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
JOGI
Manyata
Narikaa
AICOG 2024/2023

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 for our record.

Now SSS payment is very easy. FOGSI has activated a QR code from 19th 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.
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.
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
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
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)

- 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.

### Maximum 200 SMS per second

<table>
<thead>
<tr>
<th>YEAR</th>
<th>MONTH</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>April</td>
<td>1,22,420.00</td>
</tr>
<tr>
<td>2022</td>
<td>May</td>
<td>3,61,230.00</td>
</tr>
<tr>
<td>2022</td>
<td>June</td>
<td>6,88,943.00</td>
</tr>
<tr>
<td>2022</td>
<td>July</td>
<td>2,92,264.00</td>
</tr>
<tr>
<td>2022</td>
<td>August</td>
<td>72,698.00</td>
</tr>
<tr>
<td>2022</td>
<td>September</td>
<td>2,23,443.00</td>
</tr>
<tr>
<td>2022</td>
<td>October</td>
<td>3,63,161.00</td>
</tr>
<tr>
<td>2022</td>
<td>November</td>
<td>1,11,081.00</td>
</tr>
<tr>
<td>2022</td>
<td>December</td>
<td>3,35,338.00</td>
</tr>
<tr>
<td>2023</td>
<td>January</td>
<td>5,60,235.00</td>
</tr>
<tr>
<td>2023</td>
<td>February</td>
<td>1,14,036.00</td>
</tr>
<tr>
<td>2023</td>
<td>March</td>
<td>1,53,992.00</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>33,98,841.00</td>
</tr>
</tbody>
</table>
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
Enter Your Email Id / Mobile No. / Membership No. (Verify Your Details)

Note: fogsi ultrasound course - registrations closed

Payment Information

Card Numbers

R00099 12345678901234
Card Type: VISA
Exp Date: 12/20
CVV: 123

INR 9100.00 (Total Amount Payable)

Select Category

INR 9100.00

Select Sub Category

Total Amount (including Service Tax And Charges)

INR 9100.00
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
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.
Section

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

### Multi-channel performance

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

- **Facebook**: facebook.com/fogsiofficial
- **Instagram**: instagram.com/fogsiofficial/
- **Twitter**: twitter.com/fogsiofficial
- **YouTube**: youtube.com/fogsiofficial
- **LinkedIn**: https://bit.ly/3CTYFCg

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**Guide to Facebook Metrics**

**Guide to Instagram Metrics**

**Guide to Twitter Metrics**

**Guide to YouTube Metrics**

**Guide to LinkedIn Metrics**
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 Activity
Profile Analytics

- Facebook and Instagram Page
Reach

Compare your reach from this period to the previous one.

Facebook Page reach: 172,531 (↑ 198%)
Instagram reach: 29,917 (↓ 6.2%)
Paid reach: 202,004 (↑ 112.4%)

Graphs showing daily reach from Jan 1 to Mar 31 and Oct 3, 2022 to Dec 31, 2022.
Facebook Page followers: 4,354

Instagram followers: 8,447

Age & gender:

Facebook:
- Women: 52.2%
- Men: 47.8%

Instagram:
- Women: 59.9%
- Men: 40.1%
Paid Marketing Statistics

Reach: 195.7K (↑ 153.8%)
Post engagement: 15,377 (↑ 100%)
Link clicks: 1,531 (↑ 204.4%)

See more
# Paid Marketing Post

**Started from Dec 2022**

<table>
<thead>
<tr>
<th>Boosted Facebook post</th>
<th>Completed</th>
<th>Reach</th>
<th>Post engagements</th>
<th>Spent of</th>
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<tbody>
<tr>
<td>Mar 28 - Created by Akash Gupta</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Post engagements</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Know how to use Menstrual Cups: Me...</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>5,784</strong></td>
<td><strong>1,828</strong></td>
<td></td>
<td></td>
<td><strong>₹400.00</strong></td>
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<tr>
<td>Mar 20 - Created by Akash Gupta</td>
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<tr>
<td>Post engagements</td>
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<tr>
<td>How to Use a Sanitary Pad</td>
<td></td>
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<tr>
<td><strong>6,046</strong></td>
<td><strong>2,290</strong></td>
<td></td>
<td></td>
<td><strong>₹500.00</strong></td>
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<table>
<thead>
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<th>Boosted Facebook post</th>
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<th>Reach</th>
<th>Link clicks</th>
<th>Spent of</th>
</tr>
</thead>
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<td></td>
<td></td>
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<tr>
<td>Link clicks</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The 66th AICOG 2024 would be held...</td>
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<th>Reach</th>
<th>Post engagements</th>
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<tr>
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<tr>
<td>Post engagements</td>
<td></td>
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</tr>
<tr>
<td>FOSS! AWARENESS - URINARY PAIN...</td>
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<tr>
<td>Post engagements</td>
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<tr>
<td>FOSS! North Zone Conference with Yu...</td>
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<tr>
<td>Post engagements</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you experience frequent vaginal di...</td>
<td></td>
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</tbody>
</table>

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<tbody>
<tr>
<td>Feb 2 - Created by Akash Gupta</td>
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<tr>
<td>Post engagements</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FOSS! Presidential Cancer Initiative 'P...</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Paid Marketing Post

**Started from Dec 2022**

<table>
<thead>
<tr>
<th>Post Type</th>
<th>Date</th>
<th>Created By</th>
<th>Title Details</th>
<th>Status</th>
<th>Reach</th>
<th>Link clicks</th>
<th>Amount Spent</th>
<th>Daily Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boosted Facebook post</td>
<td>Jan 90</td>
<td>Akash Gupta</td>
<td>The 66th All India Congress of Obstet...</td>
<td>Complete</td>
<td>58,667</td>
<td>577</td>
<td>₹500.00</td>
<td>₹16.67</td>
</tr>
<tr>
<td>Boosted Instagram media</td>
<td>Jan 27</td>
<td>Akash Gupta</td>
<td>Rejected</td>
<td></td>
<td>4,404</td>
<td>21</td>
<td>₹72.65</td>
<td>₹2.63</td>
</tr>
<tr>
<td>Boosted Facebook post</td>
<td>Jan 26</td>
<td>Akash Gupta</td>
<td>Let us feed our minds from deleterious...</td>
<td>Complete</td>
<td>2,291</td>
<td>2</td>
<td>₹83.95</td>
<td>₹3.52</td>
</tr>
<tr>
<td>Boosted Facebook post</td>
<td>Dec 23</td>
<td>Akash Gupta</td>
<td>Do you know why your periods are he...</td>
<td>Complete</td>
<td>9,687</td>
<td>2,075</td>
<td>₹500.00</td>
<td>₹16.67</td>
</tr>
<tr>
<td>Boosted Facebook post</td>
<td>Dec 14</td>
<td>Akash Gupta</td>
<td>66th All India Congress of Obstetrics ...</td>
<td>Complete</td>
<td>689</td>
<td>26</td>
<td>₹178.84</td>
<td>₹7.45</td>
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<tr>
<td>Boosted Facebook post</td>
<td>Dec 14</td>
<td>Akash Gupta</td>
<td>66th All India Congress of Obstetrics ...</td>
<td>Complete</td>
<td>124</td>
<td>2</td>
<td>₹29.26</td>
<td>₹1.22</td>
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<tr>
<td>Boosted Facebook post</td>
<td>Dec 10</td>
<td>Akash Gupta</td>
<td>Be a part of the 66th All India Congres...</td>
<td>Complete</td>
<td>66,944</td>
<td>462</td>
<td>₹700.00</td>
<td>₹23.33</td>
</tr>
</tbody>
</table>
Comparison
(Paid Post vs Non – Paid Post)

Upcoming AICOG 2024 Paid Post Stats
Upcoming AICOG 2024 Post Stats without Paid Marketing
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!
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.

Location

www.fogsi.org
C-5,6,7,12,13, 1st Floor, Trade World, D-wing Entrance, Senapatibapat Marg, Lower Parel West, Kamala City Mumbai India 400013
Open 24 hours
Profile Analytics
LinkedIn Page
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
Business Profile interactions

- Dec 2022: 50
- Jan 2023: 60
- Feb 2023: 120
- Mar 2023: 180
- Apr 2023: 240
Channel dashboard

Latest video performance

Know how to use Menstrual Cups | FOGSI

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.
Narikaa Video Posted on FOGSI YouTube Channel
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.
Thanks

Get in Touch

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

Scan To Get Started
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