



ADHUNA

Quarterly Newsletter

Advancing
Delivery of (Quality)
Healthcare through
Upgraded
Newborn (and Intrapartum Care)
Approaches

Project Overview

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Progress so far

ADHUNA Team

Call to Action





Foreword

Dr. Sunita
Tandulwadkar
President FOGSI, 2025



Dear Partners and Colleagues,

It is my pleasure to present you to the first newsletter of Project ADHUNA – an initiative being led by The Federation of Obstetric and Gynecological Societies of India (FOGSI) and supported by the Bill and Melinda Gates Foundation (BMGF). I am immensely proud to be a part of this groundbreaking initiative that aims to enhance the health and well-being of mothers and newborn across India, through innovation and training.

The project ADHUNA is an endeavour to catalyze improvements in the intrapartum quality of care in the private sector by bringing in best practices and innovations. Through training and collaboration, the project will advocate for the healthier future of women and newborns in India. In this quarterly newsletter you will be apprised of the project milestones and achievements and a chance to remain engaged with your suggestions and feedback.

On behalf of FOGSI and the entire project team, I solicit your support in this significant initiative that will positively impact the lives of thousands of women in India.

Best regards,

Dr. Sunita Tandulwadkar

Dr. Suvarna Khadilkar
Secretary General,
FOGSI, 2025



Dear Partners and Colleagues

This ambitious project is dedicated to enhancing intrapartum quality of care in the private sector, bringing in best practices, innovation, to improve maternal and newborn health.

This multi-partner initiative will be implemented across 29 districts in Madhya Pradesh, Odisha, Bihar, and Uttar Pradesh, with the goal of integrating innovative solutions for better healthcare outcomes. This is a unique project that focuses on engaging the private sector through continuous learning, exposure to innovations and advocating for women's health through a unified FOGSI voice. Through this quarterly newsletter, we will keep you informed of our progress, key milestones, and upcoming plans.

Together, we strive towards achieving SDG 3.1 and creating a lasting impact on the lives of women and newborns in India. Your support and engagement will be invaluable as we move forward on this journey.

Best regards,

Dr. Suvarna Khadilkar

Dr. Jaydeep Tank
Project Lead ADHUNA,
Imm. Past President, FOGSI



Dear Partners and Colleagues,

ADHUNA was born out of a collective vision to involve the private sector effectively in the overall goal of improving maternal health outcomes and gather speed in our pace towards achieving SDG 3.1.

Adhuna/v/kqk—means “The Now” or The Present in Sanskrit—and symbolizes the urgency and immediacy of the healthcare reforms we are about to introduce. The logo embodies the spirit of continuous efforts depicted by the concentric circles, that are open on one end, signifying that we still have miles to go before we reach our goal.

ADHUNA is a multi-partner project that will endeavour to integrate innovative practices to improve quality of care in maternal and newborn health (MNH) services across 29 districts of Madhya Pradesh, Odisha, Bihar, and Uttar Pradesh.

In the following pages you will find an overview of the project, what we have done so far and our plans for the upcoming quarter. I look forward to bringing to quarterly updates on the project through this newsletter and solicit your support and encouragement in this journey towards better health for women in India.

Best regards,

Dr Jaydeep Tank



Project Overview

What is ADHUNA?

Supported by the Bill & Melinda Gates Foundation (BMGF), Project ADHUNA is an initiative designed to improve maternal and child health outcomes by engaging the vast network of private healthcare providers to adopt best practices and innovations to strengthen clinical practices, improve quality of care and advocate for women's health.



ADHUNA is a multi partner project:

- The project is supported by the **Gates Foundation** and is designed with **FOGSI** as the anchor partner to build champions for the priority issues in maternal, newborn and child health (MNCH) and family planning (FP), address quality of care (QoC) and advance best practices.
- **Global Health Strategies (GHS)** is building the policy, advocacy and communication strategy to support the FOGSI voice.
- **IPAS Development Foundation (IDF)** are landscaping the private health provider network in select states and districts that will support ADHUNA in reaching the providers from smaller nursing homes and hospitals.
- **Foundation for Research in Health Systems (FRSH)** has been onboarded as the monitoring and evaluation partner to track the adoption and improvement in practices of quality of care
- **Sattva Consulting** is supporting the FOGSI Program Enablement Unit (PEU) with strategic support on grant management, project deliverables and partner management.

Gates Foundation



Ipas
DEVELOPMENT
FOUNDATION



Global Health Strategies





Why is it important to collaborate with the private sector healthcare providers for equitable care for women?

The maternal mortality rate (MMR) in India declined by 79.6 percent from 1990 to 2018, from 556 per 100,000 live births to 113. The country is now focused on strengthening the quality of care, and working towards reducing the number of maternal deaths to continue on the path towards achieving the MMR goal of 70, under the United Nations Sustainable Development Goals (SDGs). Two thirds of maternal deaths result from complications requiring facility care and both private and public health facilities must prioritize high quality care at birth. The private sector in

India accounts for close to 90% of deliveries taking place in India as per NFHS-5, and hence is an important site for intervention, with an opportunity to regulate clinical care processes and standardize the quality of care. Professional associations such as FOGSI have immense potential to advocate quality of care for mothers and children and provide a pathway to enlist a broader group of champions and technical experts from its network.



The Federation of Obstetric and Gynecological Societies of India (FOGSI) is the professional organization representing practitioners of obstetrics and gynecology in India. With 286 member societies and over 45,000+ individual members spread across India, FOGSI is probably one of the largest membership-based organizations of specialized professionals.

Harnessing this potential of FOGSI, BMGF is supporting them for a period of three years on Project ADHUNA aiming to achieve **three major outcomes** as listed below:

- Strengthen clinical practices adopted by facilities for provision of improved intrapartum care and essential newborn care.
- Introduce and scale up innovations as well as adoption of newer evidence-based practices in maternal and newborn health at facilities across selected districts.
- Strengthen the capacity and role of FOGSI and its members at the national, state and city level to advance women's health practice focused on scientific evidence, innovations, quality and equity.

From Ideas to Action



Project Inaugural Event

FOGSI, supported by Global Health Strategies (GHS), held a one-day convening on April 25, 2024, at the Novotel-Pullman, New Delhi in April 2024. This inaugural event engaged FOGSI's leadership, State Chapter representatives from Uttar Pradesh, Bihar, Madhya Pradesh, and Odisha, and project partners including BMGF, IDF and Sattva, in meaningful dialogue and experience sharing focused around the thematic areas of Project ADHUNA. With 43 attendees, the gathering introduced the project, outlined the year's roadmap, and sought input for effective implementation to achieve the target outcomes. [[Read More](#)]

Inaugural event held in April 2024 at New Delhi



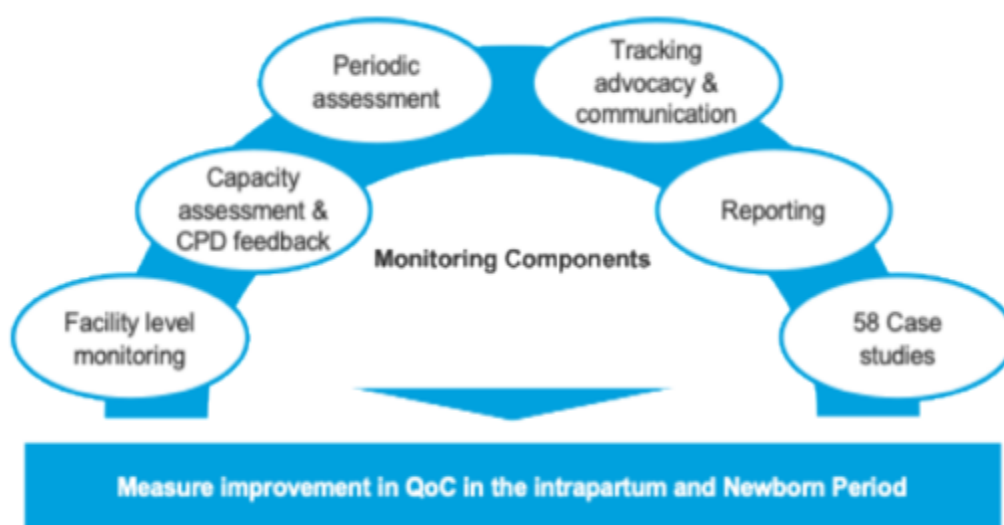
Scope of the Project

As part of a separate landscaping grant with BMGF, IDF has undertaken an extensive landscaping exercise of the exact situation of private health facilities in India that provide RMNCH services, and has provided valuable insights to FOGSI on selecting the intervention areas. The analysis by IDF has mapped and provided the baseline data on the number, type and range of service infrastructure available within the private sector and has informed FOGSI's efforts in site selection for impact. Based on framework and set of criteria, 13 districts were selected from the states of UP, Bihar, MP and Odisha as sites for implementation of Project ADHUNA.



Continuous Monitoring & Evaluation For Better Impact

After a rigorous selection process of proposal review and discussions, the Foundation for Research in Health Systems (FRHS) was selected as the Monitoring, Evaluation & Learning (MEL) partner for ADHUNA. FRHS has supported the project with finalizing the Theory of Change and developing a monitoring dashboard; they will document learnings and evaluate the impact of the interventions.



Progress so far

The Fetal Wellbeing Convening

As a critical step towards building commitment among medical professionals to improve fetal outcomes, FOGSI organized a National Convening on "Technologies for Monitoring Fetal Well-being," with support from GHS, on August 6th, 2024, at Le Méridien, New Delhi. The primary objective of the convening was two-fold: first, to provide a platform to relevant stakeholders such as clinicians, medical scientists from esteemed research institutions and public health experts for exploring and assessing current and emerging technologies for fetal monitoring. Second, to initiate meaningful and actionable conversations on the potential integration of research and fetal monitoring practices. [\[Read More\]](#)



FOGSI's Voice: Advocating Self Care in Women

A position paper on Depot Medroxyprogesterone Acetate Subcutaneous (DMPA-SC) was published by FOGSI, outlining the indications and benefits of this contraceptive method, and promoting self-care among women. The position paper was released at the Presidential Conference of FOGSI, held in Mumbai on 15th November 2024. [Read the position statement here.](#)



Launch of Pilot CPDs in Noida, Agra, Patna, Gwalior and Varanasi

Continuing Professional Development (CPD) is not just another training program—it's a catalyst for transformation in maternal and neonatal health. Designed specifically for medical practitioners and paramedics involved in pregnancy care, it enables improvement through training of providers, bringing in best practices and innovation, while leveraging

FOGSI societies to advocate for women's health. We conducted 5 CPDs in select districts (given below) as a pilot run to test the methodology, content and design of CPDs. The pilot has provided us with valuable inputs as we embark on the training of trainers (ToT) and firm up the roll out plan for the district CPDs.



CPD – 1 Rolled out in 5 Districts in Dec 2024





E-MOTIVE: Introducing the P for prevention in the -E-MOTIVE approach, a breakthrough in managing Postpartum Hemorrhage (PPH) with a structured, life-saving protocol.



Quality of Care (QoC): Building foundational practices for better and respectful outcomes, with a focus on patient safety, system efficiency and efficient birthing experience.



Respectful Maternity Care (RMC): Reinforcing dignity and compassion during labor, ensuring women feel empowered and supported.



IV FMC (Ferric Carboxymaltose): Revolutionizing anemia management during pregnancy with faster, safer iron therapy.

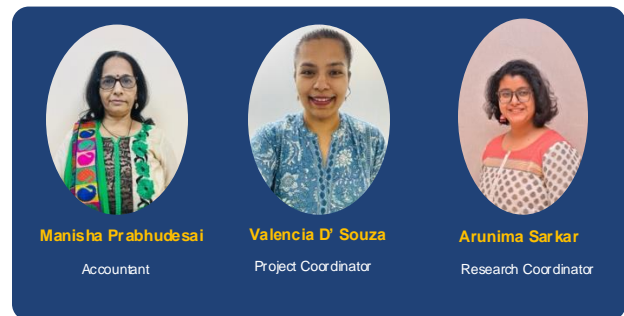
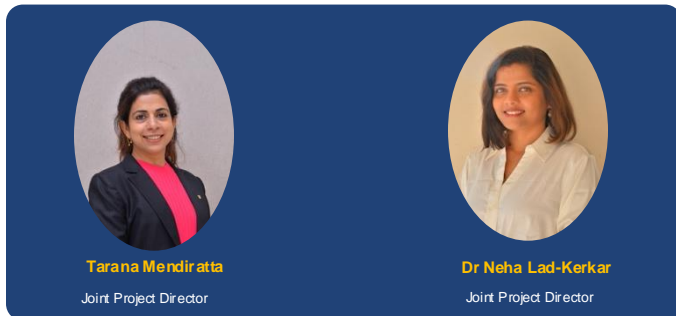
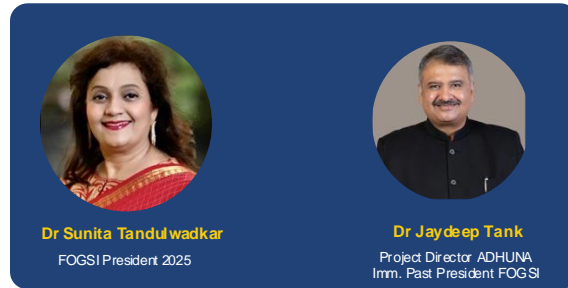


Health Communication: Delivered by experts from Global Health Strategies (GHS), this module coached participants how to effectively engage with their patients Through social medial and influence positive health behaviour.

Looking ahead: What's coming up in early 2025

- **Training of Trainers (ToT):** 2-day intensive brainstorming with faculty from across States to finalise the CPD modules (for in person and online modules) and roll out plan across 29 districts.
- **Onboarding the district team:** Hiring and orientation of 13 District Coordinators who will be our feet on ground in this project, interacting with the FOGSI society members, private health facilities in their area and ensuring effective roll out of all project activities.
- **Roll out of CPD – 1 –** Between March to May 2025 we will be rolling out CPD -1 in all 29 districts in close coordination with the local FOGSI societies and local level champions, and also involve the local government in ensuring the protocols are endorsed and disseminated in adjoining areas of each district.
- **Baseline Assessment Report:** This will be an assessment that measures the current status of maternal and child health services and identify areas for improvement.

Program Enablement Unit (PEU)



A Program Enablement Unit (PEU) has been up as a specialized team within FOGSI that is focused on ensuring that the program and initiatives are successfully launched, managed, and executed. The **central project team is based at the FOGSI office in Mumbai** and there are **13 District Coordinators (DC)**, each one handling 2-3 districts, in each of the four states (please refer the table below). The primary purpose of the PEU is to steer the project towards its expected outcomes, in conjunction with the project partners mentioned earlier. The District Coordinators are being hired and will work closely with the local FOGSI representatives and other key stakeholders to implement this strategic program effectively. The team is working tirelessly to ensure adherence to timelines on key activities and deliverables with the on-ground members, while closely monitoring progress towards expected outcomes.

Orissa		Bihar		MP		UP					
Ganjam	DC 1	Patna	DC 2	Indore	DC 4	Agra	DC 7	Bulandshahr	DC 9	Varanasi	DC 11
Khordha		Gaya		Bhopal		Mathura		Moradabad		Maunathbhanjan (Mau)	
Cuttack		Nawada		Ujjain							
		Muzaffarpur	DC 3	Jabalpur	DC 5	Aligarh	DC 8	Bijnor	DC 10	Jaunpur	DC 12
		Darbhangha		Gautam Buddha Nagar		Meerut		Allahabad			
		Sitamarhi		Gwalior	DC 6	Ghaziabad		Muzaffarnagar		Lucknow	

District Coordinators for each State



Participants at the Training of Trainers in Delhi NCR

In alphabetical order:

Abhay Pandey	Dr. Aparna Sharma	Dr. Ekika Singh	Dr. Manasi Patnaik
Anjali Nair	Dr. Apoorva Pallamreddy	Dr. Hara Pattanaik	Dr. Meena Samant
Arunima Sarkar	Dr. Archana Shrivastava	Dr. Hema Diwakar	Dr. Meenaskhi Jain
Ashish Yadav	Dr. Archana Singh	Dr. Hrishikesh Pai	Dr. Mudita Jain
Dr. Abha Rani Sinha	Dr. Archana Verma	Dr. Indira Palo	Dr. Munjal Pandya
Dr. Abha Singh	Dr. Arunanchal Jha	Dr. Jaideep Malholtra	Dr. N.Palaniappan
Dr. Alpesh Gandhi	Dr. Ashok Kumar	Dr. Jaydeep Tank	Dr. Nandita Palshetkar
Dr. Ameya Purandare	Dr. Ashwini Kale	Dr. Jayshree Patnaik	Dr. Narendra Malhotra
Dr. Anahita Chauhan	Dr. Basab Mukherjee	Dr. Jyoti Banglowala	Dr. Neelam Sinha
Dr. Anchita Patil	Dr. Bhagyalaksmi Nayak	Dr. Kawita Bapat	Dr. Neha Lad-Kerkar
Dr. Anita Peters	Dr. Bharti Maheshwari	Dr. Komal Chavan	Dr. Neharika Malhotra
Dr. Anita Sabarwal	Dr. Bhaskar Pal	Dr. Kunal Doshi	Dr. Nibha Mohan
Dr. Anshu Raina	Dr. C N Purandare	Dr. Lata Gupta	Dr. Niranjan Chavan
		Dr. Madhuri Patel	

Dr. Parag Biniwale	Dr. Ritu Hinduja	Dr. Shehla Jamal	Manisha Prabhudesai
Dr. Parikshit Tank	Dr. Ritu Khanna	Dr. Shradha Chakhaiyar	Mrunal Narkar
Dr. PC Mahapatra	Dr. Rohan Palshetkar	Dr. Shubha Pandey	Nirala Kumar
Dr. PK Shah	Dr. Roli Seth	Dr. Shweta Kaul	Nupur Pandit
Dr. Pragya Mishra Choudhary	Dr. Roza Olyai	Dr. Shyamal Sett	Rahul Patiri
Dr. Preeti Kumar	Dr. Rupali Maheshwari	Dr. Suchitra Pandit	Sanjana Chowhan
Dr. Priyanka Garg	Dr. Sadhna Sinha	Dr. Sujata Dalvi	Shalabha Sarath
Dr. Priyankur Roy	Dr. Sanghamitra Mohapatro	Dr. Sunita Tandulwadkar	Sita Shankar
Dr. Rakhi Singh	Dr. Sanjay Gupte	Dr. Supriya Jaiswal	Suchi Mahajan
Dr. Ranjana Khanna	Dr. Sarita Bhalerao	Dr. Sushanta Banerjee	Tanika Chandna
Dr. Richa Dhirwani	Dr. Sasmita Swain	Dr. Suvarna Khadilkar	Tarana Mendiratta
Dr. Rishma Pai	Dr. Savita Tyagi	Dr. Varsha Baste	Valencia Dsouza
Dr. Ritanjali mishra	Dr. Shabhana Sultan	Harshita Agarwal	Vidhi Gupta
	Dr. Sheela Mane	Lakshmi Sethuraman	Yashasvi Murali





Closing Remarks

As we close out this quarter, we remain inspired by the work we have accomplished together and the progress we've made in improving maternal and child health. Thank you for your continued dedication and support. We look forward to achieving even more in the next quarter and beyond.

Dr. Bhaskar Pal

FOGSI President Elect



Call to Action

We encourage all stakeholders, partners, and supporters to get involved and contribute to project ADHUNA's mission. Whether through collaboration, sharing expertise, or supporting local initiatives, every effort helps us make a difference. If you would like to participate in the CPDs or want to enroll your health facility under the ADHUNA initiative, please reach out to us below.

Contact Information

For any inquiries, please feel free to contact us at:

FOGSI PEU

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Website:
<https://www.fogsi.org/project-adhuna/>