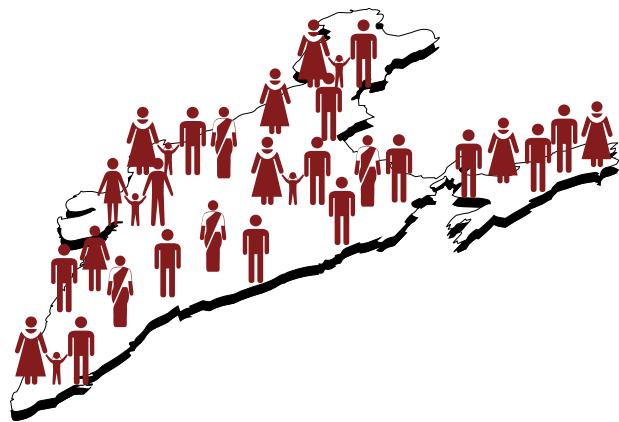






*"I have always believed that no real social change can occur in any society unless women are educated, self-reliant and respected. A woman is the critical fulcrum of family and community prosperity."*

JRD Tata



Population Foundation of India (PFI) is a national-level NGO that works for a healthy India. It does so by contributing to the formulation and implementation of gender-sensitive population, health and development policies, strategies and programmes. PFI was founded in 1970 by a group of socially committed industrialists under the leadership of JRD Tata and Bharat Ram. PFI is guided by an eminent governing board and advisory council comprising renowned professionals from the civil society, government and private sector. They bring in expertise in the fields of health, education, governance, advocacy, communication, law, and policy and strategy formulation.

The thrust of PFI's work on population issues today focuses on shifting the current thinking and programmes on family planning to empowering people, especially women, to take decisions regarding their health, fertility and well-being. Women's

empowerment, gender equity and equality, quality of care, informed and expanded contraceptive choices, and the sexual and reproductive health needs of young people both in rural and urban settings are PFI's priority areas. Though women, adolescents and children are PFI's primary target groups, it sees male involvement and engagement with community leaders and institutions as an integral component of its work.

PFI works closely with the Ministry of Health and Family Welfare to promote family planning and reproductive rights. Since 2005, PFI has been the Secretariat of the Advisory Group on Community Action constituted by the Ministry to provide technical support and guidance on the community action component of the National Health Mission. PFI provided technical support to the ministry and state governments on the roll out and scale up of the National Urban Health Mission.



Policy advocacy informed by empirical evidence is the cornerstone of PFI's work. Over the years, we have advocated for a number of issues related to family planning, reproductive and child health, and adolescent, sexual and reproductive health. Our advocacy efforts focus on enhancing knowledge and stimulating the interest of policy makers, the media and the private sector on rights-based and gender sensitive health and population policies and programmes at the national and state levels. This includes advocacy to improve service provision, expand the basket of choice for contraceptives, enhance budget allocation for family planning, improve quality of care and facilitate effective implementation of programmes. Our work enables families, particularly women and socially disadvantaged groups, to assume control of decisions regarding their health.

PFI functions as a think tank, using its research findings and field experiences to build strong partnerships. To give an example, PFI led a team of

organisations in November 2014 for investigating the conditions at sterilisation camps in Bilaspur, Chattisgarh in which 16 women lost their lives. The landmark report – Robbed of Choice and Dignity – Indian Women Dead after Mass Sterilisation details what went wrong at the camps and what can be done to see such a situation does not happen ever again. The recommendations have been widely shared by the MoHFW with the states resulting in enhancing quality and choice in family planning services

Convening and working with coalitions and alliances is one of PFI's core strengths for advocacy at the state, national and international levels. PFI is currently engaged in advocacy to strengthen the government's family planning programme in Uttar Pradesh, Bihar and at the national level in order to realise government commitments for FP2020.

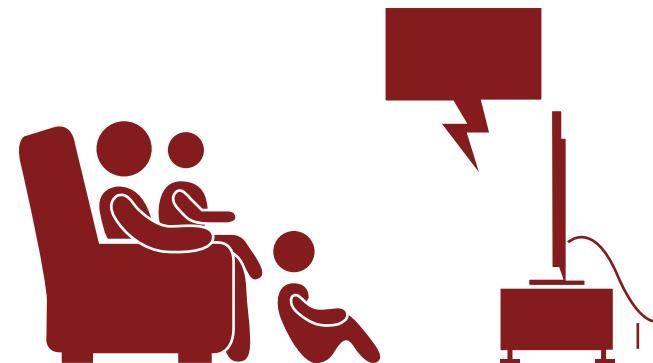
PFI now hosts the national secretariat of Advocating Reproductive Choices (ARC), a coalition of civil society organisations working in the field of sexual and reproductive rights. ARC makes concerted and sustained advocacy efforts to enhance quality, accessibility and expand contraceptive choices.





Health of the Urban Poor (HUP) program, a consortium led by PFI, has been assisting the government in developing a systemic response for addressing health issues of the growing urban poor population in India. The Government of India has recognised HUP as a partner for providing support in the NUHM implementation. HUP seeks to develop a responsive, functional and sustainable health system that provides need-based, affordable and accessible quality healthcare for the urban poor. The approach is holistic and includes addressing the social determinants of health including nutrition, water, sanitation and hygiene. Based on the components of the NUHM, PFI-HUP has developed an Urban Health Model and tested its feasibility in five cities.

Informed by its learning, HUP is scaling up its support to state governments and urban local bodies for implementing NUHM in 18 cities in eight EAG states and two mega-million cities. PFI is a member of the consortium to provide technical assistance for shaping the 300-million dollar Asian Development Bank loan to the Government of India for strengthening the urban health mission.

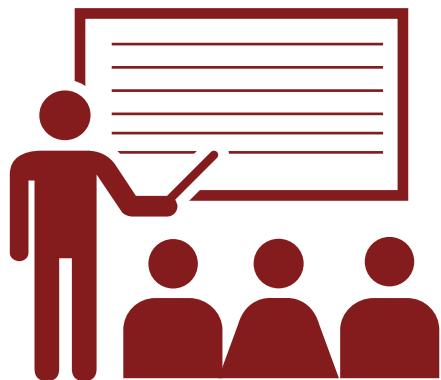


To address practices such as sex selection, early marriage, early and repeated pregnancies, under-nutrition of girls, domestic violence and sensitisation of boys, PFI has developed and launched a trans-media (TV, radio, internet and mobile phone) initiative. The main component of this initiative is a popular culture serial titled Main Kuch Bhi Kar Sakti Hoon - I, A Woman, Can Achieve Anything. The serial aims to expand women's rights and improve their health by changing deep-seated attitudes and influencing individuals to change their behaviour.

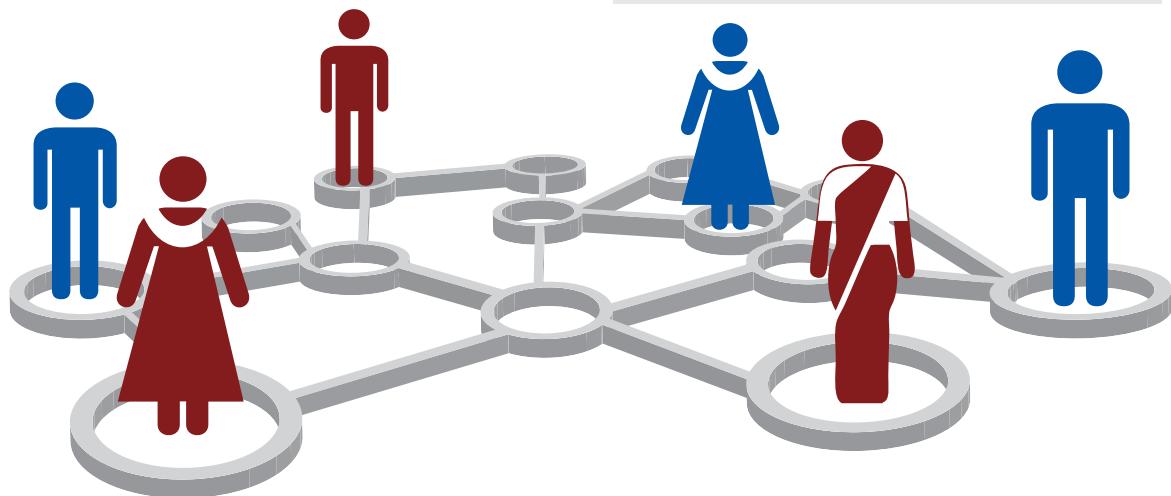
The serial adopts a 360-degree approach to behaviour change communication. It starts from a mass media TV and radio serial that entertains, provides knowledge and expounds ideal behaviours through its characters. This is accompanied by engagement through mobile phones and Interactive Voice Response System (IVRS) that deliver

information and advice, and provide a platform for engagement. All this is complemented by group discussions and community activities through Hum Kuch Bhi Kar Sakte Hain - We Can Do Anything events, viewers groups and youth groups. These are reinforced with one-on-one discussions with facilitators and frontline health workers. As people hear the same message from multiple sources, attitudes are beginning to change and we see evidence of shifts and transformation in social norms. The end-line evaluation of Season One of the serial showed perceptible positive changes in knowledge, awareness and practices related to reproductive health and gender issues.

The serial, after a very successful Season One run of 52 episodes, is now in Season Two, telecast every weekend at 7:30 pm on Doordarshan National. Season Two is primarily aimed at adolescent and young people.



PFI works with government and NGO partners to engage with and empower communities to monitor the provision of services by the public health system. This includes generating awareness within the communities on people's health entitlements under the National Health Mission and creating a platform for dialogue between service providers and the communities to resolve issues and improve access and quality of health services. In 2005, MoHFW constituted the Advisory Group on Community Action (AGCA) under the National Rural Health Mission (NRHM) to advise the ministry on community action initiatives. PFI hosts the Secretariat of the AGCA. Over the last few years, AGCA has been supporting state governments in incorporating and scaling up the community action component in their annual Programme Implementation Plans.



PFI has a long history of grant making, primarily to local non-government organisations. Ever since its inception in 1970, PFI has supported over 350 projects across India out of its core funds. PFI gives grants to small organisations that have shown potential and are implementing innovative projects in PFI's six thematic priority areas.

-  i. delaying age at marriage
-  ii. delaying age at first pregnancy,
-  iii. promoting spacing between births,
-  iv. improving quality of care of family planning and reproductive health programmes,
-  v. preventing sex selection, and
-  vi. promoting non-coercive programmes, policies and strategies.

The projects supported aim to reach the most marginalised, vulnerable and underserved communities where demographic and socio-economic indicators are poor. The projects typically have a strong component of community mobilisation and are linked to the government service delivery system. Project scalability is also kept in focus. PFI monitors and evaluates the projects to ensure and improve programme quality, accountability and institutional learning.





# Scaling Up



PFI's experience with scaling up is largely rooted in the application of the Scaling Up Management (SUM) framework, developed by Management Systems International (MSI). PFI and MSI use the SUM framework in the Indian context, providing technical support to scale up innovative public health pilot projects.

Experience has shown that 'intermediary' organisations are essential for facilitating the process of successful scaling up. As an intermediary, PFI has supported various organisations on:

- SUM framework orientation and its applications
- evidence generation on outcomes and impact process documentation and cost analysis
- scalability assessment and design of a scaling up plan
- modifying and strengthening organisations – systems, structures and capacities, and
- advocacy for legitimisation and adoption of the model

For more information, we invite you to visit our website  
[www.populationfoundation.in](http://www.populationfoundation.in)



Population Foundation of India  
B-28, Qutab Institutional Area  
Tara Crescent, New Delhi- 110 016, INDIA  
Telephone : + 91 -11 -43894100  
Fax: +91 -11 -43894199  
E-mail: [info@populationfoundation.in](mailto:info@populationfoundation.in)  
Website: [www.populationfoundation.in](http://www.populationfoundation.in)

PFI, with the support of MSI, succeeded in getting the erstwhile Planning Commission of India to examine and recommend SEARCH's Home Based Newborn and Child Care (HBNCC) model as an important strategy to reduce infant mortality. HBNCC has now been scaled up under the National Health Mission across the country.

Currently, PFI is providing technical assistance to the Ministry of Health and Family Welfare and state governments in strengthening scaling up implementation of Community Action for Health and specific community process components under the National Urban Health Mission (NUHM). PFI is also scaling up its MKBKS intervention through dubbing and re-telecast of Season One in 14 DD Regional Channels and collaboration with the Ministry for the national adolescent health programme.



*For us, family planning is a matter of women's rights and gender justice, of treating women with dignity. It advances sexual and reproductive health, saves lives, and empowers communities, especially women.*

Poonam Muttreja  
Executive Director  
Population Foundation of India