's CME /Workshop- zoom meeting for 1000
- From April'2023 we have upgraded our plan yearly basis as below:
- 100 participants Webinar & add on 500 participants for large meetings.
- In past 12 months 39 meetings have been hosted on this virtual platform and many are in queue

## **FOGSI SMS Policy** **(Short Message Service)**


**Maximum 200 SMS per second**

- ❖ **AICOG has been allotted 20 SMS per year.**
- ❖ **10 per year for other conferences.**
- ❖ **Any conference where profits / registration fee is shared with FOGSI can avail of this facility at absolutely no cost to them.**
- ❖ **It was decided that no individuals to be named in the SMS's.**
- ❖ **Only contact numbers, emails of the conference.**

<u>YEAR</u>	<u>MONTH</u>	<u>TOTAL</u>
2022	April	1,22,420.00
2022	May	3,61,230.00
2022	June	6,88,943.00
2022	July	2,92,264.00
2022	August	72,698.00
2022	September	2,23,443.00
2022	October	3,63,161.00
2022	November	1,11,081.00
2022	December	3,35,338.00
2023	January	5,60,235.00
2023	February	1,14,036.00
2023	March	1,53,992.00
	<u>Total</u>	33,98,841.00

# Home Page

<https://www.fogsi.org/>

- Upcoming events as Top running items
- Social Media Icons For Online Use 

Facebook, Twitter, You tube, Linked in, Google Business, WhatsApp
- Drop down menus Tabs : 9
- TABs : 14
- Main Boxes – 6 (*Added a new one – Healthcare Workers*)
- Running Banners – 4 (4 more banners to be added at the time of Election)
- Upcoming Events – 4
- About FOGSI, Quick Links, contact information and our location on google map



# Archives

Home About FOGSI FOGSI Website Office Bearers Committees Member Societies Prizes And Awards Archives Announcements Contact



## Archives

2021 2020 2019 2018 2017 2016 2015 2014 2013 2012 2011 Upto 2010


### President Activities 2021

NAIPUNYA – Skill for All – Modules	-
Orchestra of Hormones – Endocrine our Lifeline	+
World Patient Safety Day	+
Stillbirth Day 5th December 2021	+
FOGSI Celebrating World's AIDS Day	+
National Conference on Obstetric Update is on 28th November 2021	+
FOGSI Organising the International Day for the elimination of VAW on 25th November 2021	+
FOGSI President Theme 2021	+
FOGSI President's Message 2021	+
LOC for UG Curriculum	+
Results of FOGSI Surveys 2021	+


# AICOG

# ICOG

022-24961648 icogoice@gmail.com enca-RRR-2023 ICOG Online Fellowship application- from February 1 to Search SEARCH



INDIAN COLLEGE OF  
Obstetricians & Gynaecologists



Academic Wing of FOGSI


Home About Office Bearers Certificate Course Library Conference Events Membership Archives Announcements Contact

### From the Chairman's Desk

Dear Members & Fellows,


Welcome to the Indian College of Obstetrics & Gynaecology!

Founded in 1994, ICOG represents the academic wing of The Federation of Obstetric and Gynaecological Societies of India (FOGSI). Ever since its inception, our College has strived to maintain the highest academic standards in its work, inculcate integrity in its trainees and develop a culture of excellence in providing women's healthcare. This is reflected in our mission statement of promoting education, training, research and dissemination of knowledge in Obstetrics, Gynaecology, Reproductive health, Family Welfare and related areas.




**Dr. Laxmi Shrikhande,**  
Chairperson, ICOG


[Read More](#)




**Dr. Hrishikesh D. Pai**  
President




**Dr. Laxmi Shrikhande**  
Chairperson




**Dr. Parag Biniwale**  
Vice Chairperson



**Prof. Ashok Kumar**  
Secretary 2021-23




**Dr. Parul Kotdawala**  
Chairperson Elect





**Dr. Sheela Mane**  
Vice Chairperson Elect

# JOGI

# NARIKAA



NARIKAA IS A FOGSI INITIATIVE FOR PUBLIC EDUCATION ON WOMEN'S HEALTH

**Quick Links**

- Home
- FOGSI Activities
- Publications & GCPR
- Membership
- Post Graduate Section
- Public Awareness

Narikaa is a FOGSI initiative, brought alive in partnership with the e-learn Media Pvt. Ltd.

It is a safe online space for women to explore, educate themselves and engage with one another to understand their bodies and their choices. The Narikaa platform is a women's health literacy platform (in English & Hindi) to start with. It will provide insight and support to women from all walks of life.

In keeping with the FOGSI vision of education of maternal health, pregnancy and the mental, social and sexual health and rights of women, the Narikaa platform has an aim to be a holistic approach covering the emotional, physical and psychological aspects of a woman's health from pregnancy to menopause.

Content is custom created by a panel of experts and created with their approval by the experts of FOGSI. Content is developed around the common issues faced by women including sexual health, menopause, pregnancy, fertility, family planning, gynaecological disorders and menopause. Easy to understand short videos and concise articles will be available on the easy-to-navigate platform with a sophisticated search function.

FOGSI activities for women that is becoming increasingly important for the patient and the doctor. And, as highly respected members of FOGSI, the Indian and Gynaecological Societies of India, FOGSI members play a critical role in promoting the health and wellbeing of women.

FOGSI members' contribution and support has paved the way for India to become a recognized health literacy platform. Narikaa - New! Know. Beyond to work together to closely improve the health of our 250 million women in India, this initiative is also committed to provide all its members a platform to engage with their patients.

As part of this initiative, all FOGSI members who sign up to promote this platform will be provided with a personalized doctor's profile page on www.narikaa.com that can be your public face to your patients and your community.

[ENROLL NOW](#)

# FOGSI Payment Gateway



## FOGSI Online Payment Portal

Enter Your Email Id / Mobile No. / Membership No. (Verify Your Details)

SUBMIT

Note: fogsii ultrasound course - registrations closed

FOGSI Online Payment Portal

Enter Your Email Id / Mobile No. / Membership No. (Verify Your Details)

SEARCH ID

SUBMIT

FOGSI Online Payment Portal

Your Name: MADHURI PATEL  
Your Email Id: dmedhuripatel@gmail.com

GENERATE OTP

OR

Your Mobile No.: 98\*\*\*\*02

GENERATE OTP

FOGSI Online Payment Portal

Your Name: MADHURI PATEL  
Your Email Id: dmedhuripatel@gmail.com

GENERATE OTP

OR

Your Mobile No.: 98\*\*\*\*02

GENERATE OTP

Enter OTP

SUBMIT

FOGSI Online Payment Portal

Your Name: MADHURI PATEL  
Your Email Id: dmedhuripatel@gmail.com

GENERATE OTP

OR

Your Mobile No.: 98\*\*\*\*02

GENERATE OTP

Enter OTP

SUBMIT

FOGSI Online Payment Portal

Select Category

Fogsii Training Fee

Particulars	Amount
Fee	
Internet Handling Charges	
<b>Total Payable</b>	

Total Amount

MAKE PAYMENT

FOGSI Online Payment Portal

Select Category

Fogsii Training Fee

Select Sub Category

Ultrasound Basic ( 7 days)

Particulars	Amount
Internet Handling Charges	
<b>Total Payable</b>	

Total Amount

MAKE PAYMENT

9869042132 | dmedhuripatel@gmail.com

Notes (Optional)

**CC Avenue CHECKOUT**

Checkout login for registered users only.

Enter Username

Enter Password

Forgot Password? | Login

**Payment Information**

Credit Card

Card Number

Expiry Date

CVV

As per RBI's directive, w.e.f October 01, 2020, any Indian debit/credit card not yet used for online e-commerce will be blocked for all online transactions. In case of such failure, please contact your card issuing bank to enable online usage.

Save your cards with CC Avenue Checkout for future payments

I agree with the Privacy Policy by proceeding with this payment.

**INR 9160.00** (Total Amount Payable)

Make Payment | Cancel

FOGSI Online Payment Portal

Select Category

Fogsii Training Fee

Select Sub Category

Ultrasound Basic ( 7 days)

Particulars	Amount
Ultrasound Basic ( 7 days) Fees	8500
Internet Handling Charges	310
<b>Total Payable</b>	<b>9160</b>

Total Amount (Inclusive of Internet Fees Handling Charges)

9160

MAKE PAYMENT

FOGSI Online Payment Portal

9869042132 | dmedhuripatel@gmail.com

**Billing Information**

Order #

9869042132

Order Amount

9160.00

Total Amount

**INR 9160.00**

**ORDER DETAILS**

Order #

9869042132

Order Amount

9160.00

Total Amount

**INR 9160.00**

**CC Avenue CHECKOUT**

Checkout login for registered users only.

Enter Username

Enter Password

**Payment Information**

Credit Card

Card Number

Expiry Date

CVV

■ (online presentation by Dr. Suvarna)

■ [www.fogsi.org](http://www.fogsi.org)

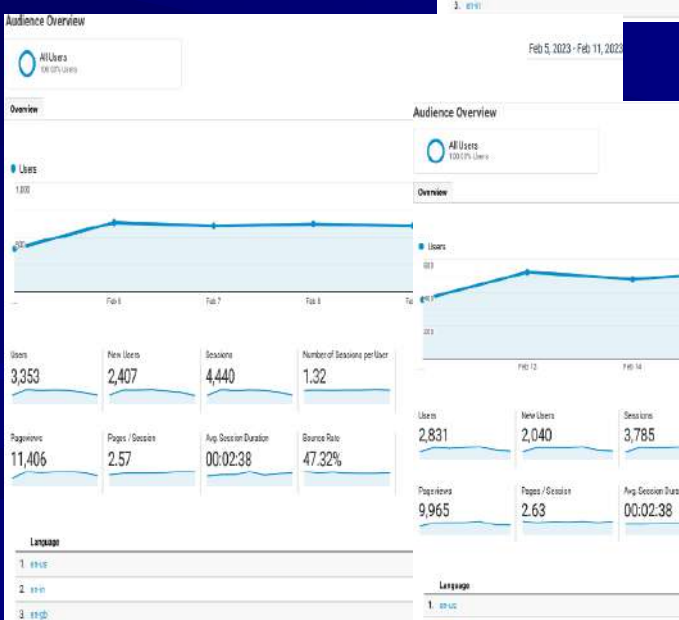
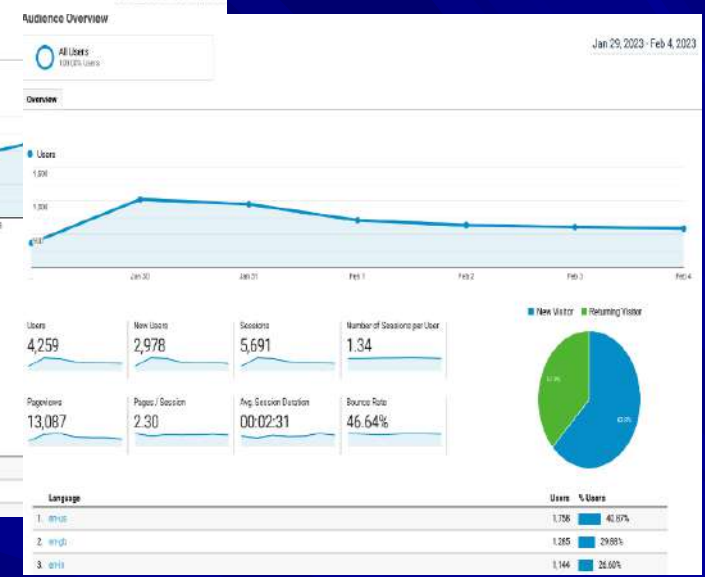


# Incorporation of Videos for members / post graduates and Public education

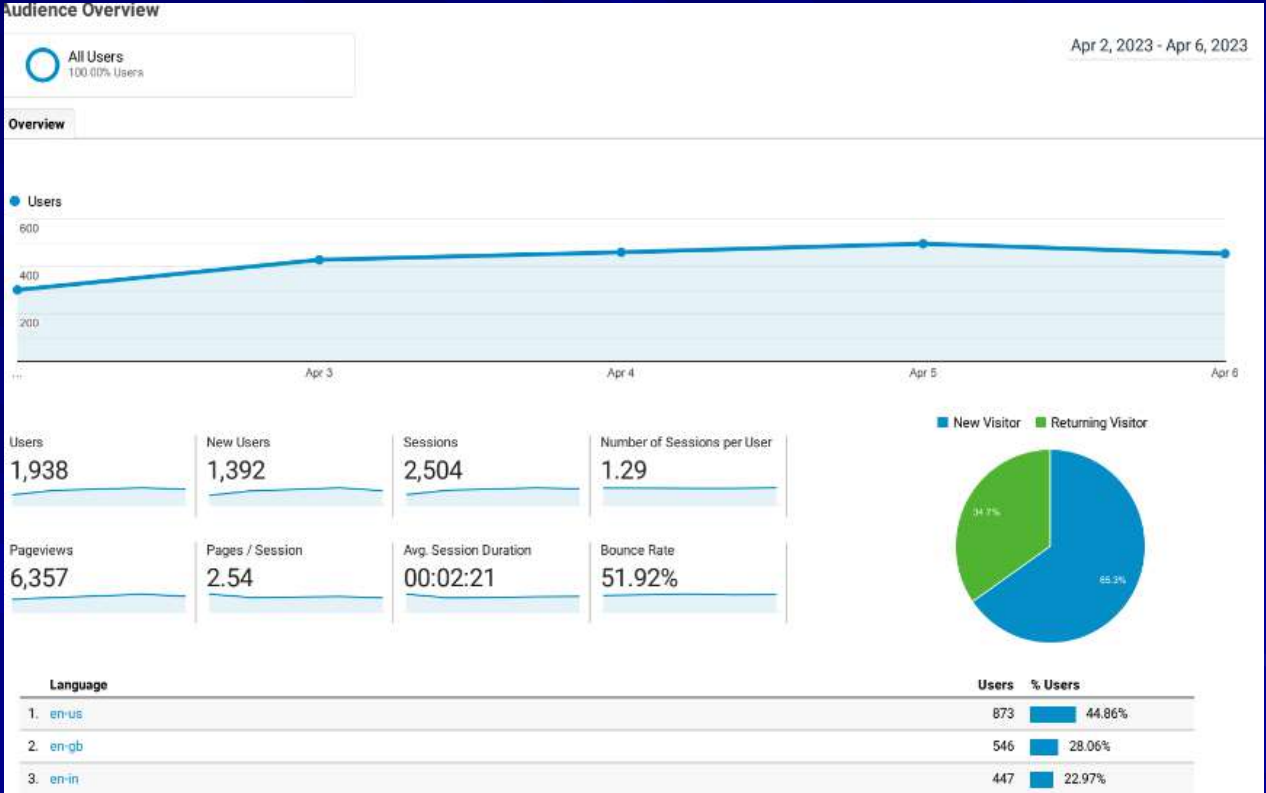
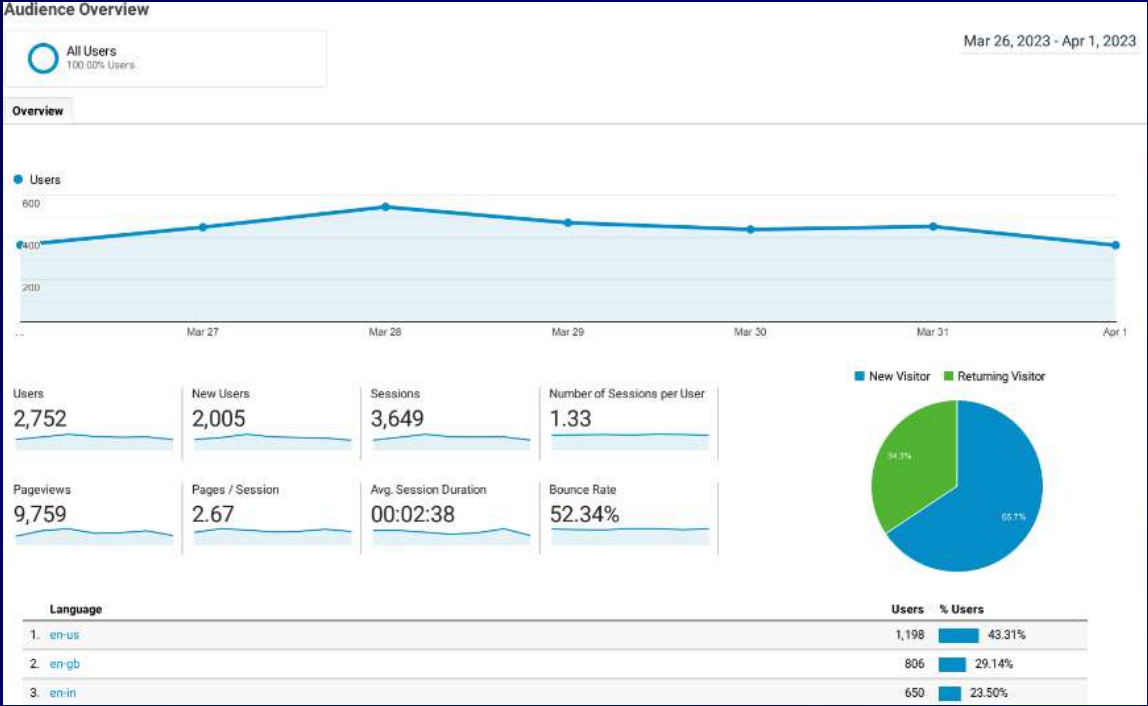
- ❖ we have our official FOGSI Youtube channel with good no. of videos but still we want many more to upload
- ❖ We can put educational videos for public awareness.
- ❖ our team will scrutinize, select and if it will be selected then we will upload it on our Youtube channel.
- ❖ **From each member maximum two videos will be uploaded**
- ❖ **Each video should not be more than seven minutes**
- ❖ **Should be audio visual**
- ❖ **Will be uploaded for maximum of six weeks**
- ❖ **2 members of Committee like Journal committee will review the videos and will be uploaded after their approval**



# Google Analytics : Weekly for Jan'23 to Mar'23



# GOOGLE ANALYTICS : MAR'23 – APR'23



- ❖ Please contact FOGSI office Sangeeta/ Kanchan/ myself for any query on phone /email.
- ❖ If you do not find your name as President/Secretary on Website after clicking on refreshing button then contact us.
- ❖ Presidents/Secretaries list will be updated on every first day of the month after we receive the information from Presidents/Secretaries of Member bodies.
- ❖ **Suggestions are welcome**

## **Acknowledgements:**

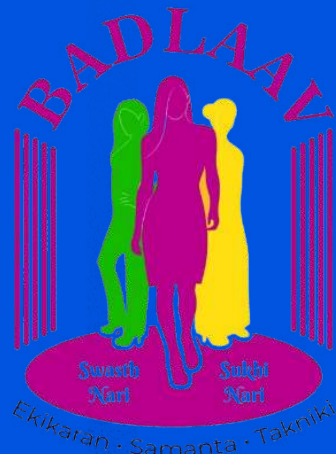
- 👤 Efforts from all the past office bearers have helped the FOGSI website to be beautifully constructed with all wealth of information.**
- 👤 Mr. Trivedi, Mr. Sanjay Gole from Urvi and our team especially Mrs Kanchan and Miss Sangeeta are doing the great job.**
- 👤 Mr. Akash Gupta and his team Akrotics are doing a great job and they are asset to our society. They ensure not only timely posting but also the hygiene of the social media. They don't allow any crap to be posted there and immediately they notify her.**





# Social Media Report

Jan 2023 - March 2023



**AKROTICS**  
DIGITAL SOLUTIONS

## Section

Profile Analytics: Facebook and Instagram	.....
Profile Analytics: Twitter	.....
Profile Analytics: LinkedIn	.....
Profile Analytics: Google Business	.....
Profile Analytics: YouTube	.....
Ads Analytics	.....




# Social Media Report Jan 2023 - March 2023

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Channel started on 15 <sup>th</sup> Oct 2021		Posts by Profile	Total Impressions	Organic + Paid Reach Rate (ORR)	Community Size on Dec 2022
	<b>FOGSI</b> @fogsiofficial	397	3,75,701	100%	4,235 Page Likes
	<b>FOGSI</b> @fogsiofficial	397	1,67,34	100%	8,492 Followers
	<b>FOGSI</b> @fogsiofficial	397	1,45,450	100%	1,682 Followers
	<b>FOGSI</b> @fogsiofficial	117	10,000 + Views	100%	1,359 Subscribers
	<b>FOGSI</b> @fogsiofficial	397	34,568	100%	745 Followers
<b>TOTAL</b>		<b>1,705</b>			




Guide to  
**Facebook Metrics**

[facebook.com/fogsiofficial](https://www.facebook.com/fogsiofficial)




Guide to  
**Instagram Metrics**

[instagram.com/fogsiofficial/](https://www.instagram.com/fogsiofficial/)



Guide to  
**Twitter Metrics**

[twitter.com/fogsiofficial](https://twitter.com/fogsiofficial)



Guide to  
**YouTube Metrics**

[youtube.com/fogsiofficial](https://www.youtube.com/fogsiofficial)



Guide to  
**LinkedIn Metrics**

<https://bit.ly/3CTYFCg>



# Summary

**Sharing the social media report for FOGSI till now. We've made good progress and are seeing some good results right now. We're on the path to reaching our goals shortly. Everything is looking great!**

## Work Done till March 2023

- We've updated FOGSI's Google Business page with new information with regards to new social posts, contact information & other relevant information, we've been maintaining the existing content on the same.
- Managing All Social Media Accounts
- Facebook, Instagram, Twitter, LinkedIn & YouTube Account Management.
- We've been creating the content for the same and have maintained the social profiles' hygiene.
- Forwarding question asked on google business to FOGSI team.
- We've been taking care of and maintaining the hygiene of FOGSI's social profiles.
- All event information is being shared with registration links.
- Engagement Acitivity



## Profile Analytics

- Facebook and Instagram Page



## Reach

Compare your reach from this period to the previous one.

[See more about your content performance](#)

Facebook Page reach ⓘ

172,531 ↑ 198%

Instagram reach ⓘ

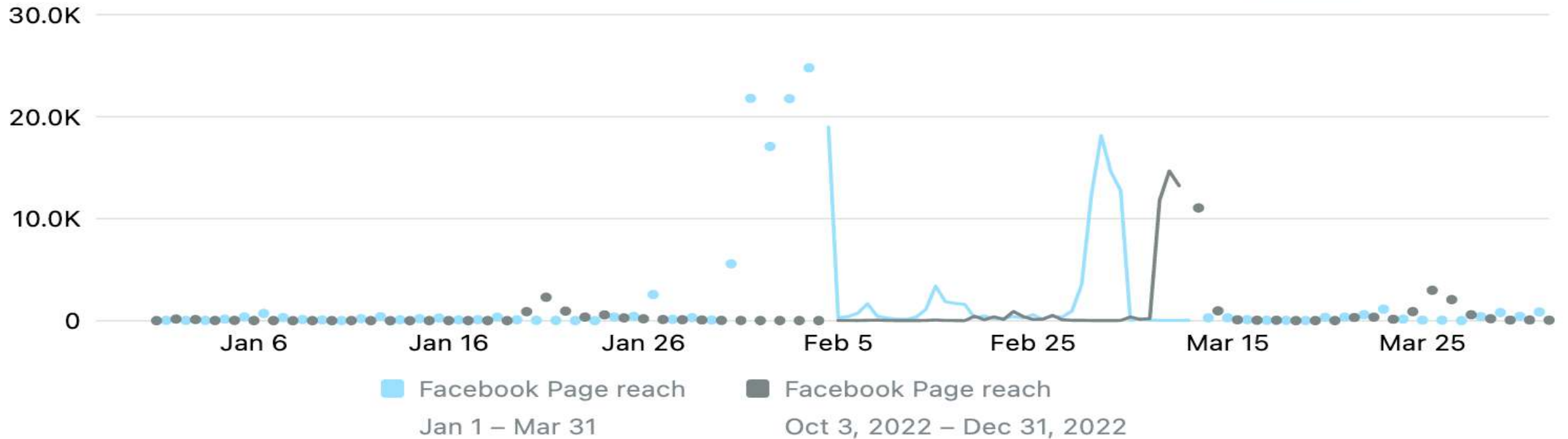
29,917 ↓ 6.2%

Paid reach ⓘ

202,004 ↑ 112.4%

Daily

Cumulative

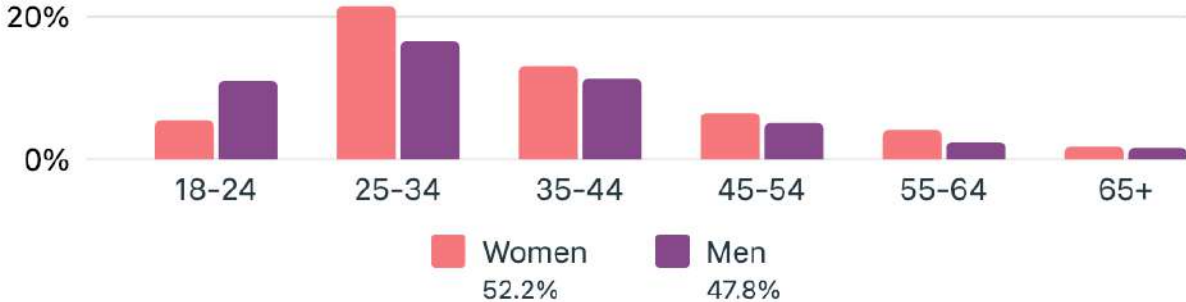
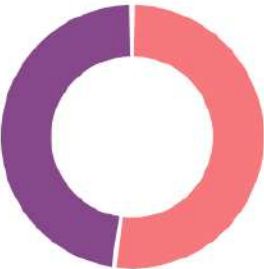




Facebook Page followers ⓘ

4,354

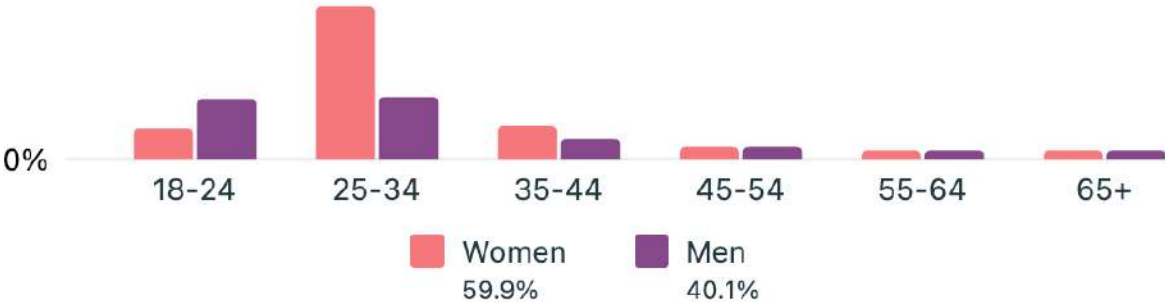
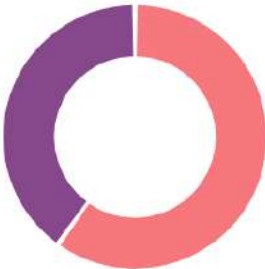
Age & gender ⓘ



Instagram followers ⓘ

8,447

Age & gender ⓘ

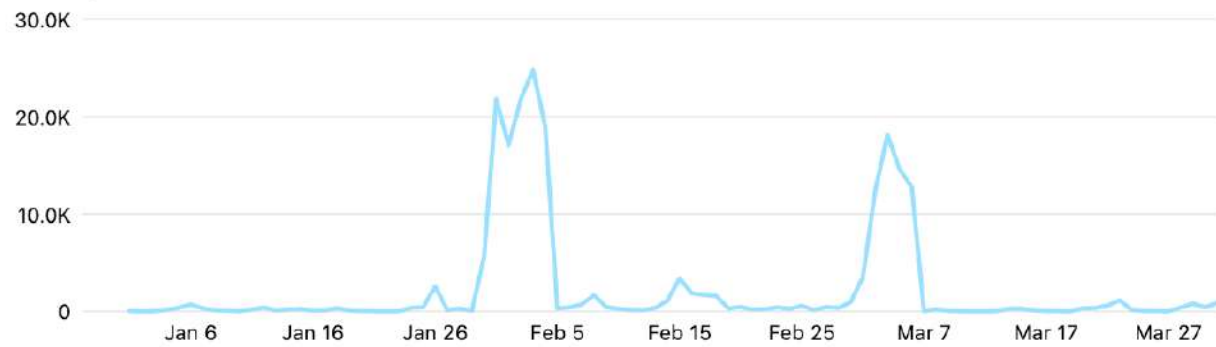






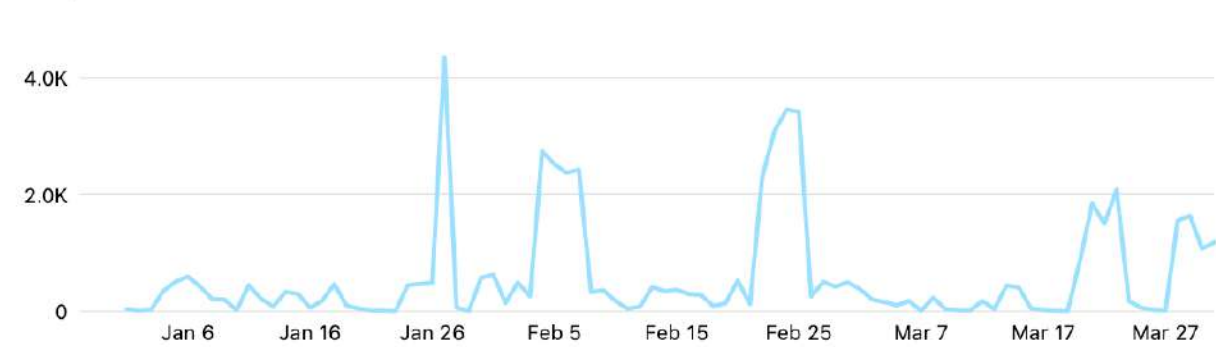
Facebook Page reach ⓘ

172,531 ↑ 198%



Instagram reach ⓘ

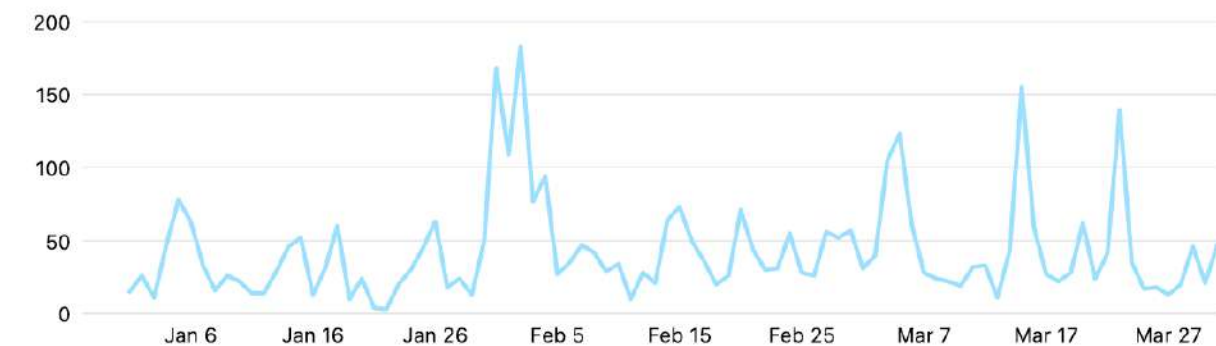
29,917 ↓ 6.2%



Page and profile visits

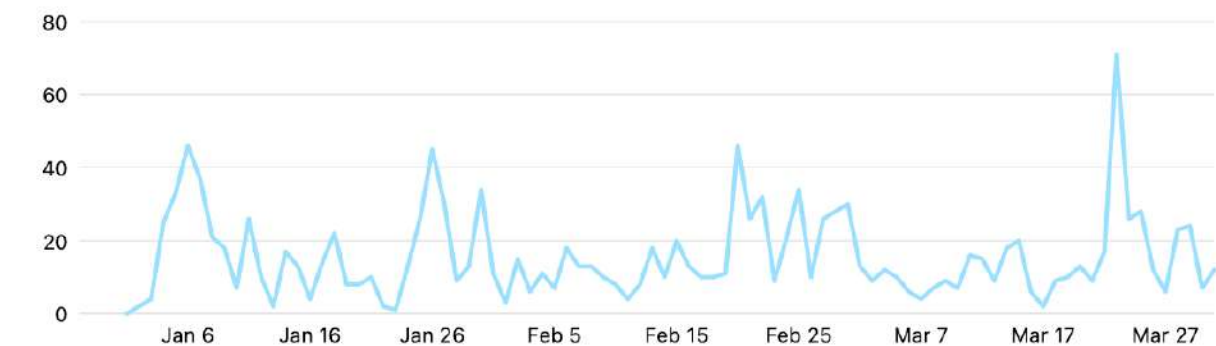
Facebook Page visits ⓘ

3,868 ↑ 22%



Instagram profile visits ⓘ

1,411 ↑ 117.7%



Export ▾

# Paid Marketing Statistics

Reach ⓘ

195.7K ↑ 153.8%



[See more](#)

Post engagement ⓘ

15,377 ↑ 100%



[See more](#)

Link clicks ⓘ








1,531 ↑ 204.4%



[See more](#)

# Paid Marketing Post

Started from Dec 2022

Boosted Facebook post  Mar 28 • Created by Akash Gupta <b>Post engagements</b> Know how to use Menstrual Cups. Me...	Completed	5,784 Reach	1,828 Post engagements	₹400.00 Spent of ₹400.00
Boosted Facebook post  Mar 20 • Created by Akash Gupta <b>Post engagements</b> How to Use a Sanitary Pad   Periods   ...	Completed	6,046 Reach	2,290 Post engagements	₹500.00 Spent of ₹500.00
Boosted Facebook post  Mar 2 • Created by Akash Gupta <b>Link clicks</b> The 66th ACOG 2024 would be held i...	Completed	60,736 Reach	818 Link clicks	₹900.00 Spent of ₹900.00
Boosted Facebook post  Feb 22 • Created by Akash Gupta <b>Post engagements</b> FOGSI AWARENESS - URINARY PAIN ...	Completed	10,470 Reach	4,053 Post engagements	₹639.98 Spent of ₹640.00
Boosted Facebook post  Feb 14 • Created by Akash Gupta <b>Post engagements</b> FOGSI North Zone Conference with Yu...	Completed	6,204 Reach	1,358 Post engagements	₹640.00 Spent of ₹640.00
Boosted Facebook post  Feb 4 • Created by Akash Gupta <b>Post engagements</b> Do you experience frequent vaginal di...	Completed	8,030 Reach	3,293 Post engagements	₹499.99 Spent of ₹500.00
Boosted Facebook post  Feb 2 • Created by Akash Gupta <b>Post engagements</b> FOGSI Presidential Cancer Initiative 'P...	Completed	40,858 Reach	1,058 Post engagements	₹299.98 Spent of ₹300.00

# Paid Marketing Post

Started from Dec 2022

<b>Boosted Facebook post</b> Jan 30 • Created by Akash Gupta <b>Link clicks</b> The 66th All India Congress of Obstet...	<b>Completed</b>	<b>58,667</b> Reach	<b>577</b> Link clicks	<b>₹500.00</b> Spent of ₹500.00
<b>Boosted Instagram media</b> Jan 27 • Created by Akash Gupta <b>Boosted Instagram media</b>	<b>Rejected</b>	<b>4,404</b> Reach	<b>21</b> Link clicks	<b>₹72.65</b> Spent at ₹82.18 per day
<b>Boosted Facebook post</b> Jan 26 • Created by Akash Gupta <b>Messages</b> Let us free our minds from deleterious...	<b>Completed</b>	<b>2,291</b> Reach	<b>2</b> Messaging conversations started	<b>₹89.95</b> Spent of ₹90.00
<b>Boosted Facebook post</b> Dec 23, 2022 • Created by Akash Gupta <b>Post engagements</b> Do you know why your periods are he...	<b>Completed</b>	<b>9,687</b> Reach	<b>2,075</b> Post engagements	<b>₹500.00</b> Spent of ₹500.00
<b>Boosted Facebook post</b> Dec 14, 2022 • Created by Akash Gupta <b>Link clicks</b> 65th All India Congress of Obstetrics ...	<b>Completed</b>	<b>689</b> Reach	<b>26</b> Link clicks	<b>₹178.84</b> Spent of ₹250.00
<b>Boosted Facebook post</b> Dec 14, 2022 • Created by Akash Gupta <b>Link clicks</b> 65th All India Congress of Obstetrics ...	<b>Completed</b>	<b>124</b> Reach	<b>2</b> Link clicks	<b>₹29.26</b> Spent of ₹250.00
<b>Boosted Facebook post</b> Dec 10, 2022 • Created by Akash Gupta <b>Link clicks</b> Be a part of the 65th All India Congres...	<b>Completed</b>	<b>66,944</b> Reach	<b>462</b> Link clicks	<b>₹700.00</b> Spent of ₹700.00



# Comparison

(Paid Post vs Non – Paid Post)

## Upcoming AICOG 2024 Paid Post Stats



Federation of Obstetric and Gynaecological Societies of India - FOGSI  
March 1 · 🌐

The 66th AICOG 2024 would be held in Hyderabad, early bird registration is open now!  
[AICOG 2024, HYDERABAD](#)  
Register Now - <https://aicog2024.com/registration.php>  
For more information - [www.aicog2024.com](http://www.aicog2024.com)... See more

**2024**  
**6th AICOG**  
**HYDERABAD**

**Early Bird**  
**REGISTRATION**  
**is Now Open**

**Dr Hrishikesh D Pal**  
President FOGSI

**Dr Jaydeep Tank**  
President Elect FOGSI

**Prof S Shantha Kumari**  
Incumbent FOGSI  
Incumbent, Past President FOGSI  
Organizing Chairperson

**Dr Madhuri Patel**  
Secretary General FOGSI

**Dr Vinodhya T**  
Organizing Secretary

**Dr Aruna Suman B**  
Organizing Secretary

meety aicog2024.com

AICOG2024.COM  
AICOG 2024 | Conference of All India Congress of Obstetrics and Gynaecology 2024 Hyderabad Seminar Presentation Obs ...

See insights

Sign up

Boost again



**Post Insights**

Boosted on Mar 2, 2023  
Status: Completed · Boosted by: Akash Gupta  
Budget: ₹900.00 lifetime · Duration: 5 days

Post reach ⓘ  
**60,736**

Post Engagement ⓘ  
**858**

Keep boosting to grow your audience.  
Federation of Obstetric and Gynaecological Societies of India - FOGSI could reach 1977 more people for every ₹640 you spend.  
[Learn More about reach estimates](#)

Boost again

## Upcoming AICOG 2024 Post Stats without Paid Marketing

Federation of Obstetric and Gynaecological Societies of India - FOGSI

of India - FOGSI

#FOGSI #Figo #FOGSIAN #registration #Hyderabad #RegisterNow #WelcomeAll #ICOG

meety aicog2024.com

AICOG 2024, HYDERABAD is with Thirupathi Atkapuram and 2 others.

6d · 🌐

66th AICOG 2024 would be held in Hyderabad from 6th to 10th Jan, Last date for early bird registration is 30th June 2023.  
 Register Now - <http://surl.li/gavek>  
 For more information - <http://aicog2024.com>  
 #FOGSI #Figo #FOGSIAN #registration #Hyderabad #RegisterNow #WelcomeAll #ICOG #shanthakumarisekaran #jaydeeptank #Hrishikeshpai

5 1 comment 1 share

Like Comment Share

### Reach ⓘ

Total	<b>662</b>
Organic	662 (100%)
Paid	0 (0%)

### Engagements ⓘ

Reactions	<b>6</b>
Comments	1
Shares	1

### Negative interactions ⓘ

Total	<b>0</b>
Unique	0

View details



**We have applied for Facebook and Instagram  
Verification Badge (✓) and its in process.**

**This will indicate**

**The verified badge also helps protect from  
account impersonation.**



# Profile Analytics

Twitter Page





# Our FOGSI Twitter Page is now officially verified!



The banner features the FOGSI logo in purple and red, with the text "Federation of Obstetric and Gynaecological Societies of India" below it. The background is a gradient of pink and purple with white line-art silhouettes of people.



The profile picture is a circular emblem with a white background and black border. It contains a stylized figure of a woman and child, with the text "FEDERATION OF OBSTETRIC AND GYNAECOLOGICAL SOCIETIES OF INDIA" around the top and "FOGSI" at the bottom.

**Edit profile**

**FOGSI**   
@fogsiofficial

Official handle of the Federation of Obstetric and Gynaecological Society of India. Represents over 38000 O&Gs in the country working towards women's health.

 Medical & Health  India  [fogsi.org](http://fogsi.org)  Joined September 2018

# FOGSI

Federation of Obstetric and  
Gynaecological Societies of India



Edit profile

**FOGSI** ✓

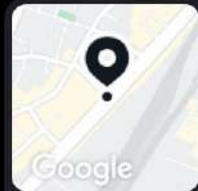
@fogsiofficial

Official handle of the Federation of Obstetric and Gynaecological Society of India.  
Represents over 38000 O&Gs in the country working towards women's health.

📁 Medical & Health ⓘ 📍 India 🔗 [fogsi.org](http://fogsi.org) 📅 Joined September 2018

124 Following 1,682 Followers

### Location



[www.fogsi.org](http://www.fogsi.org)

C-5,6,7,12,13, 1st Floor, Trade World, D-wing Entrance, Senapati  
Bapat Marg, Lower Parel West, Kamala City Mumbai India  
400013

Open 24 hours

Get directions

Contact



# 🚩 Profile Analytics

LinkedIn Page





# FOGSI

Federation of Obstetric and  
Gynaecological Societies of India

## Federation of Obstetric and Gynaecological Societies of India - FOGSI

FOGSI is the professional organization representing practitioners of obstetrics and gynecology in India.

Hospitals and Health Care · Mumbai, Maharashtra · 743 followers

See all 6 employees on LinkedIn

+ Follow

Learn more 

More



# 🚩 Profile Analytics

Google Business Page



**Google**  
My Business





529

Business Profile interactions ⓘ



The Federation of Obstetric and Gynecological Societies of India (FOGSI) supports and



# Profile Analytics

YouTube Page



# FOGSI

Federation of Obstetric and  
Gynaecological Societies of India

 Website



## FOGSI

@fogsiofficial 1.32K subscribers 117 videos

The Federation of Obstetric and Gynaecological Societies of India (FOGSI) ... >

Subscribe

# Channel dashboard

## Latest video performance



First 13 days 37 minutes compared to your typical performance:

Ranking by views 2 of 10 >

Views 97

Impressions click-through rate 2.7%

Average view duration 1:02

[GO TO VIDEO ANALYTICS](#)

[SEE COMMENTS \(0\)](#)

## Channel analytics

Current subscribers

1,329

+62 in last 28 days

### Summary

Last 28 days

Views 1.1K

Watch time (hours) 54.3

### Top videos

Last 48 hours · Views

Management of Preterm Labor 22

Know how to use Menstrual Cups | FOGSI 4

Team FOGSI 4

[GO TO CHANNEL ANALYTICS](#)



**We have started Uploading all Narikaa Videos on our YouTube channel.**

**Till March 2023 we have uploaded more than 10 video after carefully checking description which is approved by FOGSI team.**



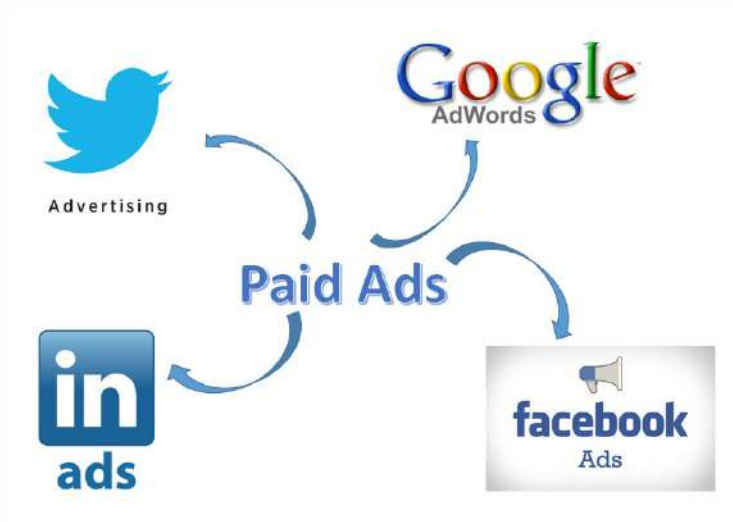
# Narikkaa Video Posted on FOGSI YouTube Channel

The screenshot displays the YouTube channel page for FOGSI. The channel banner features the text "IRREGULAR MENSTRUATION CYCLE" and "FOGSI AWARENESS". The channel name "FOGSI" is prominently displayed, along with statistics: 7 videos, 1 view, and a last update on 27 Mar 2023. Below the channel name are icons for playlist management and a "Play all" button. A "Shuffle" button is also visible. The video list on the right contains seven items:

- 1. **Periods - Irregular, Heavy, Painful**  
FOGSI · 75 views · 3 months ago  
Duration: 2:55
- 2. **Do you experience frequent vaginal discharge? | Vaginal Discharge | FOGSI**  
FOGSI · 57 views · 2 months ago  
Duration: 2:23
- 3. **FOGSI STRIVES FOR CANCER MUKHT BHARAT**  
FOGSI · 71 views · 1 month ago  
Duration: 19:40
- 4. **URINARY PAIN AND BURNING | FOGSI**  
FOGSI · 61 views · 1 month ago  
Duration: 2:20
- 5. **Preconceptional Health | FOGSI**  
FOGSI · 69 views · 1 month ago  
Duration: 1:27
- 6. **How to Use a Sanitary Pad | Periods | FOGSI**  
FOGSI · 90 views · 3 weeks ago  
Duration: 2:25
- 7. **Know how to use Menstrual Cups | FOGSI**  
FOGSI · 95 views · 13 days ago  
Duration: 2:59

# Ads Analytics

Ads Manager





- FOGSI has approved an Rs. 10,000 paid marketing budget for Facebook and Instagram to agency in Dec 2022.
- Agency have spent Rs. 9,350 to boost AICOG Event to get more registration and Narikaa Video for Public Awareness till March 2023
- FOGSI in future will promote such awareness post like Narikaa, Women Issues, Women Healthcare Awareness, AICOG 2024 etc. to reach the masses.



# QR Code Post





# Thanks

## Get in Touch

[www.fogsi.org](http://www.fogsi.org)







# FOGSI

# WHATSAPP CHATBOT

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

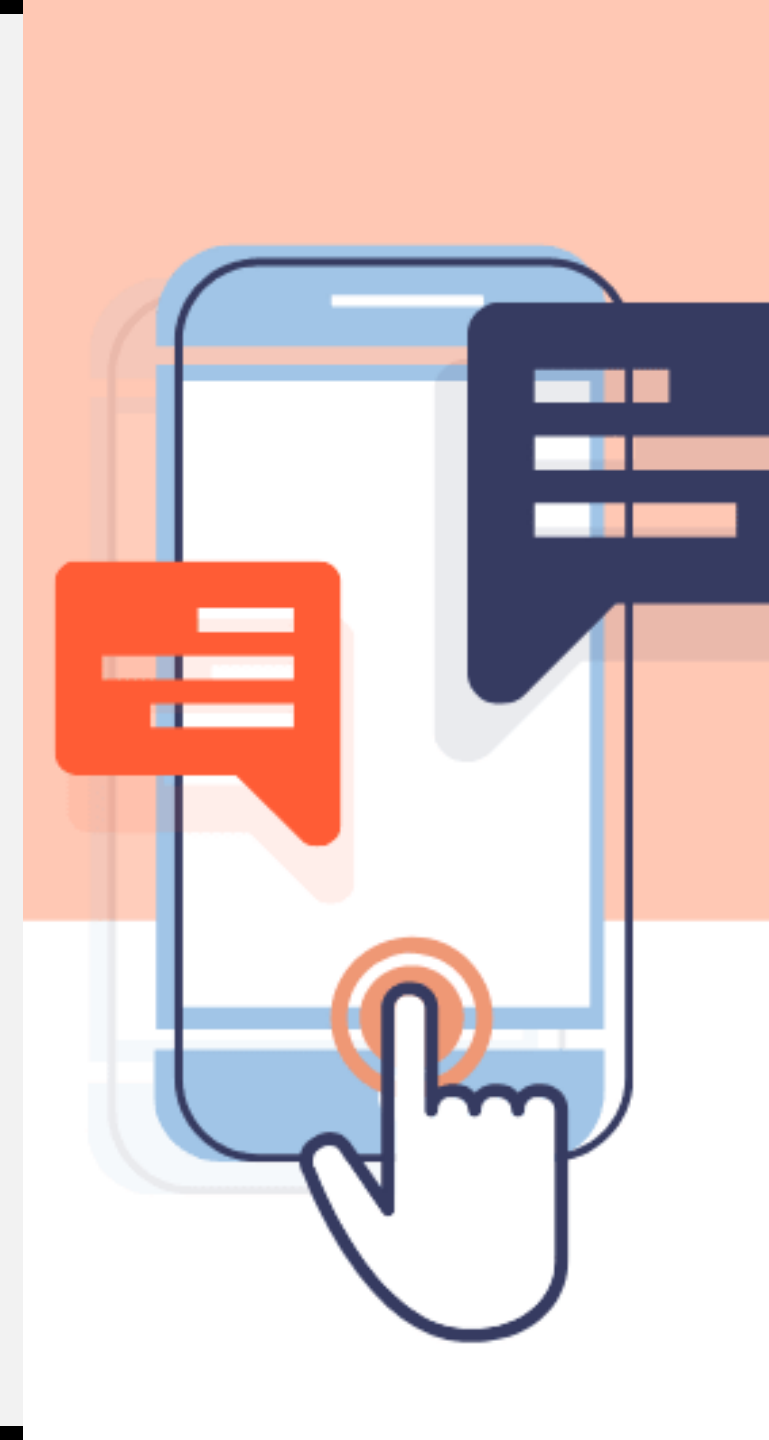


# ABOUT CHATBOT

WhatsApp bots work 24/7 and can have multiple conversations with different persons, at the same time. They are often used to automatically answer questions and provide information about a company.

## Why WhatsApp Chatbot?

1. Save time and money on customer service
2. Reply in seconds, instead of days
3. 24/7 available, everywhere
4. Messenger apps (like WhatsApp) become more popular
5. People are open to using chatbots





Ask FOGSI



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

**Scan To Get Started**



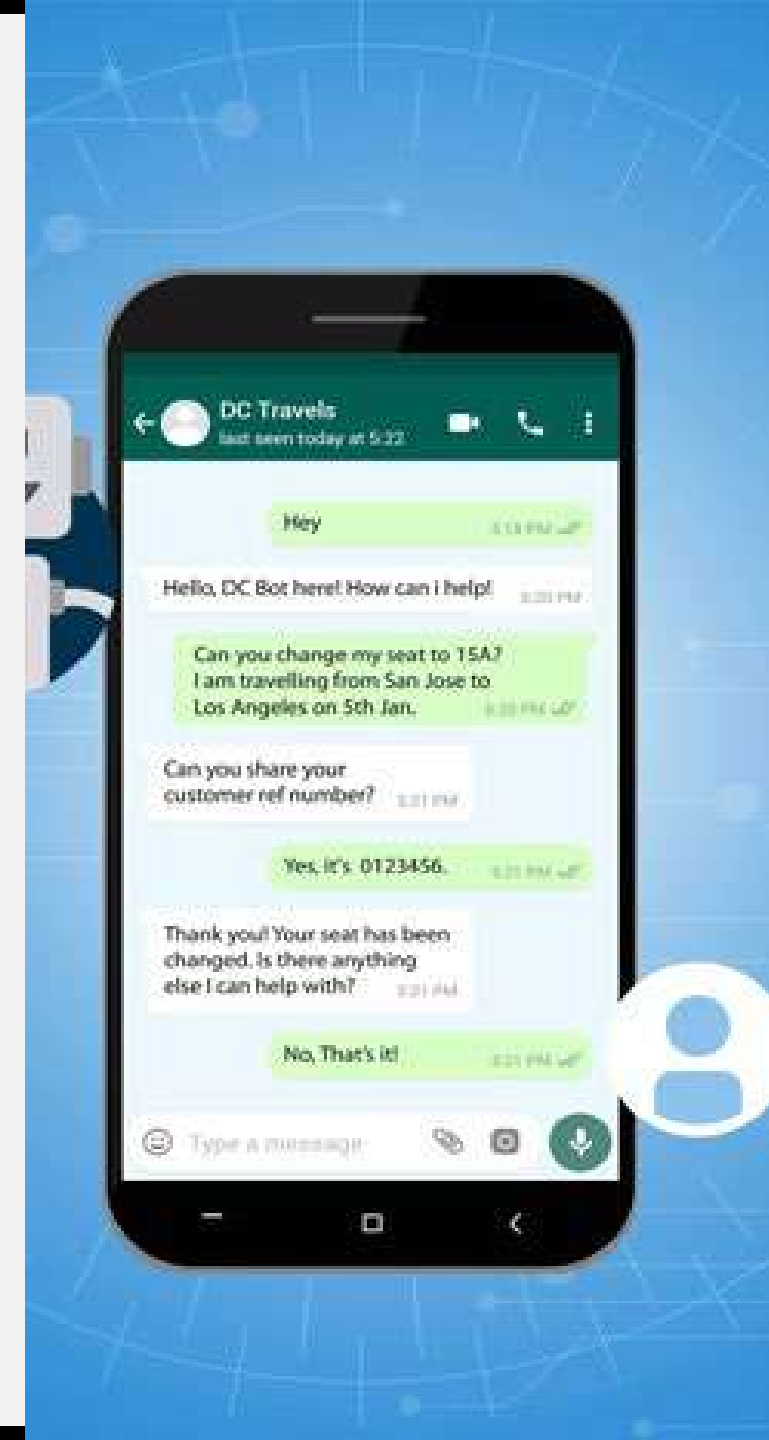
# process

## 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.



**THANK YOU**