

Report on IT initiatives

08-01-2025

June'2021 – December'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



President Elect: Dr. Sunita Tandulwadkar



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

Websites managed by FOGSI with Team Akrotics

✓ <https://www.fogsi.org/>

✓ <https://icogonline.org/>

✓ <https://jogi.co.in/>

✓ **Portal managed by FOGSI with Team Prometheus**

✓ <https://member.fogsi.org/>

a) For Updating Of Data

b) 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

✓ <https://fogsinet.com/Default.aspx>

FOGSI Websites

Links of other FOGSI Websites on Home Page

- ✓ Manyata – FOGSI - Managed by Team Manyata
- ✓ Narikkaa is a FOGSI initiative for public education on women's health – FOGSI - Managed by Team Way Beyond
- ✓ AICOG 2025 – Managed by Team Mumbai AICOG
- ✓ <https://jogi.co.in/> - linked to <https://www.springer.com/journal/13224> - Managed by Springer



New Digital Initiatives from Jun'21 to Dec'24 implemented successfully

Revamping of Website : October' 2021

WhatsApp Broadcast
(88794 48888): Dec'2024

Set up of JIO landlines in office
: 9th August' 2024

FOGSINET: 24th Nov 2023

Network upgradation (CCTV)
2nd floor: 6th Sept' 2023

Accounts App (NPO) / Tally
Prime Gold 3.0 upgraded: 4th
Sept' 2023

SSS Online Enrolment App :
31st Aug' 23

SEO Activities- FOGSI website
:29th Aug' 23

FOGSI Social Media accounts
Initiated:15th Oct 2021



WhatsApp Group Account
(89767 35079): 2nd March' 2022

WhatsApp Chatbot Development :
(88794 48888):Sept'2022

Zoom Upgrade Annual Plan:
April' 2023

Mobile network boosters of airtel :
23rd May' 23

Revamping of FOGSI website – In October 2021



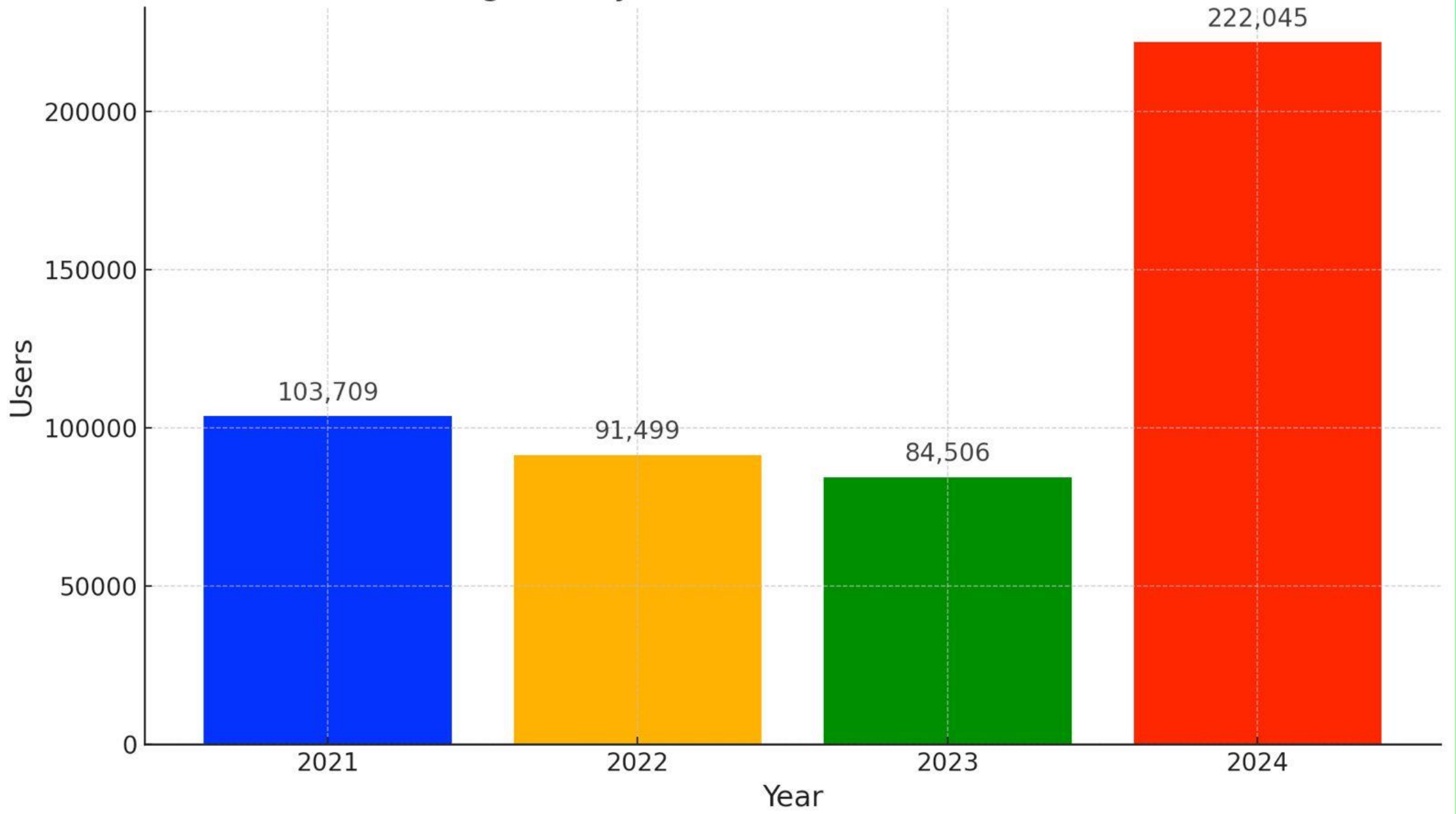
A website's aesthetics play a major role in attracting and retaining users. Improving the look of the site can refresh the user experience and make it feel more professional or on-brand.

Home Page

➤ 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



Google Analytics: FOGSI Website (2021-2024)



NEW APPLICATIONS

8976735079 WhatsApp Group Account -created groups on 2nd March'2022

From March'2022 till date in past 3 years 16 new societies had been affiliated.

- ❖ 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.

in March'2022

in September' 2023

in September' 2024



: FOGSI Memb Societies Pres. - 261 societies
: FOGSI Memb Societies Secr. - 261 societies
: FOGSI OB & MCM – 129 nos.

: FOGSI Memb Societies Pres. - 270 societies
: FOGSI Memb Societies Secr. - 270 societies
: FOGSI OB & MCM – 129 nos.

: FOGSI Memb Societies Pres. - 277 societies
: FOGSI Memb Societies Secr. - 277 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)

- ❖ SSS Online Enrolment App has been further upgraded on 31st August' 2023
- ❖ Accounts App (NPO) / Tally Prime Gold 3.0 upgraded on 4th September' 2023

NPO app is more safe and secure but it may be replaced by Tally Prime Gold 3.0. Currently we are working with both the apps. Software Tally Prime Gold Release 3.0 will ensure that our books are always accurate - from GST returns to reconciliation.

Zoom platform Upgraded in April' 2023

- **With Zoom we are able to conduct many meetings like** Office bearer meetings, ICOG meetings, Journal editorial board meetings, and many more.
- 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.

<u>Period</u>	<u>No. of meetings</u>
Mar'21 - Dec'21	65
Jan'22 - Dec'22	76
Jan'23 - Dec'23	112
Jan'24 - Dec'24	210

Network upgradation in office

➤ **Web cam for small meetings**

We have started to use webcam for Editorial meetings. It is useful for any video communication it maybe built into your phone, tablet laptop or whatever but you can't use online video without a webcam, or if you prefer without a camera. it used to be something you added to your system but now it is generally built into all devices.

➤ **Set up of JIO landlines in office 9th August' 2024**

➤ MTNL landlines were not working hence we have disconnected all four MTNL landlines, we had a new set up with JIO Broadband Connection for 1 GBPS with 4 landlines (pls dial 090 to connect with mobiles nos. and 09 to connect on landline)

022-35405608, 022-35406402, 022-35406848, 022-35406988

Network upgradation in office

- **The first floor premise :**
- Sept' 2021
- Internet plan of 8 MBPS upgraded to Reliance JIO -50 MBPS 1:1 Internet Lease Line (ILL) Commercial speed from September'2021,
- April' 2023
- Installed 2 New tvs, 5 Access points of wifi, 5 Mobile network boosters of airtel provided by trade world society.
- **The second floor premise**
- 6th Sept' 2023
- It is under cc tv surveillance, 4 Access points, 4 network boosters. set up of Audio visual system with 4 new TVs
- Sept' 2024
- New Workstation and cabin for FOGSI's program enablement unit (BMGF project) : Jio Broadband Connection of 200 MBPS with 2 landlines, Intercom with 1st floor premises

FOGSI SMS Policy - (Short Message Service) :

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

Maximum 200 SMS per second

- ❖ **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 & MICOG and many more

Period	No. of sms sent
Mar'21 - Dec'21	62,03,286
Jan'22 - Dec'22	36,36,180
Jan'23 - Dec'23	30,43,057
Jan'24 - Dec'24	40,52,254

FOGSI Bulk emails -

- ❖ Total mailers conducted: (from Jan'24 to Dec'24)
- ❖ FOGSI: 54
- ❖ ICOG: 20

DIGITAL INITIATIVES



New Portal managed by
Prometheus

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

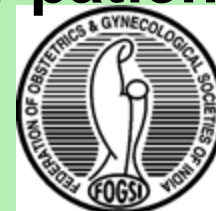
Launch of FOGSINET app at
FEMTEK IV in Mumbai at the
hands of a Neil Nitish Mukesh and
Diana Penty 24th Nov 2023



FOGSINET – A Dedicated Web Portal free for FOGSIans to Enhance Patient Outreach and Boost Their Practice"



- **The Beta version of the portal was launched on 24 Nov.**
- **Now the final version is ready to use.**
- **The portal is linked with the FOGSI database**
- **Please register in large numbers and create your profile**
- **Patients and visitors can explore doctor profiles and reach out for consultations and treatments. Ensure your profile is fully updated with all required details on the portal to make it easier for patients to connect.**





FOGSINET



How to activate your **FOGSINET Account**



THE FEDERATION OF
Obstetric & Gynaecological
Societies of India

Member/Doctor Login

Login
in

Find a Doctor User Login About FOGSINET

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

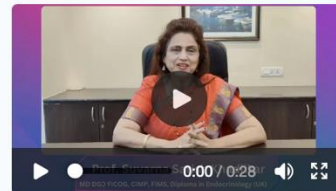
Search by name | Search by pin

Search

Message from Dr. Madhuri A. Patel



Message from Prof. Suvarna Satish Khadilkar






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](#)

STEP 1

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



Home

My Profile

**STEP 2 – Account is activated
and ready to use.**

#1 Confirm Membership Details

#2 Add details about you



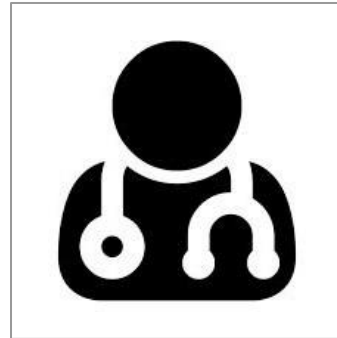
#3 Add your clinic details



#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



Home

My Profile

STEP 3 – Fill the details about yourself to attract more patients.

#1 Confirm Membership Details



#2 Add details about you

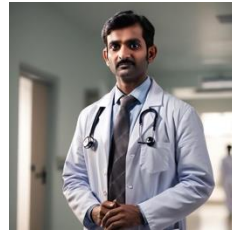
#3 Add your clinic details



#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



FOGSINET

[Home](#) [My Profile](#)

#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

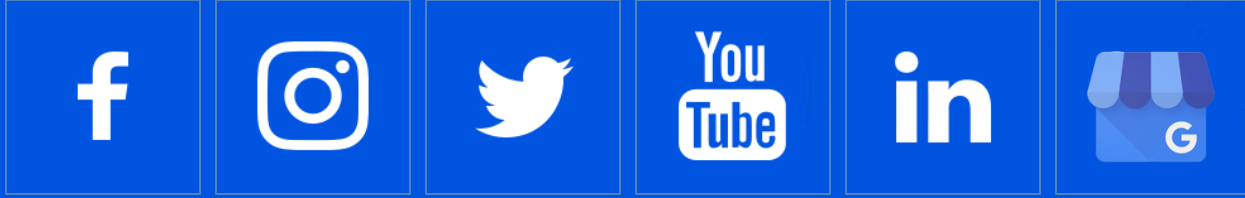


Congratulations

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

ACTIVATE ACCOUNT

[I'll do it later](#)



Social Media & SEO Report

December 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 October 2021 - January 2025

Our social media official Id: [@fogsiofficial](#)





Channel started on 15 th Oct 2021		Posts by Profile	Total Impressions	Organic + Paid Reach Rate (ORR)	Community Size on 31st De 2024
	FOGSI @fogsiofficial	445	2,34,576(Organic + Paid)	100%	11,191 Page Likes
	FOGSI @fogsiofficial	445	3,01,293 (Organic + Paid)	100%	16,190 Followers
	FOGSI @fogsiofficial	1012	22,459 (Organic)	100%	2,780 Followers
	FOGSI @fogsiofficial	232	68,000 + Views (Organic)	100%	2,838 Subscribers
	FOGSI @fogsiofficial	1012	13,679 (Organic)	100%	2,176 Followers

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>





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!



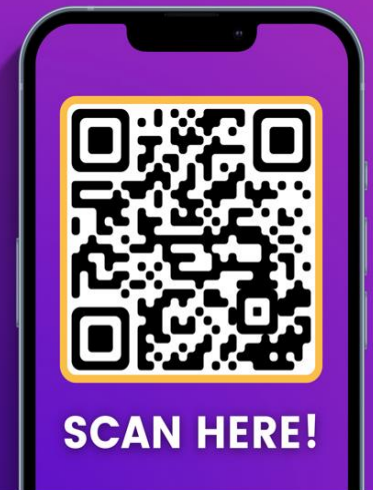
FOLLOW US ON TWITTER 



SCAN HERE!



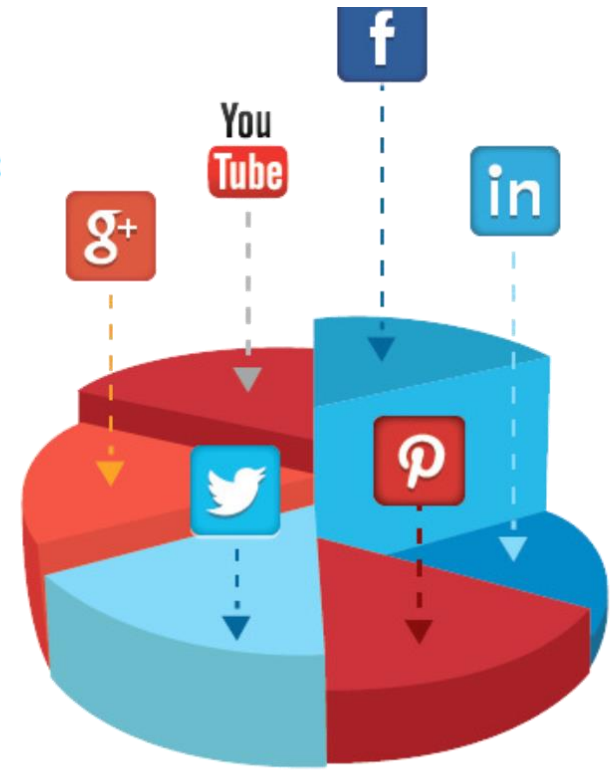
FOLLOW US ON LINKEDIN 



SCAN HERE!

FOGSI

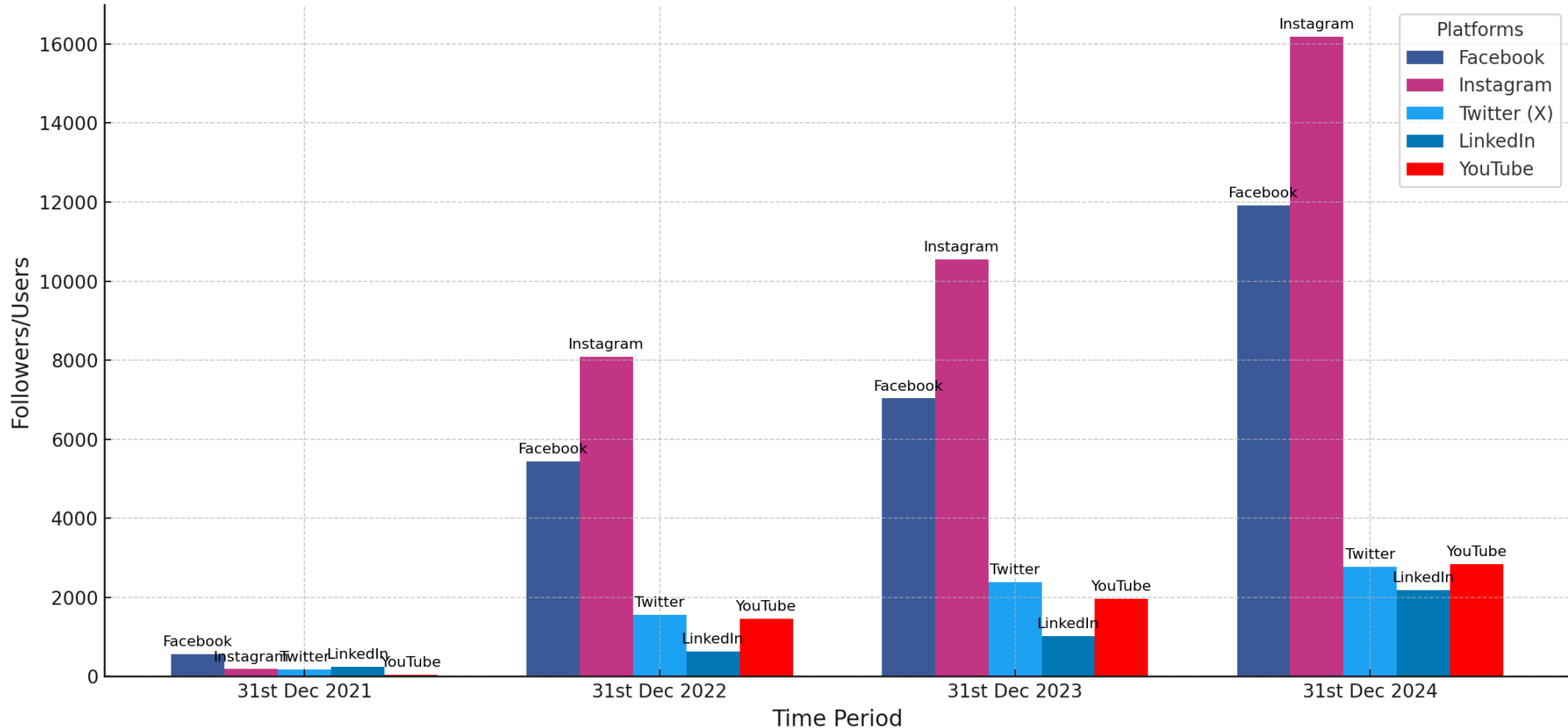
DIGITAL INITIATIVES



Growth Chart

From December 2021 to December 2024, we've grown from zero to a thriving presence across major social platforms. Instagram drives engagement, Facebook shows steady growth, and LinkedIn and YouTube continue to expand, reflecting our strategic efforts and community trust.

Social Media Growth (2021-2024)



Performance Compare to Other Org.

Benchmarking

Business comparison

Businesses to watch

Compare your performance against businesses in the **Non-Profits & Religious Organizations** category

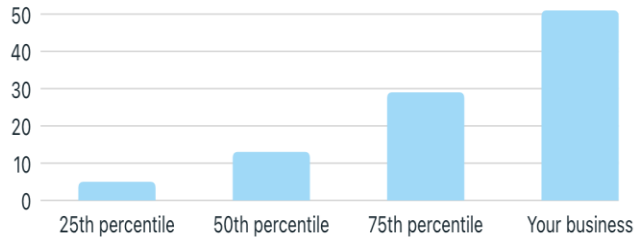
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

51

Higher than others

How often your business published versus others in this category



Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create post

TABULAR REPRESENTATION

Metric	FOGSI Performance	Other Org. Performance	Benchmark Comparison
Content Posts (28 days)	51	10	Significantly Above Average
Facebook Followers	11,200	1700	Strong Growth
Content Interactions	753	374	Highly Effective

Facebook followers ⓘ

11.2K

Higher than others

Typically: 1.7K

Follows ⓘ

2K

Higher than others

Typically: 10

Content interactions ⓘ

753

Higher than others

Typically: 374

We have successfully reached the required views and followers on the **FOGSI Facebook page**, making us eligible for payouts. **YouTube** eligibility will follow shortly.

Available



Performance

Earn bonuses from Facebook based on the number of views, reactions, shares and comments your posts get over the next 30 days. You can earn bonuses from all posts except reels and stories.



1 Page invited

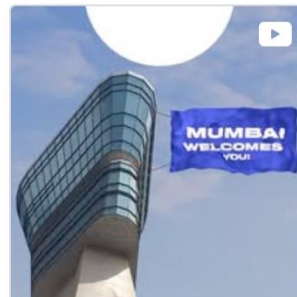
Learn more

Get started

Top content by views

Boost content

See all content



The Countdown Begins! Only 10 days...

Sat Dec 28, 2:30am

18.7K views, 28 likes, 0 shares



Plenary Session Alert! Join us at AICOG 20...

Wed Dec 18, 12:18am

3.5K views, 78 likes, 1 share



FOGSI ICOG Online Certificate Course o...

Tue Dec 3, 8:58pm

3.3K views, 16 likes, 2 shares



ICOG Academics and Perspectives Webina...

Wed Nov 13, 2:18am

2.9K views, 10 likes, 1 share



We're honored to introduce Prof...

Sun Dec 29, 12:54am

2.6K views, 31 likes, 1 share



FOGSI

Federation of Obstetric and
Gynaecological Societies of India



FOGSI

@fogsiofficial

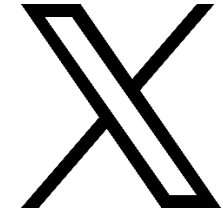
Official handle of the Federation of Obstetric and Gynaecological Society of India.
Represents over 43,000+ O&Gs in the country working towards women's health.

Medical & Health India fogsi.org Joined September 2018

119 Following

2,762 Followers

Edit profile



twitter

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



Federation of Obstetric and Gynaecological Societies of India



Federation of Obstetric and Gynaecological Societies of India - FOGSI

Official handle of the Federation of Obstetric and Gynaecological Society of India. Represents over 404000+ O&Gs.

Hospitals and Health Care · Mumbai, Maharashtra · 2K followers · 11-50 employees



Ankit & 1 other connection follow this page

Message

Following

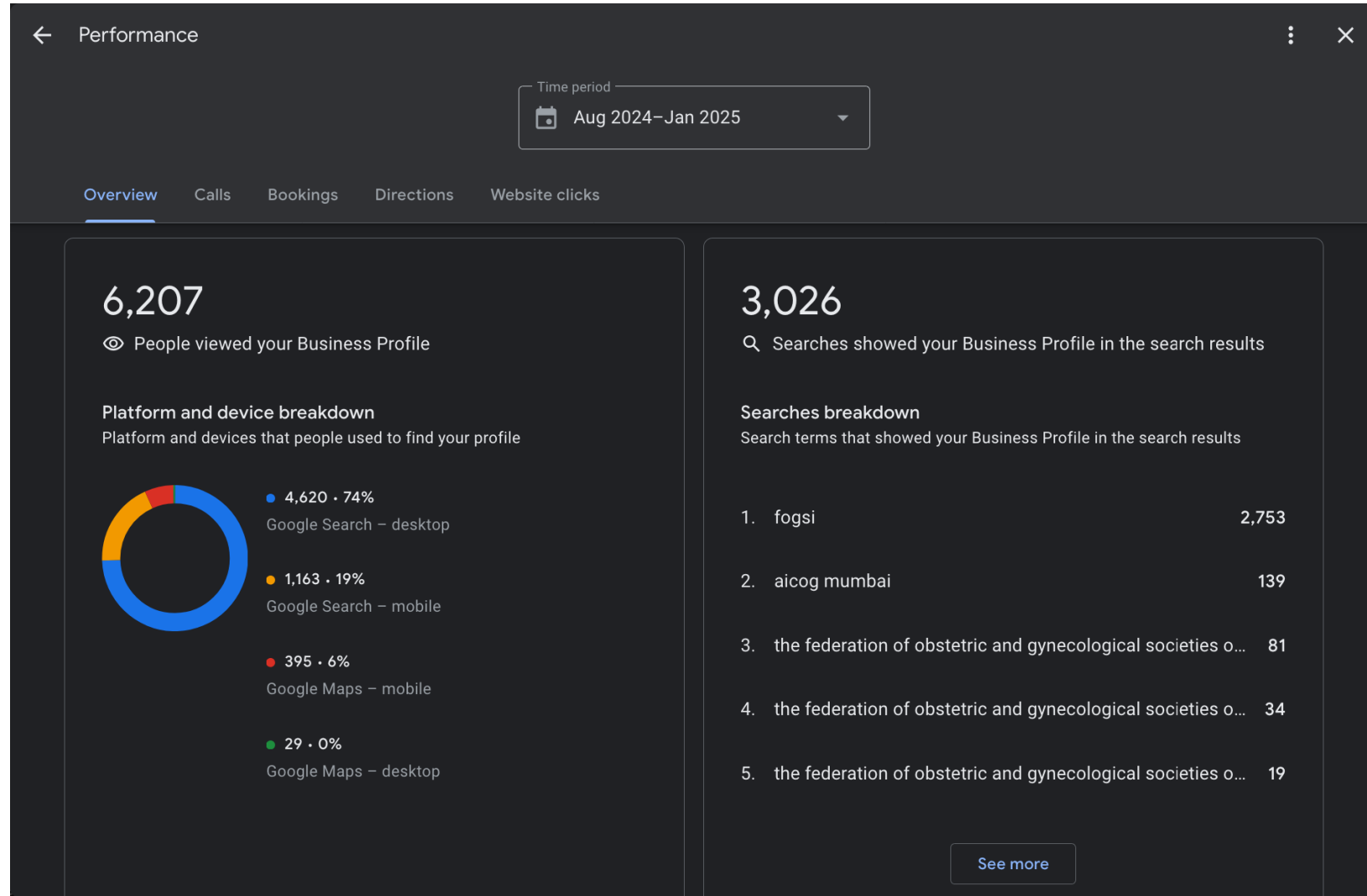


FOGSI is actively engaged in posting and reposting content, especially when tagged by credible sources.

We are currently posting job openings for our FOGSI projects on our LinkedIn page and receiving positive responses.



- **Visibility Milestone:** Achieved 6,207 views on our Business Profile from August 2024 to January 2025.
- **Search Presence:** Our profile appeared in 3,026 search results, enhancing our online visibility.
- **Platform Dominance:** 74% of views came from Google Search on desktop, showcasing our strong digital presence.
- **Search Term Success:** Topped with "fogsi" at 2,753 searches, indicating high brand recognition.



FOGSI

Federation of Obstetric and
Gynaecological Societies of India

You Tube

FOGSI

@fogsiofficial · 2.83K subscribers · 232 videos

The Federation of Obstetric and Gynaecological Societies of India (FOGSI) is the professi...more

fogsiofficial.org and 4 more links

Customise channel


Manage videos

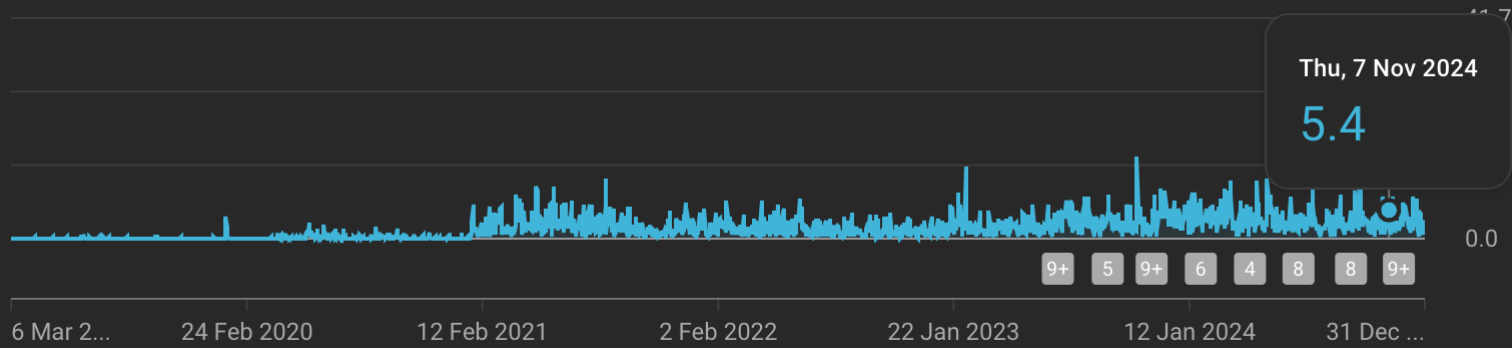
- We ensure that all FOGSI, ICOG, Narikaa and 16 days of Activism videos are uploaded to the FOGSI YouTube channel only after thorough review and approval by the committee members.
- All comments are being monitored.
- From March 2023 we have started uploading some webinars videos provided by ICOG team on FOGSI YouTube channel.

Your channel has had 68,096 views so far

Views
68.1K

Watch time (hours)
4.1K

Subscribers 
+2.8K

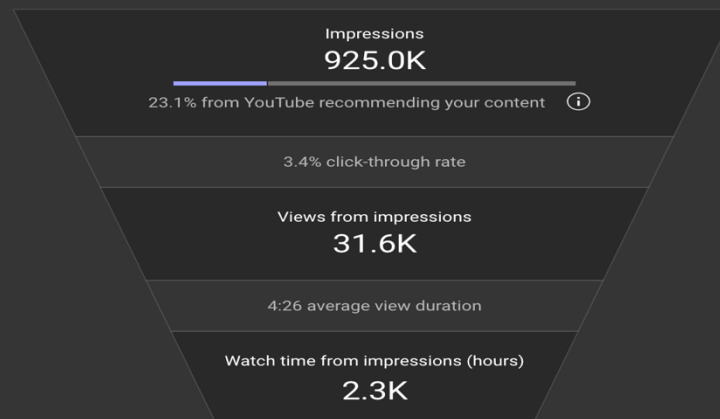


By December 2024, we had uploaded a total of 232 videos, achieving an impressive milestone of over +68,000 views.

We are making steady progress toward monetizing the FOGSI YouTube channel, paving the way for enhanced visibility and revenue opportunities.

Impressions and how they led to watch time

Data available 6 Mar 2019 – 31 Dec 2024 (2128 days)



Viewers across formats

Returning viewers · Last 28 days

Videos · Live Videos · Shorts Live · Shorts



How viewers find you

Views · Lifetime



SEO FOGSI.ORG

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.

Improved Results:

Since the implementation of our SEO services, website traffic has skyrocketed from an initial 3,000-5,000 monthly visitors to an impressive 19,000-21,000 on average. This translates to a substantial increase of 300% to 500%.

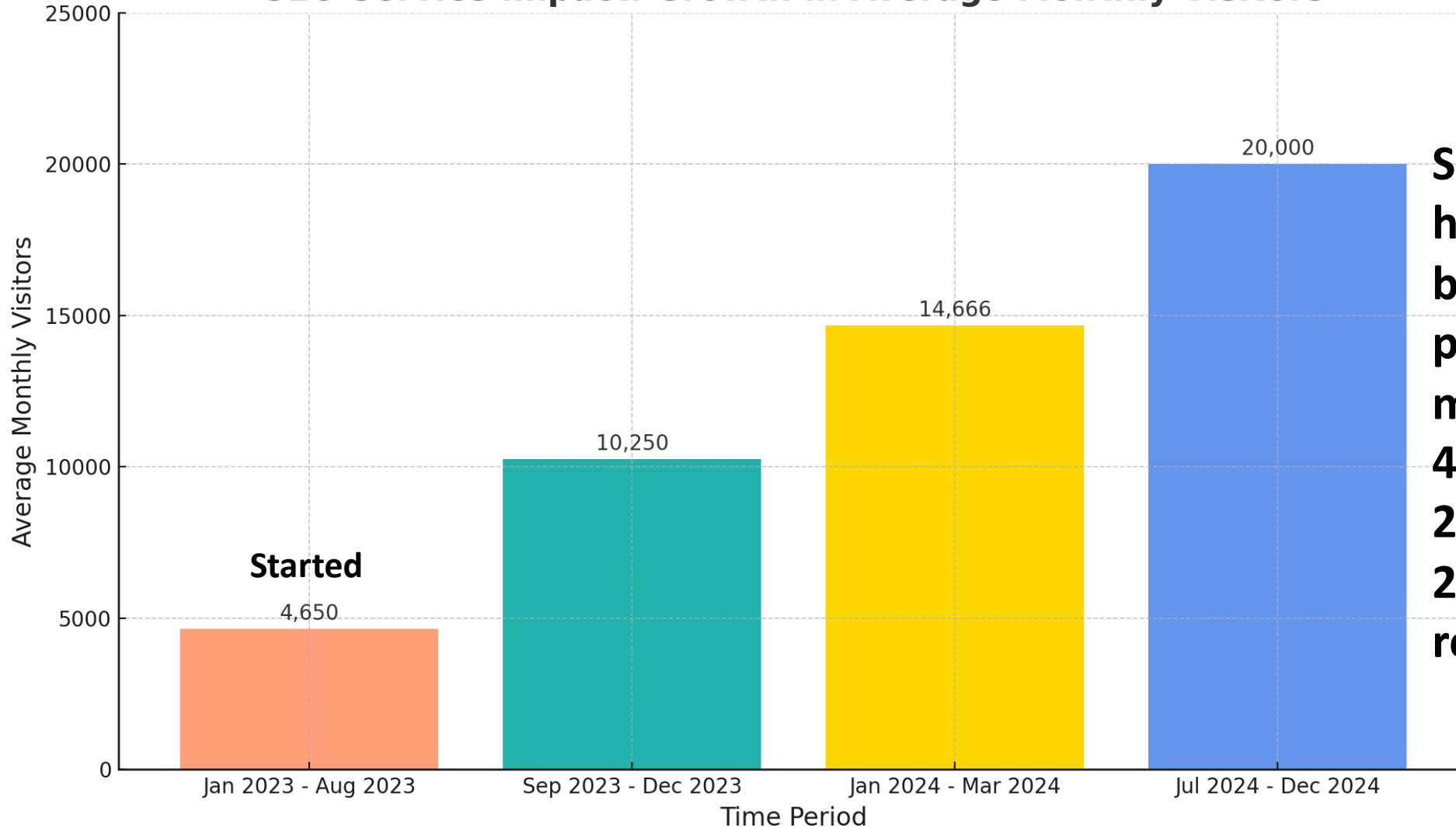


SEO PERFORMANCE

Started from Sep 2023 till Dec 2024



SEO Service Impact: Growth in Average Monthly Visitors



Started

SEO implementation has significantly boosted our online presence, increasing our monthly visitors from 4,650 in early 2023 to 20,000 by the end of 2024, demonstrating remarkable growth.

Performance: Since implementing our SEO services, website traffic has surged from 3,000-5,000 monthly visitors to an impressive 20,000-21,000 on average, reflecting a growth of 300% to 500%. We now have a global presence, attracting views from countries such as the United States, United Kingdom, Canada, Australia, Ireland, New Zealand, and more.

Plot rows		Search...											Rows per page: 10	Go to: 1	1-10 of 184
<input type="checkbox"/>	Country	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count	Key events	User key event rate	Total revenue				
		100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total	All events	All events	All events				
<input checked="" type="checkbox"/>	Total	103,681	102,692	65,214	45.25%	0.63	51s	881,537	0.00	0%	₹0.00				
<input checked="" type="checkbox"/>	1 India	58,074	57,420	58,973	60.24%	1.02	1m 25s	705,763	0.00	0%	₹0.00				
<input checked="" type="checkbox"/>	2 United States	10,061	10,031	555	5.32%	0.06	3s	34,574	0.00	0%	₹0.00				
<input checked="" type="checkbox"/>	3 United Kingdom	4,595	4,579	374	7.84%	0.08	4s	16,268	0.00	0%	₹0.00				
<input checked="" type="checkbox"/>	4 Canada	3,861	3,850	110	2.81%	0.03	1s	12,798	0.00	0%	₹0.00				
<input checked="" type="checkbox"/>	5 Australia	3,436	3,433	180	5.04%	0.05	3s	11,508	0.00	0%	₹0.00				
<input type="checkbox"/>	6 Ireland	3,227	3,223	46	1.45%	0.01	0s	10,168	0.00	0%	₹0.00				
<input type="checkbox"/>	7 New Zealand	3,045	3,038	28	0.91%	<0.01	0s	9,579	0.00	0%	₹0.00				
<input type="checkbox"/>	8 Bangladesh	2,929	2,527	611	18.09%	0.21	8s	12,613	0.00	0%	₹0.00				
<input type="checkbox"/>	9 Nigeria	2,218	2,202	741	30.18%	0.33	9s	10,786	0.00	0%	₹0.00				
<input type="checkbox"/>	10 Russia	1,167	1,164	18	1.53%	0.02	1s	3,613	0.00	0%	₹0.00				



Paid Ads Analytics

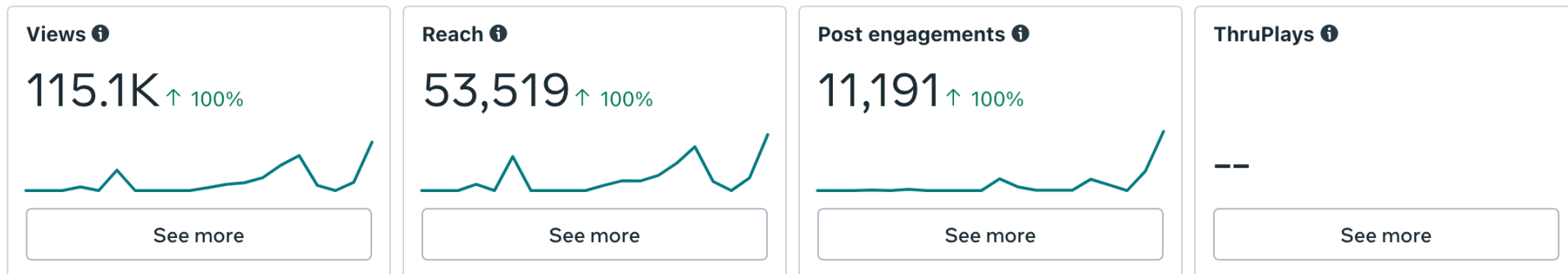


- A portion of our budget is being dedicated to paid marketing to elevate our online presence.
- Going forward, FOGSI plans to promote awareness posts on topics such as AICOG Events, Narikaa, Women's Issues, Women's Healthcare Awareness, and other upcoming events to effectively reach a wider audience.

Advertising summary ⓘ

Akash Gupta spent ₹3.73K on 11 ads in the last 60 days.

📅 Last 60 days: Nov 3, 2024 - Jan 1, 2025 ▼



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 AND BROADCAST

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



Ask FOGSI



WhatsApp



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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



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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.

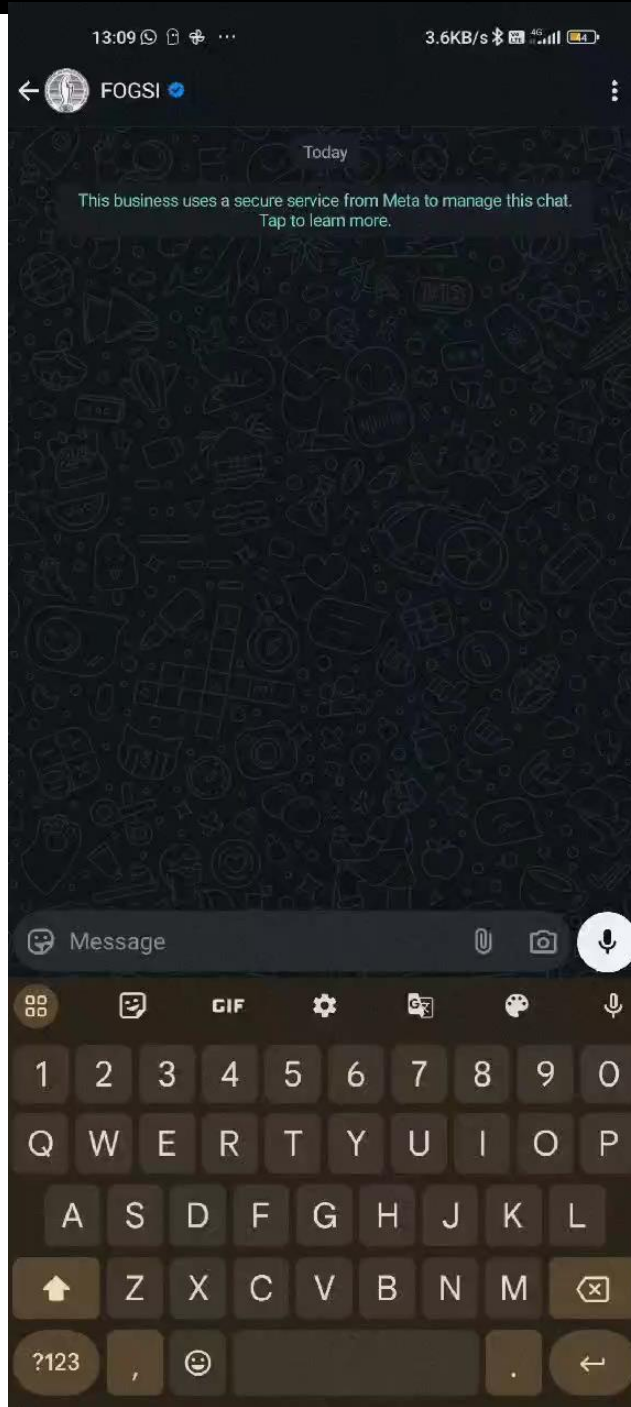


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We now have a system to broadcast messages to all FOGSI members, like SMS, but with added features such as sending images, videos, and PDFs without character limits.

Each communication costs will be 85 paise (linked to the dollar exchange rate) and allows unlimited messages within a 24-hour window, subject to WhatsApp's prior approval.



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Summary

Sharing the social media report for FOGSI till now. We've made good progress and are seeing some good results right now.

Work Done till December 2024 : FOGSI's Digital Achievements:

- **Enhanced Online Presence:** Created and actively maintain FOGSI's Google Business page, featuring updated social posts, contact details, and relevant information.
- **Social Media Expansion:** Established official accounts on Facebook, Instagram, Twitter, LinkedIn, and YouTube in October 2021, ensuring a multi-platform presence.
- **Content Accessibility:** Regularly upload FOGSI, ICOG, and Narikaa videos on our YouTube channel to expand our reach.
- **SEO Optimization:** Initiated website optimization through SEO since September 2023, significantly boosting traffic and improving online visibility.
- **Paid Campaign Success:** Launched paid marketing campaigns to further amplify our digital presence.
- **Effective Hiring:** Leveraged LinkedIn for project-based hiring, generating excellent responses for FOGSI's initiatives.
- **Monetization Initiatives:** Facebook monetization is active, and YouTube monetization is in progress to generate additional payouts for FOGSI.
- **Innovative Communication:** Developed an exclusive WhatsApp bot to provide instant access to FOGSI-related information.

These milestones reflect FOGSI's commitment to leveraging digital tools for growth and community engagement.

Suggestions are welcome

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.

I thank all FOGSI staff especially Kanchan & Sangeeta.

I also thank :

for SMS service : Celusion,

for website & Social Media: Team Akrotics,

for membership server management : Team Prometheus

Thanks all of you for patient hearing



Thank You

for your support