

# **Report on IT initiatives**

**21-10-2022**

**SEPTEMBER –OCTOBER 2022**

**Dr. Suvarna Khadilkar**

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

President : Dr. S. Shantha Kumari





Incoming President : Dr. Hrishikesh Pai



Secretary General : Dr. Madhuri Patel



# Website Committee:

- Dr. S. Shantha Kumari, President
- Dr. Madhuri Patel, Secretary General
- Dr. Suvarna Khadilkar, Deputy Secretary General And Website In Charge

# Members : IT Initiatives

- 🇮🇳 Dr. Alpesh Gandhi, Immediate Past President
- 🇮🇳 Dr. Hrishikesh Pai, President Elect
- 🇮🇳 Dr. Jaydeep Tank, Immediate Past Secretary General
- 🇮🇳 Dr. Aruna Suman, Joint Secretary
- 🇮🇳 Dr. Parikshit Tank, Treasurer
- 🇮🇳 Dr. Niranjana 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

# https://member.fogsi.org

member.fogsi.org 25 03:25



### MEMBER DATA VERIFICATION PORTAL


Home

Dear FOGSI Member,

Over the course of next few years, FOGSI is planning to embark on a journey towards digitizaion of its functioning. It is important that your information in our database is accurate.

**PROCEED**

member.fogsi.org/Mei 25 03:31



### MEMBER DATA VERIFICATION PORTAL

Home

Please enter your Email ID or Mobile number registered with FOGSI

Enter your registered email address

or

9869042132

**PROCEED**

member.fogsi.org/Ger 25 03:32

Home

Thank you for updating your email.  
Please complete the step 2 to verify your mobile

**Step 2 of 2**

We have sent OTP on your Mobile to verify the same.  
Please enter your mobile OTP and click on proceed to verify your mobile


29694d

00:04:30

Resend OTP

**PROCEED**

Go Back



### MEMBER DATA VERIFICATION PORTAL

Home

**Online Payment Portal [Click here](#)**

Over the course of next few years, FOGSI is planning to embark on a journey towards digitizaion of its functioning. It is important that your information in our database is accurate.

Towards this endeavour, we have created a FOGSI-MVP (Member Verification Portal) FOGSI-MVP is a secure platform for us to verify your data. Please note that this exercise is for the sole purpose of FOGSI's internal use and we respect your privacy. We hope that you will come forward and participate in this exercise to make our organization better.

Thanks,  
Team FOGSI


■ (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  
fogsi2007@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 : *Himanshu Bhaskar*      Approved By : *Dr. S. Shantha Kumari*      *M.A. Patel*      *DR. Niranjan Chavan*  
29/3/2022  
President      Secretary / Deputy Secretary      Treasurer / Joint Treasurer

\*Subject to realization cheque      Receiver Signature



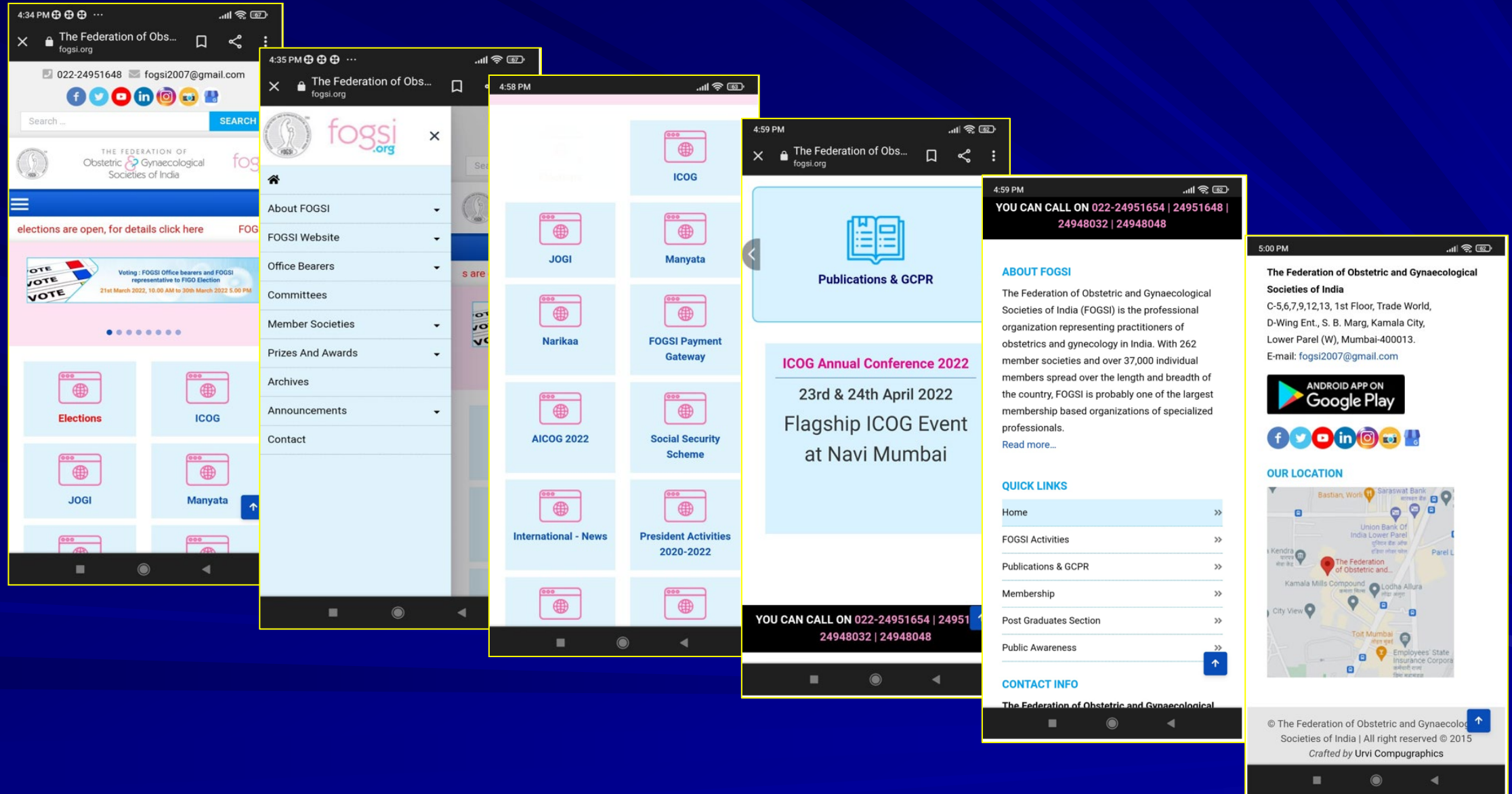


## **8976735079 WhatsApp Group Account**

❖ **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. - 262 societies**
- : FOGSI Memb Societies Secr. - 262 societies**
- : FOGSI OB & MCM – 129 nos.**

# Website mobile interface



# FOGSI Social Security Scheme app icon



THE FEDERATION OF  
Obstetric & Gynaecological  
Societies of India



[Home](#) [About FOGSI](#) [FOGSI Website](#) [Office Bearers](#) [Committees](#) [Member Societies](#) [Prizes And Awards](#) [Archives](#) [Announcements](#) [Contact](#)

## FOGSI Mission & Vision

### FOGSI Mission

- The Federation of Obstetric and Gynecological Societies of India (FOGSI) supports and protects the interests of practitioners of Obstetrics and Gynecology in India.
- FOGSI encourages dissemination of knowledge and education as well as research in the field of Obstetrics and Gynecology in India.
- FOGSI works to pilot and promote preventive and therapeutic services related to health care of women and children.
- FOGSI also serves to advocate the cause of reproductive and sexual health and rights.
- FOGSI considers the reduction of maternal mortality in India as its primary mission.

[Know more..](#)



[Read more](#)



Elections



ICOG



JOGI



Manyata



Narikaa



FOGSI Payment Gateway



AICOG 2023  
AICOG 2022



Social Security Scheme



International - News



President Activities  
2020-2022



FOGSI - NAIPUNYA -  
2021



Committee Activities  
2020-2021



Training Program



Photogallery



FOGSI'S Policy /  
Position / Advocacy  
Statements

# New tab added - FOGSI Naipunya 2021

## New tab Healthcare workers???



THE FEDERATION OF  
Obstetric & Gynaecological  
Societies of India



[Home](#) [About FOGSI](#) [FOGSI Website](#) [Office Bearers](#) [Committees](#) [Member Societies](#) [Prizes And Awards](#) [Archives](#) [Announcements](#) [Contact](#)

### FOGSI Mission & Vision

#### FOGSI Mission

- The Federation of Obstetric and Gynecological Societies of India (FOGSI) supports and protects the interests of practitioners of Obstetrics and Gynecology in India.
- FOGSI encourages dissemination of knowledge and education as well as research in the field of Obstetrics and Gynecology in India.
- FOGSI works to pilot and promote preventive and therapeutic services related to health care of women and children.
- FOGSI also serves to advocate the cause of reproductive and sexual health and rights.
- FOGSI considers the reduction of maternal mortality in India as its primary mission.

[Know more..](#)



[Read more](#)



Elections



ICOG



JOGI



Manyata



Narikaa



FOGSI Payment Gateway



AICOG 2023  
AICOG 2022



Social Security Scheme



International - News



President Activities  
2020-2022



FOGSI - NAIPUNYA -  
2021



Committee Activities  
2020-2021



Training Program



Photogallery



FOGSI'S Policy /  
Position / Advocacy  
Statements



# 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

- 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
- So far more than 130 meetings have been hosted on this virtual platform


## FOGSI SMS Policy (Short Message Service)

Maximum 200 SMS per


- ❖ 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>
2021	October	4,89,911.00
2021	November	7,36,882.00
2021	December	3,84,937.00
2022	January	2,12,806.00
2022	February	4,31,199.00
2022	March	4,21,597.00
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	1,47,363.00
	<u>Total</u>	45,85,693.00

# 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
- Drop down menus Tabs : 9
- Running Banners – 5 (4 more banners to be added at the time of Election)
- TABs : 14
- Main Boxes - 5
- Upcoming Events – 4
- About FOGSI, Quick Links, contact information and our location on google map



 [About FOGSI](#) [FOGSI Website](#) [Office Bearers](#) [Committees](#) [Member Societies](#) [Prizes And Awards](#) [Archives](#) [Announcements](#) [Contact](#)



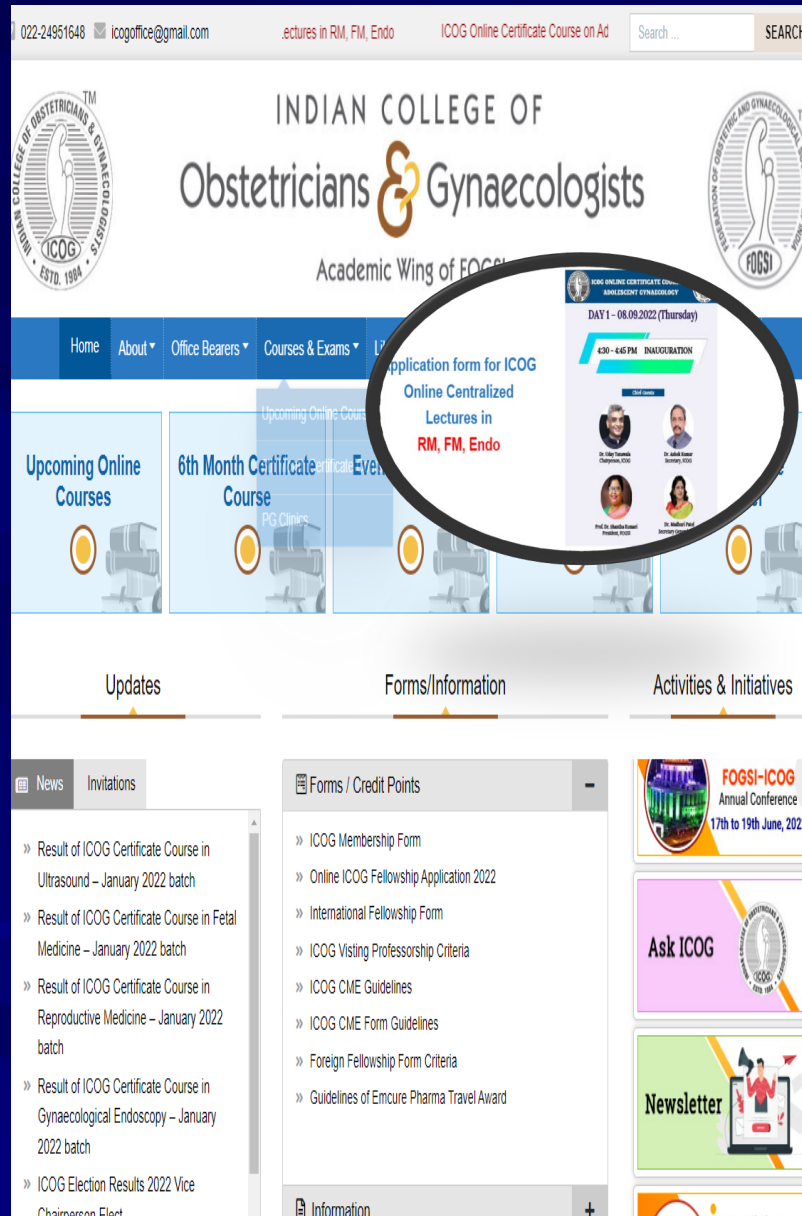
## ARCHIVES

[2019](#) [2018](#) [2017](#) [2016](#) [2015](#) [2014](#) [2013](#) [2012](#) [2011](#) [Upto 2010](#)

### Archives 2019

» <a href="#">List of Prizes &amp; Awards of FOGSI for the Year 2019</a>	» <a href="#">List of Office Bearers of FOGSI for the Year 2019</a>
» <a href="#">JOURNAL BEST PAPER PRIZE FOR THE YEAR 2019</a>	» <a href="#">TOG Pregnancy and Lactation</a>
» <a href="#">TOG Conclave outcomes</a>	» <a href="#">Speakers for AOFOG 2021, Indonesia</a>
» <a href="#">General Body meeting of the Federation of Obstetric &amp; Gynaecological Societies of India will be held at Lucknow.</a>	» <a href="#">FOGSI Quiz December 2019</a>
	» <a href="#">FOGSI Quiz November 2019</a>
» <a href="#">Announcement for West zone FOGSI Superstar competition</a>	» <a href="#">AOFOG Newsletter September 2019</a>
» <a href="#">FOGSI Quiz October 2019</a>	» <a href="#">Emirates Obs &amp; Gyne Congress 2019 Dubai</a>
» <a href="#">Minutes of the General Body Meeting of the Federation of Obstetric and Gynaecological Societies of India held on January 8, 2019 at Hotel Renaissance, Bengaluru.</a>	» <a href="#">Annual General Body meeting of the Federation of Obstetric &amp; Gynaecological Societies of India will be held at the FOGSI Office</a>

# ICOG



ICOG Website Screenshot. The header includes contact information (022-24951648, icogoffice@gmail.com) and navigation links (Home, About, Office Bearers, Courses & Exams, Updates, Forms/Information, Activities & Initiatives). The main banner features the Indian College of Obstetricians & Gynaecologists logo and a notice about the Academic Wing of FOGSI. A highlighted section shows the 'Application form for ICOG Online Centralized Lectures in RM, FM, Endo'. The sidebar contains 'Upcoming Online Courses' (6th Month Certificate Course, PG Clinics) and a 'News' section with updates on certificate courses and election results. The 'Forms / Credit Points' section lists various application forms and guidelines. The footer includes a 'Newsletter' sign-up button.

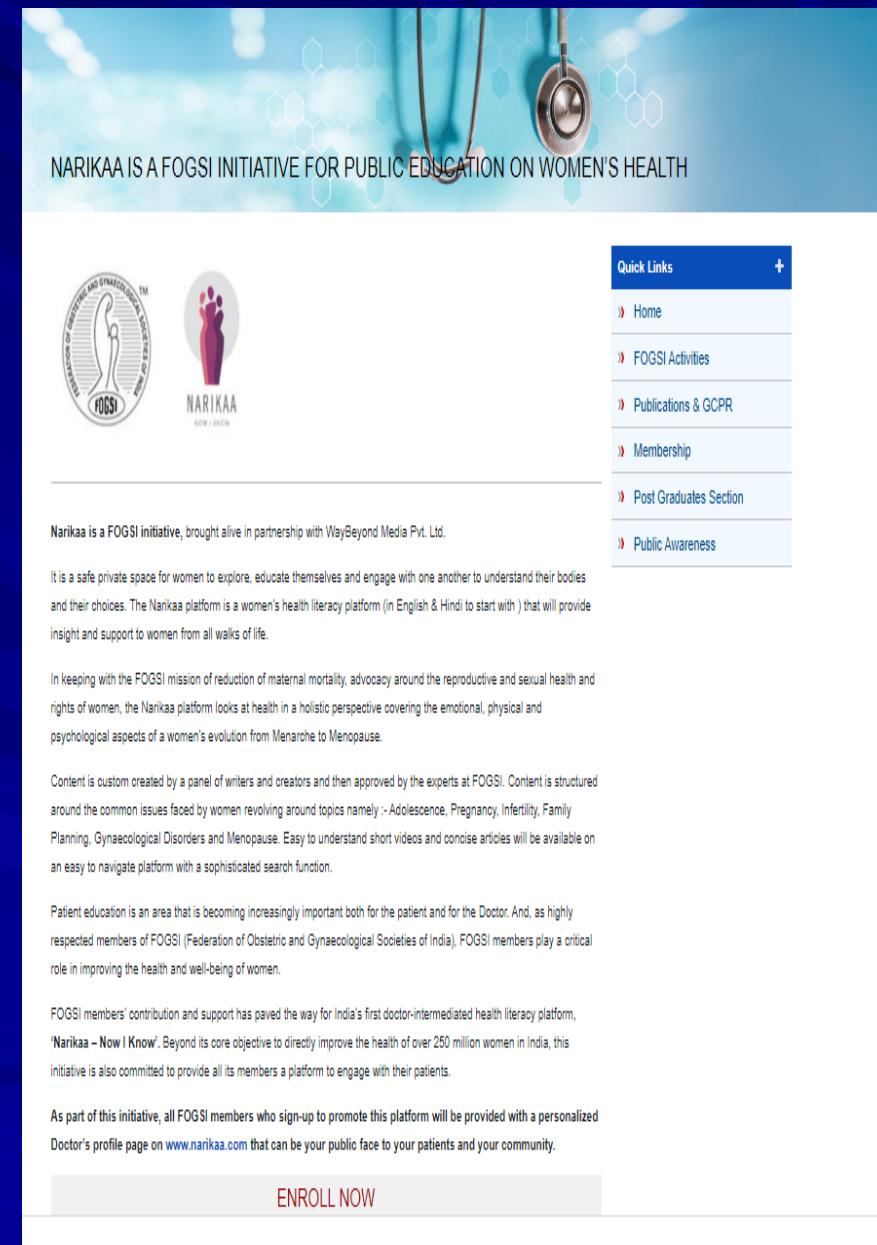
# JOGI



JOGI Website Screenshot. The header includes contact information (022-23806843, journalbgi@gmail.com) and navigation links (Home, Guidelines, Contact, Member Login, Reset Password, Author Name OR Keywords). The main banner features the Journal of Obstetrics & Gynecology of India logo and a notice about the Obituary of Dr. M.N. Parikh. The sidebar contains 'Upcoming Online Courses' (6th Month Certificate Course, PG Clinics) and a 'News' section with updates on certificate courses and election results. The 'Forms / Credit Points' section lists various application forms and guidelines. The footer includes a 'Newsletter' sign-up button.

# AICOG

# Narikkaa



Narikkaa Website Screenshot. The header includes the Narikkaa logo and a navigation menu (Home, FOGSI Activities, Publications & GCPR, Membership, Post Graduates Section, Public Awareness). The main banner features the Narikkaa logo and a notice about the Narikkaa platform. The sidebar contains 'Upcoming Online Courses' (6th Month Certificate Course, PG Clinics) and a 'News' section with updates on certificate courses and election results. The 'Forms / Credit Points' section lists various application forms and guidelines. The footer includes a 'Newsletter' sign-up button.

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

Narikkaa is a FOGSI initiative, brought alive in partnership with WayBeyond Media Pvt. Ltd.

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

In keeping with the FOGSI mission of reduction of maternal mortality, advocacy around the reproductive and sexual health and rights of women, the Narikkaa platform looks at health in a holistic perspective covering the emotional, physical and psychological aspects of a woman's evolution from Menarche to Menopause.

Content is custom created by a panel of writers and creators and then approved by the experts at FOGSI. Content is structured around the common issues faced by women revolving around topics namely :- Adolescence, Pregnancy, Infertility, Family Planning, Gynaecological Disorders and Menopause. Easy to understand short videos and concise articles will be available on an easy to navigate platform with a sophisticated search function.


Patient education is an area that is becoming increasingly important both for the patient and for the Doctor. And, as highly respected members of FOGSI (Federation of Obstetric and Gynaecological Societies of India), FOGSI members play a critical role in improving the health and well-being of women.

FOGSI members' contribution and support has paved the way for India's first doctor-intermediated health literacy platform, 'Narikkaa - Now I Know'. Beyond its core objective to directly improve the health of over 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.narikkaa.com](http://www.narikkaa.com) that can be your public face to your patients and your community.

ENROLL NOW





## FOGSI Online Payment Portal

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

Note: fogsI ultrasound course - registrations closed

FGSI Online Payment Portal

Toll-free


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

9990002132

SUBMIT

n-Gauge

Tamil English



# FOGSI Online Payment Portal

---

Your Name : **MADHURI PATEL**

Your Email ID : **madhuri.patel@gmail.com**

GENERATE OTP

OR

Your Mobile No. : **98\*\*\*\*\*32**

GENERATE OTP

Enter OTP

SUBMIT

1

2

3

4

5

6

7

8

9

0

Back

FOGSI Logo

FOGSI Online Payment Portal

FOGSI Logo

FOGSI Online Payment Portal

The screenshot displays the FOGSI Online Payment Portal. At the top left is the FOGSI logo, a circular emblem with a gear and a torch. The title "FOGSI Online Payment Portal" is centered at the top. Below the title, there are two main sections. On the left, under "Select Category", there is a dropdown menu with "Select Account..." selected, and a list of accounts including "Fogsi Training Fees" and "Fogsi JC2001 Fees". Below this is a "Total Amount" field with a grey input box. At the bottom left is a blue "MAKE PAYMENT" button. On the right, under "Billing Details", there is a table with columns "Particulars" and "Amount". The table contains three rows: "Fees", "Internet Training Charges", and "Total Payable". At the bottom right, there is a "FOGSI" logo and a "FOGSI ONLINE PAYMENT" button.

FOGSI Online Payment Portal

Select Category

Select Account...

Fogsi Training Fees

Fogsi JC2001 Fees

Total Amount


MAKE PAYMENT

Billing Details

Particulars	Amount
Fees	
Internet Training Charges	
<b>Total Payable</b>	

FOGSI

FOGSI ONLINE PAYMENT



# Fogsi Online Payment Portal


Select Category

Select Sub Category

- Unlicensed Basic ( 7 days)
- Unlicensed Basic ( 14 days)
- Unlicensed Advanced
- Inventory Kit & Simulation Protocol
- Inertial Basic
- Inertial Advanced
- Outstanding Basic
- Inventory Advanced
- Copportunity 7 days
- Copportunity 30 days

Billing Details

Particulars	Amount
Interest / Pending Charges	
<b>Total Payable</b>	



## FOGSI Online Payment Portal

Taking Madras to the World

---

**Select Category**

Fogsi Training Fees ▾

**Select Sub Category**

Ultrasound Basic ( 7 days) ▾

Total Amount (Inclusive of Internet Fees Handling Charges)

9100


MAKE PAYMENT


Billing Details	
Particulars	Amount
Ultrasound Basic ( 7 days) Fees	8850
Internet Handling Charges	310
<b><u>Total Payable</u></b>	<b><u>9160</u></b>

---

n-Gauge

You are across charges.
Shop Now!





Task

956eb06-a297-4a80-a73f-701ca451e6d1

English

Billing Information

MACHURI PATEL

NAVJUG NIVAS B-54 5TH FLOOR, OPPOSITE MINERVA THEATRE DR. D. B. ROAD,

400007 Mumbai

Maharashtra India

9865042132 dmachuripatel@gmail.com

Notes (Optional)

Payment Information

Credit Card

Card Number

Debit Cards

ORDER DETAILS

ORDER #: FOGSL\_71399\_360457649

Coupon Code [Addit](#)

Order Amount 9160.00

Total Amount **INR 9160.00**



CC Payment

CHECKOUT


Checkout begin for registered users only.

Enter Username

Enter Password

[Pay](#)
[Pay](#)


[Pay Now](#)

[Pay](#)

■ (online presentation by Dr. Suvarna)

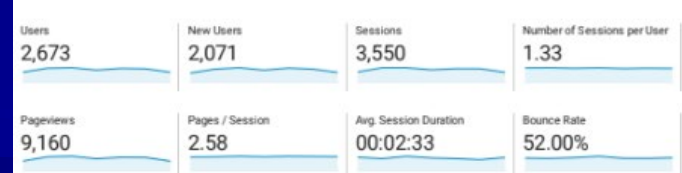
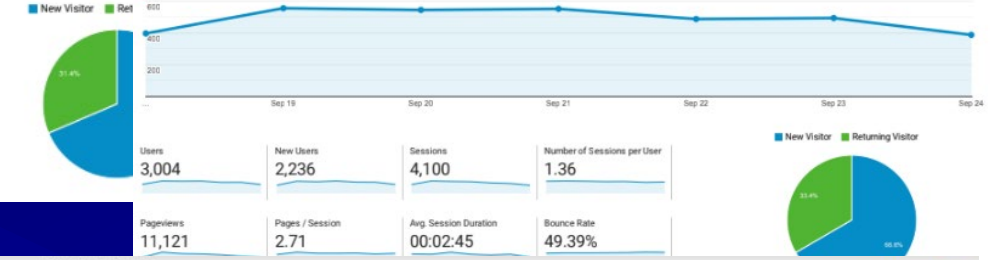
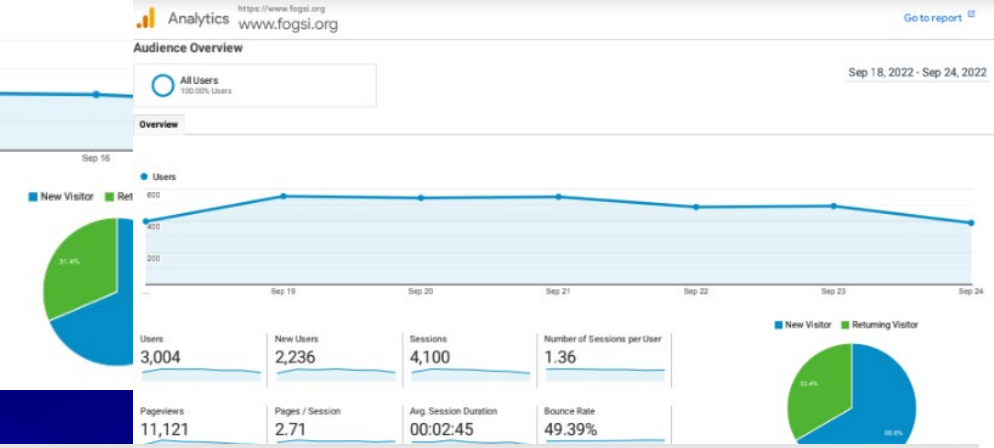
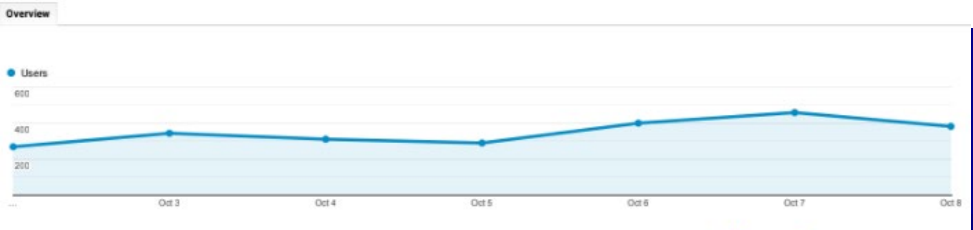
■ [www.fogsi.org](http://www.fogsi.org)



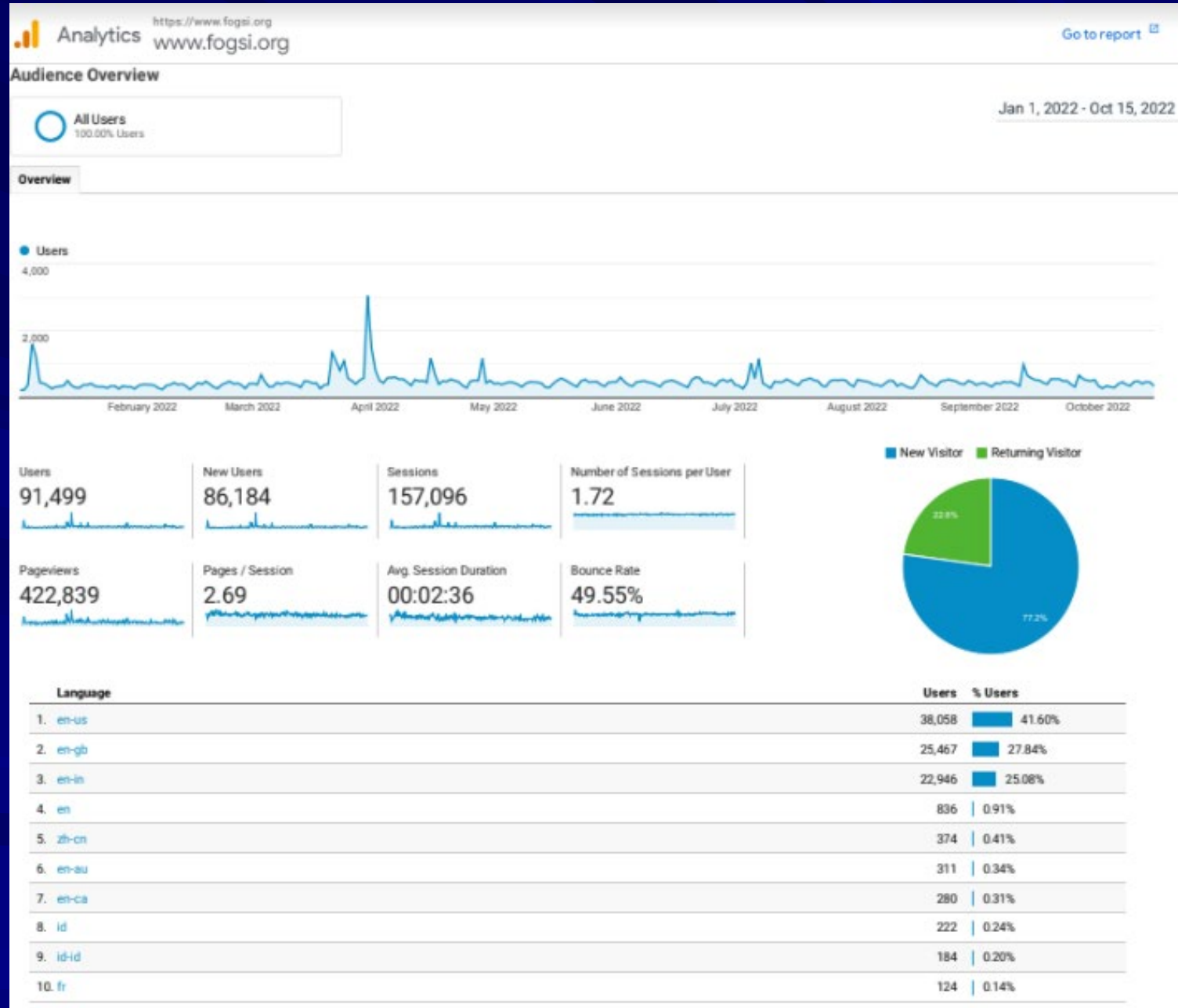


# **Incorporation of Videos for members / post graduates and Public education**

- ❖ 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 : JAN'22 – OCT 15TH' 22



- ❖ 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.



# Social Media Report





# Social Media Report

Nov 2021 - September 2022



**AKROTICS**  
DIGITAL SOLUTIONS

Section

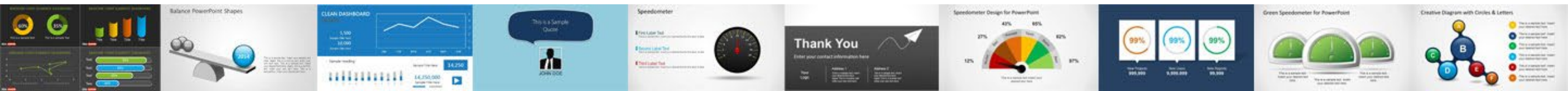
Profile Analytics: Facebook and Instagram .....  
Profile Analytics: Twitter .....  
Profile Analytics: LinkedIn .....  
Profile Analytics: Google Business .....  
Profile Analytics: YouTube .....  
Ads Analytics .....



# Social Media Report

## November 2021 - September 2022

---





Channel started on 15 <sup>th</sup> Oct 2021		Posts by Profile	Total Impressions	Organic Reach Rate (ORR)	Community Size on Sep 2022
	<b>FOGSI</b> @fogsiofficial	259	2,45,496	100%	3,400 Page Likes
	<b>FOGSI</b> @fogsiofficial	259	3,46,93	100%	6,500 Followers
	<b>FOGSI</b> @fogsiofficial	259	1,18,450	100%	1,450 Followers
	<b>FOGSI</b> @fogsiofficial	20	10,000 + Views	100%	1,200 Subscribers
	<b>FOGSI</b> @fogsiofficial	259	40,568	100%	367 Followers
<b>TOTAL</b>		<b>1,056</b>			<b>11,817</b>



Guide to  
**Facebook Metrics**

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



Guide to  
**Instagram Metrics**

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



Guide to  
**Twitter Metrics**

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



Guide to  
**YouTube Metrics**

<https://bit.ly/3H0qA5R>



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 Sep 2022

- 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.
- WhatsApp Business Profile Activate with 3 Groups.
- We've been creating the content for the same and have maintained the social profiles' hygiene.
- Forwarding question asked on google 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.



## Profile Analytics

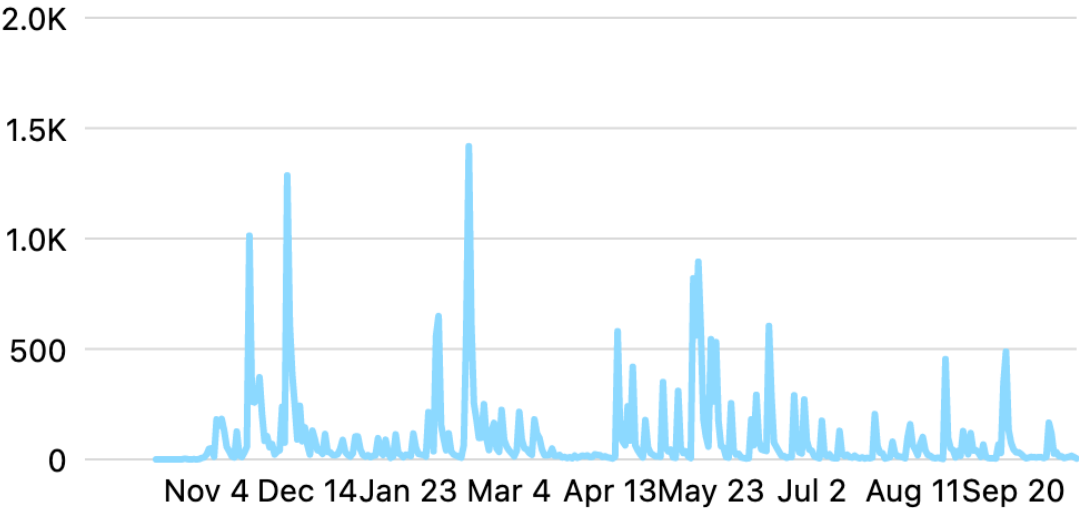
- Facebook and Instagram Page





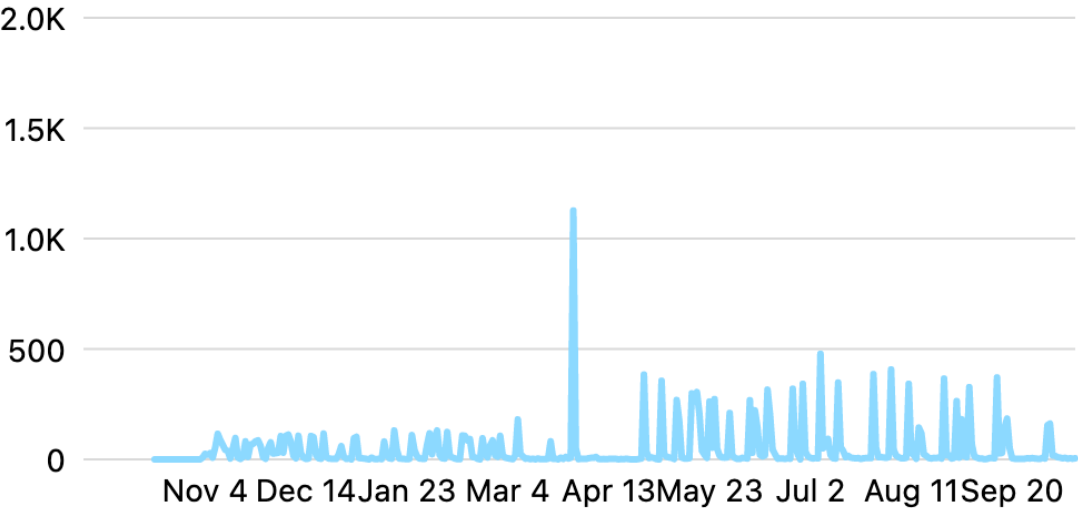
Facebook Page reach ⓘ

11,923 ↑ 100%



Instagram reach ⓘ

4,578 ↑ 100%



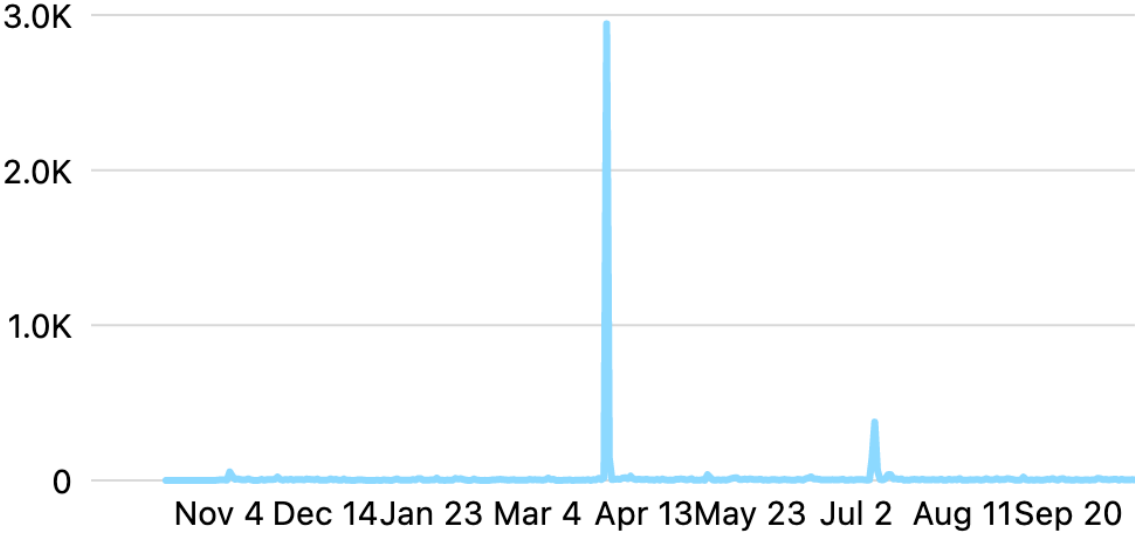
Facebook Page visits ⓘ

3,506 ↑ 100%



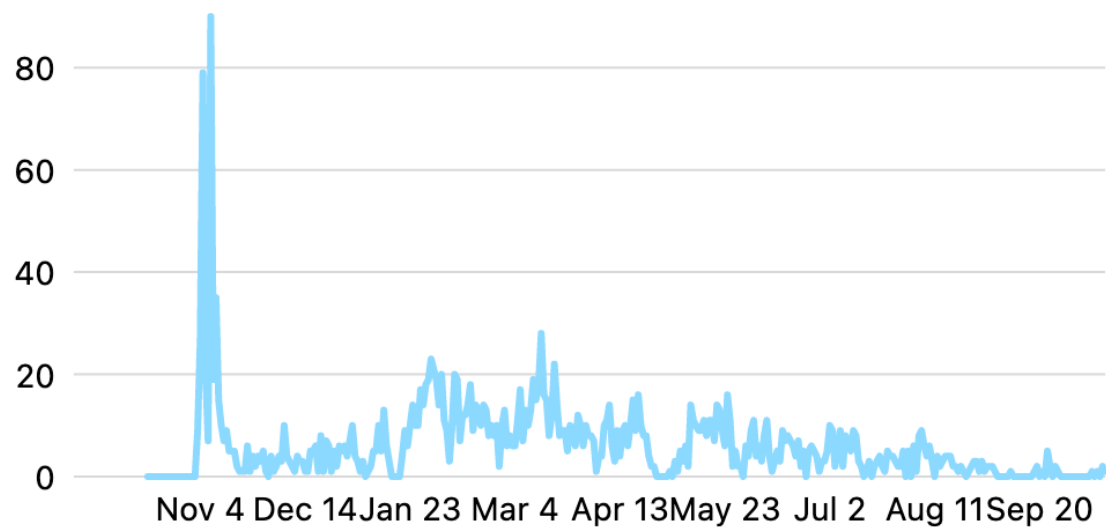
Instagram profile visits ⓘ

5,560 ↑ 100%



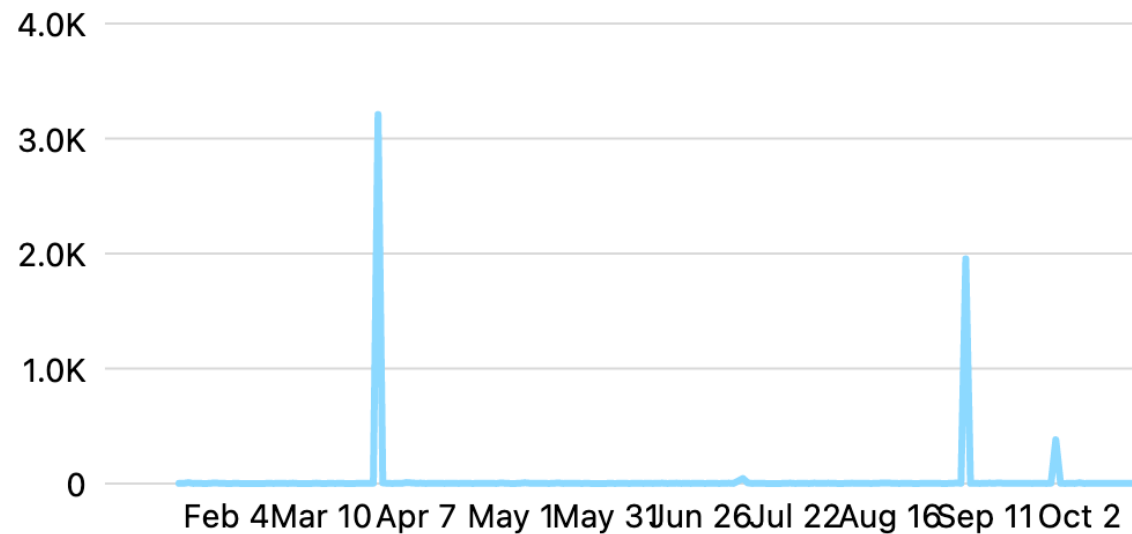
Facebook Page new likes ⓘ

2,204 ↑ 100%



Instagram new followers ⓘ

6,058 --





# Profile Analytics

Twitter Page



# 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](https://fogsi.org)  Joined September 2018

117 Following 1,482 Followers





# Profile Analytics

LinkedIn Page





Federation of Obstetric and Gynaecological Societies of India - FOGSI

Super admin view

All Pages ▼

Products

Content ▼

Analytics ▼

Activity 6



Federation of Obstetric and  
Gynaecological Societies of India

## Federation of Obstetric and Gynaecological ...

Edit Page

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

Hospitals and Health Care · Mumbai, Maharashtra · [361 followers](#)

Visitor highlights ?

1,533  
Page views

510  
Unique visitors

25  
Custom button clicks



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Advertise



Federation of Obstetric and Gynaecological Societies of India - FOGSI

Super admin view

View as member

All Pages

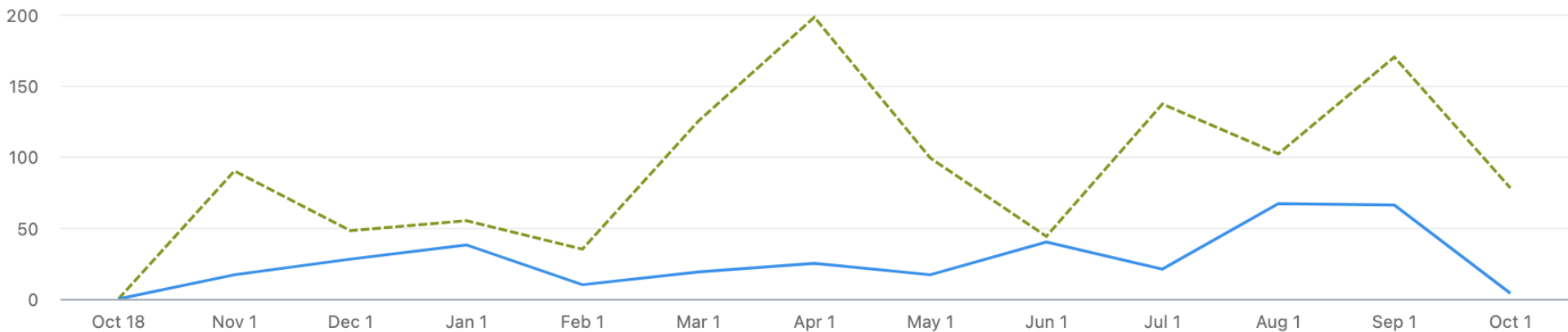
Products

Content

Analytics

Activity 6

Admin tools



Desktop

352



Mobile

1,181

# Profile Analytics

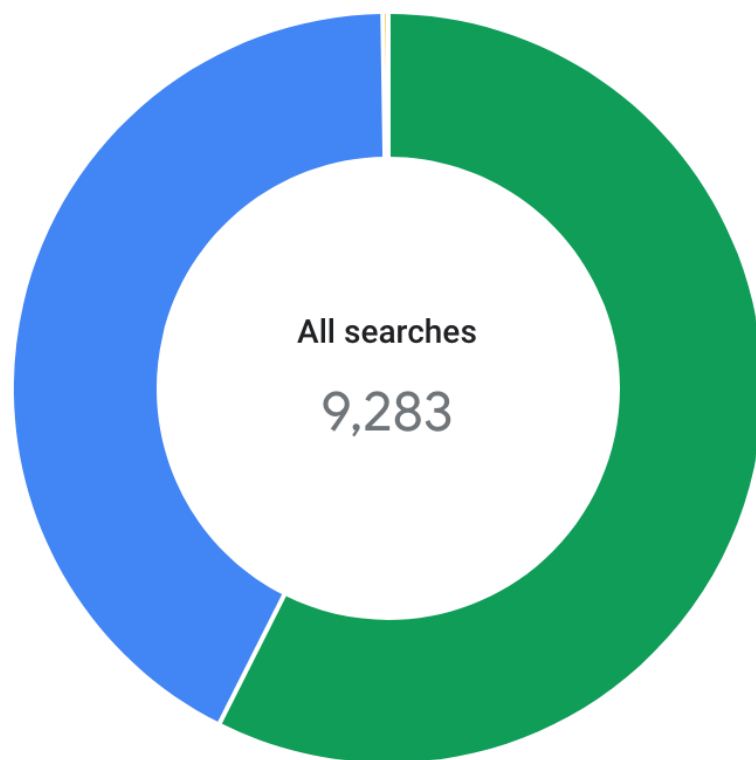
Google Business Page



## How customers search for your business



1 quarter ▼



### Direct

People who find your Business Profile searching for your business name or address



### Discovery

People who find your Business Profile searching for a category, product or service



### Branded

Customers who find your listing by searching for a brand related to your business



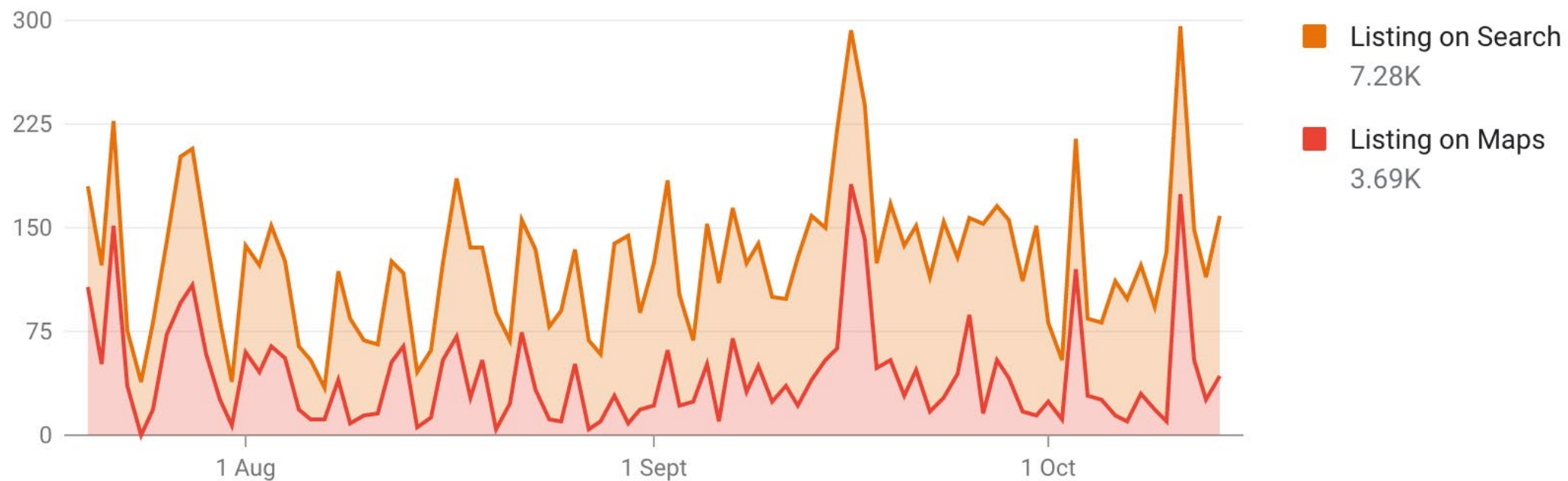
## Where customers view your business on Google

The Google services that customers use to find your business



1 quarter ▼

Total views 11K



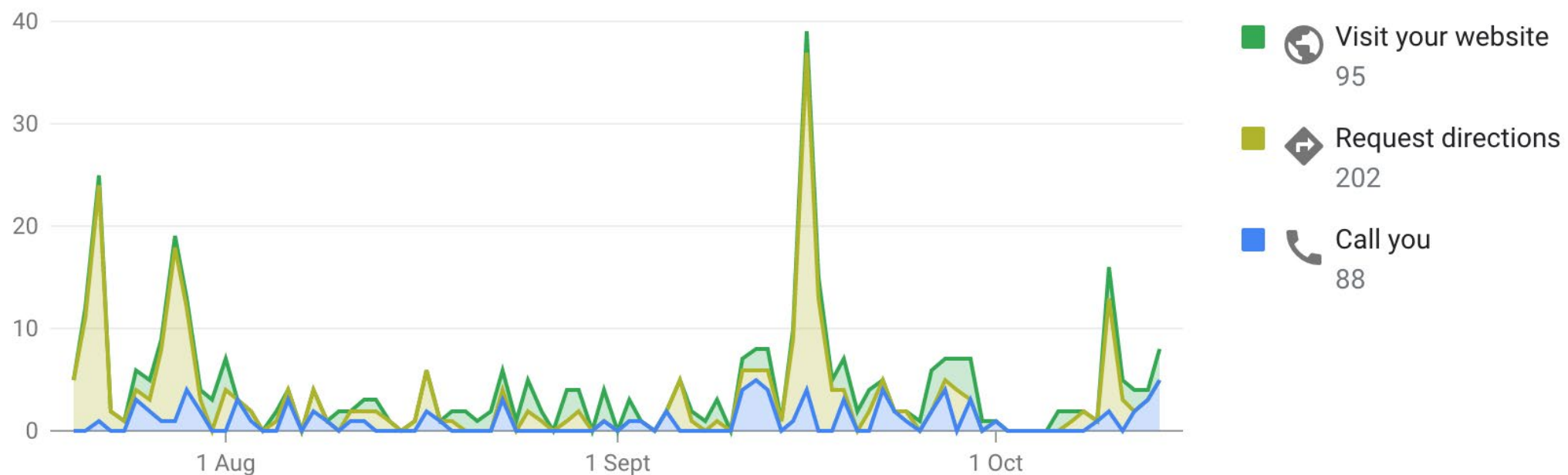
## Customer actions



The most common actions that customers take on your listing

1 quarter ▼

Total actions 385





# Profile Analytics

YouTube Page



# FOGSI

Federation of Obstetric and  
Gynaecological Societies of India

 Website



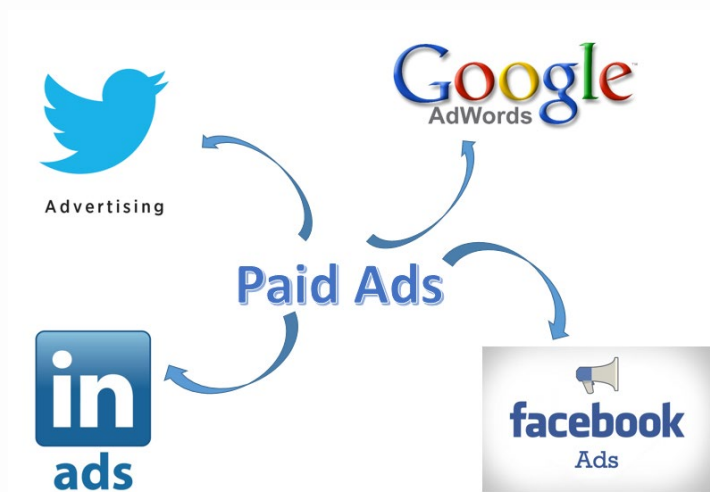
**FOGSI Official**

1.02K subscribers

**SUBSCRIBE**

# Ads Analytics

Ads Manager





FOGSI will be running paid  
campaigns soon to increase visibility



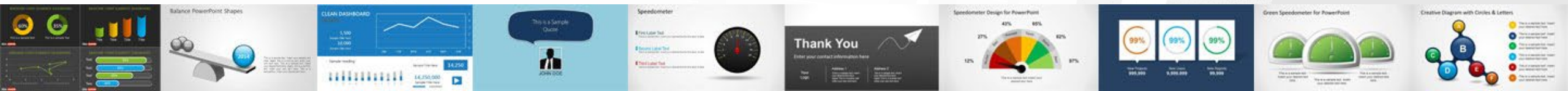
## Agency Suggestions

- We would recommend that pictures and videos of every FOGSI event should be posted on social media, this will make our profile more active.
- Information pertaining to women health issues should be posted on social media, we can also share news related to FOGSI's latest endeavours.
- We can have a hashtag "On This Day" #OTD and share posts highlighting the achievements or important events of FOGSI that took place on a certain day, this will help us to show our followers the sort of activities that FOGSI has conducted in the past and cement us as an organisation that has a great history.
- We would recommend paid marketing on Facebook and Instagram, this will increase FOGSI's reach and awareness. (Budget can be ₹ 10,000 to start with)

# Thanks

## Get in Touch

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





[www.akrotics.com](http://www.akrotics.com)

