

Report on IT initiatives

20-01-2024

January 2024 - April 2024

Dr. Suvarna Khadilkar

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

President : Dr. Jaydeep Tank



Secretary General, FOGSI & Editor in Chief, JOGI : Dr. Madhuri Patel



Dr. C. N. Purandare



FOGSI Website Management Committee

Website Committee:

- Dr. Jaydeep Tank, President
- Dr. Madhuri Patel, Secretary General, FOGSI & Editor in Chief-JOGI
- Dr. Suvarna Khadilkar, Deputy Secretary General And In Charge Website & IT initiative

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, 2012-2014 – Secretary General, FOGSI – Mumbai
- Dr. Alpesh Gandhi, 2020-2021, Ahmedabad
- Dr. S. Shantha Kumari, 2021-2022, Hyderabad
- Dr. Hrishikesh D. Pai, 2022-2023 , Mumbai

Members : IT Initiatives

- Dr. Parikshit Tank, Treasurer
- Dr. Niranjana Chavan, Joint Treasurer
- Dr. Kunal Doshi, Joint Secretary
- Dr. Aswath Kumar, Vice President FOGSI, 2019
- Dr. Rohan Palshetkar, Web Coordinator

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>

New addition

- ❖ <https://fogsinet.com/Default.aspx>

FOGSI Websites

□ <https://www.fogsi.org>



Websites linked to FOGSI Website

□ <https://www.fogsi.org>



ICOG and JOGI websites are managed by FOGSI

□ **New Portal managed by Prometheus**

<https://fogsinet.com/>



Home Page

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

➤ Important notification and upcoming events as Top running items

➤ Social Media Icons For Online Use



Facebook, Twitter X, You tube, Linked in, Google Business, WhatsApp

➤ Drop down menus Tabs : 9

➤ Office Bearer's information : Messages, Activities, Videos, Reports

➤ TABs : 14

➤ Main Boxes – 6

➤ Running banners - 4

➤ Upcoming Events – 4

➤ About FOGSI, Quick Links, contact information and our location on google map




THE FEDERATION OF Obstetric & Gynaecological Societies of India


fogsi.org

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


The Federation of Obstetric and Gynaecological Societies of India




Dr. Jaydeep Tank
President




Dr. Sunita Tandulwadkar
President Elect



Dr. Hrishikesh D. Pai
Imm. Past President



Dr. Madhuri Patel
Secretary General, FOGSI
& Editor in Chief, JOGI



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

- President Activities
- Elections
- ICOG
- JOGI
- Manyata
- Narika
- FOGSI Payment Gateway
- AICOG 2025
AICOG 2024
- Social Security Scheme
- International - News
- Committee Activities
- Training Program
- Photogallery
- FOGSI'S Policy / Position / Advocacy Statements

- FOGSI Activities
- Publications & GCPR
- Membership
- Post Graduates
- Public Awareness
- Healthcare Worker



MANYATA CERTIFICATION

A STAMP OF QUALITY CARE FOR YOUR HOSPITAL
ENSURE SAFE DELIVERIES BY SKILLED STAFF

ENROLL NOW



SSNPP Colpo RTM

FOGSI GYNAECOLOGICAL ONCOLOGY COMMITTEE WELCOMES ALL FOR SSNPP COLPO RTM WEBINAR SERIES

AFOG 2024

AFOG 2024

PPH Conclave

FOGSI PPH CONCLAVE 2024

RCOG Abstracts and Registration

RCOG WORLD CONGRESS 2024

Abstract submission now open

YOU CAN CALL ON 022-24951654 | 24951648 | 24948032 | 24948048

ABOUT FOGSI

The Federation of Obstetric and Gynaecological Societies of India (FOGSI) is the professional organization representing obstetricians and gynaecologists in India. With 275 member societies and over 43,011 individual members spread over the length and breadth of the country, FOGSI is probably one of the largest membership based organizations of specialized professionals. and more...

QUICK LINKS

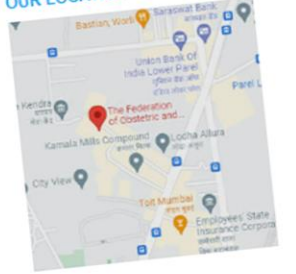
- Home >>>
- FOGSI Activities >>>
- Publications & GCPR >>>
- Membership >>>
- Post Graduates Section >>>
- Public Awareness >>>
- Healthcare Workers >>>
- Disclaimer >>>

CONTACT INFO

The Federation of Obstetric and Gynaecological Societies of India
C-5, 6, 7, 9, 12, 13, 1st Floor, Trade World,
D-Wing Ent., S. B. Marg, Kamala City,
Lower Parel (W), Mumbai-400013.
E-mail: fogs2007@gmail.com



OUR LOCATION



<https://member.fogsi.org>

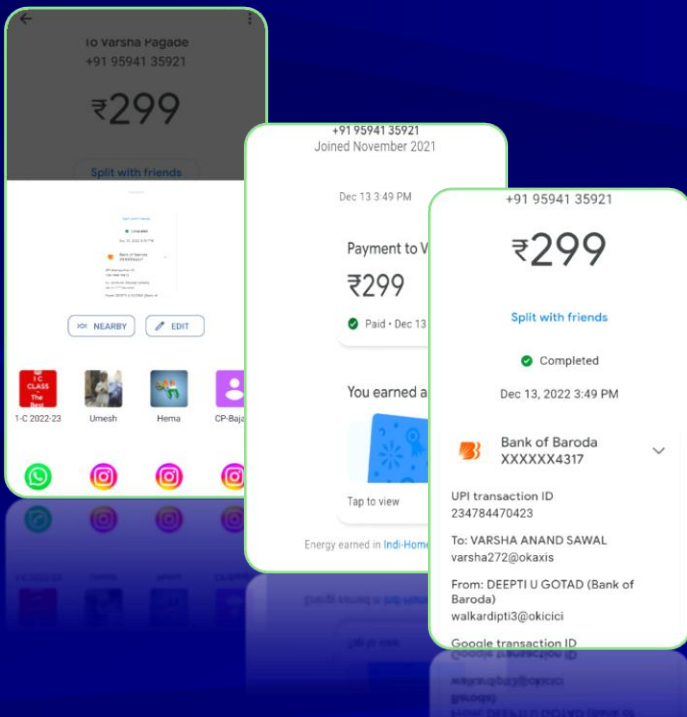
- For Updating Of Data and E – Voting
- For Online payment portal – FOGSI - Training fees
ICOG fellowship fees
FOGSI – Indemnity fees
FOGSI – Social Security Scheme
FOGSI – Society Fees
FOGSI – FMF India Online USG Course
– **Currently deactivated as no course**

SSS for DFC & new enrollment payments 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.
So far 60 members have responded and paid the amount
7 – QR code & 53 - Others**



- ❖ **Social Security Scheme online Enrollment App : Already live and online enrollment is opened for members -**
- ❖ **There are few updates in this system :** Online payment options are created i.e. NEFT / CHEQUE / GATEWAY
- ❖ **If FOGSI has not yet approved your new enrollment following may be the reasons :**
 - a) He/She should be an active member of FOGSI for not less than three consecutive years at the time of joining the scheme. If the member is already fulfilling this criteria then please contact to FOGSI office for rectification.
 - b) Once FOGSI Office approves the application form, then the payment link auto generated and will be sent to the member via email on their registered email id or mobile number
 - c) Mandatory Nominee 1 and Nominee 2 details required.
 - d) Please click on it and make the payment, payment options are available i.e. NEFT / CHEQUE / GATEWAY



APPLICATIONS

- ❖ SSS Online Enrollment App has been further upgraded

email id exclusively for SSS: sss@fogsi.org

- ❖ Accounts App (NPO) / Tally Prime Gold 3.0

NPO app is more safe and secure but it may be replaced by Tally Prime Gold 3.0

Software Tally Prime Gold Release 3.0 will ensure that our books are always accurate - from GST returns to reconciliation.



8976735079 WhatsApp Group Account

Performing very well

❖ **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.**

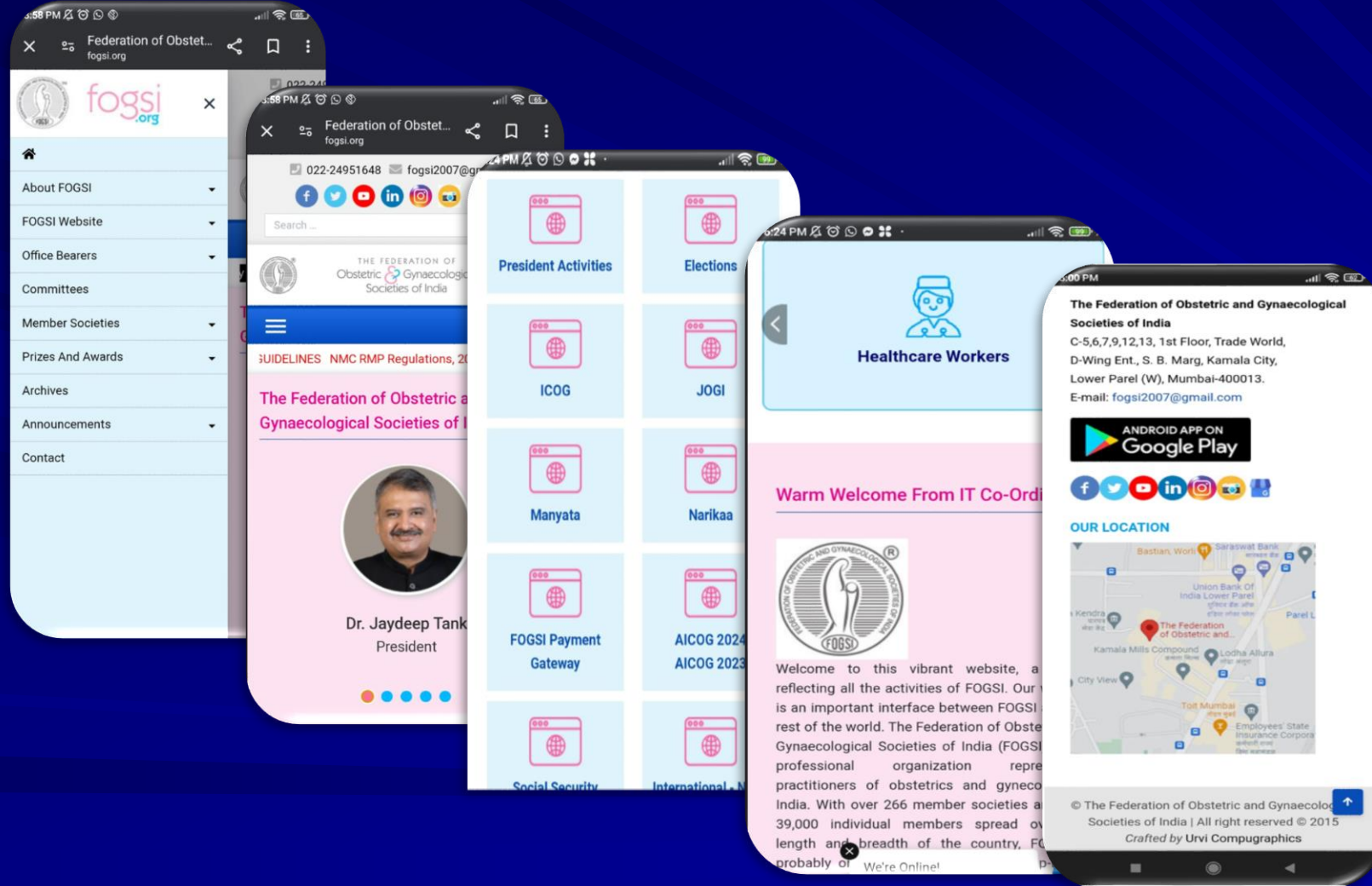
: FOGSI Memb Societies Pres. - 276 societies

: FOGSI Memb Societies Secr. - 276 societies

: FOGSI OB & MCM – 129 nos.

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

Website mobile interface



Network upgradation in office

- **The second floor premise: It is under cc tv surveillance, 4 Access points, 4 network boosters. set up of Audio visual system with 4 new TVs**
- **The first floor premise :** We are having internet plan of **Reliance JIO -50 MBPS 1:1 Internet Lease Line (ILL)** Commercial speed from September'2021, **5 Access points , 2 new tvs, 5 Mobile network boosters of airtel and reliance jio** each are provided by trade world society.
- Reliance Jio network is in process and will activate soon.

Zoom platform owned by office

From Jan'24 till today 112 meetings have been hosted on this virtual platform and many are in queue.

Capacity of Zoom platform – annual upgrade

- FOGSI 's 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.
- From April'2023 we have upgraded our plan yearly basis as below:
- 100 participants Webinar & add on 500 participants for large meetings.
- Office bearer meetings, ICOG meetings, Journal editorial board meetings, and many more.

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

P-Maximum 200 SMS per second

AICOG now has more no of allotted SMS per year.(from 20 increased to 30)

❖ **It was decided that no individuals to be named in the SMS's.**

❖ **Only emails of the conference.**

❖ **SMS sent for Agenda for FOGSI General Body Meeting, FOGSI Presidential Conference, release of the bymonthly issue of JOGI, Registration - AICOG , various applications of AOFOG, SAFOG & FIGO, Audited abridge FOGSI Balance Sheet, e-voting and election, applications for FICOG & MICOOG and many more**

✓ **FOGSI Bulk emails**

❖ **Total mailers conducted: (from Jan'24 to Apr'24)**

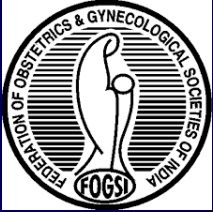
❖ **FOGSI: 14**

❖ **ICOOG: 13**

<u>MONTH</u>	<u>2023-2024</u>
April	3,06,680
May	3,45,012
June	4,13,597
July	3,00,791
August	3,32,974
September	3,62,784
October	5,19,598
November	1,21,218
December	81,396
January	81,987
February	80,996
March	1,64,270
April	41,064
<u>Total</u>	31,52,367.00

- ❖ 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**

DIGITAL INITIATIVES



New Portal managed by
Prometheus

- FOGSINET <https://fogsinet.com/>

Launch of FOGSINET app at
FEMTEK IV in Mumbai at the
hands of a Neil Nitish Mukesh and
Diana Penty 24th Nov 2023



FOGSINET



- FOGSINET is developed with the aim to become the largest database of registered OBGYN professionals in India.
- All members of the FOGSI would get free access to the portal
- The portal is linked with the FOGSI database via secure API connections
- FOGSI Members can create their profiles
- Patients and other visitors can view the profiles of the member / doctors and contact them for consultation and treatment
- The Beta version of the portal was launched on 24 Nov.
- In the next phase, the digital agency is working on promoting the portal on various digital platforms.



FOGSINET proceedings

•Communication through FOGSI

- 1.SMS – 12th April'2024
- 2.Zoom meeting with FOGSI affiliated societies
- 3.calls
2. social media
3. whatsapp
4. mails to MCM members with link to invite the doctor & patients



THE FEDERATION OF
Obstetric & Gynaecological
Societies of India

Member/Doctor Login

Find a Doctor

User Login

All

Login in

Better Doctors. Better Care. Everywhere.

India's Largest and Trusted Gynecologists and
Obstetricians Societies.

43,000+ Gynecologists and Obstetricians across the country

Find a Doctor

43,000+ Gynecologists and Obstetricians across the
country

Search by name

| Search by pin

Search



FOGSINET



How to activate your
FOGSINET Account




THE FEDERATION OF
Obstetric & Gynaecological
Societies of India

[Member/Doctor Login](#)

[Find a Doctor](#)

[User Login](#)

[About FOGSINET](#)



DOCTOR LOGIN

(FOGSI MEMBER)

Enter your Email / Mobile registered with FOGSI

[Submit](#)

[Privacy And Policy](#)

Enter your registered email / mobile



[Quick Links](#)

[Get In Touch](#)

[Address](#)



[Home](#)

[About FOGISINET](#)

[Find Doctor](#)

[Login](#)

Enter your email / mobile registered with
FOGSI

OTP

Enter OTP

Resend OTP

SUBMIT

#1 Confirm Membership Details

#2 Add details about you



#3 Add your clinic details



#3 Activate your Profile



Welcome **Dr. Ansul Mehta**



Upload your Picture

Your registered email

njani@pssinfo.com

Your registered email

+919833116604

Your I confirm [Terms and Conditions](#)

PROCEED



#1 Confirm Membership Details



#2 Add details about you

#3 Add your clinic details

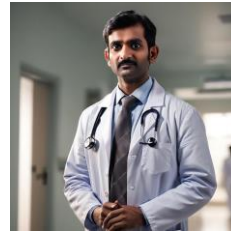


#3 Activate your Profile



Welcome Dr. Ansul Mehta

Write about your profile (180 words)



Your Youtube Video link 1

Your Youtube Video link 2

Please share your speciality

IVF

Gynecology

IVF

Gynecology

PROCEED

#1 Confirm Membership Details

#2 Add details about you

#3 Add your clinic details

#3 Activate your Profile

Welcome **Dr. Ansul Mehta**

Write about your Clinic



Your Contact details

(Please note that these details will be displayed to users to book appointment)

Your contact email

Your contact mobile

Please share my contact details to get in touch with me.

PROCEED



FOGSINET

My Profile Home

#1 Confirm Membership Details



#2 Add details about you



#3 Add your clinic details



#3 Activate your Profile



Congratulations

Your Account is ready. Activate your Account today to receive appointments.

[ACTIVATE ACCOUNT](#)

[I'll do it later](#)



Social Media & SEO Report

April 2024



AKROTICS
DIGITAL SOLUTIONS

Contents

Section

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

FOGSI

Federation of Obstetric and
Gynaecological Societies of India



Social Media & SEO Report April 2024

Our social media official Id: [@fogsiofficial](https://www.instagram.com/fogsiofficial)





Channel started on 15 th Oct 2021		Posts by Profile	Total Impressions	Organic + Paid Reach Rate (ORR)	Community Size on 10 th April 2024
	FOGSI @fogsiofficial	878	1,23,501 (Organic + Paid)	100%	7,921 Page Likes
	FOGSI @fogsiofficial	878	3,19,109 (Organic + Paid)	100%	12,390 Followers
	FOGSI @fogsiofficial	878	1,27,950 (Organic)	100%	2,770 Followers
	FOGSI @fogsiofficial	195	52,340 + Views (Organic)	100%	2,300 Subscribers
	FOGSI @fogsiofficial	878	34,956 (Organic)	100%	1,423 Followers

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 X Metrics

twitter.com/fogsiofficial

Guide to
YouTube Metrics

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

Guide to
LinkedIn Metrics

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





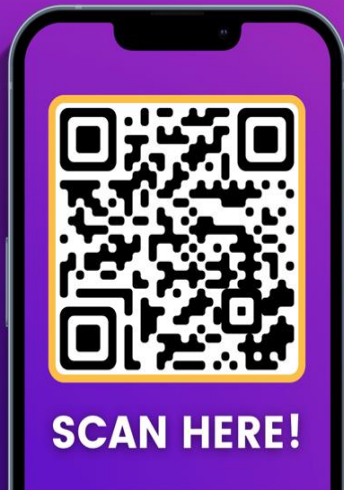
FOLLOW US ON FACEBOOK 



SCAN HERE!



FOLLOW US ON INSTAGRAM 



SCAN HERE!



Ask FOGSI



WhatsApp



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

Scan To Get Started



QR code / link for social media – please put this scan code so that you can



FOLLOW US ON YOUTUBE 



SCAN HERE!



FOLLOW US ON TWITTER 



SCAN HERE!



FOLLOW US ON LINKEDIN 



SCAN HERE!

Summary

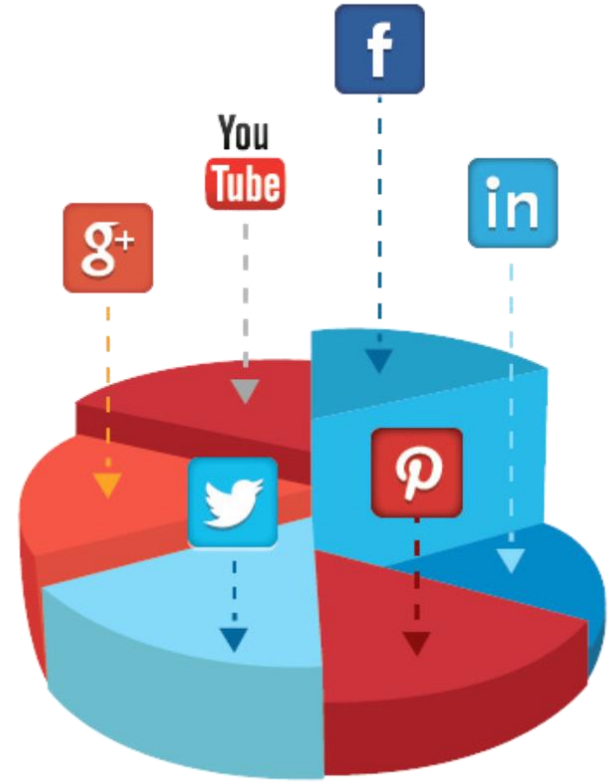
Sharing the social media report for FOGSI till now. We've made good progress and are seeing some good results right now. We're on the path to reaching our goals shortly. Everything is looking great!

Work Done till April 2024

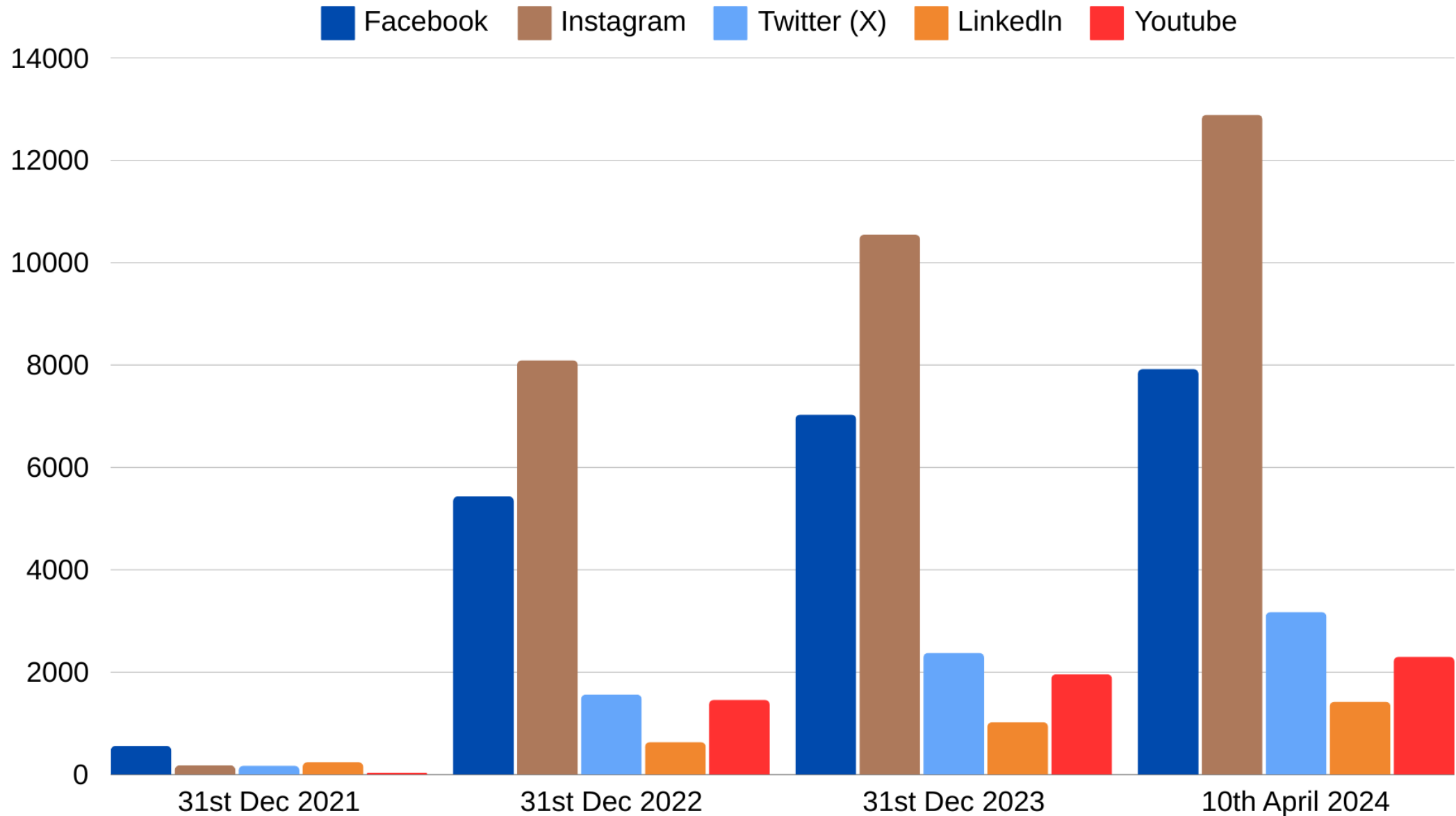
- **FOGSI's Google Business** page with new information with regards to new social posts, contact information & other relevant information, we've been maintaining the existing content on the same.
- Since **September 2023**, we've initiated the optimization of our website through **SEO (Search Engine Optimization)** to enhance the flow of traffic to our website.
- Facebook, Instagram, Twitter, LinkedIn & YouTube Account Management.
- Akrotics team has been creating the content for the same and have maintained the social profiles' hygiene.
- Akrotics team Forwarding question asked on google business to FOGSI team.
- All event information is being shared with registration links.
- ICOG webinar videos are now being uploaded to the FOGSI YouTube channel.
- Retweet posts from credible accounts in which the FOGSI handle is mentioned.
- Akrotics team keep uploading all Narikaa Videos on our YouTube channel.

FOGSI

Profile Analytics



Growth Chart



- Reach is the total number of people who see your content.
- Impressions/visits are the number of times your content is displayed.



Insights

Review performance results and more.

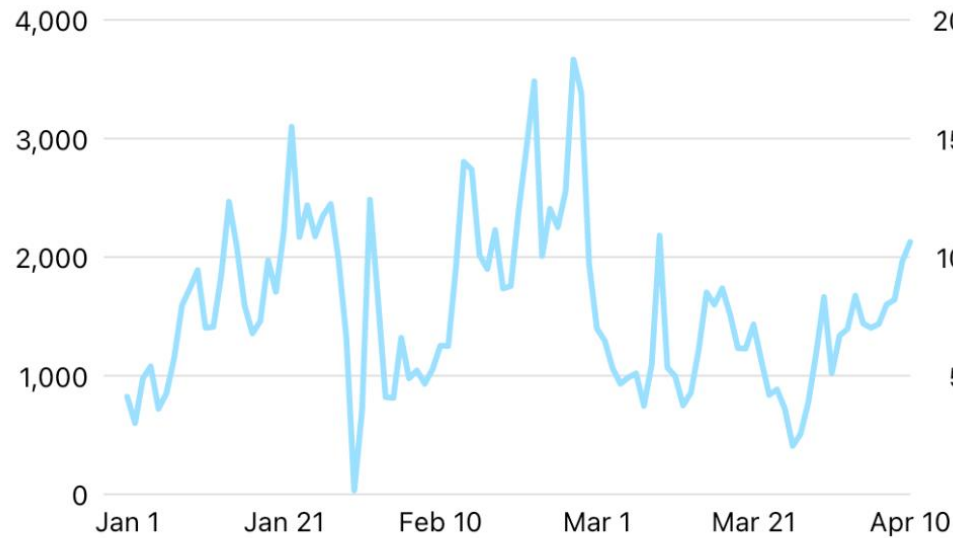
Jan 1, 2024 – Apr 10, 2024

Export

Reach

Facebook reach ⓘ

69.4K



Instagram reach ⓘ

140.7K



Comparison

(Paid Post vs Non – Paid Post)



AICOG 2024 Post with Paid Marketing

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... See more

66th AICOG HYDERABAD

Early Bird REGISTRATION is Now Open

Speakers:
Dr Hrishikesh D Pal (President FOGSI)
Dr Jaydeep Tank (President Elect FOGSI)
Prof S Shantha Kumari (Honorary FOGSI, Incm, Past President FOGSI, Organising Chairperson)
Dr Madhuri Patel (Secretary General FOGSI)
Dr Vinodhya T (Organising Secretary)
Dr Aruna Suman B (Organising Secretary)

meety aicog2024.com

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

See insights **Boost again**

Post Insights

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

Post reach ⓘ	Post Engagement ⓘ
60,736	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



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

662

Organic

662 (100%)

Paid

0 (0%)

Engagements ⓘ

Reactions

6

Comments

1

Shares

1

View details

Negative interactions ⓘ

Total

0

Unique

0

FOGSI

Federation of Obstetric and
Gynaecological Societies of India



Edit profile

FOGSI

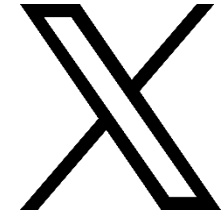
@fogsiofficial

Official handle of the Federation of Obstetric and Gynaecological Society of India.
Represents over 43,000+ O&Gs in the country working towards women's health.

Medical & Health India fogsi.org Joined September 2018

119 Following

2,762 Followers



twitter

FOGSI is actively engaged in posting and reposting content, especially when tagged by credible sources.



FOGSI

Federation of Obstetric and
Gynaecological Societies of India



Federation of Obstetric and Gynaecological Societies of India - FOGSI



[View all 18 employees](#)

Hospitals and Health Care

Mumbai, Maharashtra **1,400 followers**

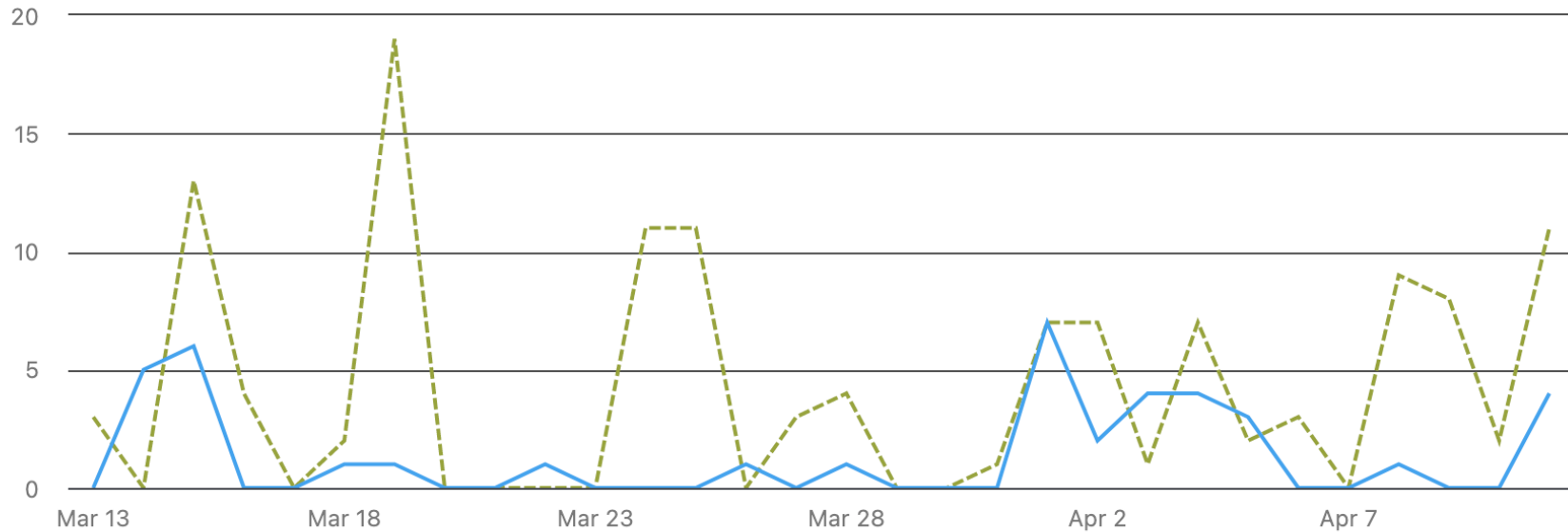
Official handle of the Federation of Obstetric and Gynaecological Society of India. Represents over 40,000+ O&Gs in the

Visitor metrics ?

Page views ▾

All pages ▾

All filters



Desktop

41

Mobile

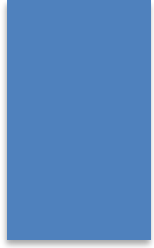
128

LinkedIn[®]

Akrotics is actively engaged in posting and reposting content, especially when tagged by credible sources.



Google
My Business



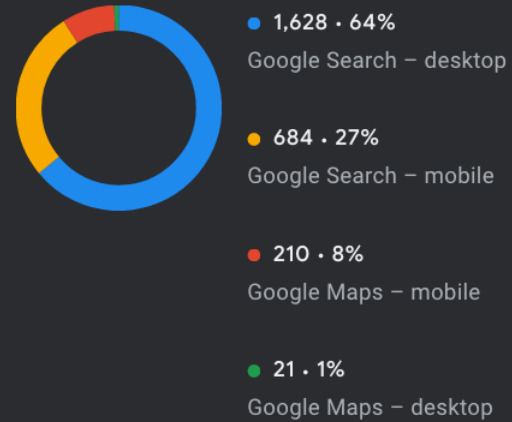
How people discovered you ⓘ

2,543

👁 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



1,107

🔍 Searches showed your Business Profile in the search results

Searches breakdown

Search terms that showed your Business Profile in the search results

- fogsi 975
- the federation of obstetric and gynecological societies o... 69
- the federation of obstetric and gynecological societies o... 63
- federation of gynecological and obstetric societies of i... < 15
- federation of obstetric and gynaecological societies of... < 15

[See more](#)

FOGSI

Federation of Obstetric and
Gynaecological Societies of India



FOGSI

@fogsiofficial · 2.28K subscribers · 195 videos

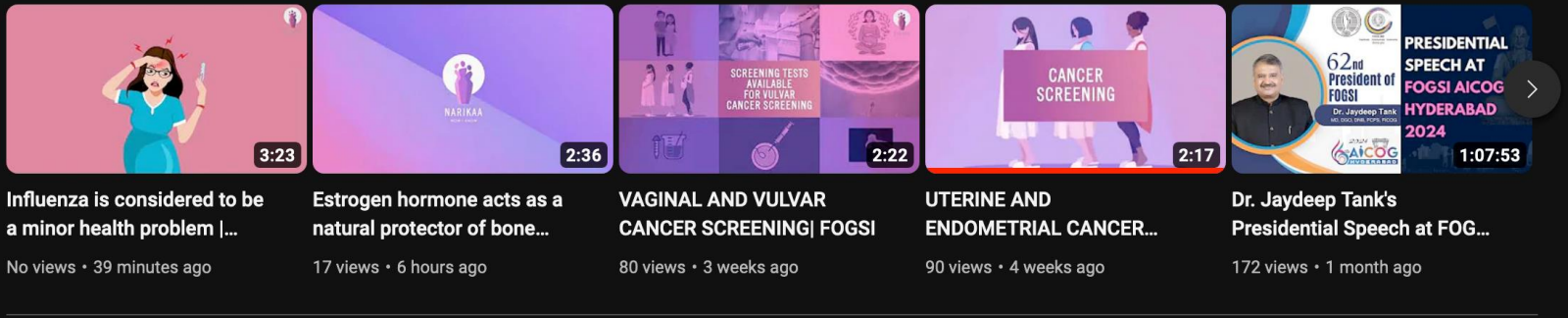
The Federation of Obstetric and Gynaecological Societies of India (FOGSI) is the professio... >

fogsi.org and 4 more links

Customise channel

Manage videos

- We ensure that all Narikaa videos are uploaded to the FOGSI YouTube channel only after thorough review and approval by the committee members.
- All comments are being monitored.
- From March 2023 we have started uploading all webinars videos provided by ICOG team on FOGSI YouTube channel.



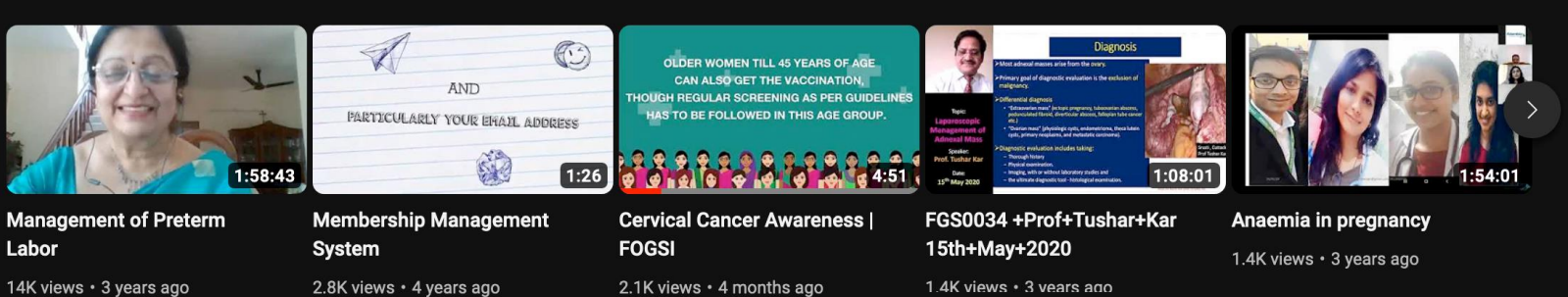
Influenza is considered to be a minor health problem |...
No views · 39 minutes ago

Estrogen hormone acts as a natural protector of bone...
17 views · 6 hours ago

VAGINAL AND VULVAR CANCER SCREENING| FOGSI
80 views · 3 weeks ago

UTERINE AND ENDOMETRIAL CANCER...
90 views · 4 weeks ago

Dr. Jaydeep Tank's Presidential Speech at FOGSI...
172 views · 1 month ago



Management of Preterm Labor
14K views · 3 years ago

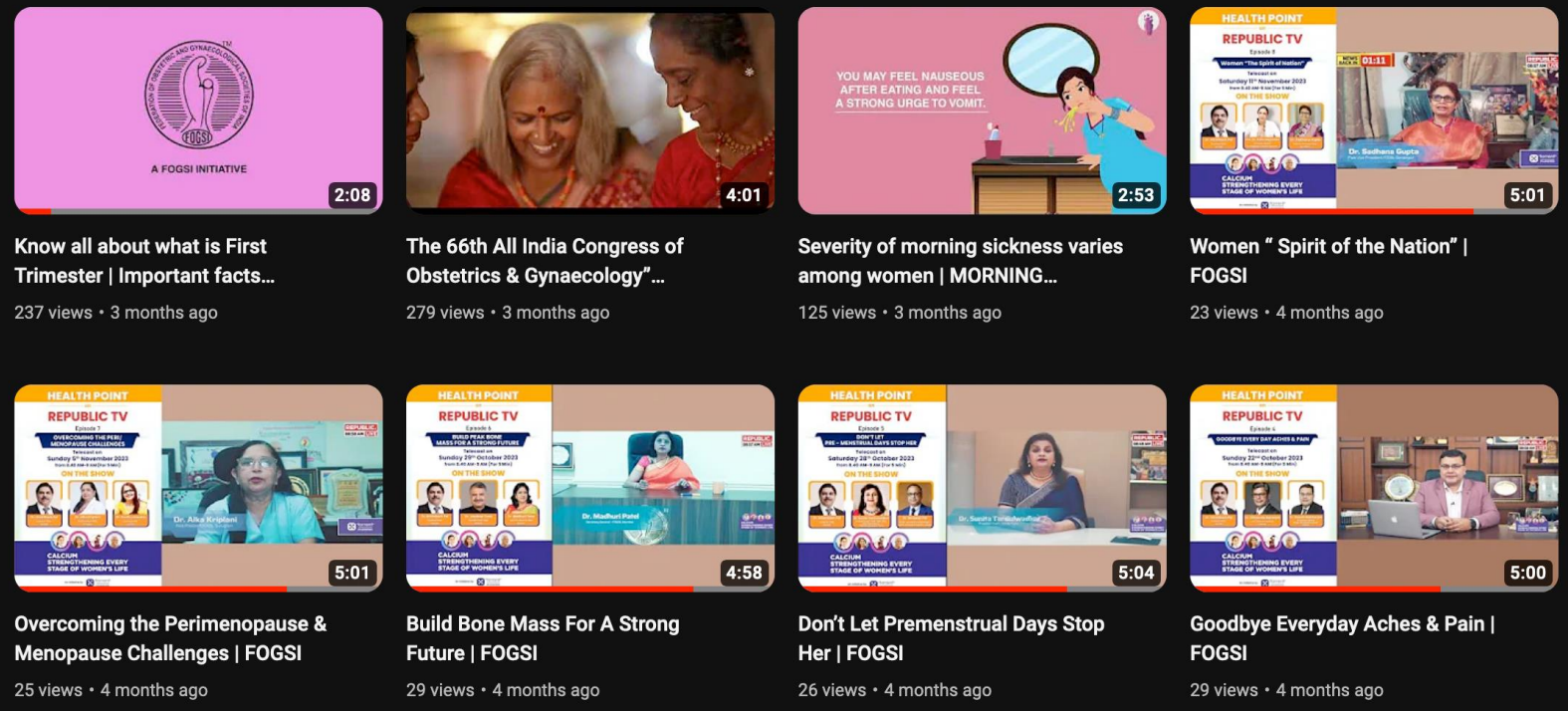
Membership Management System
2.8K views · 4 years ago

Cervical Cancer Awareness | FOGSI
2.1K views · 4 months ago

FGS0034 +Prof+Tushar+Kar 15th+May+2020
1.4K views · 3 years ago

Anaemia in pregnancy
1.4K views · 3 years ago

As of April 2024, we've uploaded a total of 195 videos, garnering an impressive view count exceeding 53,450.



Know all about what is First Trimester | Important facts...
237 views · 3 months ago

The 66th All India Congress of Obstetrics & Gynaecology"..."
279 views · 3 months ago

Severity of morning sickness varies among women | MORNING...
125 views · 3 months ago

Women " Spirit of the Nation" | FOGSI
23 views · 4 months ago

Overcoming the Perimenopause & Menopause Challenges | FOGSI
25 views · 4 months ago

Build Bone Mass For A Strong Future | FOGSI
29 views · 4 months ago

Don't Let Premenstrual Days Stop Her | FOGSI
26 views · 4 months ago

Goodbye Everyday Aches & Pain | FOGSI
29 views · 4 months ago

Narikkaa Video Posted on FOGSI YouTube Channel



The screenshot shows the YouTube channel page for FOGSI. The main video player displays a video titled "FOGSI AWARENESS" with a thumbnail of a woman in a blue dress. Below the player, there are options to "Play all" or "Shuffle" the channel's videos. The channel description reads: "The Federation of Obstetric and Gynaecological Societies of India (FOGSI) is the professional organization representing practitioners of obstetrics and gynecology in India. With 270 member societies and over 43,011 individual members spread over the length and breadth of the country, FOGSI is probably...". To the right, a list of related videos is shown, including:

- "Influenza is considered to be a minor health problem | INFLUENZA VACCINE DURING PREGNANCY | FOGSI" (3:23)
- "Estrogen hormone acts as a natural protector of bone strength | Menopause and Bone Health | FOGSI" (2:36)
- "VAGINAL AND VULVAR CANCER SCREENING | FOGSI" (2:22)
- "UTERINE AND ENDOMETRIAL CANCER SCREENING | FOGSI" (2:17)
- "Cancer on the mouth of the uterus is known as cervical cancer | CERVICAL CANCER SCREENING | FOGSI" (2:07)
- "Ways to Detect Breast Cancer Early | FOGSI" (2:07)

Akrotics have started Uploading all Narikkaa Videos on our YouTube channel.

Akrotics have posted till 10th April 2024 we have uploaded more than 32 video after carefully checking description which is approved by FOGSI team.

FOGSI STARTED SEO ACITVITES FROM SEPTEMBER 2023

- SEO efforts can help FOGSI attract a more targeted audience by optimizing for keywords and phrases related to their field. This can lead to an increase in relevant traffic, potentially attracting healthcare professionals, researchers, and individuals seeking reliable information.
- SEO involves optimizing website structure and content, which can lead to a better user experience.
- Higher search engine rankings can enhance FOGSI's credibility and reputation within the medical community and among the public, as top-ranking websites are often perceived as more trustworthy.

Improved Results: Since implementing SEO services, our website traffic has surged from an initial 3,000-5,000 monthly visitors to a remarkable average of 10,000 – 15,000. This represents an outstanding 230% to 400% boost in our monthly website traffic.



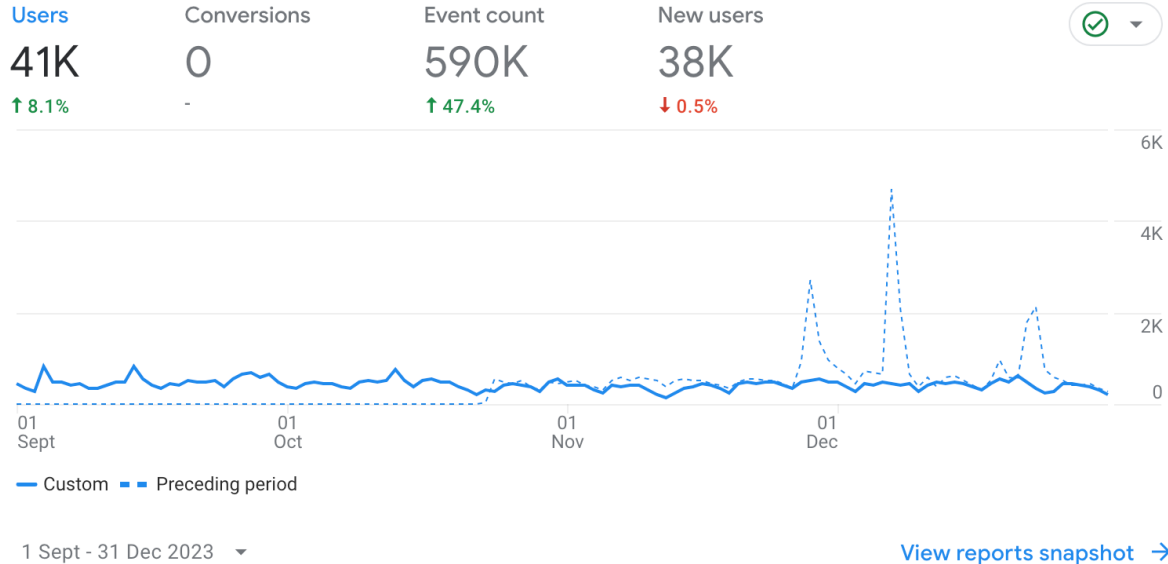
Before we started SEO Service

Google Analytics : 1st Jan 2023 – 30th Aug 2023

In past 8 months we got only 37,000 users with an average of 4,650 users per month.



After Implementing our SEO Activities

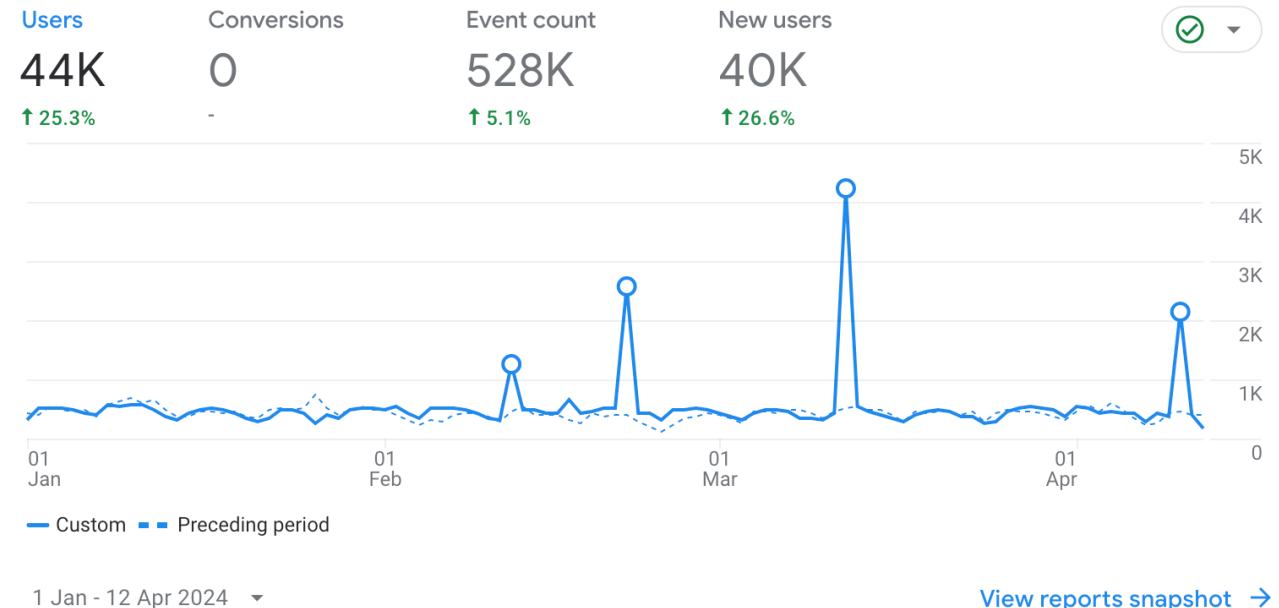


Google Analytics : 1st Sep 2023 – 31st Dec 2023

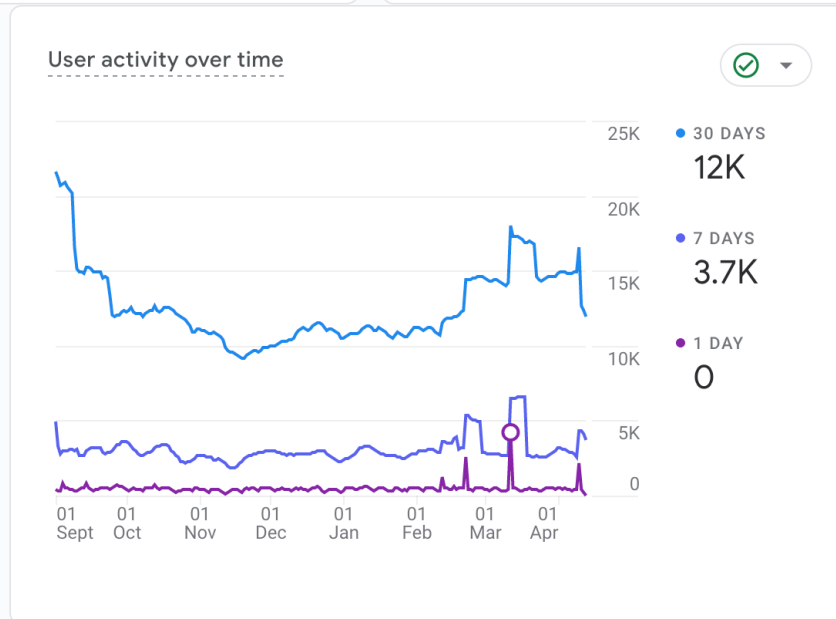
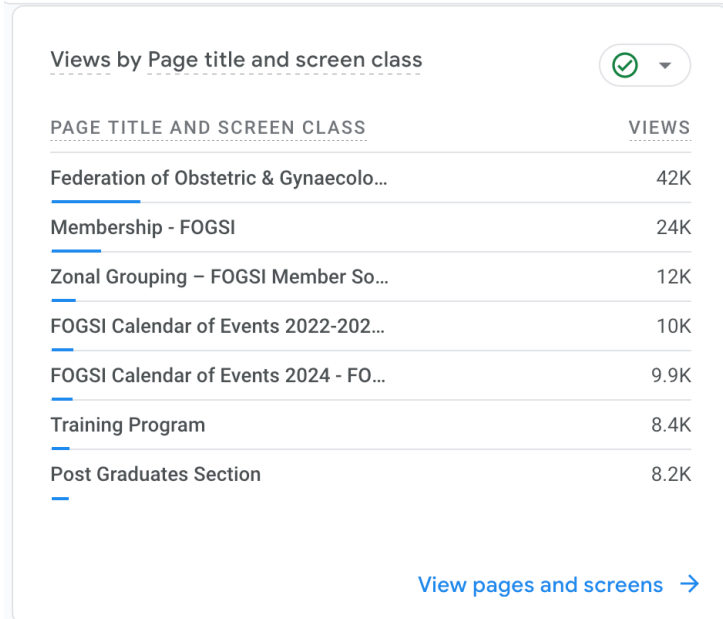
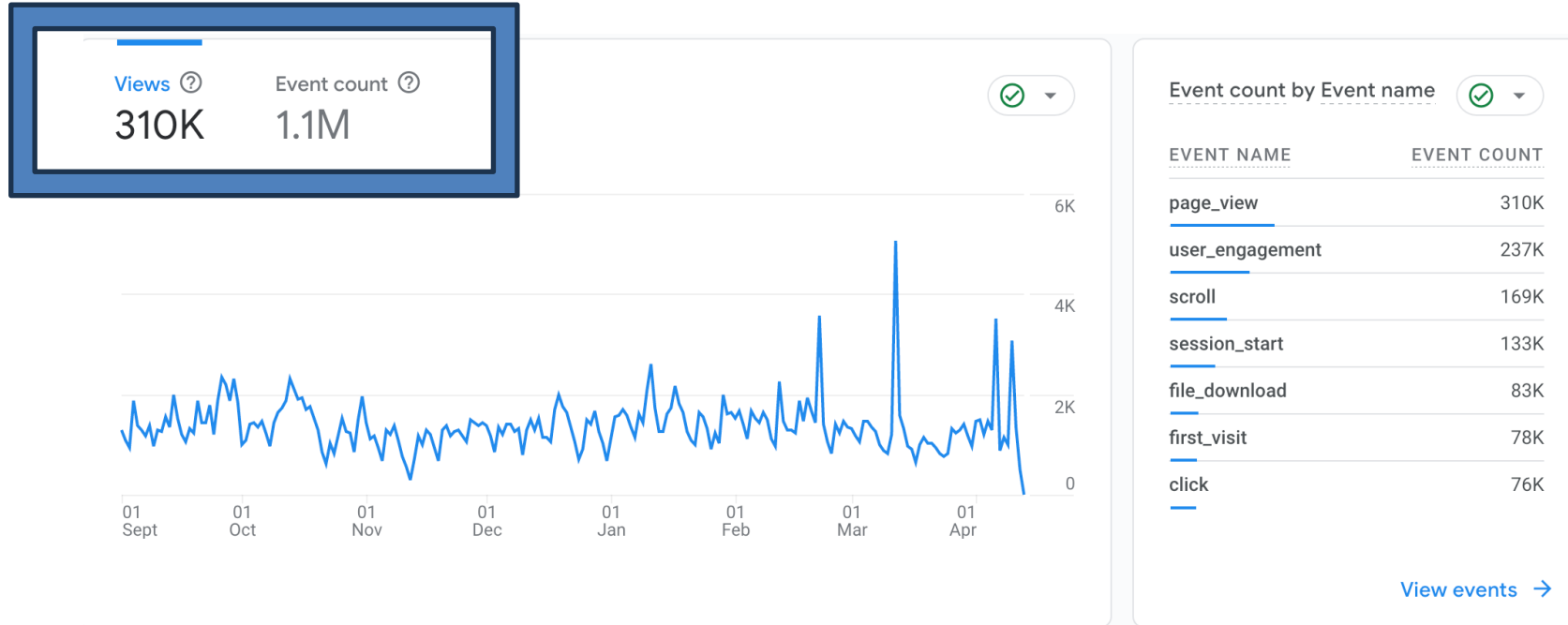
- Over the last four months, our visits have doubled compared to previous periods.
- From September 2023 to December 2023, we consistently averaged 10,250 visitors each month.

Google Analytics : 1st Jan 2024 – 10th April 2024

- Each month, our user base continues to expand globally with new additions from various parts of the world.
- The average monthly visitor count from January 2024 to March 2024 stands at 14,666.

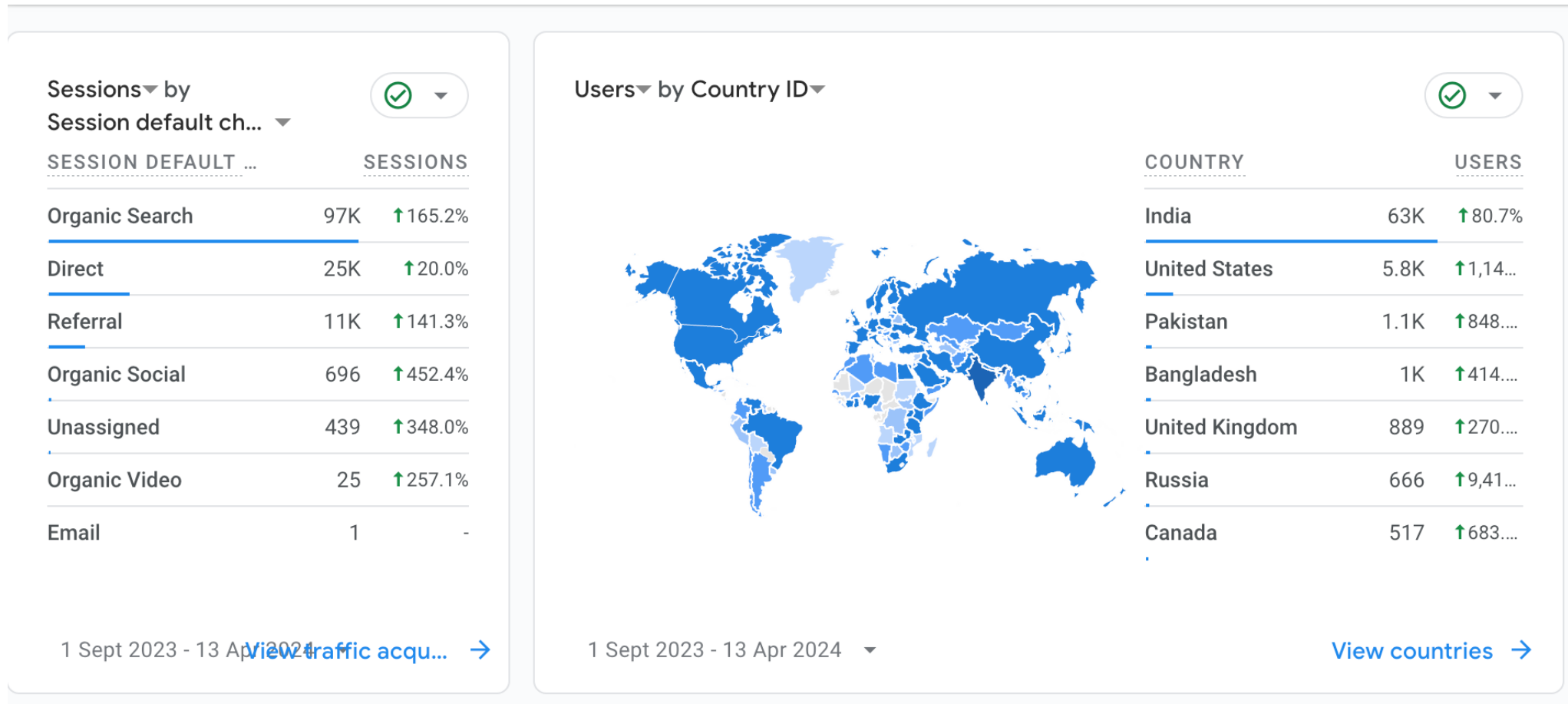


After SEO Activities



Improved Results:

Since implementing SEO services, our website traffic has surged from an initial 4,000 – 5,000 **monthly visitors to a remarkable of 10,000 -15,000.** This represents an outstanding **230 % - 400% boost** in our monthly website traffic average.





Paid Ads Analytics



- FOGSI has sanctioned a paid marketing budget of Rs. 10,000 for a duration of 3 months on Facebook and Instagram, along with Rs. 20,000 for Google Ads, allocated for a 3-month period, to the agency. This budget is intended to bolster our website's ranking on Google and increase social media presence.
- Going forward, FOGSI plans to promote awareness posts on topics such as Narikaa, Women's Issues, Women's Healthcare Awareness, AICOG Events, and other upcoming events to effectively reach a wider audience.



67th All India Congress of Obstetrics & Gynaecology

AICOG 2025



MUMBAI

8 - 12 January, 2025 | Jio World Convention Centre

AICOG 2025 HIGHLIGHTS

08

January, 2025

- Pre-Conference WORKSHOPS
- FOGSI Managing Committee Meeting
- FOGSI Managing Committee Dinner

01

Dr. Shrish Sheth
Vaginal Surgery

02

Operative Delivery

03

Management in PPH
including internal iliac

04

Hysteroscopy

05

Basic Infertility & IUI

06

Cosmetic
Gynaecology

07

Fetal Monitoring
(Antenatal & Intrapartum)

08

Contraception,
Abortion &
Family Welfare

09

Fetal Medicine

10

Menopause

11

Obstetric Emergency

12

Laparoscopy

13

Adolescent Gynaec

14

Robotic Surgery

15

Gynecological
Oncology

16

Leadership, marketing
management,
medicolegal practices

17

Imaging in Obs & Gyn

18

Uro Gynaecology

19

Advanced ART

20

Preserve The Uterus

21

Obstetric Anal
Sphincter Injuries
(OASIS)



SCAN THE
QR CODE TO
REGISTER NOW!

09

January, 2025

- CG Saraiya CME
- FOGSI Committee Workshops
- Inauguration
- Inaugural Dinner & Cultural Program with Celebrities & Fashion Walk for GENDER EQUALITY with India's Leading Designer



10

January, 2025

- Dr. Rishma Pai & Dr. Hrishikesh Pai Badlaav Oration
- FOGSI Amadeus Shreyas Oration
- Dinner & Cultural Night with Celebrities & India's Top Singers - promoting "ANAEMIA MUKT BHARAT"



11

January, 2025

- Dr. Nandita Palshetkar "We for Stree" Oration
- FOGSI Conference Oration
- ICOG Convocation
- Gala Dinner & Cultural Night with Celebrities, Stars & India's Top Singers - preventing CERVICAL CANCER
- Dr. S Shantha Kumari Dheera No to VAW Oration

12

January, 2025

- FOGSI MSD Oration
- Dr. Kamini Rao Yuva Orator Session
- FOGSI Prize Winning Talks
- Valedictory Function



For more info, visit us on: www.aicogmumbai2025.com



MOGS CONFERENCE SECRETARIAT

C/114, 1st Floor, D wing entrance, Trade World, Kamala City, Senapati Bapat Marg, Lower Parel (W), Mumbai - 400 013

Email id : mogs2012@gmail.com | Telephone : 9022361841, 24955324, 24975035, 35114384/85

www.aicogmumbai2025.com

FOGSI should allocated a monthly budget of ₹5,000 to ₹10,000 to amplify AICOG registrations and boost our presence on social media platforms and Google Ads. This approach is designed to attract more registrations for **AICOG 2025 Mumbai.**

FOLLOW US
ON OUR SOCIAL NETWORKS



/fogsiofficial

All society office bearers should take the initiative to promote our social media pages among all registered members, encouraging them to like and follow us for updates, upcoming webinars and events.

FOLLOW US
ON OUR SOCIAL NETWORKS



/fogsiofficial



FOGSI WHATSAPP CHATBOT

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



Ask FOGSI



WhatsApp



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

Scan To Get Started

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.
6. FOGSINET – Any info required about FOGSINET will redirect to FOGSINET Website.
7. Banking details can be shared
8. We can broadcast messages to 10,000 to 1,00,000 at once.



Ask FOGSI



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

Scan To Get Started

I thank all FOGSI staff especially Kanchan & Sangeeta.

I also thank
for SMS service : Celusion,
for website : Team URVI,
for membership server management :
Team Prometheus
for social media: Team Akrotics.

Thanks all of you for patient hearing