

# **Report on IT initiatives**

**22-9-2023**

**April 2023 – September 2023**

**Dr. Suvarna Khadilkar**

**Deputy Secretary General, and In charge of website and  
IT initiatives, FOGSI**

President : Dr. Hrishikesh D. Pai





## Secretary General : Dr. Madhuri Patel





Dr. C. N. Purandare





## Website Committee:

- Dr. Hrishikesh Pai, President
- Dr. Madhuri Patel, Secretary General
- Dr. Suvarna Khadilkar, Deputy Secretary General And Website In Charge

## Advisors : IT Initiatives

- Dr. C. N. Purandare, 2009 – Mumbai
- Dr. Sanjay Gupte, 2010 – Pune
- Dr. P. C. Mahapatra, 2011 – Cuttack
- Dr. P. K. Shah, 2012 – Mumbai
- Dr. Hema Divakar, 2013 – Bangalore
- Dr. Suchitra Pandit, 2014 – Mumbai
- Dr. Prakash Trivedi, 2015 – Mumbai
- Dr. Alka Kriplani, 2016 – New Delhi
- Dr. Rishma Pai, 2017 – Mumbai
- Dr. Jaideep Malhotra, 2018 – U.P.
- Dr. Nandita Palshetkar, 2019 – Mumbai
- Dr. Nozer Sheriar, 2012-2014 – Secretary General, FOGSI – Mumbai

## Members : IT Initiatives

- Dr. S. Shantha Kumari, Immediate Past President
- Dr. Jaydeep Tank, President Elect
- Dr. Jaydeep Tank, Immediate Past Secretary General
- Dr. Manisha Takhtani, Joint Secretary
- Dr. Parikshit Tank, Treasurer
- Dr. Niranjan Chavan, Joint Treasurer
- Dr. Aswath Kumar, Vice President FOGSI, 2019
- Dr. Rohan Palshetkar, Web Coordinator

# FOGSI Websites

📌 <https://www.fogsi.org/>

📌 <https://member.fogsi.org/>

📌 <https://icogonline.org/>

📌 <https://jogi.co.in/> linked to

<https://www.springer.com/journal/13224>



# FOGSI Websites

 <https://www.fogsi.org>



# Websites linked to FOGSI Website

 <https://www.fogsi.org>



**ICOG and JOGI websites are managed by FOGSI**

# Home Page

<https://www.fogsi.org/>

➤ Important notification and upcoming events as Top running items

➤ Social Media Icons For Online Use



Facebook, Twitter X, You tube, Linked in, Google Business, WhatsApp

➤ Drop down menus Tabs : 9

➤ Banner for upcoming event :1

➤ Office Bearer's information : Messages, Activities, Videos, Reports

➤ TABs : 14

➤ Main Boxes – 6

➤ Running banners - 4

➤ Upcoming Events – 4

➤ About FOGSI, Quick Links, contact information and our location on google map





THE FEDERATION OF  
Obstetric & Gynaecological  
Societies of India

fogsi.org

- Home
- About FOGSI -
- FOGSI Website -
- Office Bearers -
- Committees
- Member Societies -
- Prizes And Awards -
- Archives
- Announcements -

Contact

## Results of the FOGSI Elections 2023 for Committee Chairs

[CLICK HERE](#)

The Federation of Obstetric and Gynaecological Societies of India



Dr. Hrishikesh D. Pai  
President



Dr. Jaydeep Tank  
President Elect



Dr. S. Shantha Kumari  
Imm. Past President



Dr. Madhuri Patel  
Secretary General



Dr. Suvarna Khadilkar  
Deputy Secretary General & In charge of website & IT initiative

- President Activities
- Elections
- ICOG
- JOGI
- Manyata
- Narika
- FOGSI Payment Gateway
- AICOG 2024
- AICOG 2023
- Social Security Scheme
- International - News
- Committee Activities 2022-2023
- Training Program
- Photogallery
- FOGSI'S Policy / Position / Advocacy Statements

- FOGSI Activities
- Publications & GCPR
- Membership
- Post Graduates
- Public Awareness
- Healthcare Workers

### FOGSI Mission & Vision

- The Federation of Obstetric and Gynecological Societies of India (FOGSI) supports and protects the interests of practitioners of Obstetrics and Gynecology in India.
- FOGSI encourages dissemination of knowledge and education as well as research in the field of Obstetrics and Gynecology in India.
- FOGSI works to pilot and promote preventive and therapeutic services related to health care of women and children.
- FOGSI also serves to advocate the cause of reproductive and sexual health and rights.
- FOGSI considers the reduction of maternal mortality in India as its primary mission.

[Know more..](#)



[Read more](#)

#### Vital Tumor Meeting

#### AICOG 2024 Registration

#### Updates in Obst. USG

#### Gynae-Oncology Conf.

YOU CAN CALL ON 022-24951654 | 24951648 | 24948032 | 24948048

#### ABOUT FOGSI

The Federation of Obstetric and Gynaecological Societies of India (FOGSI) is the professional organization representing

#### QUICK LINKS

- Home >>
- FOGSI Activities >>
- Publications & GCPR >>

#### CONTACT INFO

The Federation of Obstetric and Gynaecological Societies of India  
C-5,6,7,9,12,13, 1st Floor, Trade World,

#### OUR LOCATION





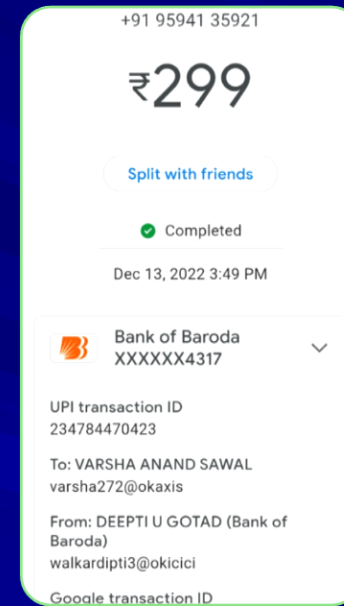
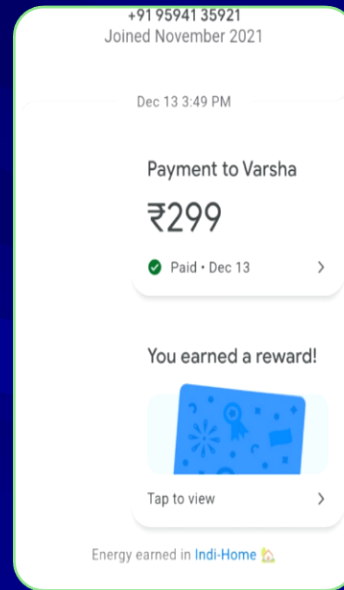
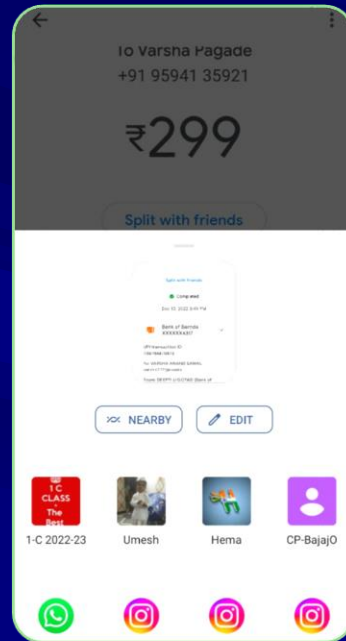


<https://member.fogsi.org>

- For Updating Of Data and E – Voting
- For Online payment portal – FOGSI - Training fees  
ICOG fellowship fees  
FOGSI – Indemnity fees  
FOGSI – Social Security Scheme  
**COVID 19 Contribution Fund**  
FOGSI – Society Fees  
FOGSI – FMF India Online USG Course

# SSS payment through QR code for DFC

Dear Members, Requesting all to please use Paytm, Google Pay, PhonePe and provide us the UPI Number ( a bank-verified phone number identifier of your UPI ID ) on link - [wa.me/918976735079](https://wa.me/918976735079) for our record.





# APPLICATIONS

**SSS Online Enrollment App has been further upgraded – Please note new email id exclusively for SSS: [sss@fogsi.org](mailto:sss@fogsi.org)**

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

❖ **There are few updates in this system now:** Online payment options are created

**i.e. NEFT / CHEQUE / GATEWAY**

❖ **If FOGSI has not yet approved your new enrollment following may be the reasons :**

- a) He/She should be an active member of FOGSI for not less than three consecutive years at the time of joining the scheme. If the member is already fulfilling this criteria then please contact to FOGSI office for rectification.
- b) Once FOGSI Office approves the application form, then the payment link auto generated and will be sent to the member via email on their registered email id or mobile number
- c) Mandatory Nominee 1 and Nominee 2 details required.
- d) Please click on it and make the payment, payment options are available i.e. NEFT / CHEQUE / GATEWAY

# APPLICATIONS :

- ❖ Accounts App (NPO) / Tally Prime Gold 3.0
- ❖ NPO app is more safe and secure but it may be replaced by Tally Prime Gold 3.0
- ❖ Software Tally Prime Gold Release 3.0 will ensure that our books are always accurate - from GST returns to reconciliation.
- ❖ We have already installed it in 3 Machines.

New app similar to practo

**FOGSINET**

*(PROPOSED NAME)*

**FOGSI NETWORK SITE + APP**



# What is FOGSINET

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

# How will FOGSI members get onboarded

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

# How will Customer / Patients find a doctor

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



# Other sections

- Doctors / Members can update their profile
- Members Doctor can upload videos
- The Admin can add various Add and Sponsorships from the backend
- Admin to have following reports
  - Active Doctors
  - Inactive Doctors
  - Manage Advertisement
  - Appointment request



# **8976735079 WhatsApp Group Account**

## **Performing very well**

❖ **WhatsApp Group Account : Already set up this account for official information from FOGSI head office. This List of President and Secretaries has Been Updated On 31st of every month as Per The Information Received From The Societies.**

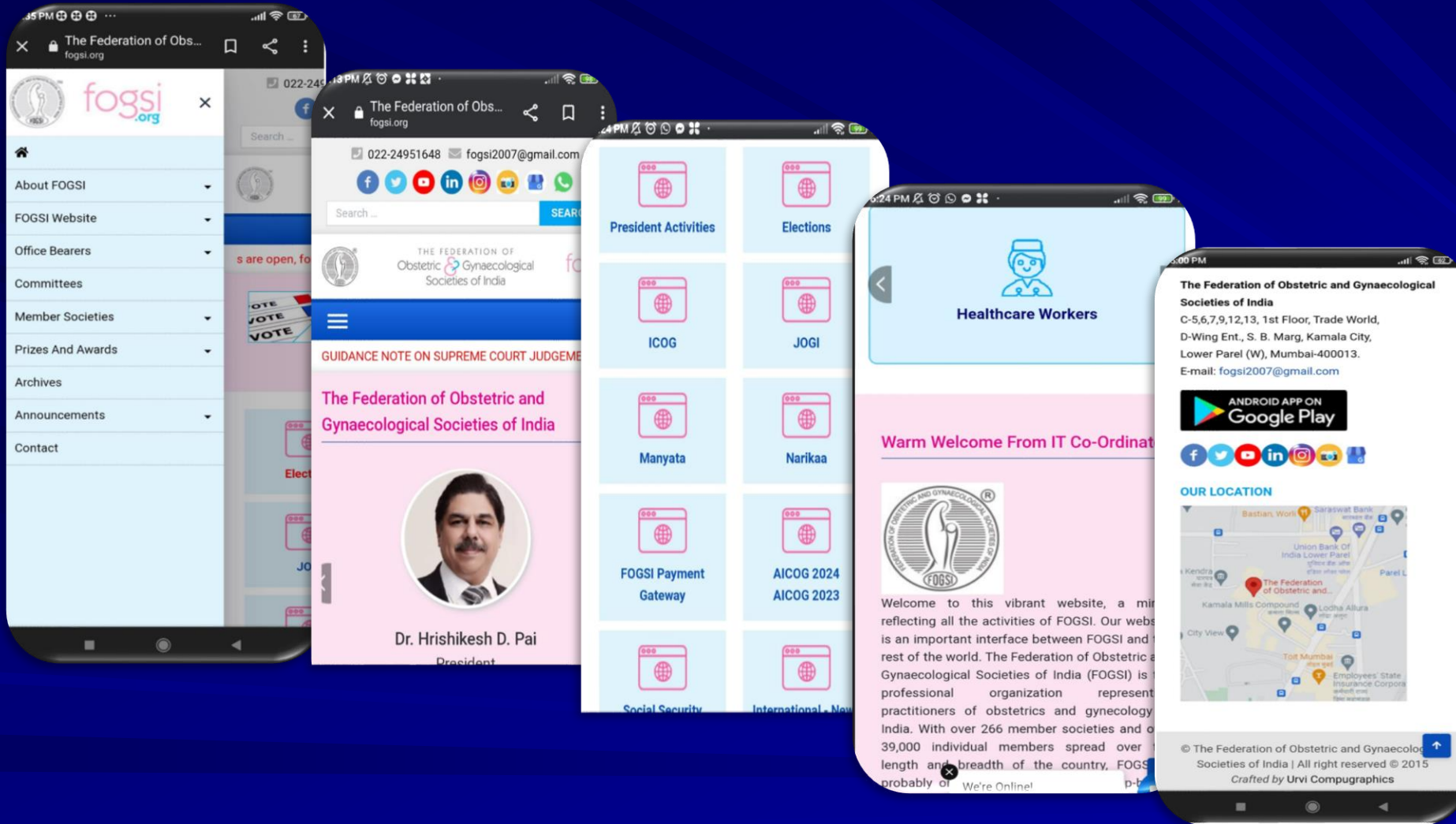
**: FOGSI Memb Societies Pres. - 266 societies**

**: FOGSI Memb Societies Secr. - 266 societies**

**: FOGSI OB & MCM – 129 nos.**

**Many doctors are requesting to post flyers, messages, announcements of upcoming events on these groups. (Agenda of MCM & AGM, Letters to Govt. authorities, ICOG programs, Monthly webinar series, Committee webinars, National Maternal Health Workshop, Nari Swasthya Janandolan Yatra and many more)**

# Website mobile interface





# Network upgradation in office

- **WE ARE HAPPY TO ANNOUNCE THE OPENING OF THE NEWLY RENOVATED 2<sup>ND</sup> FLOOR OFFICE PREMISES OF FOGSI !!!!!!!**
- **The second floor premise: It is under cc tv surveillance, we have installed 4 Access points, 4 network boosters. New set up of Audio visual system and monthly plan of TATA line for Internet Broad Band with speed of 100 Mbps (1:8) are purchased.**
- **The first floor premise :** We have switched over to higher plan of Reliance JIO -50 MBPS 1:1 Internet Lease Line ( ILL ) Commercial speed from September'2021.
- We are having 5 Access points in office
- We are having 5 Mobile network boosters of airtel and reliance jio each are provided by trade world society.
- Reliance Jio network is in process and will activate soon.

# Zoom platform owned by office

In past 12 months 71 meetings have been hosted on this virtual platform and many are in queue

## Capacity of Zoom platform – annual upgrade

- FOGSI 's subscription enables us for unlimited meetings (one meeting at a time) for 30 hours duration per meeting, and webinars for 500 participants with no time limit.
- Office bearer meetings, ICOG meetings, Journal editorial board meetings, and most meetings.
- From April'2023 we have upgraded our plan yearly basis as below:
- 100 participants Webinar & add on 500 participants for large meetings.

## FOGSI SMS Policy (Short Message Service)

- ❖ AICOG now has more no of allotted SMS per year.(from 20 increased to 30)
- ❖ It was decided that no individuals to be named in the SMS's.
- ❖ Only emails of the conference.

## Maximum 200 SMS per second

<u>MONTH</u>	<u>2022</u>	<u>2023</u>
April	1,22,420	3,06,680
May	3,61,230	3,45,012
June	6,88,943	4,13,597
July	2,92,264	3,00,791
August	72,698	3,32,974
September	2,23,443	84,536
<u>Total</u>	17,60,998.00	17,83,590.00

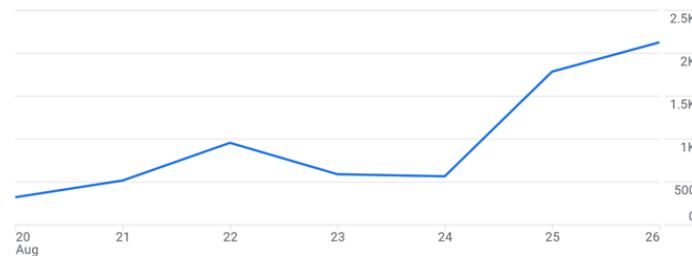


# Google Analytics : 20<sup>th</sup> Aug – 26<sup>th</sup> Aug

All Users [Add comparison +](#)

## Acquisition overview

Users **6.2K** New users **4.9K**



New users by First user default channel group

FIRST USER DEFAULT CHA...	NEW USERS
Direct	2.9K
Organic Search	1.8K
Referral	208
Organic Social	12

[View user acquisition →](#)

Sessions by Session default channel group

SESSION DEFAULT CHANN...	SESSIONS
Direct	4.7K
Organic Search	3.6K
Referral	523
Organic Social	17
Unassigned	17

[View traffic acquisition →](#)

# Google Analytics : 10<sup>th</sup> Sep – 16<sup>th</sup> Sep

All Users [Add comparison +](#)

## Acquisition overview

Users **3.1K** New users **2.4K**



New users by First user default channel group

FIRST USER DEFAULT CHA...	NEW USERS
Organic Search	1.6K
Direct	637
Referral	176
Organic Social	11
Unassigned	2

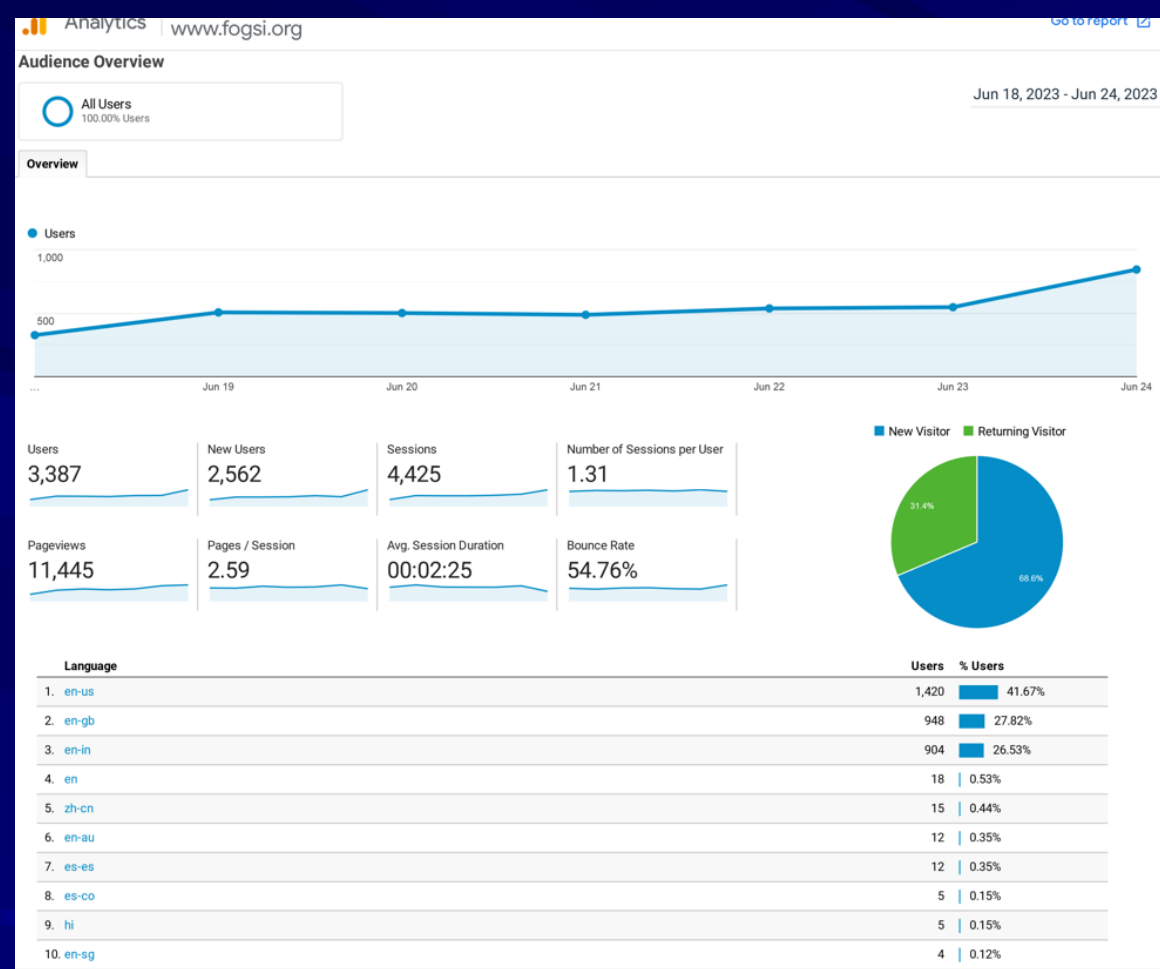
[View user acquisition →](#)

Sessions by Session default channel group

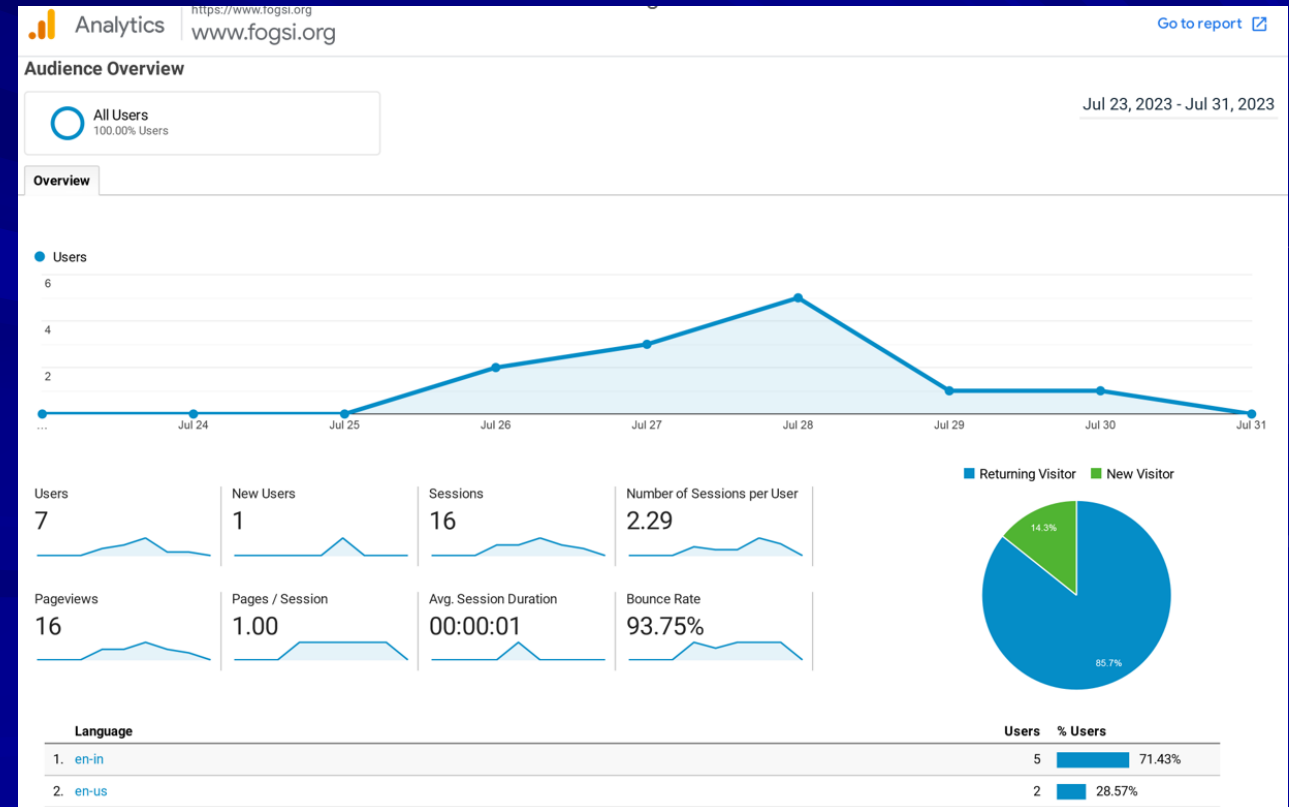
SESSION DEFAULT CHANN...	SESSIONS
Organic Search	2.9K
Direct	1.1K
Referral	385
Unassigned	203
Organic Social	11
Organic Video	1

[View traffic acquisition →](#)

# Google Analytics : 18<sup>th</sup> June to 24<sup>th</sup> June

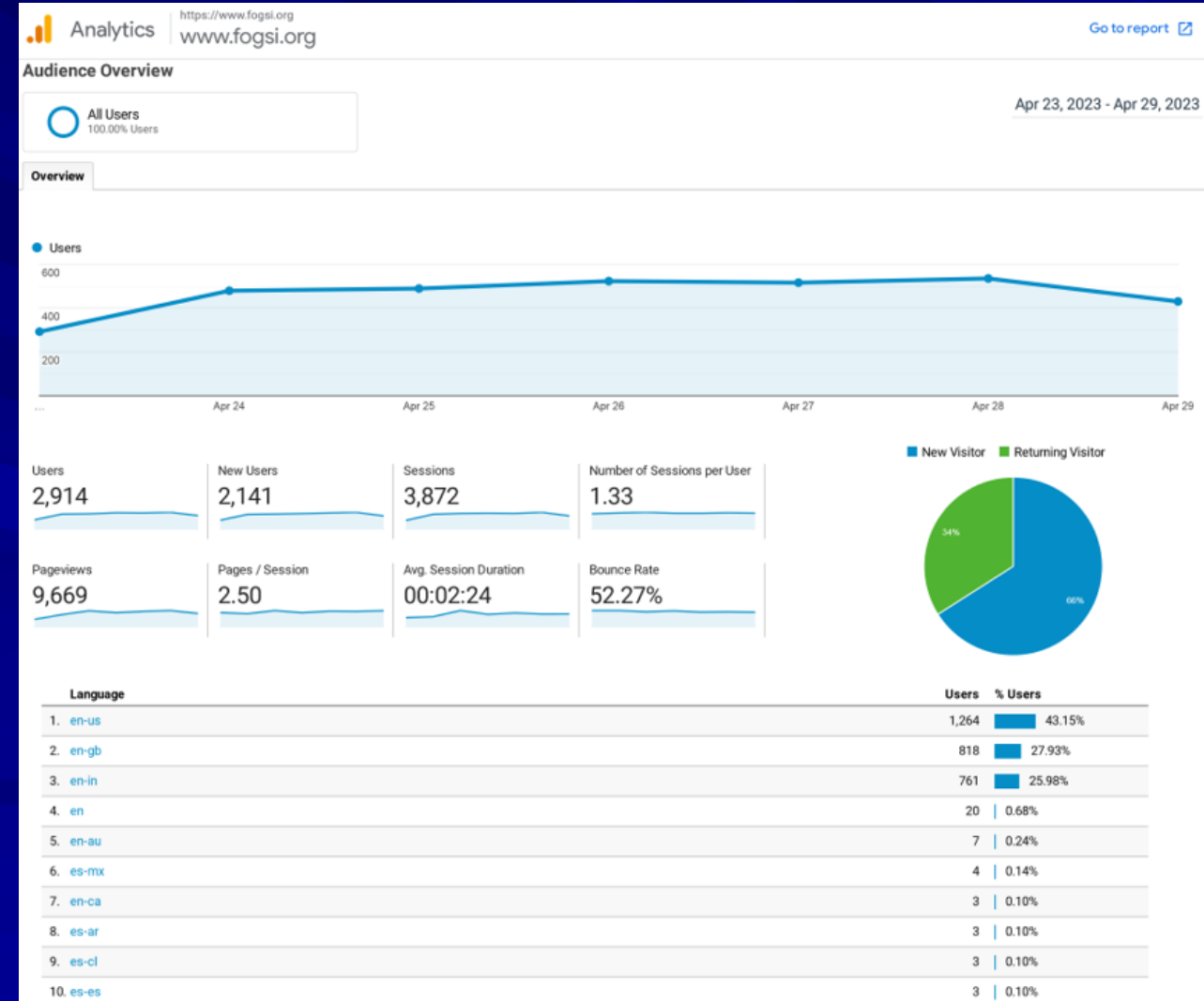
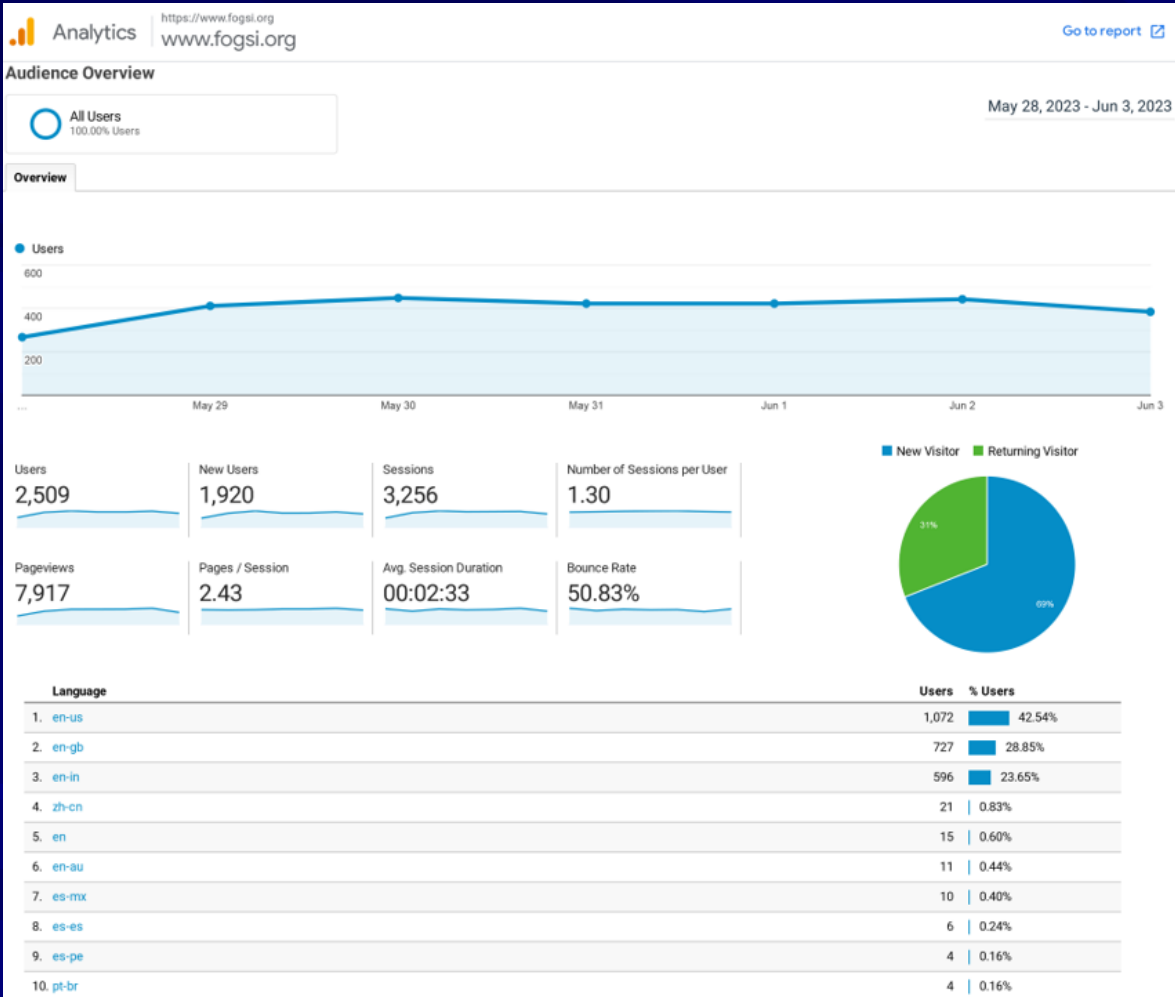


# Google Analytics : 23<sup>rd</sup> July to 31<sup>st</sup> July



# Google Analytics : 28<sup>th</sup> May to 3<sup>rd</sup> June

# Google Analytics : 23<sup>rd</sup> Apr to 29<sup>th</sup> Apr



- ❖ Please contact FOGSI office Sangeeta/ Kanchan/ myself for any query on phone /email.
- ❖ If you do not find your name as President/Secretary on Website after clicking on refreshing button then contact us.
- ❖ Presidents/Secretaries list will be updated on every first day of the month after we receive the information from Presidents/Secretaries of Member bodies.
- ❖ **Suggestions are welcome**





# Social Media Report

September 2023



**AKROTICS**  
DIGITAL SOLUTIONS

## 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 Report April to September 2023 Our social media official Id: @fogsiofficial





Channel started on 15<sup>th</sup> Oct 2021



**FOGSI**  
@fogsiofficial

698

Total Impressions

5,35,773

Organic Reach

100%

Community Size on September 2023

4,435 Page Likes



**FOGSI**  
@fogsiofficial

698

2,67,34

100%

7,150 Followers



**FOGSI**  
@fogsiofficial

698

1,57,450

100%

1,810 Followers



**FOGSI**  
@fogsiofficial

169

37,000 + Views

100%

1,750 Subscribers



**FOGSI**  
@fogsiofficial

698

74,478

100%

920 Followers



Guide to  
**Facebook Metrics**

[facebook.com/fogsiofficial](https://www.facebook.com/fogsiofficial)



Guide to  
**Instagram Metrics**

[instagram.com/fogsiofficial/](https://www.instagram.com/fogsiofficial/)



Guide to  
**Twitter X Metrics**

[twitter.com/fogsiofficial](https://twitter.com/fogsiofficial)



Guide to  
**YouTube Metrics**

[youtube.com/fogsiofficial](https://www.youtube.com/fogsiofficial)



Guide to  
**LinkedIn Metrics**

<https://bit.ly/3CTYFCg>



QR code / link for social media – please put this scan code so that you can like FOGSI posts.



FOGSI logo: FEDERAL ASSOCIATION OF OBSTETRIC AND GYNAECOLOGICAL SOCIETIES OF INDIA

**SCAN ME! >>>**

**FOLLOW US ON FACEBOOK**

**FOLLOW US ON INSTAGRAM**

**Ask FOGSI**

Get information about **FOGSI** in just one touch at your convenience.

**Scan To Get Started**

**SCAN HERE!**

FOGSI logo: FEDERAL ASSOCIATION OF OBSTETRIC AND GYNAECOLOGICAL SOCIETIES OF INDIA

**FOLLOW US ON YOUTUBE**

**FOLLOW US ON TWITTER**

**FOLLOW US ON LINKEDIN**

**SCAN HERE!**

# Summary

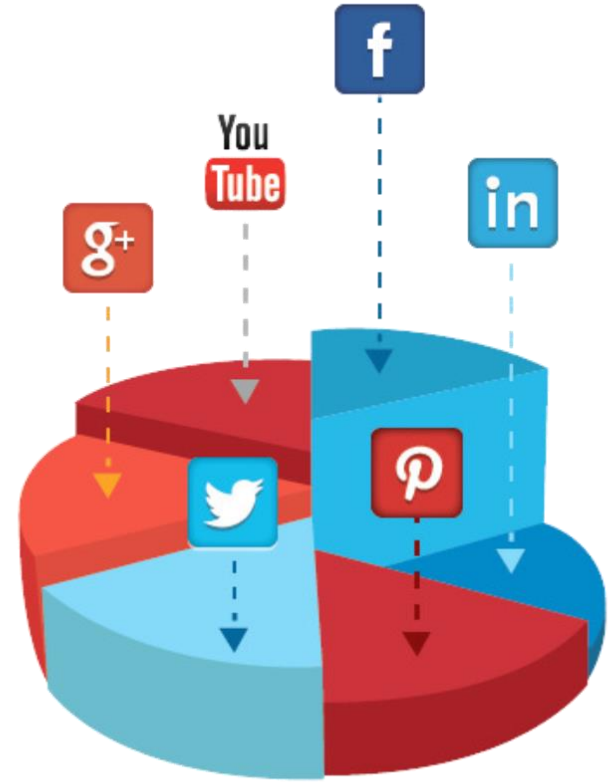
**Sharing the social media report for FOGSI till now. We've made good progress and are seeing some good results right now. We're on the path to reaching our goals shortly. Everything is looking great!**

## Report of activities till September 2023

- Posting of new information, contact details and other relevant information on FOGSI's Google Business page.
- Managing All Social Media Accounts like Facebook, Instagram, Twitter X, LinkedIn & YouTube Account.
- Akrotics team has been creating the content for the same.
- Akrotics has been Forwarding questions asked on google business to FOGSI team.
- The hygiene of FOGSI's social profiles is taken care of.
- All event information is being shared on all social media accounts of FOGSI.
- ICOG and many other webinar videos are now being uploaded to the FOGSI YouTube channel.
- Retweet posts from credible accounts in which the FOGSI handle is mentioned.
- All Narikaa Videos for public education are being uploaded on our YouTube channel.

# FOGSI

Profile Analytics



# Annual Reach 2022-2023 comparison

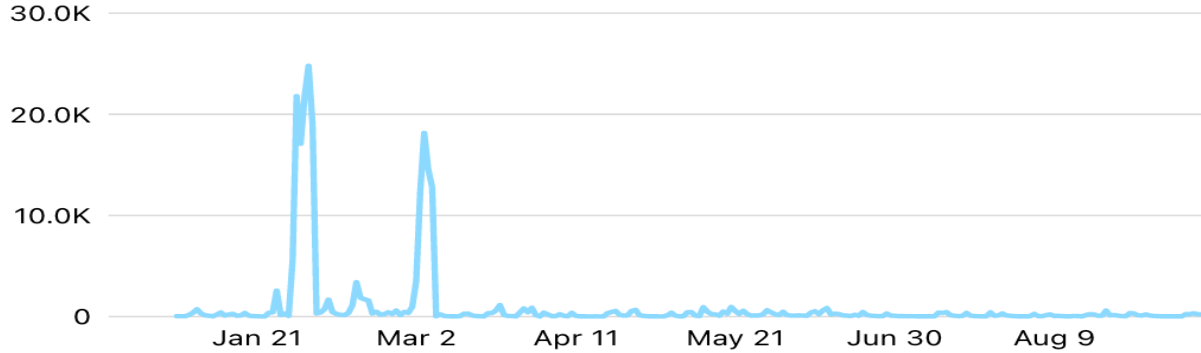


## Reach

Export

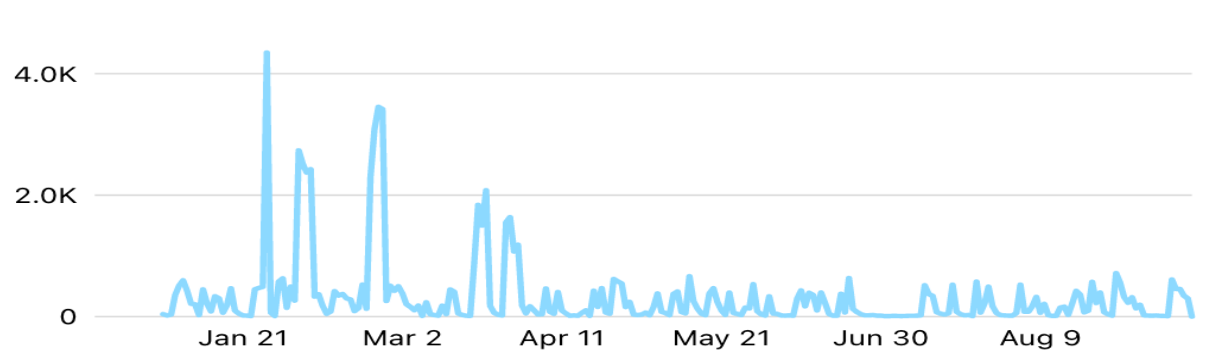
Facebook reach ⓘ

180,233 ↑ 182.9%



Instagram reach ⓘ

32,520 ↓ 10.1%

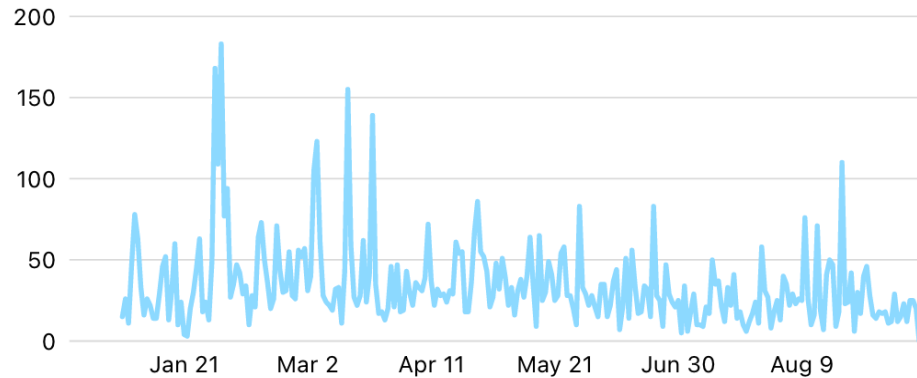


## Page and profile visits

Export

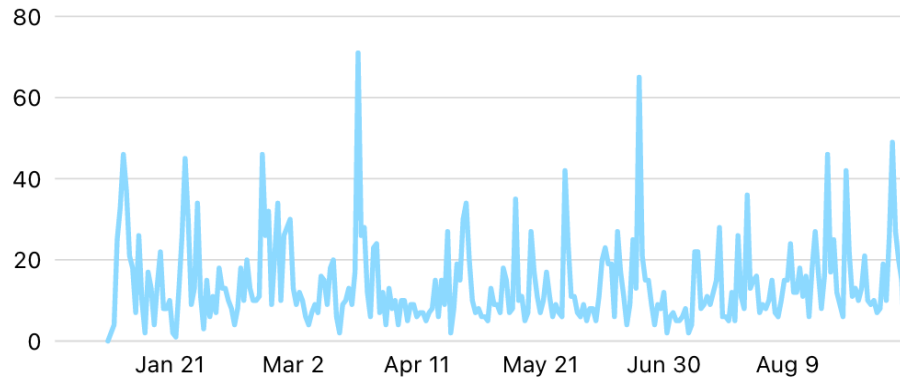
Facebook visits ⓘ

8,916 ↑ 89.1%



Instagram profile visits ⓘ

3,639 ↓ 37.4%





# Paid Marketing Statistics



## Ad trends

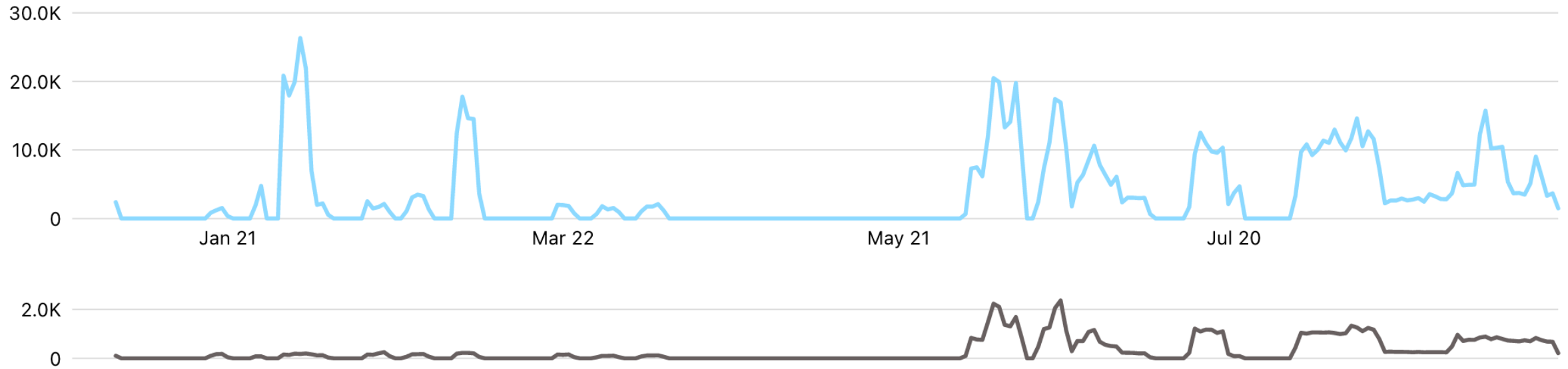
Export

Paid reach ⓘ

536,773 ↑ 308.8%

Paid impressions ⓘ

1,050,486 ↑ 566%



# Comparison

(Paid Post vs Non – Paid Post)



## Upcoming AICOG 2024 Post with Paid Marketing

Federation of Obstetric and Gynaecological Societies of India - FOGSI  
March 1 · 🌐

The 66th AICOG 2024 would be held in Hyderabad, early bird registration is open now!  
[AICOG 2024, HYDERABAD](#)  
Register Now - <https://aicog2024.com/registration.php>  
For more information - [www.aicog2024.com](http://www.aicog2024.com)... See more

**Early Bird REGISTRATION is Now Open**

**Dr Hrishikesh D Pal**  
President FOGSI

**Dr Jaydeep Tank**  
President Elect FOGSI

**Prof S Shantha Kumari**  
Member FOGSI  
Inam, Past President FOGSI  
Organising Chairperson

**Dr Madhuri Patel**  
Secretary General FOGSI

**Dr Vinodhya T**  
Organising Secretary

**Dr Aruna Suman B**  
Organising Secretary

meety aicog2024.com

AICOG2024.COM  
AICOG 2024 | Conference of All India Congress of Obstetrics and Gynaecology 2024 Hyderabad Seminar Presentation Obs ...

See insights

Sign up

Boost again

### Post Insights

Boosted on Mar 2, 2023  
Status: Completed · Boosted by: Akash Gupta  
Budget: ₹900.00 lifetime · Duration: 5 days

Post reach ⓘ	Post Engagement ⓘ
60,736	858

Keep boosting to grow your audience.  
Federation of Obstetric and Gynaecological Societies of India - FOGSI could reach 1977 more people for every ₹640 you spend.  
[Learn More about reach estimates](#)

Boost again



## Upcoming AICOG 2024 Post Stats without Paid Marketing

Federation of Obstetric and Gynaecological Societies of India - FOGSI

of India - FOGSI

#FOGSI #Figo #FOGSIAN #registration #Hyderabad #RegisterNow #WelcomeAll #ICOG

meety aicog2024.com

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

6d · 🌐

66th AICOG 2024 would be held in Hyderabad from 6th to 10th Jan, Last date for early bird registration is 30th June 2023.  
Register Now - <http://surl.li/gavek>  
For more information - <http://aicog2024.com>  
#FOGSI #Figo #FOGSIAN #registration #Hyderabad #RegisterNow #WelcomeAll #ICOG #shanthakumarisekaran #jaydeeptank #Hrishikeshpai

5 1 comment 1 share

Like Comment Share

### Reach ⓘ

Total

**662**

Organic  
Paid

662 (100%)  
0 (0%)

### Engagements ⓘ

Reactions

**6**

Comments  
Shares

1  
1

### Negative interactions ⓘ


Total

**0**

Unique

0

View details



**We have applied for Facebook and Instagram  
Verification Badge (✓) and its in process.**

**This will indicate**

**The verified badge also helps protect from  
account impersonation.**



# FOGSI

Federation of Obstetric and  
Gynaecological Societies of India

# twitter



Edit profile

**FOGSI**

@fogsiofficial

Official handle of the Federation of Obstetric and Gynaecological Society of India.  
Represents over 38000 O&Gs in the country working towards women's health.

Medical & Health India [fogsiofficial.org](https://fogsiofficial.org) Joined September 2018

122 Following 1,807 Followers

Our FOGSI  
**Twitter** X Page is  
now officially  
**Verified!**

# Tweet activity

📅 Dec 1, 2022 – Mar 1, 2023 ▾

📄 Export data ▾

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



2.0K

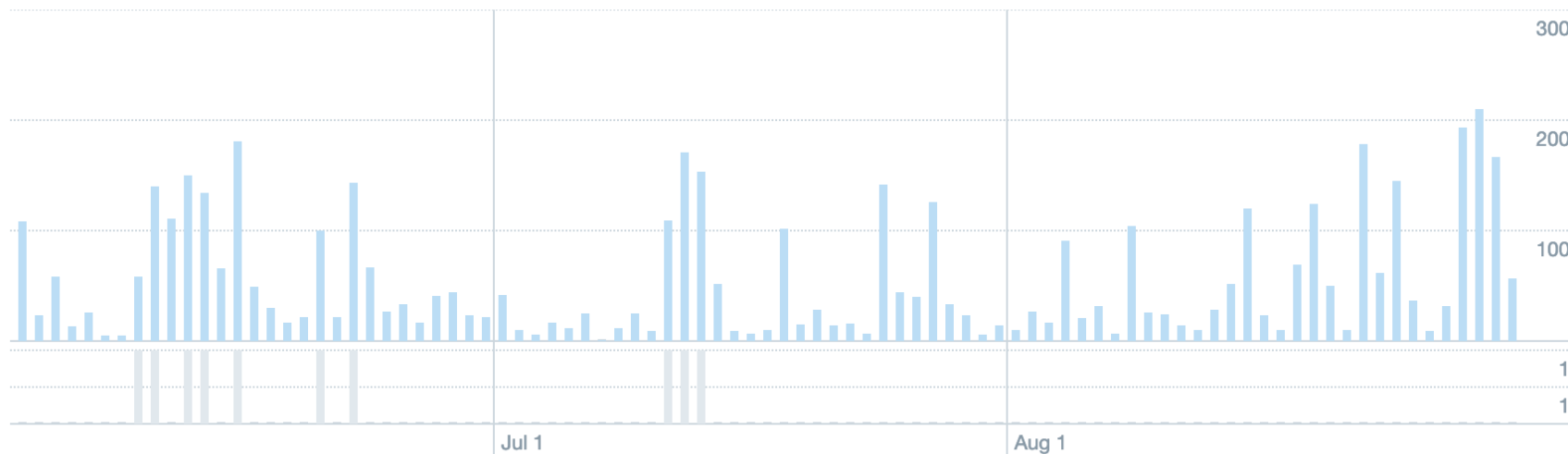
1.0K

## YOUR TWEETS

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



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



300

200

100

1

1

Apr'23 – June'23

## YOUR TWEETS

During this 91 day period, you earned **55 impressions** per day.

# FOGSI



Federation of Obstetric and  
Gynaecological Societies of India



## Federation of Obstetric and Gynaecological Societies of India - FOGSI

FOGSI is the professional organization representing practitioners of obstetrics and gynecology in India.

Hospitals and Health Care · Mumbai, Maharashtra · 920 followers · 16 employees

## Visitor highlights ?

**1,825**  
Page views

**620**  
Unique visitors

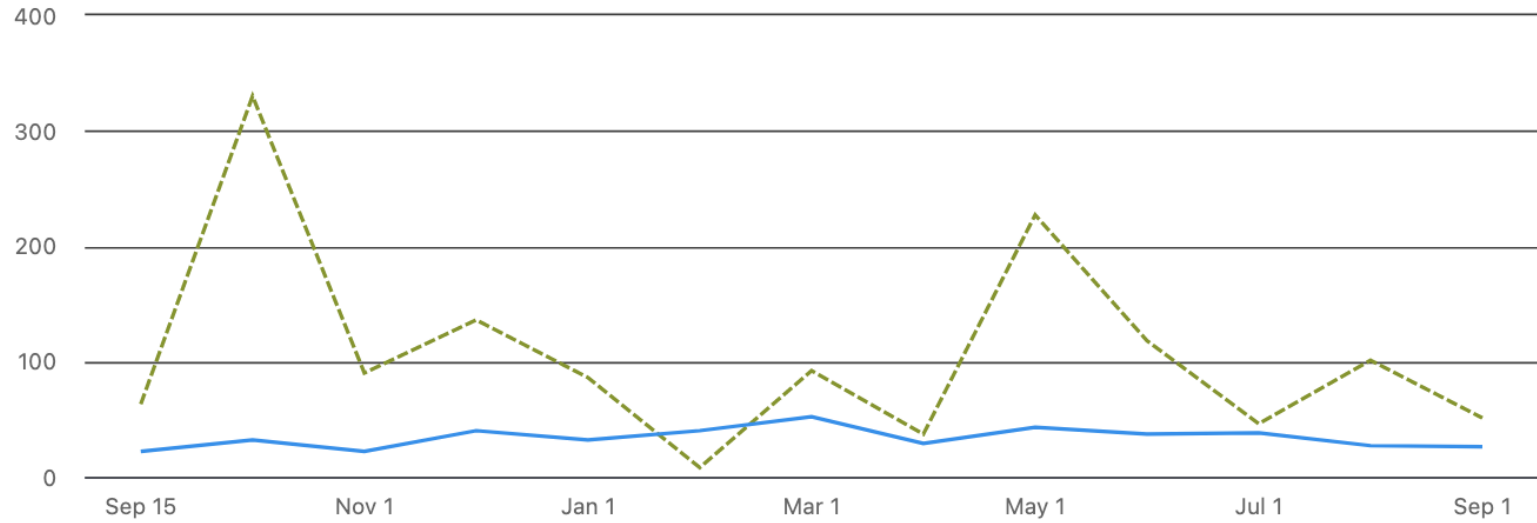
**15**  
Custom button clicks

## Visitor metrics ?

Page views ▼

All pages ▼

All filters



Desktop

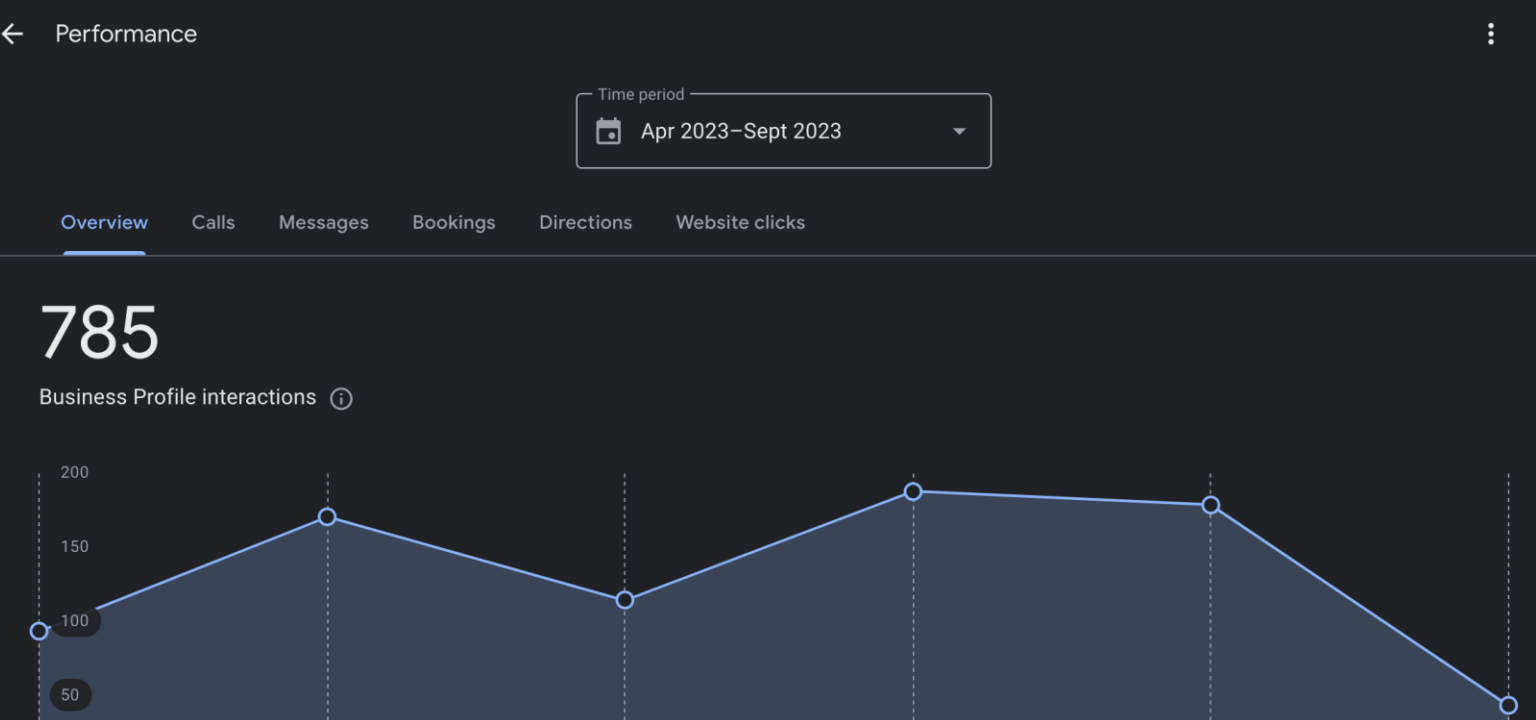
440

Mobile

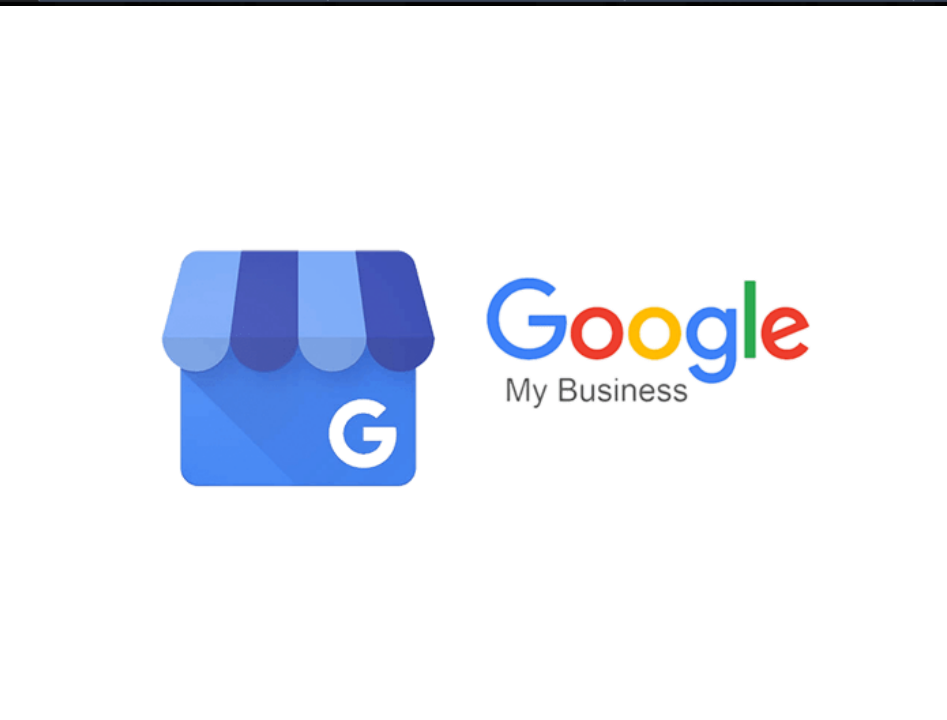
1,385

LinkedIn<sup>®</sup>





Google  
My Business



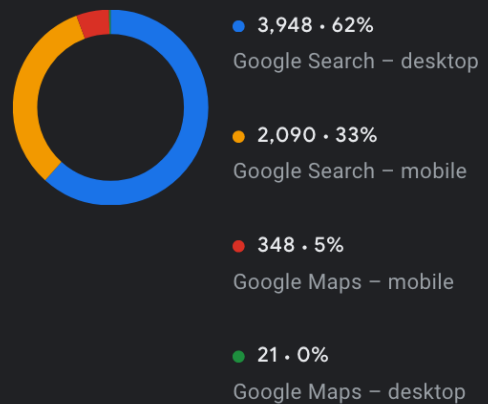
Google  
My Business

# 6,407

👁 People viewed your Business Profile

### Platform and device breakdown

Platform and devices that people used to find your profile



# 3,494

🔍 Searches showed your Business Profile in the search results

### Searches breakdown

Search terms that showed your Business Profile in the search results

Search Term	Count
1. fogsi	3,175
2. the federation of obstetric and gynecological societie...	120
3. fogsi office	108
4. federation of obstetric and gynaecological societies of...	54
5. the federation of obstetric and gynecological societies ...	37

# FOGSI

Federation of Obstetric and  
Gynaecological Societies of India



## FOGSI

@fogsiofficial 1.7K subscribers 169 videos

The Federation of Obstetric and Gynaecological Societies of India (FOGSI) ... >

[fogsi.org](https://fogsi.org) and 4 more links

Customise channel

Manage videos

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



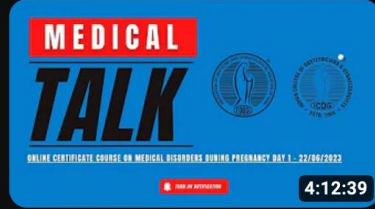
FOGSI Symposium  
48 views · 4 days ago



FOGSI President - Dr. Hrishikesh Pai  
Addressing on Expert Symposium  
556 views · 4 days ago



ONLINE CERTIFICATE COURSE ON  
MEDICAL DISORDERS DURING...  
263 views · 2 months ago



ONLINE CERTIFICATE COURSE ON  
MEDICAL DISORDERS DURING...  
203 views · 2 months ago



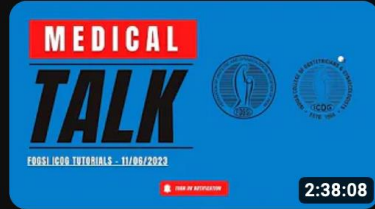
FOGSI ICOG Masterclass - 16/06/23  
75 views · 2 months ago



Sankalp Webinar for Family  
Planning - 14/06/2023  
84 views · 2 months ago



FOGSI ICOG Journal Club -  
13/06/2023  
59 views · 2 months ago



FOGSI ICOG Tutorials - 11/06/2023  
80 views · 2 months ago

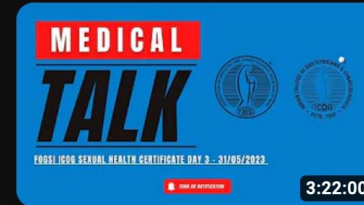
Till Sept'23 we have uploaded 169 videos with the view count of 37000 + (last year – 10000)



FOGSI ICOG Guru Mantra - 10/06/23  
45 views · 2 months ago



FOGSI ICOG Web Series Research  
Methodology - 02/06/2023  
30 views · 2 months ago



FOGSI ICOG Sexual Health  
Certificate Day 3 - 31/05/2023  
18 views · 2 months ago



FOGSI ICOG Sexual Health  
Certificate Day 2 - 30/05/2023  
20 views · 2 months ago



FOGSI ICOG Sexual Health  
Certificate Day 1 - 29/05/2023  
19 views · 2 months ago



FOGSI ICOG Chai Par Charcha -  
24/05/2023  
40 views · 2 months ago



FOGSI ICOG Tutorials - 14/05/2023  
73 views · 2 months ago



FOGSI ICOG Guru Mantra -  
18/05/2023  
47 views · 2 months ago

# Narikaa Video Posted on FOGSI YouTube Channel



**IRREGULAR MENSTRUATION CYCLE**

**FOGSI AWARENESS**

FOGSI  
Public

10 videos 3 views Last updated on 20 Jun 2023

Play all Shuffle

No description

Sort

- Periods - Irregular, Heavy, Painful**  
FOGSI • 82 views • 8 months ago  
2:55
- Do you experience frequent vaginal discharge? | Vaginal Discharge | FOGSI**  
FOGSI • 59 views • 7 months ago  
2:23
- FOGSI STRIVES FOR CANCER MUKHT BHARAT**  
FOGSI • 172 views • 6 months ago  
19:40
- URINARY PAIN AND BURNING | FOGSI**  
FOGSI • 62 views • 6 months ago  
2:20
- Preconceptional Health | FOGSI**  
FOGSI • 78 views • 6 months ago  
1:27

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

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

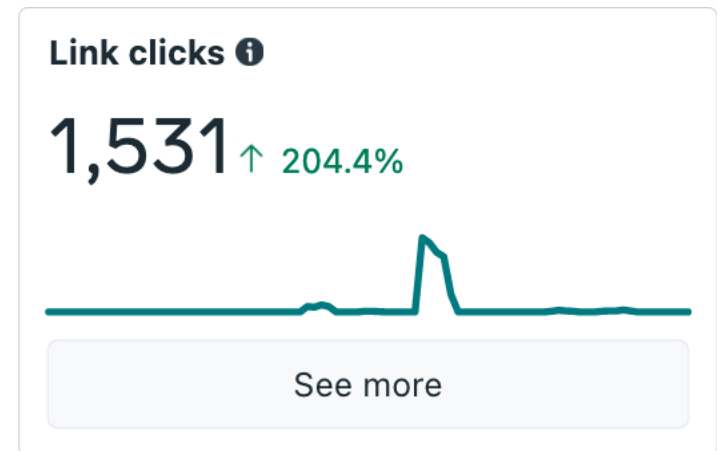
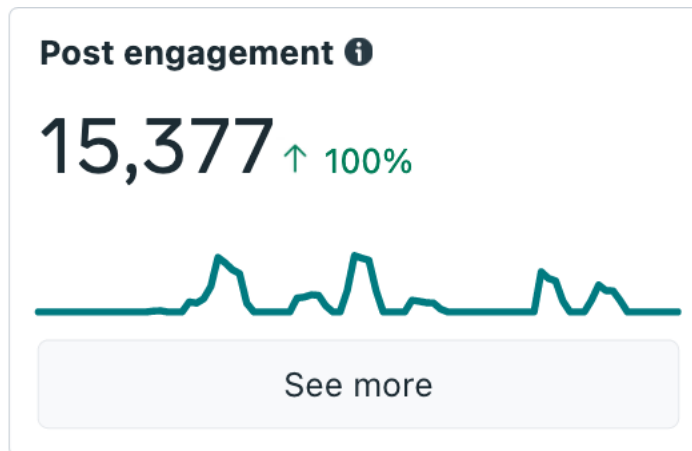
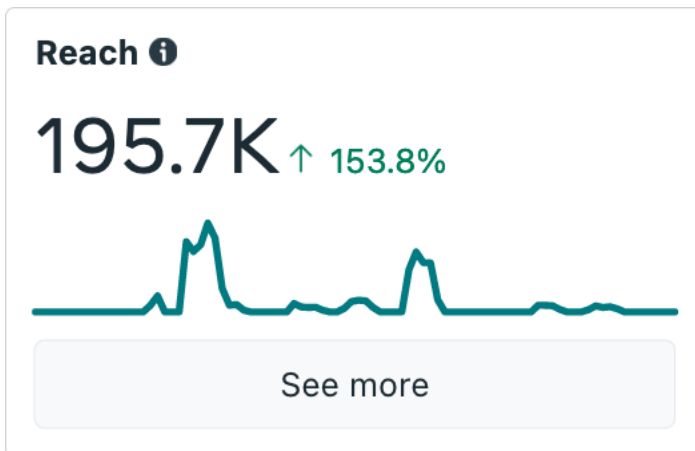




# Ads Analytics



- FOGSI has approved an Rs. 10,000 paid marketing budget for Facebook and Instagram to agency in Dec 2022.
- Agency have spent Rs. 9,350 to boost AICOG Event to get more registration and Narikaa Video for Public Awareness till March 2023
- FOGSI in future will promote such awareness post like Narikaa, Women Issues, Women Healthcare Awareness, AICOG 2024 etc. to reach the masses.





[www.fogsi.org](http://www.fogsi.org)





FOGSI

**NEW IT INITIATIVE**

**WHATSAPP CHATBOT & SEO**

A WhatsApp chatbot is an automated computer program designed to provide automatic responses to messages sent via WhatsApp.

&

SEO is the process of optimizing online content to boost website visibility in search engine results, increasing organic traffic and user engagement.

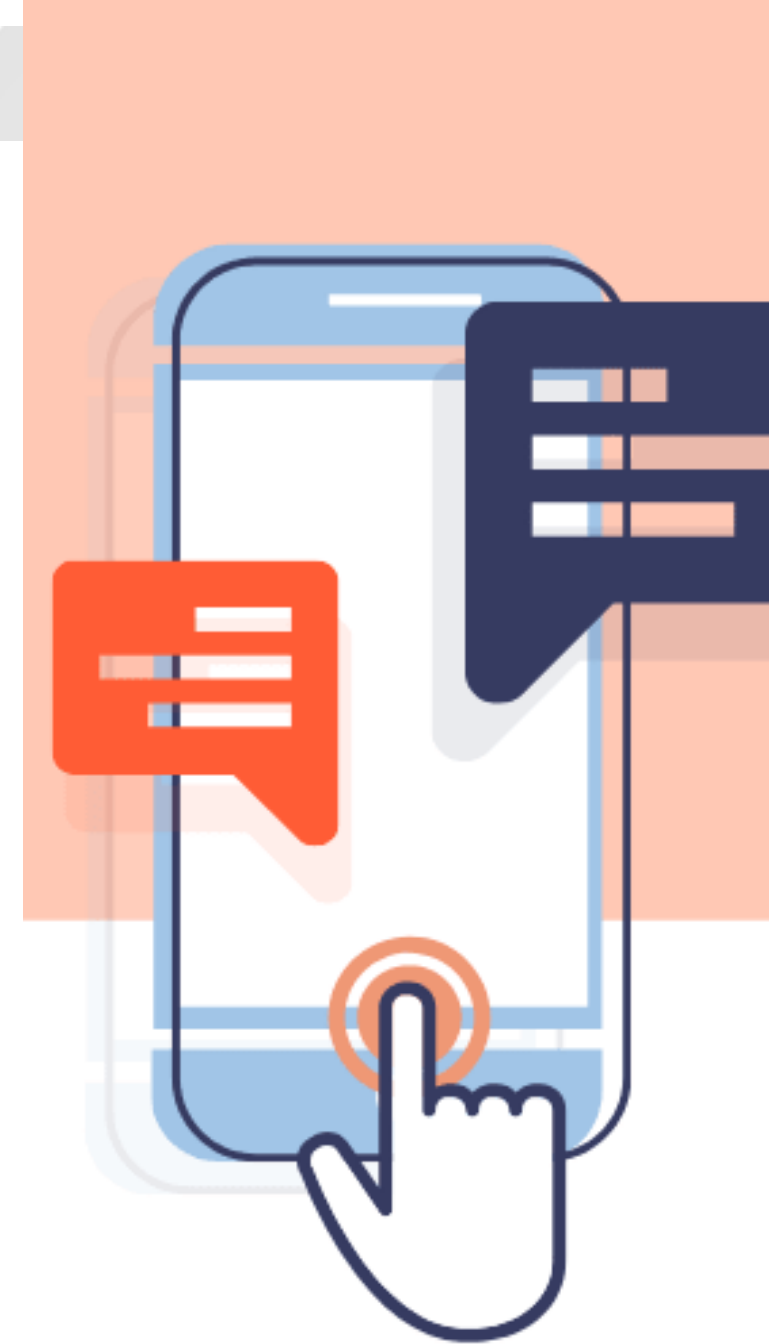


## About CHATBOT

- WhatsApp bots work 24/7 and can have multiple conversations with different persons, at the same time. They are often used to automatically answer questions and provide information about a company.

### Why WhatsApp Chatbot?

1. Save time and money on customer service
2. Reply in seconds, instead of days
3. 24/7 available, everywhere
4. Messenger apps (like WhatsApp) become more popular
5. People are open to using chatbots
6. We have the capability to update OR modify the WhatsApp chatbot by incorporating new questions and answers that frequently arise among our members.







Ask FOGSI



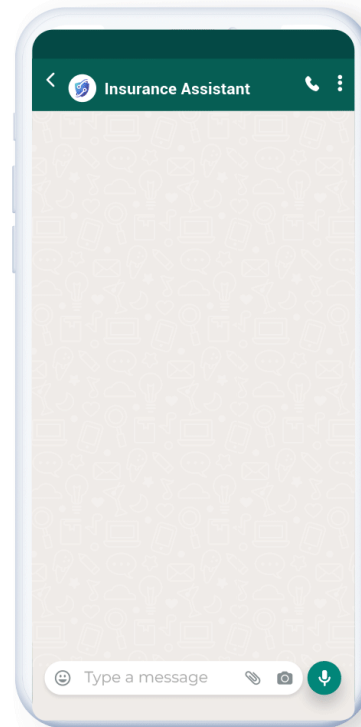
Get information about **FOGSI** in just one touch at your convenience.

**Scan To Get Started**

Or

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

**+91 7863057046**



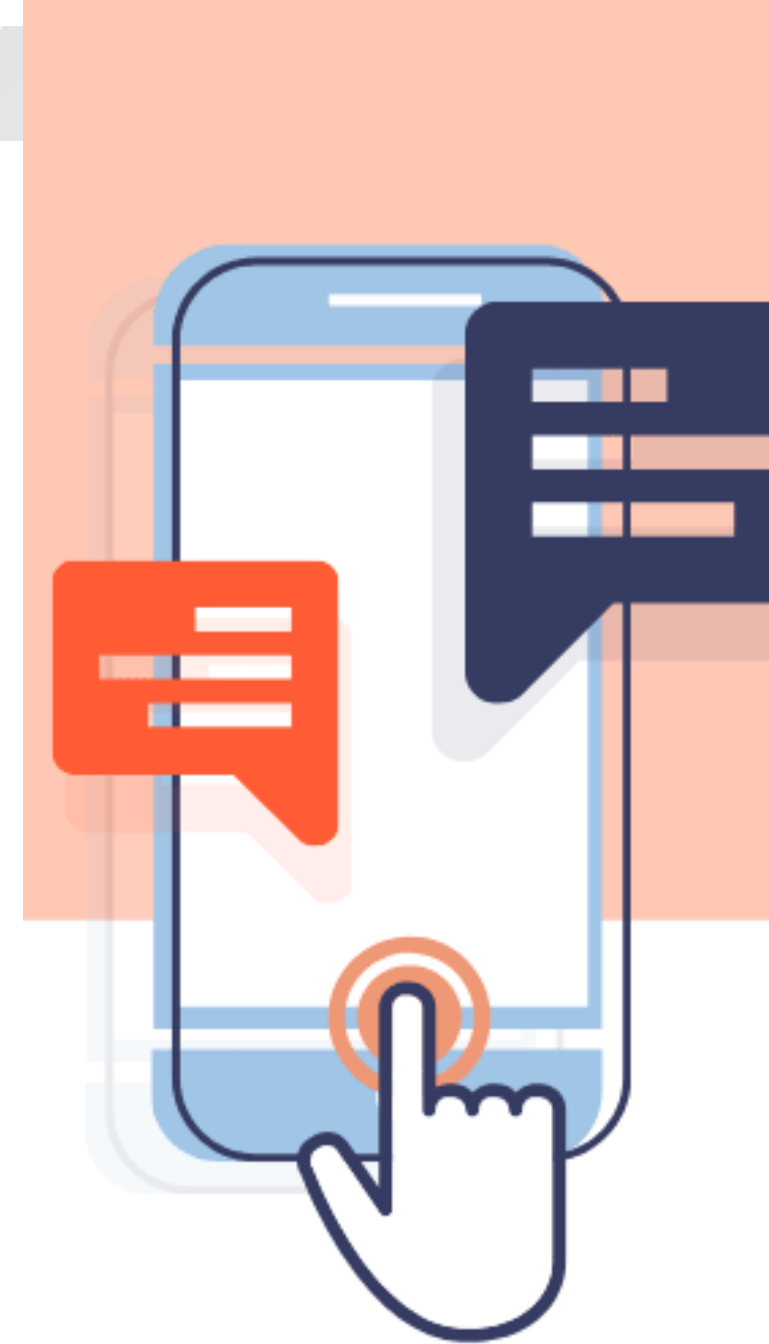
# process

## 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.



# 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.- FOGSI can use SEO to ensure that its educational and informational resources are easily discoverable online. This can help disseminate knowledge and best practices in the field of obstetrics and gynecology.
- SEO involves optimizing website structure and content, which can lead to a better user experience.
- Higher search engine rankings can enhance FOGSI's credibility and reputation within the medical community and among the public, as top-ranking websites are often perceived as more trustworthy.

# Current Progress of SEO

- The agency has completed an audit report for the FOGSI website, and both Akrotics and URVI agencies are collaboratively addressing identified issues in a phased approach.
- Creating accounts to oversee website traffic and performance, then seamlessly integrating them with the website. (Google Tag manager, Google search console and Google Analytics to measure the website performance- we are using this to search highest ranking keywords on Google and accordingly we plan our campaign.)
- We anticipate that our website will be fully optimized and load quickly on all devices within the next three months.
- Presently, we are conducting a Google Ads paid campaign utilizing commonly used keywords to rank on 1<sup>st</sup> page of Google.

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

## **Acknowledgements:**

- 👤 Efforts from all the past office bearers have helped the FOGSI website to be beautifully constructed with all wealth of information.**
- 👤 Mr. Trivedi, Mr. Sanjay Gole from Urvi and our team especially Mrs Kanchan and Miss Sangeeta are doing the great job.**
- 👤 Mr. Akash Gupta and his team Akrotics are doing a great job and they are asset to our society. They ensure not only timely posting but also the hygiene of the social media. They don't allow any crap to be posted there and immediately they notify her.**



■ (online presentation)

■ [www.fogsi.org](http://www.fogsi.org)



# THANK YOU

**FOLLOW US**  
ON OUR SOCIAL NETWORKS



**/fogsiofficial**