THE FEDERATION OF
Obstetric & Gynaecological
Societies of India

fogsi.org

Deputy Secretary General's Report on IT Activities

Apr 2025 to Sept 2025

Parikshit Tank

Outline

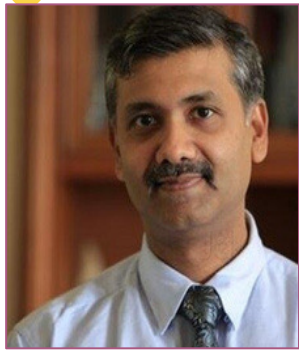
- Overarching principles of IT Activities in FOGSI
- FOGSI - IT verticals
- Current status and updates about activities in each of the verticals
- Thoughts for the next initiatives

Incremental gains, Immense gratitude

- FOGSI website was launched in 1999
- Change in outlook towards IT
- We go “e”

IT/Website Management Committee

Leadership	Members	Advisors
President Secretary General Deputy Secretary General	Treasurer Joint Treasurer Joint Secretary Invitees	Past Presidents and Secretary Generals from 2009 and President Elect



Overarching principles of IT Activities in FOGSI

What are the IT functions?

- ❖ Membership Management
  - Individual and society level data
- ❖ Communication
  - Dissemination of general information – announcements of official processes, meetings and events, conferences, programs…
  - Search/Find function
- ❖ Financial Transactions of members and the organization
- ❖ Public awareness, education and engagement
- ❖ Academic Updates

FOGSI IT Verticals

Prolific, diverse and dynamic

FOGSI IT Verticals

Infra

- Hardware
- Software
- Apps

Websites

- Core sites
- Membship sites
- Specialized sites
- QR codes for FOGSI Schemes

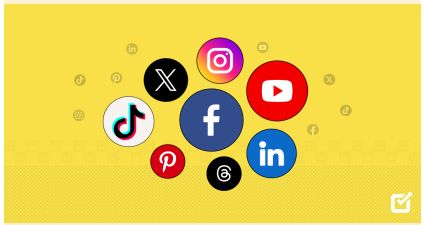
Broadcast tools

- SMS
- Email
- Whatsapp groups, chatbot
- Zoom

Public facing initiatives

- FOGSINET
- Narikaa

Social Media



FOGSI IT Infrastructure

Hardware

Adequate numbers of workstations

New IT hardware on the second floor for the BMGF Project, MUKTA Project

Webcams

50 to 200 MBPS internet connections

4 Landlines

Software and Apps

Updated versions of all office and accounting software including Tally 3.0 Prime Gold for GST reconciliation

SSS enrolment app

FOGSI Websites

Core Websites – Managed with Akrotics

- fogsi.org
- icogonline.org

Membership Management Websites – Managed with Prometheus

- member.fogsi.org

Specialized Websites

- jogi.in linked to and managed by Springer
- manyataformothers.org
- aicog2026.com

QR codes for FOGSI Schemes

What's new at the core websites

Website Hygiene

- Review of every tab, page, content, link
- Rehaul and cleanup of defunct links
- Archival of old content
- Enhances user experience, speed

Search/Find

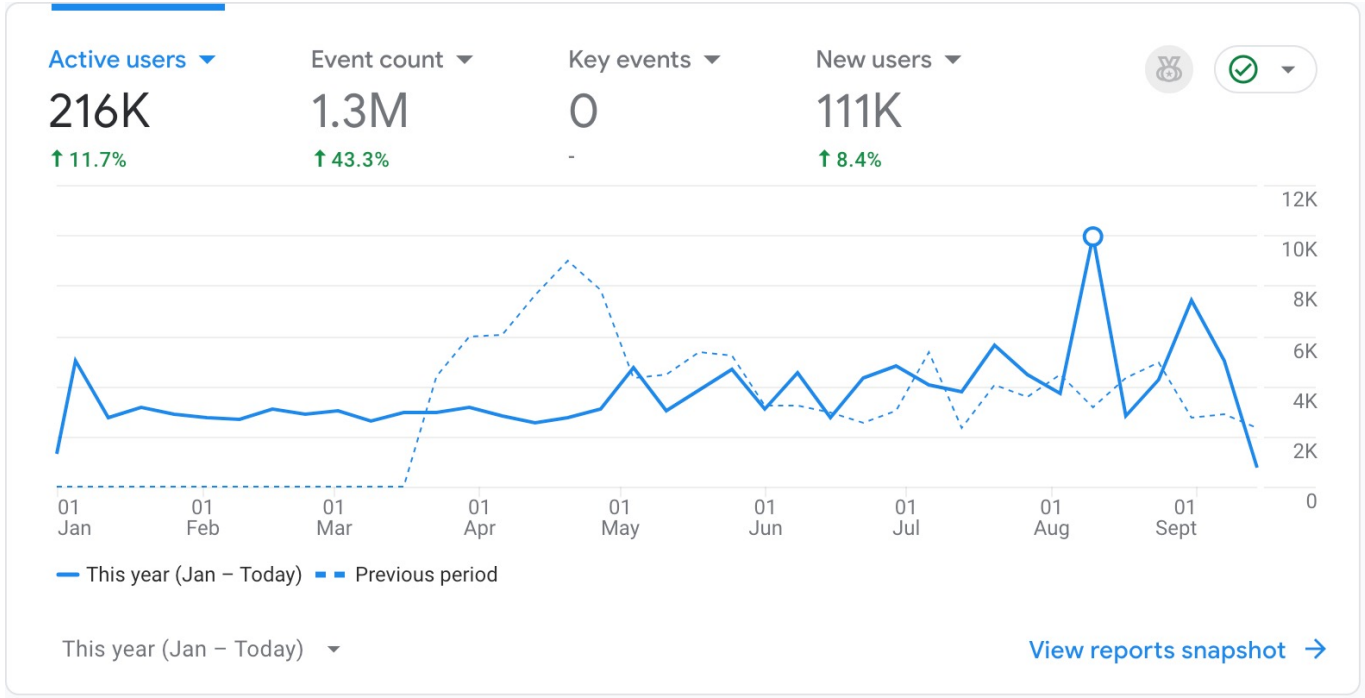
- Improving searchability
- More intelligent responses and relevant document pull up
- Easily locatable most sought tabs

Improving the interface

- More iOS and mobile friendly elements
- Consideration for redesigning

Website statistics

From January to August, 2025, website traffic grew from an initial 3,000–5,000 monthly visitors to an average of 25,000 – 28,000 per month, generating over 1.3 million impressions during this period.



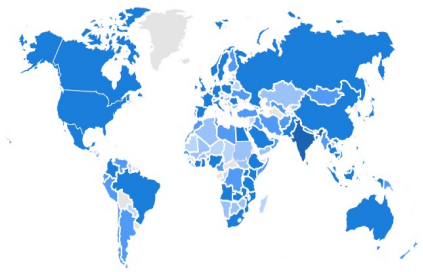
Website statistics

Sessions by
Session primary channel group ...

SESSION PRIMARY CHAN...	SESSIONS
Organic Search	112K
Direct	63K
Organic Social	4.3K
Referral	3.6K
Unassigned	1.4K
Organic Shopping	405
Organic Video	404

View traffic acquisition →

Active users by Country



COUNTRY	ACTIVE USERS
India	87K
United States	7.7K
Germany	3.8K
United Kingdom	1.5K
Netherlands	1.4K
Bangladesh	1.2K
France	1.2K

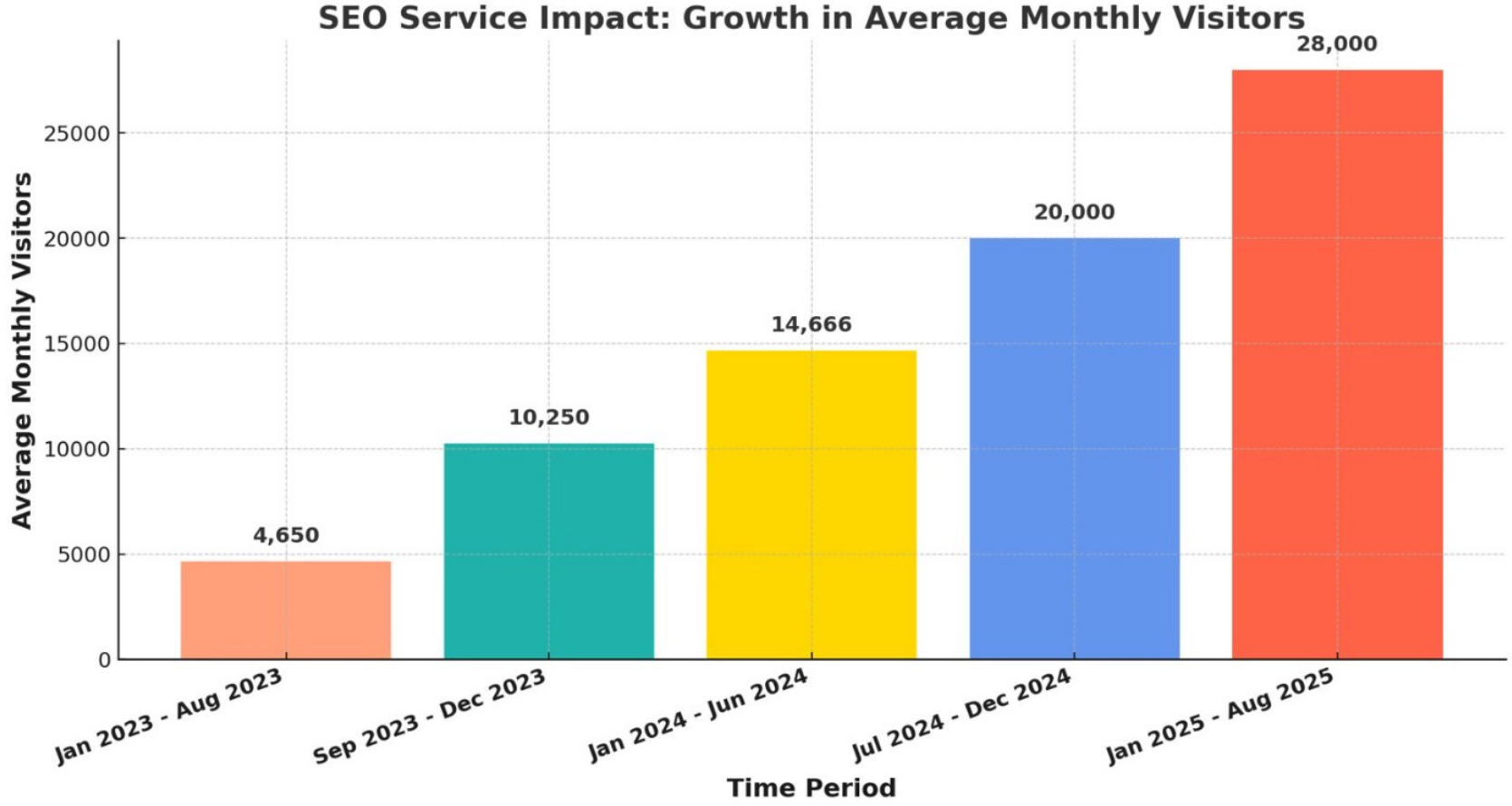
View countries →

Google organic search traffic: Landing page + query string

This year (Jan – Today) 1 Jan - 15 Sept 2025

	Landing page + query string	Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click-through-rate	Organic Google Search average position	Active users	Engaged sessions	E
	Total	261,489 100% of total	8,221,228 100% of total	3.18% Avg 0%	13.10 100% of total	60,634 100% of total	69,612 100% of total	
1	/	18,130 (6.93%)	237,319 (2.89%)	7.64%	17.17 (131.05%)	13,337 (22%)	14,409 (20.7%)	
2	/fogsi-calendar-of-events-2025/	16,923 (6.47%)	133,281 (1.62%)	12.7%	6.88 (52.5%)	9,530 (15.72%)	10,186 (14.63%)	
3	/membership/	6,031 (2.31%)	90,213 (1.1%)	6.69%	3.91 (29.86%)	2,512 (4.14%)	2,600 (3.73%)	
4	/training-program/	5,376 (2.06%)	121,504 (1.48%)	4.42%	10.84 (82.76%)	3,339 (5.51%)	3,406 (4.89%)	
5	/xxviii-aofog-congress-2024-busan-korea/	5,093 (1.95%)	36,983 (0.45%)	13.77%	2.77 (21.13%)	2,641 (4.36%)	719 (1.03%)	
6	/wp-content/uploads/2018/03/FOGSI-GCPR-March-2018-final.pdf	3,826 (1.46%)	28,955 (0.35%)	13.21%	15.14 (115.62%)	0 (0%)	0 (0%)	
7	/fogsi-icog-gcpr/	3,389 (1.3%)	44,488 (0.54%)	7.62%	6.76 (51.62%)	1,999 (3.3%)	2,331 (3.35%)	
8	/wp-content/uploads/2024/08/Binder_MTP-Upto-and-Beyond-24-Weeks-Gestation.pdf	3,076 (1.18%)	131,180 (1.6%)	2.34%	9.88 (75.4%)	0 (0%)	0 (0%)	
9	/events/	2,873 (1.1%)	108,797 (1.32%)	2.64%	7.68 (58.64%)	1,765 (2.91%)	1,615 (2.32%)	
10	/wp-content/uploads/committee-2020-activities/issue-3-consent-november-2019.pdf	2,777 (1.06%)	158,021 (1.92%)	1.76%	10.92 (83.38%)	0 (0%)	0 (0%)	

Website graph



Broadcast Tools

- SMS
- Email
- Whatsapp groups, chatbot
- Zoom

Broadcast tools – what do we use them for and how much do we use them?

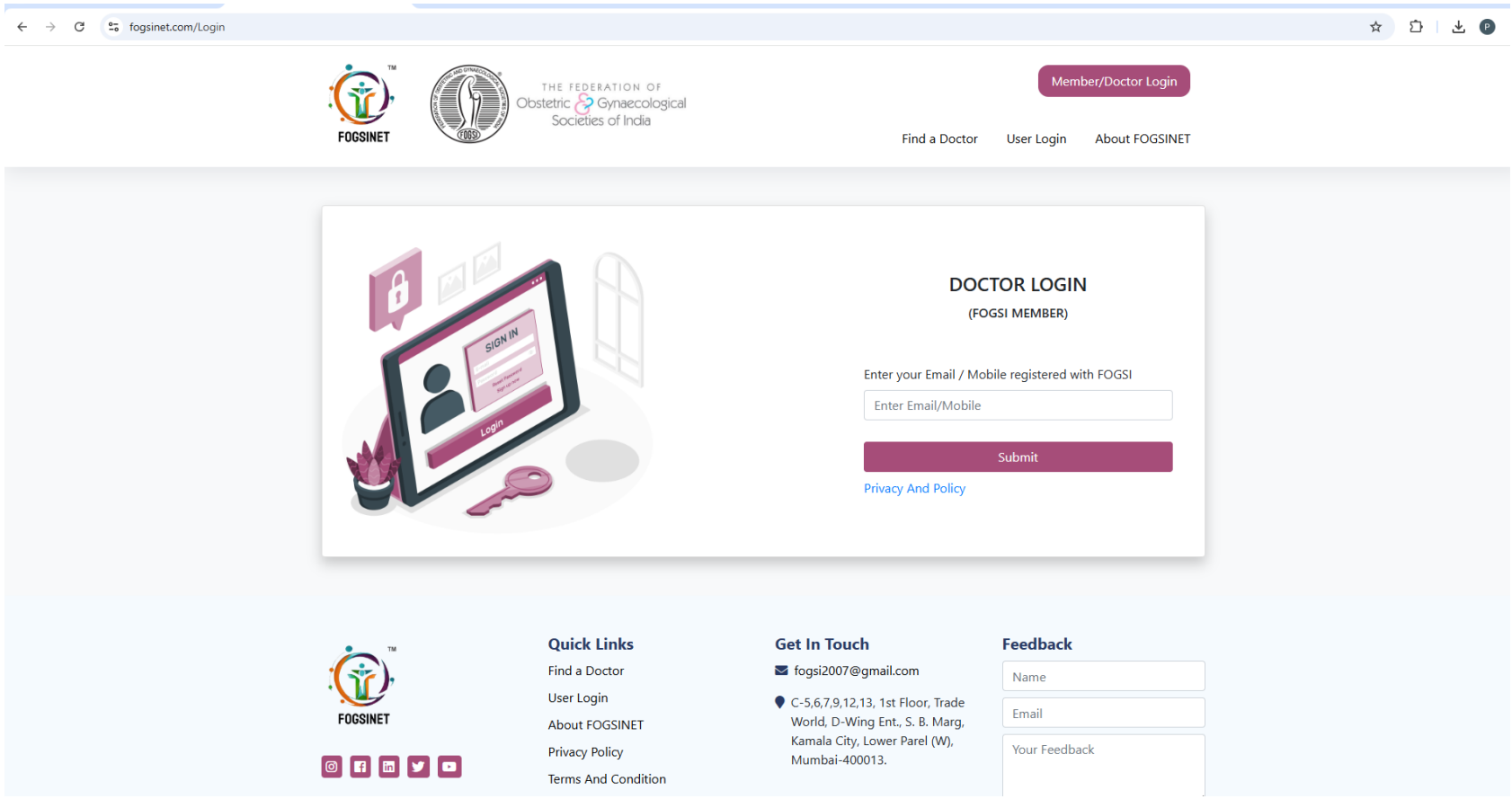
SMS	Emails	WhatsApp	Zoom
Official meetings (GBM, SGM, MCM) announcement and agenda, Conferences (AICOG, Presidential), Applications (to various posts at international bodies, for courses, prizes), Elections, Journal issue links, Audited abridged Balance Sheet	All this Plus Conference flyers, Committee programs, ICOG Courses and Events	3 Main WA groups Society Presidents (286) Society Secretaries (286) OB and MCM (129) Chatbot We are populating data and questions to make it more relevant and intuitive	100 participants plan and 500 participants addon
Jan – Sept : 27,52,684	Jan – Sept (119): FOGSI 73 & ICOG 46	Jan – Sept : 84 Messages	Jan – Sept : 160
Per SMS – INR. 7,000/- **(incl. GST) 160 characters**	Per e-mail – INR. 3,700/- **(incl. GST)**	Chatbot - Development cost – INR. 35,000/- + GST, server cost is pending (INR. 40,000/- + GST)	• Workplace Pro Monthly : INR 1,623.68 **(incl. GST)** • 500 Participants meeting Monthly : INR 5,192.00 **(incl. GST)**

Public Facing Initiatives

FOGSINET v/s Other Aggregators

Free of cost	Initial free trial followed by paid services with suspected malpractices
Randomized listing	Listing rank depends on fees paid
Subspecialty listing	No such official facility
It’s a FOGSI initiative!	These are not!

Make and activate your FOGSINET account now!



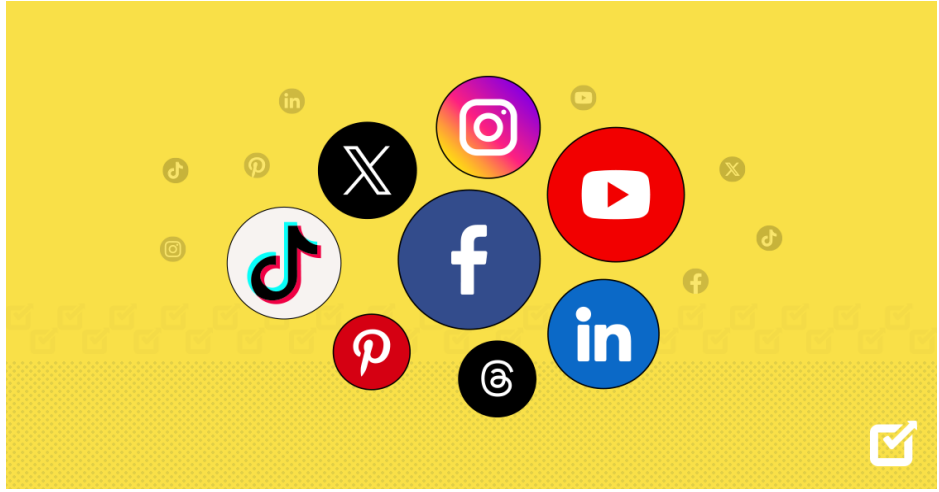
Narikaa

- Patient facing education and information in a simple non-jargon language
- No personal endorsements
- Free to use for all
- Approximately 150 short write-ups (less than 500 words), 150 videos (with FOGSI members and/or animations)
- Content vetted by FOGSIans

Digital Screens Initiative

- TV supplied free of cost to clinics who are interested and willing to install it
- Customized content + Narikaa content
- About 100 FOGSIans have signed up and 25 screens have been installed

Social Media



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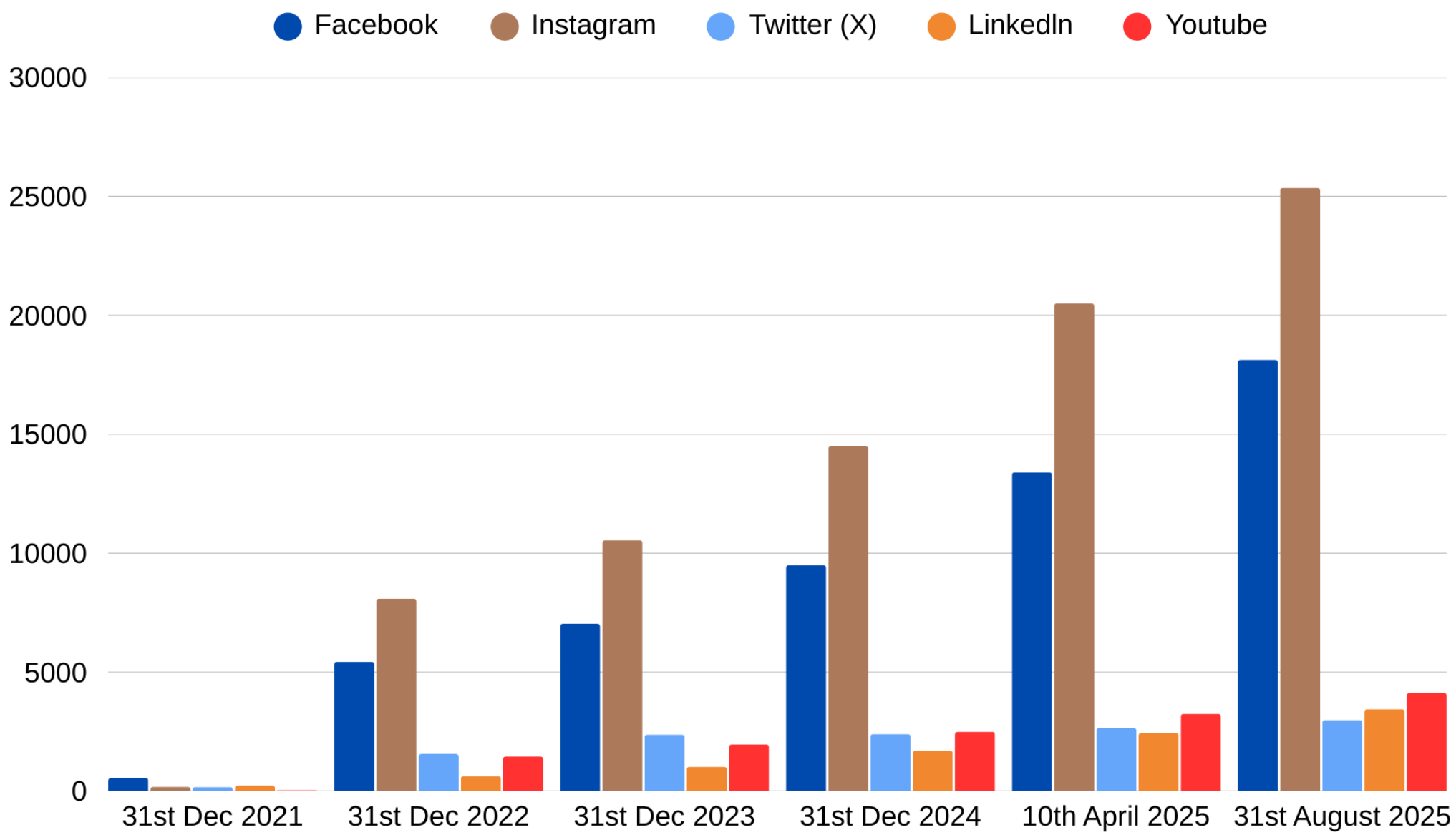
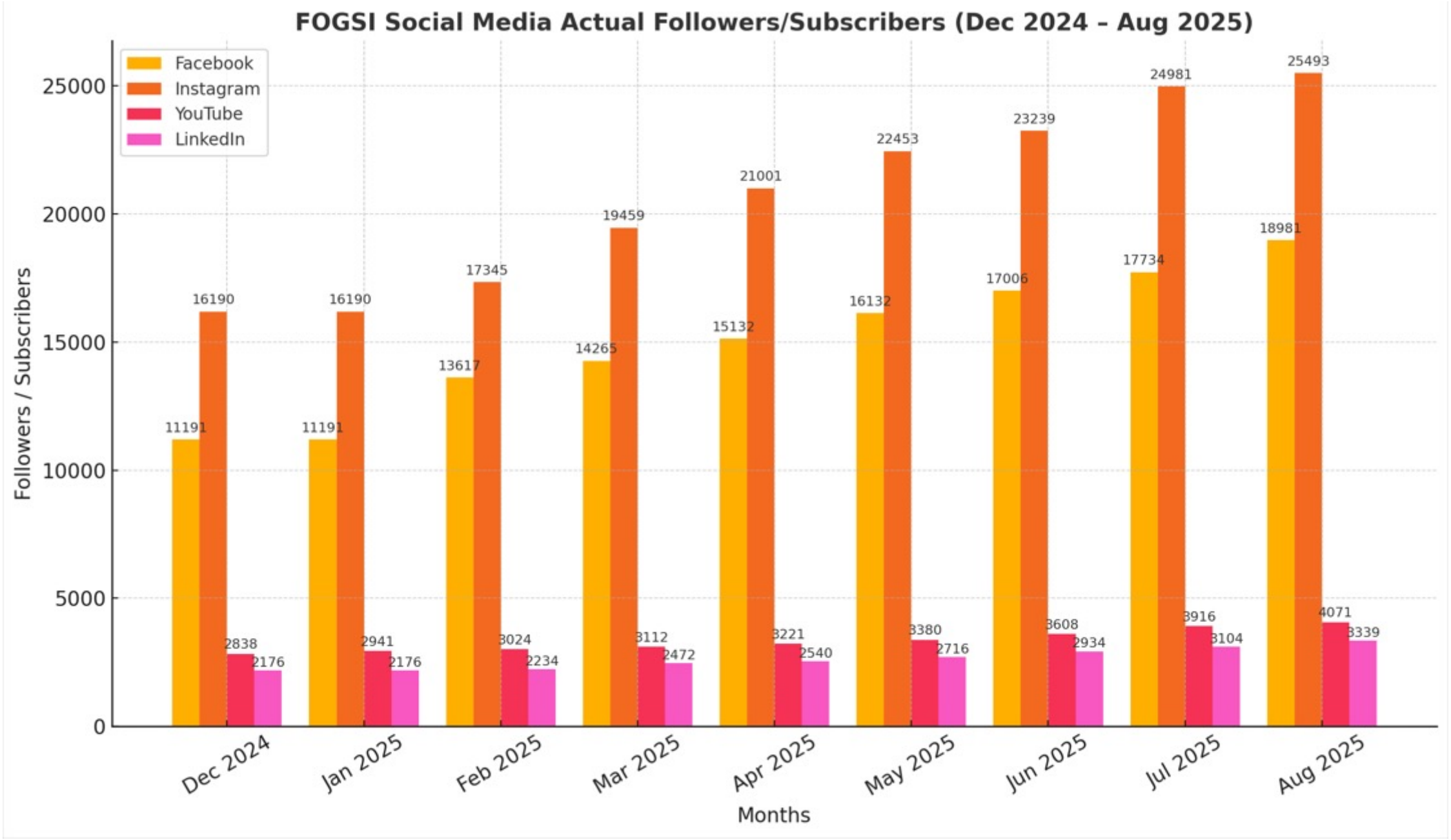
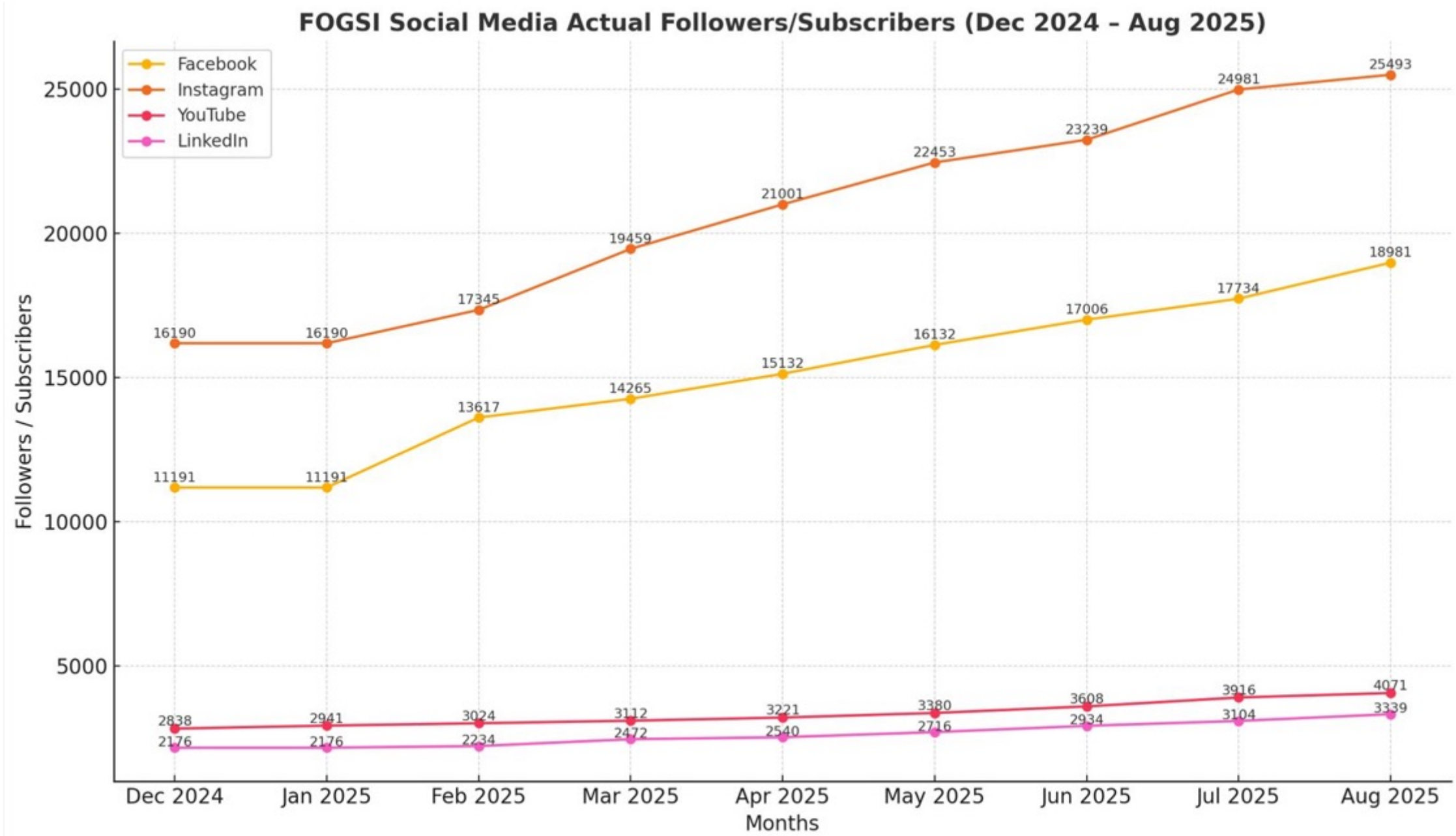



FOGSI Social Media Actual Followers/Subscribers (Dec 2024 – Aug 2025)
Facebook
Instagram
YouTube
LinkedIn
Followers / Subscribers
Months
0
5000
10000
15000
20000
25000
Dec 2024
Jan 2025
Feb 2025
Mar 2025
Apr 2025
May 2025
Jun 2025
Jul 2025
Aug 2025
11191
16190
2838
2176
11191
16190
2941
2176
13617
17345
3024
2234
14265
19459
3112
2472
15132
21001
3221
2540
16132
22453
3380
2716
17006
23239
3608
2934
17734
24981
3916
3104
18981
25493
4071
3339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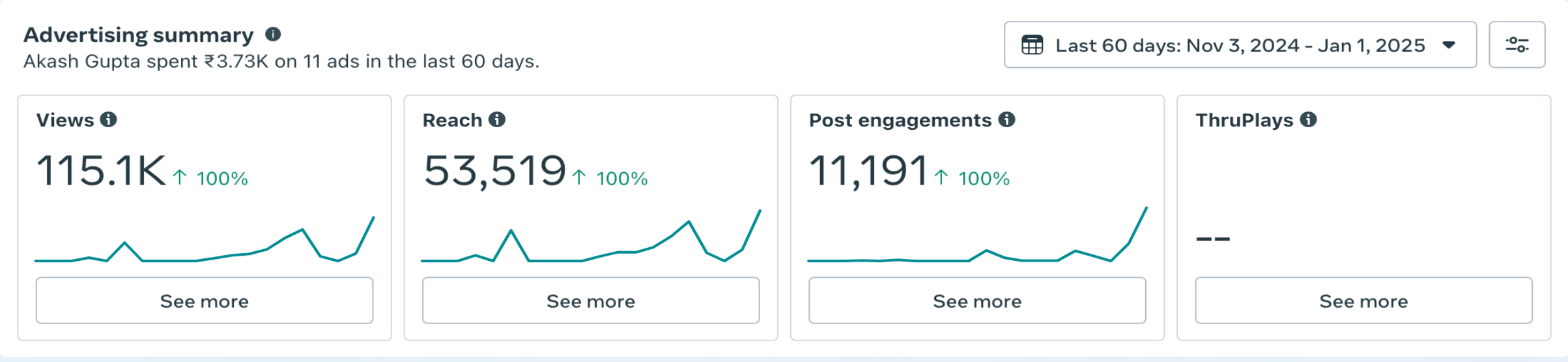
May 2025
Jun 2025
Jul 2025
Aug 2025
16190
16190
17345
19459
21001
22453
23239
24981
25493
11191
11191
13617
14265
15132
16132
17006
17734
18981
2838
2941
3024
3112
3221
3380
3608
3916
4071
2176
2176
2234
2472
2540
2716
2934
3104
3339

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.



Social Media Utilization

Presidential activities

General medical posts (awareness/education, commemorations)

We are low on engagement and advocacy

Way Forward

- Regular clean ups and updation of information on all the platforms
- Content generation
  - Blogs/Vlogs
  - Videos
  - Posts
- Revamp

Thank you

Office – Sangeeta, Kanchan

Team Akrotics, Prometheus, Celusion