Report on IT initiatives
22-9-2023
April 2023 – September 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

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. Risha Pai, 2017 – Mumbai
Dr. Jaideep Malhotra, 2018 – U.P.
Dr. Nandita Palshetkar, 2019 – Mumbai
Dr. Nozer Sheriar, 2012-2014 – Secretary General, FOGSI – Mumbai

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

Website Committee:
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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
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
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
- Banner for upcoming event : 1
- 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
Banner : Election Schedule with Membership management Video - Office bearer, AOFOG and SAFOG, Committee Chair, Results of all elections.

Banner : Guidance for Election - Office bearer, AOFOG and SAFOG, Committee Chair, Results of all elections.

Banner : Result for Election - Office bearer, AOFOG and SAFOG, Committee Chair, Results of all elections.
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
  COVID 19 Contribution Fund
  FOGSI – Society Fees
  FOGSI – FMF India Online USG Course
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.
APPLICATIONS

SSS Online Enrollment App has been further upgraded – Please note new email id exclusively for SSS: sss@fogsi.org

❖ Social Security Scheme online Enrollment App: Already live and online enrollment is opened for members -

❖ There are few updates in this system now: 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:

❖ **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.

❖ We have already installed it in 3 Machines.
New app similar to practo

FOGSINET
(PROPOSED NAME)

FOGSI NETWORK SITE + APP
What is FOGSINET

- It is planned to be country’s largest database of Gynaecologist and Obstetrics
- It is proposed to be a Portal and Mobile App
- It will be an Opt-in App for members to activate account
- The App will be available in Android and iOS
- The App will 3 modules
  - Admin
  - Mobile App
  - Portal
How will FOGSI members get onboarded

- The FOGSI members will be automatically listed on the App
- The contact details of member will be hidden
- Email will be sent to all the members to activate their profile
- This will make the convert profile from “Inactive” to “Active”
- Once a consumer, a potential patient finds the member on the app and initiates the connect an email and SMS sent to member to activate their account.
- Activation will be done via OTP.
How will Customer / Patients find a doctor

- Customer / Patients will create a profile
- Mobile number will be verified via OTP
- When he / she opens the App, the app will ask which PIN (ZIP) to look for doctor
- The App will fetch all the doctors in that PIN/ZIP and display them in Randomised fashion.
- All the doctor’s whose profile are active can be contacted
- For the members who have not activated their accounts the profile will say “This doctor’s profile is inactive, request him/her to activity profile.”
- The above will send email to the member to activate his/her account.
Other sections

- Doctors / Members can update their profile
- Members Doctor can upload videos
- The Admin can add various Add and Sponsorships from the backend
- Admin to have following reports
  - Active Doctors
  - Inactive Doctors
  - Manage Advertisement
  - Appointment request
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. (Agenda of MCM & AGM, 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
WE ARE HAPPY TO ANNOUNCE THE OPENING OF THE NEWLY RENOVATED 2ND FLOOR OFFICE PREMISES OF FOGSI !!!!!!!

The second floor premise: It is under cc tv surveillance, we have installed 4 Access points, 4 network boosters. New set up of Audio visual system and monthly plan of TATA line for Internet Broad Band with speed of 100 Mbps (1:8) are purchased.

The first floor premise: We have switched over to higher plan of Reliance JIO -50 MBPS 1:1 Internet Lease Line ( ILL ) Commercial speed from September’2021.

We are having 5 Access points in office

We are having 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.
In past 12 months 71 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.

- Office bearer meetings, ICOG meetings, Journal editorial board meetings, and most meetings.

- From April'2023 we have upgraded our plan yearly basis as below:
  - 100 participants Webinar & add on 500 participants for large meetings.
FOGSI SMS Policy
(Short Message Service)

❖ 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.

<table>
<thead>
<tr>
<th>MONTH</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>1,22,420</td>
<td>3,06,680</td>
</tr>
<tr>
<td>May</td>
<td>3,61,230</td>
<td>3,45,012</td>
</tr>
<tr>
<td>June</td>
<td>6,88,943</td>
<td>4,13,597</td>
</tr>
<tr>
<td>July</td>
<td>2,92,264</td>
<td>3,00,791</td>
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<tr>
<td>August</td>
<td>72,698</td>
<td>3,32,974</td>
</tr>
<tr>
<td>September</td>
<td>2,23,443</td>
<td>84,536</td>
</tr>
<tr>
<td>Total</td>
<td>17,60,998.00</td>
<td>17,83,590.00</td>
</tr>
</tbody>
</table>
Google Analytics: 28th May to 3rd June

Google Analytics: 23rd Apr to 29th Apr
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
Section

Profile Analytics: Facebook and Instagram
Profile Analytics: Twitter X
Profile Analytics: LinkedIn
Profile Analytics: Google Business
Profile Analytics: YouTube
Ads Analytics
Social Media Report
April to September 2023
Our social media official Id: @fogsiofficial
# Profile Analytics

## Multi-channel performance

<table>
<thead>
<tr>
<th>Channel started on 15&lt;sup&gt;th&lt;/sup&gt; Oct 2021</th>
<th>Posts by Profile</th>
<th>Total Impressions</th>
<th>Organic Reach</th>
<th>Community Size on September 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Facebook Logo]</td>
<td>698</td>
<td>5,35,773</td>
<td>100%</td>
<td>4,435 Page Likes</td>
</tr>
<tr>
<td>![Instagram Logo]</td>
<td>698</td>
<td>2,67,34</td>
<td>100%</td>
<td>7,150 Followers</td>
</tr>
<tr>
<td>![Twitter Logo]</td>
<td>698</td>
<td>1,57,450</td>
<td>100%</td>
<td>1,810 Followers</td>
</tr>
<tr>
<td>![YouTube Logo]</td>
<td>169</td>
<td>37,000 + Views</td>
<td>100%</td>
<td>1,750 Subscribers</td>
</tr>
<tr>
<td>![LinkedIn Logo]</td>
<td>698</td>
<td>74,478</td>
<td>100%</td>
<td>920 Followers</td>
</tr>
</tbody>
</table>

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Guide to Facebook Metrics: facebook.com/fogsiofficial
Guide to Instagram Metrics: instagram.com/fogsiofficial/
Guide to Twitter X Metrics: twitter.com/fogsiofficial
Guide to YouTube Metrics: youtube.com/fogsiofficial
Guide to LinkedIn Metrics: https://bit.ly/3CTYFCg
QR code / link for social media – please put this scan code so that you can like FOGSI posts.
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!

Report of activities till September 2023

• Posting of new information, contact details and other relevant information on FOGSI's Google Business page.

• Managing All Social Media Accounts like Facebook, Instagram, Twitter X, LinkedIn & YouTube Account.

• Akrotics team has been creating the content for the same.

• Akrotics has been Forwarding questions asked on google business to FOGSI team.

• The hygiene of FOGSI's social profiles is taken care of.

• All event information is being shared on all social media accounts of FOGSI.

• ICOG and many other webinar videos are now being uploaded to the FOGSI YouTube channel.

• Retweet posts from credible accounts in which the FOGSI handle is mentioned.

• All Narikaa Videos for public education are being uploaded on our YouTube channel.
Profile Analytics
Annual Reach 2022-2023 comparison

Facebook reach

180,233 ↑ 182.9%

Instagram reach

32,520 ↓ 10.1%

Page and profile visits

Facebook visits

8,916 ↑ 89.1%

Instagram profile visits

3,639 ↓ 37.4%
Paid Marketing Statistics

**Ad trends**

- **Paid reach**: 536,773 (up 308.8%)
- **Paid impressions**: 1,050,486 (up 566%)

Graph showing trends from Jan 21 to Jul 20.
Comparison
(Paid Post vs Non – Paid Post)

Upcoming AICOG 2024 Post with Paid Marketing

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 - FOGIS could reach 1937 more people for every ₹640 you spend.
Learn More about reach estimates

Boost again
Upcoming AICOG 2024 Post Stats without Paid Marketing

Reach 662
- Organic 662 (100%)
- Paid 0 (0%)

Engagements
- Reactions 6
- Comments 1
- Shares 1

Negative interactions 0
- Unique 0

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

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://asriljigavek.com
For more information - http://acicog2024.com
#FOGIS #Figo #FOGISAN #registration #Hyderabad #RegisterNow #WelcomeAll #ICOG #shanthakumarisokaran #jaydeoank #Hrishikeshpai
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.
Our FOGSI Twitter X 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.
Tweet activity

Your Tweets earned **15.8K impressions** over this **91 day** period

During this 91 day period, you earned **173 impressions per day.**

Your Tweets earned **5.0K impressions** over this **91 day** period

During this 91 day period, you earned **55 impressions per day.**
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 · 920 followers · 16 employees
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 videos provided by ICOG team on FOGSI YouTube channel.
Till Sept’23 we have uploaded 169 videos with the view count of 37000 + (last year – 10000)
Narikaa Video Posted on FOGSI YouTube Channel

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

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

Ads Analytics

Reach 1
195.7K ↑ 153.8%

Post engagement 1
15,377 ↑ 100%

Link clicks 1
1,531 ↑ 204.4%
A WhatsApp chatbot is an automated computer program designed to provide automatic responses to messages sent via WhatsApp. &

SEO is the process of optimizing online content to boost website visibility in search engine results, increasing organic traffic and user engagement.
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
6. We have the capability to update OR modify the WhatsApp chatbot by incorporating new questions and answers that frequently arise among our members.
Or

Say Hi on this number (This is temporary number for testing purpose)

+91 7863057046
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.
FOGSI started SEO activities 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.
- FOGSI can use SEO to ensure that its educational and informational resources are easily discoverable online. This can help disseminate knowledge and best practices in the field of obstetrics and gynecology.
- 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.
Current Progress of SEO

- The agency has completed an audit report for the FOGSI website, and both Akrotics and URVI agencies are collaboratively addressing identified issues in a phased approach.

- Creating accounts to oversee website traffic and performance, then seamlessly integrating them with the website. (Google Tag manager, Google search console and Google Analytics to measure the website performance - we are using this to search highest ranking keywords on Google and accordingly we plan our campaign.)

- We anticipate that our website will be fully optimized and load quickly on all devices within the next three months.

- Presently, we are conducting a Google Ads paid campaign utilizing commonly used keywords to rank on 1st page of Google.

In summary, SEO can help FOGSI by increasing its online presence, credibility, and relevance, ultimately contributing to its mission of advancing women's health and promoting excellence in obstetrics and gynecology.
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.
THANK YOU

FOLLOW US
ON OUR SOCIAL NETWORKS

FACEBOOK  INSTAGRAM  TWITTER  LINKEDIN  YOUTUBE /fogsiofficial