



## CONTENTS

Page No.

Dr. Hema Divakar Welcome Note	2
FOGSI Team - 2013	3

**Helping Mothers Survive**

Campaign to reduce Maternal Deaths in Karnataka at Bangalore	5
FOGSI launches Initiatives to reduce Maternal Mortality Ratio (MMR) with Johns Hopkins Program for International Education in Gynaecology and Obstetrics at New Delhi	6
FOGSI resolves to reduce MMR in Odisha at Cuttak	7
FOGSI to Intensify 'HMS' campaign in MP at Jabalpur	8
HMS Fast Track Initiative- Jhpiego India Partnership	9

**Save the Girl Child**

Gynaecologists & Obstetricians renew pledge to reduce Maternal Mortality Ratio & eliminate Female Foeticide on International Women's Day with BSOG - Bangalore Society of Obstetrics & Gynaecology at Bangalore	11
FOGSI, Gynaecological Societies of India to pioneer 'Save the Girl Child' Campaign in South Asia with SAFOG -South Asia Federation of Obstetrics & Gynaecology at Agra	12
Dr. Hema Divakar - Setting an Agenda of Excellence	13
Helping Mothers Survive in Tamil Nadu	14
FOGSI / FIGO Workshop	15
HMS Programme so far	17
HMS Campaign across South zone	18
FOGSI Media Advocacy Happened till date	19
FOGSI in Media	21
Emcure Educational Partnership	23

# “TIME WITH FOGSI”

Special issue  
on Helping Mothers Survive – The HMS Fast Track  
& Save the Girl Child  
**BEHOLD A GIRL BEGIN a TOMORROW....**



Helping Mothers Survive  
Fast Track Initiative

**INNOVATION TO IMPLEMENTATION**





**Dr Hema Divakar**

President FOGSI - 2013

### My dear fellow FOGSIans,

I thank you all for providing me an opportunity to lead this great organisation. As I reflect on all things past, I am amazed by the challenges offered by FOGSI. The latest being the PRESIDENT of FOGSI 2013. I do realise that we are all temporary custodians of financial, intellectual and emotional wealth we have created through FOGSI.

We are proud to have many thought leaders and innovators among FOGSIans and what we need is energy, enthusiasm and commitment of **YOUTH LEADERS for IMPLEMENTATION**. There are three main streams of opportunities laid out for members for participation and action in 2013 to address issues of **PAST, PRESENT** and **FUTURE**.

The following programmes aim to broadly achieve our objectives.

### CONSIDER THE PAST

1. "Helping Mothers Survive" (HMS): An emphasis on making emergency obstetric care available to all women who develop complications is central to reducing maternal mortality. Post Partum Haemorrhage (PPH) and Pre-eclampsia, eclampsia (PE/E) continue to remain the two major causes of maternal mortality. Focused training and capacity building of Frontline Healthcare Providers to handle PPH and PE/E will be offered through FOGSI-JHPIEGO Emcure fast-track initiative to Help Mothers Survive.

### EVALUATE THE PRESENT

2. "Keep Educating Yourself" (KEY): The fields of medicine and science never stop moving forward — and neither should physicians. They change rapidly with new scientific information and technology. To keep up with these changes, doctors learn all through their professional lives. KEY initiative with the mantra, "Each one teach one", will include Pan-India CME programmes. We will work closely with pharmaceutical partners PHFI, UNFPA and IMS, PATH, PSI and Government of India. To implement well-known interventions, the dream of setting up YUVA clinics, Diabetes in Pregnancy DIP clinics and NULIFE clinics will become a reality with the fast track courses through FOGSI-ICOG.

### CREATE THE FUTURE

3. "YUVA - Towards Tomorrow" (YTT): Albert Einstein said, "Learn from yesterday, live for today and hope for tomorrow". The YTT series of programmes will enhance technical skill development and prepare young doctors for future challenges. Young people need models, not critics. I urge the senior members to contribute to the learning process of the youth leaders of tomorrow.

I am fully aware of the responsibilities involved in leading this mammoth organisation. But at the same time, I am also fully aware that Leadership is not about position, but about Action.

I call for action by all FOGSIans under the theme,



You are our strength and will be the catalyst for the change we want to see in women's healthcare in India.

We have recognised the magnitude of the problem, formulated what should be done and now we need to act so as to impact the change. We start by doing what is necessary, then what is possible and suddenly we realise that we are doing the impossible.

I invite you all to be a part of Team FOGSI 2013.

## FOGSI Team - 2013



“Coming Together is beginning,  
Keeping Together is progress,  
Working Together is success”







# Helping Mothers Survive

FOGSI, Jhpiego, Emcure fast track initiative



*Helping Mothers Survive*  
Fast Track Initiative







## Helping Mothers Survive Campaign to reduce maternal deaths in Karnataka

February 23, 2013 at Bangalore



Bangalore: FOGSI joined hands with the US-based international non-profit organisation, Programme for Appropriate Technology in Health (PATH), to reduce maternal deaths across Karnataka.

As part of the agreement FOGSI will campaign for safe and appropriate use of Uterotonics, a drug used to augment labour, through obstetricians, gynaecologists and medical officers by imparting training and hands-on experience. "The Oxytocin initiative project at PATH conducted a review, looking at Uterotonic use at or around birth, and the quality of injectable Uterotonics across the state. The review created awareness on critical issues related to Uterotonic use and misuse during labour and delivery," said **Dr. Hema Divakar, PRESIDENT, FOGSI 2013**, in a statement in Bangalore on February 23, 2013.

Speaking about the collaboration, **W. Sita Shankar, Director-Maternal Health & Nutrition, PATH**, said, "We believe that if we can improve health in India, we can change the **face of Global Health**. This collaboration is part of our ongoing initiatives to improve the health delivery systems in the country. **We are happy to be associated with FOGSI for this particular endeavour.**"



## FOGSI launches initiatives to reduce Maternal Mortality Ratio (MMR) with Johns Hopkins Program for International Education in Gynaecology and Obstetrics

March 4, 2013 at New Delhi

Reducing the Maternal Mortality Ratio (MMR) in Afghanistan and other South Asian nations, including India.



Dear FOGSIans, we have launched a fast-track initiative with Johns Hopkins Program for International Education in Gynaecology and Obstetrics (Jhpiego), which is aimed at reducing the Maternal Mortality Ratio (MMR) in Afghanistan and other South Asian nations, including India. The programme was launched on March 4, 2013 in New Delhi.

"The war-ravaged Afghanistan has the highest MMR at 1,400 for every 100,000. This is way above the other South Asian nations – India's 236/100,000; Pakistan's 260/100,000 and Bangladesh's 194/100,000. Therefore, our immediate aim is to bring down MMR in Afghanistan through timely intervention. We are evolving a plan involving professional organizations of both countries and respective governments," said **Dr. Hema Divakar, President, FOGSI 2013.**

The programme was a great success and media coverage was extensive, with all major newspapers and television channels carrying the reports prominently.

**"We welcome this initiative as Afghanistan needs this kind of support from other countries to rebuild the nation. We are happy that the right beginning is being made this way. We will extend complete support to this initiative," said Dr. Bulbul Sood, Country Director, Johns Hopkins Program for International Education in Gynaecology and Obstetrics.**

**Dr.Koki Agarwal, Director MCHIP project; Dr. Hema Divakar – President FOGSI, 2013; Dr. Bulbul Sood – Country Director Jhpiego**





## FOGSI resolves to reduce MMR in Odisha

March 17, 2013 at Cuttak

'Helping Mothers Survive' initiative with association of Obstetrics & Gynaecology Society of Odisha to tackle teenage pregnancy.



Cuttack: With teenage pregnancy, coupled by high illiteracy and low awareness levels, malnutrition and poor institutional delivery rate, contributing to the deaths of mothers in Odisha, FOGSI, in association with the Association of Obstetrics & Gynaecology Society of Odisha (AOGO), will intensify a fast-track initiative – “Helping Mothers Survive” (HMS) – aimed at reducing the Maternal Mortality Ratio (MMR).

Odisha has the highest MMR in the eastern region of the country – 258 for every 1,00,000 live births. This is way above the national MMR average of 212/1,00,000 and several programmes have been launched in the last one decade to reduce MMR in Odisha.

“Odisha has several endemic reasons for high MMR. The state has a large population of tribals and has poor literacy levels in rural and tribal regions. Consequently, teenage marriages are very high. The frequency between children is shocking, particularly among tribes. In addition, the institutional delivery is at 39%, which is a cause for concern. The use of contraception is extremely low. The 'Helping Mothers

Survive' campaign is aimed at reducing teenage marriages which can contribute towards reduction in MMR,” said Dr. Hema Divakar, PRESIDENT, FOGSI 2013.

### Dr. Jayant Rath - VP - East Zone - Cuttak



“It was a great hit with 77 participants, most of them fresh doctors and nursing personnel who would actually be conducting deliveries in inaccessible areas. A role play on PPH to demonstrate prevention of PPH with the help of Mamanatalie (a very helpful obstetric skill) was demonstrated by Dr. Sunita of Jhepeigo, Dr. Ambarish, Dr. Jayam Kanan, and also the president Dr. Hema Divakar. The importance of a single protocol throughout the country was emphasized, which would definitely help in achieving the MDG 5”.





## FOGSI to intensify 'HMS' campaign in Madhya Pradesh

March 31, 2013 at Jabalpur

A Fast-Track Initiative – “Helping Mothers Survive” (HMS)



To curtail pregnancy-related deaths in Madhya Pradesh, **FOGSI** launched – “**Helping Mothers Survive**” (HMS) – with the support of local gynecologists and obstetricians. Under the initiative, training for obstetricians, gynaecologists, medical officers, primary health care centre staff and ANMs / Staff Nurses on safe delivery mechanisms will be carried out in a phased manner in various parts of Madhya Pradesh, including Jabalpur.

FOGSI was represented by Dr. Hema Divakar, President FOGSI, 2013 at the 8th AMPOGS Annual Conference held in Jabalpur. Honourable Speaker of the Madhya Pradesh Legislative Assembly **Ishwardas Rohani** was the chief guest at the inauguration of the 8th AMPOGS Annual Conference held in Jabalpur on March 31, 2013. **Dr. Divakar was the guest of honour. AMPOGS – Association of Madhya Pradesh Obstetric & Gynaecological Societies**, led by **Dr. Shashi Khare and Dr. Kavitha N. Singh**, organised the two-day conference to address issues relating to Maternal Morbidity & Mortality, Operative Obstetrics, High Risk Pregnancy and Infertility. The two-day conference on March 30 and 31 witnessed obstetricians and gynaecologists from various parts of the country deliberating extensively on the issues.

## HMS Fast Track Initiative-Jhpiego India Partnership



### Dr. Alpesh Gandhi - VP - West Zone - Jabalpur



"Training of trainers TOT: A role play by Jhpiego trainers, then exciting drills on an interesting and innovative model Mamanetalie, what an innovative, useful model, all the required things are made available in one model, uterus, blood, foetal heart sounds, baby (neonatalie), placenta, cord, retained placental tissue, urethra, cervical rim, drain, everything in one model mamanatalie. One more

innovative thing was TOT is based on standard protocol. That was the need for the TOT for all the master trainers, to bring uniformity in our practice. To speak in one language, to work in one style, to practice in one way".



"Behold a girl  
Begin a tomorrow"

# Save the Girl Child



*Helping Mothers Survive*  
Fast Track Initiative







Gynaecologists & Obstetricians renew pledge to reduce Maternal Mortality Ratio & eliminate Female Foeticide on International Women's Day with BSOG -Bangalore Society of Obstetrics & Gynaecology.

March 8, 2013 at Bangalore

Doctors & Paramedical staff highlight "Saving Mothers" & "Save The Girl Child" campaigns through skits / street plays on International Women's Day.



In an effort to reduce MMR and counter the rising incidence of female foeticide in Karnataka, gynaecologists and obstetricians on March 8, 2013 renewed their pledge to fight both issues through sustained awareness campaigns and advocacy programs across the state on the occasion of the International Women's Day.

Six senior doctors from FOGSI and 150 paramedical staff from leading hospitals performed skits and street plays in the presence of representatives of the medical fraternity, including FOGSI Vice-president-Elect **Dr. Sheela V. Mane** and BSOG President-Elect **Dr. Jyothika Desai**. The street plays and skits received tremendous response from the public gathered to witness the performances.

Commenting on the initiative, **Dr. Vidya V. Bhat, President, BSOG**, remarked, "We have been striving for a long time to educate all the stakeholders concerned in an effort to reduce MMR in the state and to tackle female foeticide effectively. We felt the need to extend our training program to even stakeholders among public and in cities. Skits and street plays are effective tools in conveying the message, especially our campaigns. We will extend this campaign to other parts of the state as well with a long-term vision of fighting the two issues."



FOGSI, Gynaecological Societies of India to pioneer "Save the Girl Child" Campaign in South Asia with SAFOG -South Asia Federation of Obstetrics & Gynaecology.

March 1, 2013 at Agra

## Pakistan & Nepal to mobilize support to oppose sex determination tests



**Dr. Hema Divakar – President FOGSI with  
Dr. Harsha Seneviratne – President SAFOG**

In an effort to reduce gender-based discrimination, which is resulting in unprecedented foeticide, FOGSI will extend support to other South Asian nations, such as Pakistan and Nepal, to tackle unauthorised sex determination tests and sensitise communities on the need to save the girl child.

'Save the Girl Child' campaign will be intensified by FOGSI in South Asia in association with its counterparts in the respective countries and the South Asia Federation of Obstetrics and Gynaecology (SAFOG). Incidentally, the 9th Conference of SAFOG is extensively deliberating on the theme 'Women's Health in South Asia: Dreams to Reality', and 'Saving the Girl Child' is part of the session.

"Foeticide is the worst form of violence against women in these modern times. Ever since sex determination test became available in India, sex selective abortion

has become rampant. Today a girl child is several times more likely to be eliminated before birth in India than die of various causes in the first year of her existence. We have to tackle this effectively by sensitising all sections of society. We will extend our support to all South Asian nations in this regard," said Dr. Hema Divakar, President, FOGSI 2013.

In India, FOGSI has been active in exposing doctors who conduct sex-selected termination of pregnancy. The FOGSI has formed a cell – Doctors Opposing Sex Selected Termination of Pregnancy (DOSST). Among its many objectives, DOSST is spreading awareness about Pre-Natal Diagnostics Techniques (PNDT) Act, which recommends imprisonment and fine for doctors who violate the rules. FOGSI is proposing a similar cell in other South Asian nations.

According to the 2011 census in India, the sex ratio for children under the age of six is 914 girls to 1,000 boys. This number declined since 2001 when the sex ratio was 927 girls to 1,000 boys. There is a similar trend prevailing in other South Asian countries as well.

The delegates from all SAFOG member countries, participating in the conference, extensively deliberated on 'Saving the Girl Child' issues.



## Dr. Hema Divakar, Setting an agenda of excellence – Know more about your president

**Dr. Hema Divakar** is a distinguished consultant in ObGyn, based in Bengaluru, with three decades of service in women's healthcare, with the passion for quality in healthcare delivery.

She has chosen the art of healing, promoting and preserving the health of women as a profession and passion. Blessed with intelligence, gifted with eloquence in speech, focused in thought and kindness of heart, Dr Hema Divakar is a natural leader. She has nurtured it to perfection with determination, commitment, creativity, humility and foresight.

Her never ending pursuit of excellence and education has led her to acquire additional qualifications of FIMCH, PGDM in Medical Law and Ethics, Masters in Alternative therapy and Diploma in preventive and promotive healthcare, making her one of the best healthcare professionals in the country.

Having worked in various capacities for more than two decades in academic organisations like Bengaluru Society of ObGyn (BSOG), Karnataka Societies of ObGyn (KSOGA) and Indian College of O & G (ICOG), she has faced several challenges, gained experience and used the opportunity to further her learning. She has contributed her technical skills to local and international bodies, from perinatology to menopause.

She was the senior vice-president, FOGSI 2005, Chairperson of the National Editorial board FOGSI Journal, Editor of FOGSI bulletin on Perinatology in the journal of Perinatal and Neonatal care, Organising Chairperson-2nd All India FOGSI Satellite linked Conference from Hassan, scientific programme coordinator for preconference workshops at FOGSI AICOG at Jaipur, national technical expert on guidelines for hospital accreditation, and editor, FOGSI FOCUS on IUCD. With the Government of India, she has contributed in the capacity of National Technical Expert, Director of standards and quality control, monitoring and evaluation; and training and

supportive supervision for medical officers in rural India. She is also the technical expert on the hospital accreditation committee for improving standards of healthcare delivery systems; and technical and training in-charge for skilled birth attendants training programme for Karnataka.

Now that she is PRESIDENT, FOGSI 2013, she aims to focus on the ground realities to deliver standard healthcare to all Indian women. She has enthusiastically built a dynamic team of likeminded members by exploring each individual's talent. She has prompted, prodded and promoted youngsters to the centre stage and enjoyed their success.

To address broad issues of concern on women's health, Dr. Hema Divakar, has planned three programmes: "Helping Mothers Survive" (HMS) lays emphasis on making emergency obstetric care available to all women who develop complications which is central to reducing maternal mortality; "Keep Educating Yourself" (KEY) with the mantra "Each one teach one" will focus on Pan-India continuing medical education programmes; and "YUVA - Towards Tomorrow" (YTT) will enhance technical skills of young doctors and prepare them for future challenges.

Dr. Hema Divakar's service-minded approach has allowed her to extend expertise to government-run public health centres, in collaboration with the Karnataka government and Karuna Trust. Her passion has led her to conduct anaemia detection and treatment camps and to conduct a study in association with the Indian Institute of Management-Bangalore to learn the effects of Mid Day Meal in scholastic performance. She has furthered her art of teaching by conducting awareness and advocacy programmes. She has interacted with the masses on health issues through a television programme, AVISHKAR.





## Helping Mothers Survive programme in Tamil Nadu

### Dr. Jayam Kannan – President Trichy Society - Beyond Expectations

#### Dr. Jayam Kannan – President Trichy Society

Dear FOGSlans,



"As per our president guidelines this programme is a great attraction, once it is experienced. This can be seen by the no of times we have gone to Dindukkal district, one of the poor, dry lands of Tamilnadu, without any big metro. Here, as the collector of this district witnessed our programme, he has become so enthusiastic that we are asked to do this HMS for every group. We have two more in the line for other cities with more maternal deaths under this collector jurisdiction, for every workshop he also promptly makes his time to witness our work."



## Dr. Sheela Mane - Vice President Elect - South Zone



"The Bengaluru team for HMS Fast track initiative conducted a successful HMS program in seven Medical Colleges. CMH, MVJMC, MSRMC, Dr.BRAMC, BMC, KIMS and JSS Mysore. The creation of our enthusiastic FOGSI President Dr. Hema Divakar whose theme of "Innovation to Implementation" was implicitly practiced upon.

The response from the Medical Colleges was very favourable. The program stressed upon demonstration & hands on training on Mamanatalie, a wonderful device, on AMTSL & prevention & management of PPH."

## FOGSI/ FIGO WORKSHOP

FOGSI/ FIGO workshop on prevention and management of PPH  
& PE/E on 11th & 12th May at Bangalore



Dr. Hema Divakar, President FOGSI had called for an informal meeting with Dr. Hani Fawzi on 11th May. The FOGSI key leaders Dr. Sanjay Gupte, Dr. Ashwini Bhalerao, Dr. Jayam Kanan, Dr. Ambarish Bhaniwad and National Co-ordinator Dr. Sheela Mane participated in this meeting. Dr. Hema Divakar briefed about the prevention and management of PPH and PE/E and the way forward for 12th May workshop.

Our enthusiastic FOGSI President Dr. Hema Divakar whose theme of "Innovation to Implementation" includes **Helping Mother Survive (HMS)** fast track initiative program. This program is planned in 100 Medical Colleges. The HMS program includes demonstration & hands on training on Mama Natalie on AMTSL & management of PPH. This program also includes the evidence based management of Preeclampsia & Eclampsia. Dr. Hani Fawzi appreciated the efforts of Dr. Hema and her team.



**Dr. Hema Divakar, President FOGSI**

Under the guidance of Dr. Hema Divakar FOGSI President, a FIGO-FOGSI workshop on Prevention & Management of PPH & Pre-Eclampsia was organized on 12th May 2013 at Bangalore. We were privileged to have the guidance of Dr. Hani Fawzi, FIGO Consultant- he is a consultant obstetrician/ gynecologist and public health specialist working for



**Ida Numan demonstrating the Mamanatalie**

the South Tyneside National Health System (NHS) Hospital in the United Kingdom. He is also a Director of Medical Education. Dr. Hani Fawzi carried out the proceedings. Dr. Sheela Mane as the National Coordinator conducted the workshop. Dr. Sheela Mane is Vice President Elect FOGSI 2014. She is Ex-Chairperson of Safe Motherhood Committee FOGSI (2008-2011).



**Dr. Sheela Mane, National Coordinator**



**Dr. Hani Fawzi, FIGO Consultant**

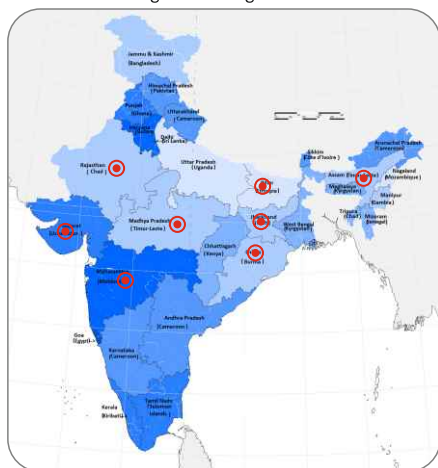


About 27 senior doctors from different institutions & Medical colleges participated in this workshop



## WEST ZONE

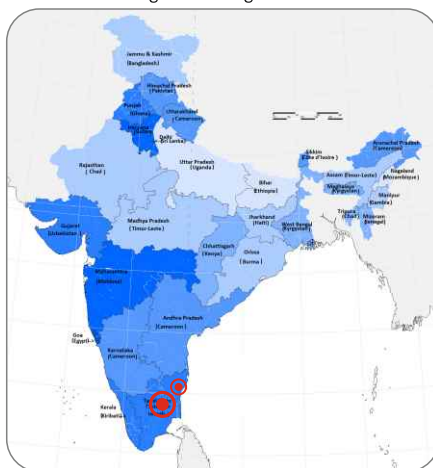
Marking according to the State



Date	Place
9th Feb	Bokaro
5th Mar	Mumbai
17th Mar	Jamnagar
20th Mar	Aurangabhad
31st Mar	Surat
31st Mar	Jabalpur
5th April	Gawahati
6th April	Pune
20th April	Vadodara
27th April	Jaipur
28th April	Ajmer
18th May	Navi Mumbai

## SOUTH ZONE

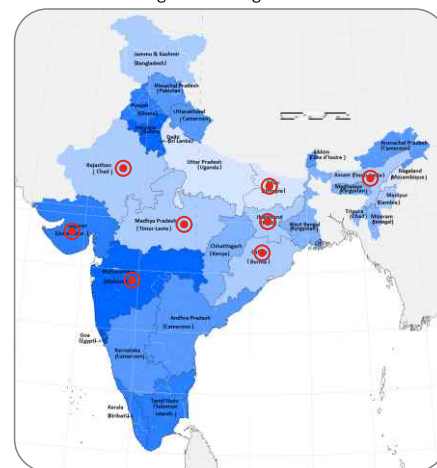
Marking according to the State



Date	Place
2nd Feb	Trichy
23rd Feb	Trichy
26th Feb	Trichy
2nd March	Coimbatore
9th March	Trichy
10th March	Chennai
12th March	Chennai
17th March	Pondicherry
28th March	Chennai
30th March	Chennai
30th March	Dindigul
9th April	Krishnagiri
13th April	Dindukkal
20th April	Dindukkal
29th April	Chennai
3rd May	Trichy
4th May	Trichy

## HMS TRAINING AT MEDICAL COLLEGES

Marking according to the State



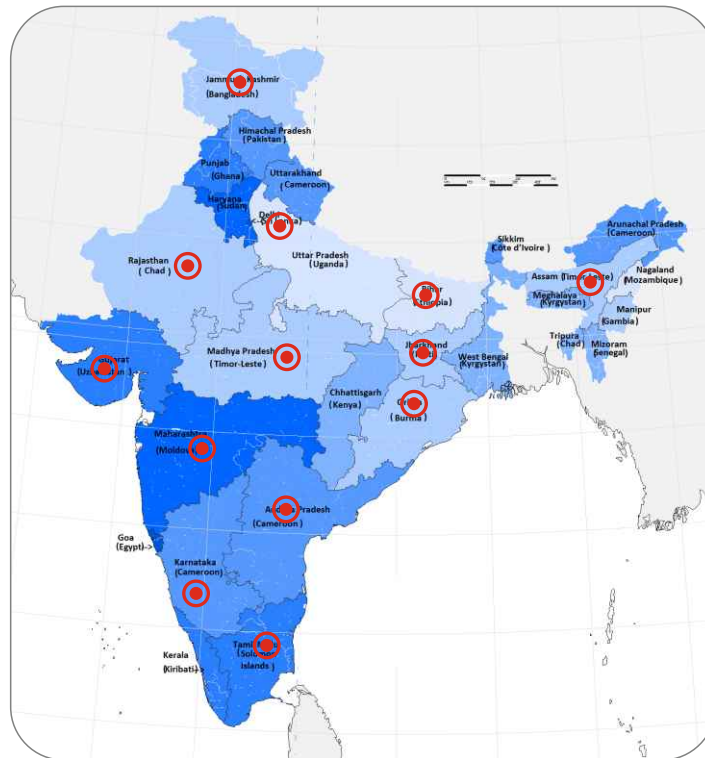
Date	Place
10th Feb	Trichy
12th Feb	Bengaluru
22nd Feb	Bengaluru
23rd Feb	Trichy
26th Feb	Bengaluru
2nd March	Coimbatore
3rd March	Bengaluru
5th March	Mumbai
9th March	Mysore
9th March	Trichy
10th March	Chennai
12th March	Chennai
16th March	Bengaluru
16th March	Bengaluru
17th March	Pondicherry
28th March	Chennai
30th March	Chennai
30th March	Dindigul
9th April	Krishnagiri
13th April	Dindukkal
20th April	Dindukkal
3rd May	Trichy
4th May	Trichy
4th May	Baglkot
4th May	Bijapur
6th May	Bijapur
13th May	Chennai
17th May	Madhurai
24th May	Karur

**“If you are thinking about yesterday all the time....  
You can't have a better tomorrow”**

## HMS campaign across south zone



## Marking according to the State



S.No.	Date	Subject	Place	Type of program
1	February 23, 2013	FOGSI-PATH Signed MoU on 'Saving Mother's Project	Bangalore	Press Conference
2	March 1, 2013	PC to Announce 'Women's Health in South Asia: Dreams to Reality - Save the Girl Child in South Asia' by FOGSI & SAFOG	Agra	Press Conference
3	March 4, 2013	PC to Announce Initiate to 'Reduce Maternal Mortality Ratio' in South Asia by FOGSI & JHPIEG	Delhi	Press Conference
4	March 17, 2013	PC to Announce 'Initiate to Reduce Maternal Mortality Ratio in Odisha by tracking teenage pregnancy'	Cuttack	Press Conference
5	April 5, 2013	PC to Announce YUVA -Towards Tomorrow – Initiatives for North East Region	Guwahati	Press Conference
6	May 5, 2013	PC to Announce FOGSI initiatives on reducing Endocrinology Diseases among women	Pune	Press Conference
7	May 11, 2013	PC to Announce Socio-Medical Initiatives in view of Mother's Day	Bangalore	Press Conference
8	May 18, 2013	PC to Announce Long term initiatives to control Gestational Diabetes Mellitus (GDM) in India	Chennai	Press Conference
9	March 8, 2013	FOGSI -Federation of Obstetric & Gynaecological Societies of India & Bangalore Society of obstetrics & Gynaecology Presents Skit & releases a poster on SAVING GIRL CHILD & SAVING MOTHERS On the occasion of International Women's Day	Bangalore	Event



S.No.	Date	Subject	Place	Type of program
10	April 6, 2013	FOGSI -Federation of Obstetric & Gynaecological Societies of India -Inauguration of YUVA	Guwahati	Event
11	February 23, 2013	FOGSI-PATH Signed MoU on 'Saving Mother's Project	Tumkur	Press Release
12	March 4, 2013	Delhi PC to Announce Initiate to 'Reduce Maternal Mortality Ratio' in South Asia by FOGSI & JHPIEG	Bangalore	Press Release
13	March 8, 2013	International Women's Day	Tumkur	Press Release
14	March 30&31, 2013	PC to Announce 'Helping Mothers Survive' campaign in Madhya Pradesh by FOGSI & AMPOGS	Jabalpur	Press Release
15	March 30&31, 2013	PC to Announce 'Helping Mothers Survive' campaign in Madhya Pradesh by FOGSI & AMPOGS	Bhopal	Press Release
16	March 30&31, 2013	PC to Announce 'Helping Mothers Survive' campaign in Madhya Pradesh by FOGSI & AMPOGS	Gwalior	Press Release
17	March 30&31, 2013	PC to Announce 'Helping Mothers Survive' campaign in Madhya Pradesh by FOGSI & AMPOGS	Indore	Press Release
18	March 30&31, 2013	PC to Announce 'Helping Mothers Survive' campaign in Madhya Pradesh by FOGSI & AMPOGS	Ujjain	Press Release
19	April 28, 2013	FOGSI to focus on new initiatives – adolescent care, contraception, cervical cancer & diabetes	Surat	Press Release
20	May 11, 2013	PC to Announce Socio-Medical Initiatives in view of Mother's Day	Hyderabad	Press Release
21	May 11, 2013	PC to Announce Socio-Medical Initiatives in view of Mother's Day	Pune	Press Release
22	May 11, 2013	PC to Announce Socio-Medical Initiatives in view of Mother's Day	Mumbai	Press Release
23	May 11, 2013	PC to Announce Socio-Medical Initiatives in view of Mother's Day	Agra	Press Release
24	May 11, 2013	PC to Announce Socio-Medical Initiatives in view of Mother's Day	Bhopal	Press Release
25	May 17, 2013	To strengthen Obstetricians & Gynaecologists network in Jammu & Kashmir, recently organized the All India FOGSI Review Course for Examination 2013 (FORCE 2013)	Kashmir	Press Release



## Right drugs and management can prevent 60 p.c. maternal deaths: study

**Special Correspondent**  
BANGALORE: Active management of third-stage labour and proper use of drugs can prevent 60 per cent of maternal deaths, says a recent study done by the Program for Appropriate Technology in Health (PATH), a U.S.-based health organization.  
The study was conducted in Karnataka, Andhra Pradesh and Uttar Pradesh in 2011.  
Revealing statistics of maternal deaths, Dr. Divakar said, "This is an evidence-based, feasible and low-cost intervention which can be done easily." Dr. Divakar said.  
Statistics  
Revealing statistics of maternal deaths, Dr. Divakar said, "This is an evidence-based, feasible and low-cost intervention which can be done easily." Dr. Divakar said.  
Based on the findings of this study, the Federation of Obstetric and Gynaecological Societies of India (FOGSI) and the Association of Obstetricians and Gynaecologists of India (AOGI) have come together to launch 'Saving Mothers' initiative to reduce maternal mortality rate.

## Federation launches initiative to combat high maternal mortality rate

**statesman news service**  
CHENNAI, 17 MARCH: To combat high maternal mortality rate (MMR) in India, the Federation of Obstetric and Gynaecological Societies of India (FOGSI) has launched an initiative to reduce maternal mortality rate (MMR) in India. The initiative is aimed at reducing the MMR by 60 per cent by 2020. The Federation has launched the 'Saving Mothers' initiative to reduce maternal mortality rate (MMR) in India. The initiative is aimed at reducing the MMR by 60 per cent by 2020. The Federation has launched the 'Saving Mothers' initiative to reduce maternal mortality rate (MMR) in India. The initiative is aimed at reducing the MMR by 60 per cent by 2020.

## Fast track to survival

**An initiative to reduce mother and child mortality in South Asian countries**  
An initiative to reduce mother and child mortality in South Asian countries. The initiative is aimed at reducing the MMR by 60 per cent by 2020. The Federation has launched the 'Saving Mothers' initiative to reduce maternal mortality rate (MMR) in India. The initiative is aimed at reducing the MMR by 60 per cent by 2020. The Federation has launched the 'Saving Mothers' initiative to reduce maternal mortality rate (MMR) in India. The initiative is aimed at reducing the MMR by 60 per cent by 2020.

## FOGSI aims to reduce Maternal Mortality in South Asian nations

**Correspondent**  
NEW DELHI, March 04: The Federation of Obstetric and Gynaecological Societies of India (FOGSI), the apex body of obstetricians and gynaecologists in the country, in association with the South Asian Federation of Obstetrics & Gynaecology (SAFOG) and the Jharkhand Health Department, has launched an initiative to reduce maternal mortality rate (MMR) in South Asian nations. The initiative is aimed at reducing the MMR by 60 per cent by 2020. The Federation has launched the 'Saving Mothers' initiative to reduce maternal mortality rate (MMR) in India. The initiative is aimed at reducing the MMR by 60 per cent by 2020.

## It Was Women's Way, All

**Express News Service**  
Bangalore: The womenfolk in the city used International Women's Day on Friday as an opportunity to garner support for their protest against growing violence against women. A group of women in the city used International Women's Day on Friday as an opportunity to garner support for their protest against growing violence against women. A group of women in the city used International Women's Day on Friday as an opportunity to garner support for their protest against growing violence against women.

## श्रीलंका में बेटियां प्यारी

**अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक**  
कोलकाता: श्रीलंका में बेटियां प्यारी... अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक... कोलकाता: श्रीलंका में बेटियां प्यारी... अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक...

## एक लाख में से 136 की होती मौत

**अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक**  
कोलकाता: श्रीलंका में बेटियां प्यारी... अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक... कोलकाता: श्रीलंका में बेटियां प्यारी... अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक...

## City toasts power of its women

**At an event to commemorate International Women's Day, former...**  
कोलकाता: श्रीलंका में बेटियां प्यारी... अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक... कोलकाता: श्रीलंका में बेटियां प्यारी... अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक...

## ಪ್ರಸವ ವೇಳೆ ಸಾವು ತಡೆಗಾಗಿ ತರಬೇತಿ

**ಅಂತರರಾಷ್ಟ್ರೀಯ ಸೆಮಿನಾರ್‌ನಲ್ಲಿ ಭಾಗವಹಿಸುತ್ತಿರುವ ವೈದ್ಯಕೀಮಿಗಳು**  
ಬೆಂಗಳೂರು: ಪ್ರಸವದ ಸಮಯದಲ್ಲಿ ಸಾವು ತಡೆಗಾಗಿ ತರಬೇತಿ... ಅಂತರರಾಷ್ಟ್ರೀಯ ಸೆಮಿನಾರ್‌ನಲ್ಲಿ ಭಾಗವಹಿಸುತ್ತಿರುವ ವೈದ್ಯಕೀಮಿಗಳು... ಬೆಂಗಳೂರು: ಪ್ರಸವದ ಸಮಯದಲ್ಲಿ ಸಾವು ತಡೆಗಾಗಿ ತರಬೇತಿ...

## ಲಿಂಗ ಆಧಾರಿತ ಭೇದ-ಭಾವ ಮಹಿಲಾओं के खिलाफ हिंसा का रूपांतर-हेमा

**अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक**  
कोलकाता: श्रीलंका में बेटियां प्यारी... अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक... कोलकाता: श्रीलंका में बेटियां प्यारी... अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक...

## फोगसी ने सेव द गर्ल वाइल्ड अभियान की पहल की

**अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक**  
कोलकाता: श्रीलंका में बेटियां प्यारी... अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक... कोलकाता: श्रीलंका में बेटियां प्यारी... अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक...

## विकासशील देशों में हर रोज दम तोड़ देती हैं सैकड़ों गर्भवती : हेमा

**अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक**  
कोलकाता: श्रीलंका में बेटियां प्यारी... अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक... कोलकाता: श्रीलंका में बेटियां प्यारी... अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक...

## विकासशील देशों में हर रोज दम तोड़ देती हैं सैकड़ों गर्भवती : हेमा

**अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक**  
कोलकाता: श्रीलंका में बेटियां प्यारी... अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक... कोलकाता: श्रीलंका में बेटियां प्यारी... अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक...

## विकासशील देशों में हर रोज दम तोड़ देती हैं सैकड़ों गर्भवती : हेमा

**अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक**  
कोलकाता: श्रीलंका में बेटियां प्यारी... अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक... कोलकाता: श्रीलंका में बेटियां प्यारी... अंतरराष्ट्रीय सेमिनार में जुड़ेंगे जाने-माने वैज्ञानिक...









**A.K. Khanna,**  
COO for Emcure



Globally, every year over 500,000 women die of pregnancy related causes and 99 percent of these occur in developing countries. Early pregnancies are one of the reasons of infant deaths and maternal mortality. About 78,000 women die in childbirth every year in India. More than half of women in India (55%) are anaemic, with 63 percent of lactating women and 59 percent of pregnant women suffering from the condition. The causes of maternal mortality range from unsafe abortion, eclampsia, obstructed labour, haemorrhage, infection to high blood pressure.

Holistic maternal health can be achieved only if we are able to address each of the above issues-individually and collectively. Awareness and education should form the basis of this campaign, with a focus on rural India. Primary healthcare/ aanganwadi workers and midwives should be trained to engage rural women in a meaningful dialogue on conception, pregnancy and motherhood.

We need to recognize the right of every pregnant woman to nutrition, access to medical practitioners for routine health checkups, if not institutional deliveries then atleast in the presence of trained midwives and post partum care.

Sex education in rural schools should be on a continued basis. Aware adolescents will make informed decisions when they become adults about the age of marriage, childbearing etc.

Emcure, for its part has adopted Women and Child Healthcare as its corporate social responsibility. We are involved in:

- **12 x 12 Initiative:** Every girl of the age of 12 should have a Hb of 12gm %. More than 100,000 girls have been screened for Anaemia across India.
- **Workshops for adolescents :** Counselling on social behaviour
- **Critical care in obstetrics and eclampsia :** Doctors are trained in usage of magnesium sulphate to treat eclamptic patients.
- **Child Obesity Programme:** A countrywide programme to sensitise parents, teachers and students on child obesity and its implications on their adult lives.
- **Gestational Diabetes:** Management of gestational diabetes.
- **Safe surgical workshop:** Training for Doctors to practice safe surgery.
- **Birth Defect workshops:** Training to Doctors on tools to detect birth defects and preventive medicines.
- **Breast Cancer awareness.**

The women in my life have played a very important role in my life- my mother, sisters, wife and now my daughter, have influenced me in a very positive manner. I draw strength from them. It is difficult for me to imagine what it would have been like, without them.

# A Woman's Place

is precious in  
the family...

her well being is  
our priority

With  
**Orofer<sup>XT</sup>**   
Tablets

Ferrous Ascorbate equivalent to 100 mg elemental iron + Folic Acid 1.1 mg

Maximises **Hb** Levels In The Shortest Possible Time !

**Pause<sup>XT</sup>**

Tranexamic acid 300 mg + Citrus Bioflavonoids 150 mg + Bromelain USP 25 mg + Vitamin C ascorbic acid 100 mg

Tranexamic acid with T3 advantage

**Emanzen<sup>D</sup>**

Diclofenac 50 mg + Seratiopeptidase 10 mg Tablets

The Power **D** Anti-inflammatory

**Emcure<sup>R</sup>**

Committed to

**WOMEN'S  
HEALTH CARE**

