

50 YEARS OF

STEPPING UP FOR PEOPLE

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PFI's Anti-Sexual Harassment Policy

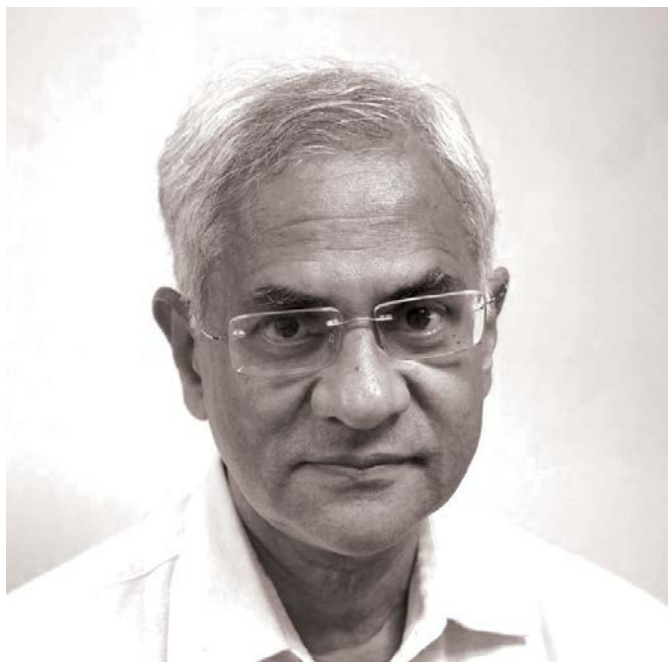
At the workplace, Population Foundation of India (PFI) prohibits discrimination, inappropriate conduct, or harassment, based on a person's gender, religion, caste, ethnicity, sexual orientation, disability, age, colour, national origin, veteran status, marital status, race, ancestry, linguistic or any other legally protected characteristic. PFI holds that all persons have the right to work in an atmosphere free of discrimination and harassment. PFI recognises that equality in employment can be seriously impaired when women are subjected to gender specific violence, like sexual harassment at the workplace. PFI has thus adopted its Policy Against Sexual Harassment at the Workplace (referred to as PFI-PASHW), for the prevention, prohibition and redressal of sexual harassment in compliance with the mandate of the Sexual Harassment at Workplace (Prevention, Prohibition and Redressal) Act 2013 and The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Rules 2013. Under the policy, the Internal Complaints Committee (ICC) has been constituted under Rule IV and a detailed grievance procedure has been laid down in the Human Resource Policy of the organisation.

In the year 2019-2020, no cases of sexual harassment were filed in the organisation

CONTENTS

Chairperson's Message	2
Executive Director's Report	4
1. Our Work	7- 28
Our Approach	7
Strategic Engagement	7
Community Action and Accountability	15
Social & Behaviour Change Communication	19
Adolescent Reproductive and Sexual Health (ARSH)	22
COVID-19 Response	25
2. PFI@50	29-33
3. Financial & Operational Highlights	34-35
About PFI	36

From the Chairperson



Keshav Desiraju
Chairperson, Governing Board

2020 marks 50 years of Population Foundation of India (PFI). We commemorated this milestone on 28th February in the presence of Mr. Ratan Tata. Mr. Tata's association with the occasion was a fitting testament to PFI's longstanding association with the Tata legacy. Founded by the legendary Mr. J.R.D. Tata, PFI's mandate through the decades has been to promote family planning as a means to empower women, men and families.

The original plan, since interrupted by the COVID-19 pandemic, was for this to kick off a series of events and celebrations for our golden jubilee year. We may hope that we will soon be able to resume some of these planned activities, even as we have kept up with normal office work. I would like to extend my appreciation to all colleagues who have, even through lockdown, kept PFI functioning.

Over the years PFI has consistently attempted to align its programme strategies with peoples' concerns.

PFI has always placed India's population, health and development goals within the larger framework of women's empowerment, gender equality and human rights. We have also sought to build partnerships with the government, civil society organisations and the global development community. With the constructive participation of all partners, family welfare and women's empowerment have remained national priorities.

Issues surrounding reproductive health came to the forefront in the 1980s and 1990s with the unfolding of the HIV/AIDS pandemic. In 1994, India rewrote the national family planning programme, moving away from targets and placing women's sexual and reproductive health at its centre. These changes were in line with the commitments made to the International Conference for Population and Development (ICPD) Programme of Action (PoA).

In the 1990s and 2000s, PFI sustained its focus on population stabilisation, with the strong belief that even if family planning was a desirable national goal, it needed to be accompanied by gender equality and access to quality health services. Through its involvement with the Global Fund to fight AIDS, Malaria

and Tuberculosis, the Health of the Urban Poor programme, the National Secretariat of the Youth Alliance and the Missing Girls Campaign, PFI established itself as a natural leader in the field. Projects led and supported by PFI focussed on a range of new approaches, including quality of care, empowerment of women by promotion of female literacy, maternal and child health services, access to spacing methods, promoting access to care and treatment among people living with HIV and strengthening the planning and monitoring systems to deliver innovative models of healthcare.

Since 2005 PFI has been associated with two critical alliances, the Advisory Group of Community Action (AGCA) and the Advocating Reproductive Choice (ARC) coalition. AGCA, a technical group steering the Community Action for Health (CAH) processes, is an important arm of the National Health Mission and PFI has been its secretariat since 2005. Today Community Action for Health (CAH) is operational in 24 states and its efforts support thousands of Jan Samwads, which bring people and local health authorities together to discuss and improve public health systems. As the National Secretariat of the Advocating Reproductive Choice (ARC) Coalition since 2015, PFI represents more than 115 member organisations and has successfully advocated for the expansion of the basket of choices and ensuring quality of care in family planning.

Another critical arm of PFI's work has been social and behaviour change communication, in recognition of the fact that gender equality, or the lack of it, is a consequence of the complex social factors which determine the status of women. Since 2013, PFI's flagship entertainment education initiative [Main Kuch Bhi Kar Sakti Hoon \(MKBKSH\) - I, A Woman, Can Achieve Anything](#), continues to challenge and change regressive socio-cultural norms, practices and behaviours around family planning, sanitation and gender equality. The story of PFI would, however, be incomplete without a mention of the landmark Supreme Court verdict in 2016 in the Devika Biswas vs. Union of India. This judgement, which was a significant move to advance women's reproductive rights and choices, took cognisance of "[The Robbed of Choice and Dignity](#)" report of the multi-organisational fact-finding mission led by PFI on the sterilisation deaths in Bilaspur, Chhattisgarh in 2014.

PFI's programmes, which place women and young people at the centre, have come to define the organisation. The voice of PFI is now the voice of those who stand for the health and well-being of India's diverse population, particularly the vulnerable groups.

As the COVID-19 pandemic and its ramifications unfold, we are all learning to embrace a new way of living and working. We have demonstrated resilience and adaptability in the past and I am confident that we will emerge stronger from this situation, while also ensuring that our young women and men are able to do so too.



Executive Director's Report

PFI@50

This year marks five decades since Population Foundation of India's inception in 1970. As we look forward to our next 50 years, we are extremely proud of the body of work behind us, and equally excited about the new goals we have set for ourselves, going forward.

PFI launched its 50th year celebrations with a memorable event in New Delhi on 28 February 2020. The occasion included [a special address by Mr. Ratan Tata](#) who spoke of the much-needed impetus on the health and wellbeing of India's young population. To quote Mr Tata, "the future of India will be driven, without any doubt, by the young population of more than 370 million people. And if we are to meet our commitments to achieve population stabilisation and contribute to national aspirations of a \$5 trillion economy by 2024, we must focus and invest in the young citizens of the future." Mr Tata's words echoed PFI's commitment towards the health and well-being of India's 253 million adolescent population.

Another highlight of the event was the premiere of [Raunaq & Jassi](#), a new musical directed by renowned theatre and film director, and a long-time friend of PFI, Feroz Abbas Khan. An adaptation of William Shakespeare's Romeo and Juliet with a twist, the play captured the true spirit of young people and their admirable zeal to follow their aspirations and make their own choices. The inherent female voice of the play celebrated women and their oft ignored perspective, which resonated well with PFI's age old mandate.

The PFI@50 event was also an appropriate occasion to acknowledge and honour the highest level of excellence in the fields of social justice, community, public health and women's empowerment, through the inception of the [first JRD Tata Award for Excellence](#). The first recipients of the award were Dr Rani and Dr Abhay Bang, physicians and founders of SEARCH in Gadchiroli (Maharashtra). The award is a tribute to their commitment to empowering vulnerable communities and role in reshaping health policies and programmes in India and globally.

Finally, we commemorated [PFI's body of work over the decades through a film](#), showcasing our work and its significance in the context of India's development objectives and where we are headed as we turn 50.



Poonam Muttreja
Executive Director

As we entered our fifth decade, we celebrated women in more ways than one. PFI commissioned the People's Archive of Rural India (PARI), led by renowned journalist P Sainath, to write and publish stories on women's reproductive health from rural India, stories by women and about them.

We, at the Population Foundation of India firmly believe that a more stable population will be achievable in the long-term, only by ensuring that our young people are healthy, well-educated and choose to have smaller families. We need to make sure that they get the environment that nudges them to make better and more rational decisions, and that in turn will ensure a better India.



Team from PFI in an orientation workshop with PARI journalists



Adolescent girls discussing adolescent health issues

PFI's support to the implementation of the Rashtriya Kishor Swasthya Karyakram in Uttar Pradesh, involved building the capacities of counsellors and working closely with government to design infrastructure and materials specifically for adolescents – Adolescent Friendly Health Centres or Saathiya Kendras. We have also been working on providing a safe space for adolescents, online through our [Artificial Intelligence \(AI\)- powered chatbot, Snehai](#), as a digital extension of our trans-media social and behaviour change communication initiative Main Kuch Bhi Kar Sakti Hoon (MKBKSH – I, A Woman Can Achieve Anything). As of March 2020, Snehai, launched in April 2019, had over 1.6 million conversations and the hashtag #Snehai had reached 6 million on social media.



An ASHA worker making masks during the COVID-19 pandemic

BUT as we came to the end of this reporting year, the world faced a new and unprecedented challenge. COVID-19 forced us to embrace a new normal, with self-isolation and physical distancing becoming a way of life.

The pandemic has driven many points home. Through our work during the pandemic, when our teams worked sensibly but relentlessly to first understand and then ameliorate the impact of COVID-19, we understood the importance of ensuring that people understand the significance of public health and the need for ensuring that women and young people continue to have access to safe family planning methods. We were able to understand and contribute to pushing the need for public health and thinking focussed on the most vulnerable.

PFI contributed towards [combating the COVID-19 crisis](#) by supporting grants to organisations working with poor and marginalised communities' and providing them with their essential needs. In addition, PFI, along with its NGO partners, worked towards identifying a consolidated approach to ensure that essential health information and services continue to reach clients. Taking cognisance of the significance of generating evidence to address the differential impact of COVID-19 on vulnerable population groups, especially women and young people, PFI conducted two rapid assessment studies. We also developed a policy brief making a case for the differential impact of the pandemic on women.

The other learning that was underscored by the pandemic was the significance of behaviour change communication strategies to impact health outcomes. The present and post-COVID-19 scenario provides an opportunity to leverage PFI's expertise in social and behaviour change communication and technological innovations to integrate COVID-19 communication in health programmes and policies. As part of our COVID-19 response PFI created engaging and educational static and video communication materials for the Government of India MyGov platforms. PFI's outreach with NGOs and state health departments ensured that these materials reached over 150 districts in 24 states and union territories.

We have decided to step up to the challenges we are bound to face in the third decade of this millennium. Our new logo hopes to resonate the effervescence and energy of the young, the optimism and fortitude of women as they reach out to fulfil their destiny. Stepping up to new challenges each day is what PFI does. The spring in their step as young people and women get to fulfil their potential, armed with the confidence that the world cares for each of their lives and experiences. Can you see the new logo stepping up to their hopes and aspirations? PFI cares and will be part of the solution.

With our renewed focus on young people and digital technologies, PFI is uniquely poised to meet the challenges of a COVID-19 future. We look forward to continuing to enhance and strengthen both low and hi-tech initiatives such as Snehai, Interactive Voice Response Systems (IVRS), online learning and digital campaigns. [Educately.org](#), [PFI's new platform for digital learning on adolescent health resources](#) will fit seamlessly with existing programmes to strengthen our reach and empower young people to take correct decisions regarding their health and wellbeing.

Empowering women and young people, enabling them to blossom and flower is the golden key that will unlock the potential of our country. As we look towards the next 50 and even 100 years, Population Foundation of India is set to step up and work to achieve our goals and face the challenges that lie ahead. We are sure that a better world awaits us if we are able to keep the most vulnerable at the heart of our projects, efforts and goals.



In all kinds of times, the easy and the tough, we need to step up and walk the talk of enabling our young people and women to be themselves and help India fulfil its potential. Our new logo embodies that spirit and verve as PFI turns 50.

We would like to express our gratitude to our donors, who have demonstrated trust in us and provided flexibility in our grants during the pandemic. We have had the opportunity to repurpose our grants, not only to respond to immediate needs in the community, but also to reshape our work keeping into consideration the impact of COVID-19. We are humbled by the decision of one of our longest standing donors to provide PFI a general operating support grant which will allow us to pursue our mission, vision with flexibility and respond to the needs of the most vulnerable.

Poonam Muthjia.

1. Our Work

OUR APPROACH

Taking forward our Strategic Framework 2018-2022, PFI continues to work towards advancing gender sensitive, rights-based population and family planning policies and actions with a focus on adolescents & young people.

This is done through

- **Strategic Engagement**
- **Community Action and Accountability**
- **Social and Behaviour Change Communication**

STRATEGIC ENGAGEMENT

We generate compelling evidence-based narratives to inform and inspire policy makers and thought leaders on population, family planning, reproductive health and allied issues. We function as the key coordinating institution which brings together a wide range of stakeholders, diverse experiences and examples to strengthen national initiatives.

Increased Commitment for Family Planning

One of our important programmes, Realising Commitments to Family Planning (RCFP) strategically supports in-country engagement on commitments made by the Indian Government. Funded by the Bill & Melinda Gates Foundation, the overall goal is to increase funding and improve policies to expand quality family planning services, including birth spacing methods.

PFI's strategic engagement with key stakeholders on the imperative to invest in family planning in the year 2019-20:

- PFI led a delegation of several thought leaders and decision makers from India who reiterated India's

commitment to population stabilisation through investments in family planning, social and behaviour change and adolescent reproductive and sexual health (ARSH) at the Women Deliver Conference, Vancouver in June 2019.

- PFI contributed to the creation of an enabling environment for the introduction of new Long Acting Reversible Contraceptives (LARCs), bringing together technical experts to access and promote the introducing of implants into the contraceptive basket. As a result, the Federation of Obstetric & Gynaecological Societies of India (FOGSI) issued a position statement in favour of introducing implants, which was shared with the Ministry of Health & Family Welfare (MoHFW). The Advocating Reproductive Choices (ARC) coalition further endorsed the statement in a separate letter to the Union Health Minister.
- PFI facilitated youth led consultations enabling engagement of 200 young people in policy discussions across the country, in partnership with The YP Foundation. PFI ensured that the recommendations that emerged from discussions with young people were endorsed and approved by the MoHFW officials which were shared onwards with state officials at a national meeting convened by the ministry.



A Saas-Bahu Sammelan in Bihar

Increased access to high quality FP services in Uttar Pradesh and Bihar

PFI was a lead partner in The Advance Family Planning (AFP) programme, a global advocacy initiative, by Johns Hopkins University to increase strategic commitment and financial investment for quality family planning services. The programme aims to ensure access to voluntary, high quality family planning services in eighteen districts of Uttar Pradesh (12 districts) and Bihar (six districts). The programme created and established convergence groups called the District Working Group (DWG). These groups were made up of representatives from the departments of Health, Women and Child Development, Information and Broadcasting, Livelihood, Education, Panchayati Raj Institutions (PRIs), development partners and the private sector. After seven years we successfully concluded the partnership. When external assistance for AFP ended in January 2020, PFI used its core resources to continue the programme.

Some of the programme's achievements:

- Approval of plans for increasing youth access to sexual and reproductive health and rights (SRHR) information in 40 colleges across the state of Uttar Pradesh. Budget allocation of INR 1,76,40,000 by the State Innovations in Family Planning Services Project Agency (SIFPSA) to support the initiative.
- Integration of the DWGs into the Government's Mission Parivar Vikas programme as District Convergence Groups in Jehanabad and Kishanganj districts of Bihar.
- Expansion in coverage of injectable contraceptive services to the sub-block level in Bihar and Uttar Pradesh, where an additional 344 health facilities in four districts in Bihar and 239 facilities across five districts in Uttar Pradesh started providing injectable contraceptives for the first time.
- Release of additional budgets in six districts of Bihar to establish 55 Family Planning Counselling Corners (FPCCs) equipped with adequate materials, contraceptives and other logistics at the Primary Health Centres (PHCs) and Health and Wellness Centres (HWCs).

Support to UP and Bihar to Revise State Population Policies

BIHAR POPULATION POLICY, 2020

In August 2019, the Department of Health, Government of Bihar decided to revise the current population policy of the state to achieve the goal of population stabilisation and wellbeing. The State Health Society Bihar (SHSB) was appointed the nodal agency to facilitate the process in partnership with the Population Foundation of India. A Core Committee, chaired by the Principal Secretary (Health), Bihar, comprising representatives from different line departments in the state, academic and research institutes as well as local civil society organisations was constituted to guide the policy development process. A Drafting Committee, headed by Keshav Desiraju, Chairperson, PFI and former Union Health Secretary, facilitated the review of evidence and the writing of the population policy.

The policy development process followed has been inclusive, consultative and time bound. A series of state-level consultations with senior government officials, district health officials, civil society organisations, academicians, development partners, and youth representatives were convened. The drafting committee took into account inputs from all stakeholders during the consultations and meetings and developed a draft of the population policy. The draft state population policy was submitted to the Principal Secretary (Health) in the state on 30 April, 2020.

UTTAR PRADESH POPULATION POLICY, 2020

In February 2020, based on discussions with Secretary Health, Government of Uttar Pradesh, PFI carried out a review of the Population Policies of six other states (Bihar, Rajasthan, Andhra Pradesh, Chhattisgarh, Uttarakhand and Madhya Pradesh) and also reviewed the National Population Policy as well as the earlier Population Policy of UP. This analysis has shown that the draft UP Population Policy is very much aligned to the National Population Policy and policies of other states. The analysis also indicates that the draft policy needs to be revisited to incorporate the new government programmes that have been launched post 2016. This Review Report along with the draft UP Population Policy was shared by PFI with Secretary Medical, Health & Family Welfare on 26 February, 2020.

Collaboration with National Institution for Transforming India (NITI) Aayog

PFI signed a Memorandum of Understanding (MoU) with NITI Aayog and Piramal Foundation to accelerate progress in the aspirational districts on nutrition and health outcomes, especially interventions on community action and social and behaviour change communication. The partnership has been rolled out in two aspirational districts in Bihar: Begusarai and Sheikhpura covering a total of 1,466 villages across 24 blocks. PFI has developed a cadre of 192 district and block level facilitators from the Departments of Health and Social Welfare to strengthen functioning of Village Health, Sanitation & Nutrition Committees (VHSNCs) and to initiate community monitoring.



Young girls talk to counsellors regarding health services



Executive Director Poonam Muttreja interacts with the media in Lucknow

Sustained engagement with the media

Our strategic engagement with thought leaders in the media landscape and senior journalists facilitated in increasing the uptake of evidence and data driven dialogues on issues related to population and family planning. This period saw active engagement with national, international and media across states in several Indian languages, resulting in significant coverage in digital media, print, television debates, online panel discussions, among others.

Over 85 evidence-based articles were published on increasing access to family planning and sexual reproductive health services by women and girls;

key drivers of population stabilisation; choice-based access to family planning; expansion of choices; increased investments for family planning; Medical Termination of Pregnancy bill and others. Importantly, the media as well as key thought leaders continued to seek PFI's insights and expert opinion around the population and family planning discourse.

- PFI's statement titled 'Towards Population Stabilisation in India' was picked up and cited by several media houses such as The Print, The Asian Age, Livemint, Business World, Down-to-Earth.
- PFI's Executive Director and staff participated as expert panellists in numerous TV debates. Key messages were duly accentuated through these TV debates, these platforms included Mirror Now, Doordarshan, ET Now, NDTV amongst others.



Poonam Muttreja at the Women Deliver 2019 conference in Vancouver

- In collaboration with 'We the Women', Lok Sabha TV and Rajya Sabha TV, PFI prepared [a series of videos busting myths and promoting facts and data on population issues](#). The videos feature meaningful interventions by Colin Gonsalves, senior advocate, Supreme Court of India; Sonalde Desai, demographer; A. R. Nanda, former Health Secretary and Poonam Muttreja, Executive Director, PFI. These videos were posted and shared on social media handles.
- There were over [600 articles published about the show Main Kuch Bhi Kar Sakti Hoon](#) across different languages and media.



Guidance being provided at a counsellors training session

Under the Realising Commitments to Family Planning programme, PFI created **a pool of champions** who have been responsible for an increase in public statements on the need to invest in Family Planning. There is visible and evident increase in the number of informed articles published in the media on subjects around family planning in both the national and international media.



Advocating Reproductive Choices

National network of over 167 organisations working on reproductive rights, contraceptive choices and quality of care.

ARC Secretariat

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Strengthening Outreach Under the Advocating Reproductive Choices (ARC) coalition

[Advocating Reproductive Choices \(ARC\)](#)

is a coalition of civil society organisations working in the field of sexual and reproductive health.

Highlights of the year:

■ Developed ARC Strategy 2020

A detailed exercise was held to revise the strategic plan and operational guidelines of the coalition. This incorporated shifts in Family Planning advocacy priorities in the country. The 'ARC Strategy 2020 and Beyond' was developed with a view to encourage member engagement and accountability and to ensure that governance and implementation were streamlined.

■ Developed Media and Communication Strategy with Focus on Digital Media

A sharp media and communication strategy was conceived as part of the 'ARC Strategy 2020 and Beyond' to strengthen the coalition's internal as well as external communication. In particular, a social media strategy was developed to amplify message outreach by connecting with diverse audiences through various digital platforms.

■ Increased Collaboration with ARC Members

Members collaborated on several occasions such as, qualitative research with ARC Bihar members on family planning services in the state during COVID-19, contributing to quality assessment for the roll out of injectable contraceptives which was led by PFI. A Federation of Obstetrician and Gynaecological Societies of India (FOGSI) initiative to roll out implants in the private sector was supported by ARC in the form of a letter to the Ministry of Health and Family Welfare. The coalition also contributed to a webinar with Population Services International on "Prioritisation of Family Planning in India".

ARC's Strategic Engagement with the Government

The Secretariat developed articles, letters and statements:

Letter to the Union Health Minister on Family Planning and Population Stabilisation

Following the Prime Minister's speech on Independence Day, August 15, 2019, with inputs from core committee, ARC shared a letter with the Union Health minister and welcomed the Prime Minister's mention of planned families to address population stabilisation.

“

Population explosion will cause many problems for our future generations. But there is a vigilant section of public which stops to think, before bringing a child to the world, whether they can do justice to the child, give them all that she or he wants. They have a small family and express their patriotism to the country. Let's learn from them. **There is need of social awareness.**” He also said that such families are observing a form of patriotism: “Those who follow the policy of small family also contribute to the development of the nation, it is also a form of patriotism.”

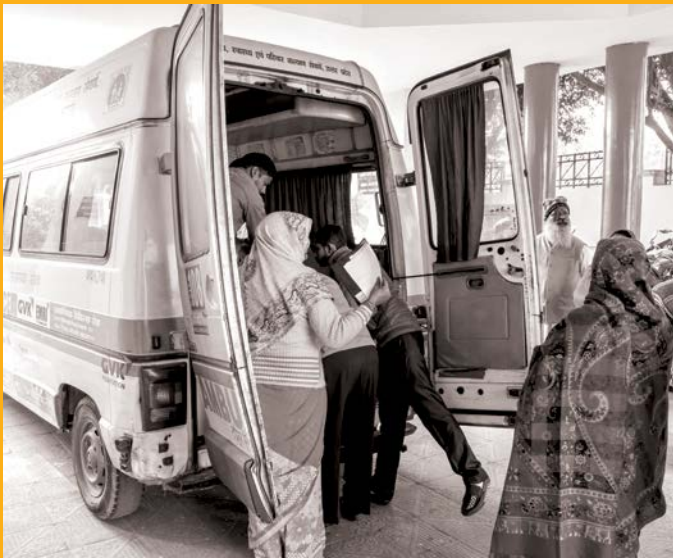
In the letter, the ARC highlighted that the country should work together towards attaining population stabilisation through voluntary family planning services.

[Taking a stand on misleading information on coercive family planning campaigns](#)

There was some misrepresentation of facts and data in an effort to promote coercive population laws in certain sections and on social media. ARC wrote a letter to the Advertising Standards Council of India, TV channels and editors to withdraw television advertisements by the Taxpayers Association for Bharat (TAXAB).

Other articles, letters and statements

- Letter to the Prime Minister on prioritising family planning services during COVID-19
- Letter in support of FOGSI seeking to include implants in the basket of contraceptive choices



Glimpse of various activities under the Community Action for Health programme

COMMUNITY ACTION & ACCOUNTABILITY

Reaching Remote Corners of India through Community Action for Health

Community Action for Health (CAH) is one of the key pillars of the National Health Mission, which is guided by the Advisory Group on Community Action (AGCA), a national level committee constituted by the Ministry of Health and Family Welfare (MoHFW) through a government order in 2005. The AGCA comprises eminent public health experts and PFI is privileged to be hosting its Secretariat since its inception.

The CAH processes are currently being implemented in approximately

2,24,186 villages

in

372 districts

including

51 aspirational districts

across

24 states/UTs

of India covering

34% villages

51% districts

72 cities

KEY HIGHLIGHTS IN FY 2019-20

- A pool of 1,260 additional trainers were developed to facilitate CAH in the districts identified as 'scale-up districts'.
- 2,442 Jan Samwads were organised in nine states: Bihar, Chhattisgarh, Gujarat, Jharkhand, Maharashtra, Meghalaya, Nagaland, Rajasthan and Uttarakhand. This led to:
 - ▶ State directives for zero tolerance for unofficial charges and service denials
 - ▶ Allocation of resources for construction and repairs of sub health centres (SHCs) and primary health centres (PHCs)
 - ▶ Operationalisation of health facilities - SHCs and PHCs where they were non-operational.
 - ▶ Disbursement of pending incentives to ASHAs and beneficiaries
 - ▶ Judicious utilisation of untied funds - Village Health Sanitation and Nutrition Committees (VHSNCs) and Rogi Kalyan Samitis (RKSS)
 - ▶ Local procurement of essential drugs
- Community-based monitoring of Rashtriya Kishor Swasthya Karyakram (RKSK - National Adolescent Health Programme) services were piloted in two districts of Bihar: Darbhanga and Nawada.
- Participation in 13th Common Review Mission – conducted in Bihar, Madhya Pradesh, Rajasthan and Uttar Pradesh.



A district level Jan Samwaad being held in Hazaribagh, Jharkhand

Community Mobilisation and Monitoring of Health and Wellness Centres

The AGCA supported the National Health Mission, Assam to pilot an initiative on community mobilisation and monitoring of Health and Wellness Centre (HWC) services in seven aspirational districts: Baska, Barpeta, Darrang, Dhubri, Goalpara, Hailakandi and Udalguri. The VHSNC members were trained in skills enabling them to undertake community-based monitoring and planning. This allowed them to identify and address gaps in HWC services. This, in turn, led to improvements of amenities including drinking water, clean toilets, seating arrangements, construction of boundary walls as well as regular supplies of medicines and availability of laboratory tests.

Support was provided by the AGCA to the National Health Systems Resource Centre (NHSRC) to develop the national social audit guidelines for HWCs.

Strengthening Functioning of the Rogi Kalyan Samitis (Patient Welfare Committees)

Constituted under the National Health Mission, Rogi Kalyan Samitis (RKS – Patient Welfare Committees) are mandated to ensure compliance to minimal standards for hospital care, adherence to protocols of treatment and ensure accountability of health providers to the community. Based on a request from the Government of Uttar Pradesh, AGCA provided technical support and guidance to the State Programme Management Unit (SPMU) to scale up the RKS intervention across 31 additional districts. This led to improved local planning, utilisation of untied funds and redressal of patient grievances. Based on the positive outcomes in UP, the initiative has been adopted by the state governments in Goa, Jharkhand, Odisha and Sikkim across 40 districts.

Initiation of Community Monitoring in Urban Areas

Community based monitoring was facilitated through the Mahila Arogya Samitis (MAS) in 72 cities across four states: Delhi, Gujarat, Kerala and Odisha. This led to the initiation of evening out-patient services at the urban PHCs, procurement of equipment for Auxiliary Nurse Midwives (ANM), and arrangements ensuring privacy during antenatal care (ANC) check-ups at Urban Health and Nutrition Day (UHND) sites.



A woman being counselled about family planning

Community Monitoring of Health Services Through State Social Audit Units

AGCA supported the institutionalisation of social audits of health services through State Social Audit Units in three states: Jharkhand, Meghalaya and Uttarakhand covering 29 districts. Intensive support was provided for developing audit guidelines and monitoring tools and facilitating state level training of trainers. The AGCA's mentoring of the monitoring and audit processes strengthened the efficacy of the social audits.

Strengthening Community Mobilisation and Action in Bihar

PFI is providing technical support to the State Health Society, Bihar (SHSB) to strengthen community mobilisation and action in 7175 villages in 85 blocks across seven districts in Bihar. The focus is on bolstering maternal health and family planning services.

This includes:

- A pool of 271 master trainers comprising District & Block Community Mobilisers, Lady Supervisors and ASHA Facilitators were created to lead VHSNC strengthening and community monitoring.
- A cadre of 2032 Advocates for Change (AFCs) comprising ASHAs, Aaganwadi Workers and Panchayat Members were trained to generate awareness and demand for family planning services at the community level.

KEY RESULTS:

- 93% of VHNSCs organised their monthly meetings and 82% of untied funds were utilised on community based local priorities
- In all sub-health centres of eight blocks of Darbhanga and Nawada districts, fixed day services for provision of family planning services were initiated.
- Community demands raised at the public dialogues led to the disbursement of pending incentives for clients for an amount of INR 95,00,000. It resulted in the procurement and regular supply of Iron and Folic Acid tablets and contraceptives. It ensured regular availability of pathological services at the PHCs and procurement of ANC equipment for VHSND sites. The public dialogues also led to action against providers seeking informal payments from clients.



यह कहानी बदलनी है फिल्मों की किताब



SOCIAL AND BEHAVIOUR CHANGE COMMUNICATION

PFI has continued its journey of moving onto a wider canvas than before by underscoring the importance of social and behaviour change communication. We understand that it is eventually social norms that shape people's health behaviour and attitudes. We are cognisant that addressing these norms requires a concerted effort at the community level.

COVID-19 has further enhanced the need to comprehend and weave Social and Behaviour Change Communication much more into all our work. By employing transformational social and behaviour change communication across our programmes, we have been able to simplify complex issues. This has enabled us to work towards improving the quality of information that people have. We are optimistic that not only health behaviour, but social norms would change for the better.



A scene from MKBKSH Season 3

Main Kuch Bhi Kar Sakti Hoon (Season 3)

In a bid to further our efforts at bringing the question of women's empowerment to the forefront, PFI launched Season 3 of the flagship entertainment-education initiative Main Kuch Bhi Kar Sakti Hoon (MKBKSH – I, A Woman, Can Achieve Anything) in January 2019. Over 52 episodes, the trans-media initiative on television, community radio, on-ground outreach and social media, MKBKSH successfully engaged with people on issues around health. Family Planning remained the initiative's central focus – touching upon contraceptive usage, delayed marriage and pregnancy and male involvement in family planning. What was different this time was that the show included an emphasis on good hygiene and sanitation practices taking from the Swachh Bharat Mission. The use of 'markers' or new terminology denoting positive behaviour gave rise to popular phrases like "Aurat ki Marzi ka Din" (a day when women take all decisions), "Lambi Saga" (a prolonged engagement period) thus delaying age at marriage and "SwachhtaElaan" (a pledge for cleanliness). These 'markers' were used across community radio, Interactive Voice Response Systems (IVRS) and social media to drive the show's messages home.



Feroz Abbas Khan on the sets of MKBKSH 3

MAIN KUCH BHI KAR SAKTI HOON



Cumulative television viewership
21 Million



Social media reach through PFI platforms
30 Million



#MKBKSH reach on digital media
894 Million



On-ground regional concerts
35,000+



Targeted messages through government networks
10 Million Self Help Group Members
1 Million frontline health workers

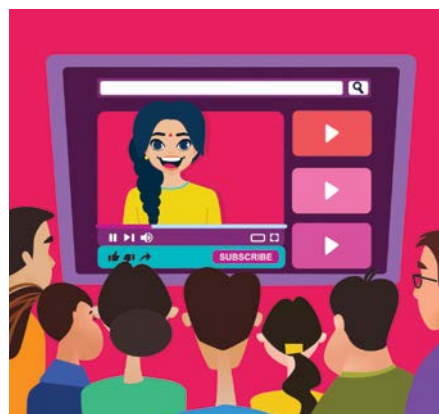


IVRS calls per day
1700+

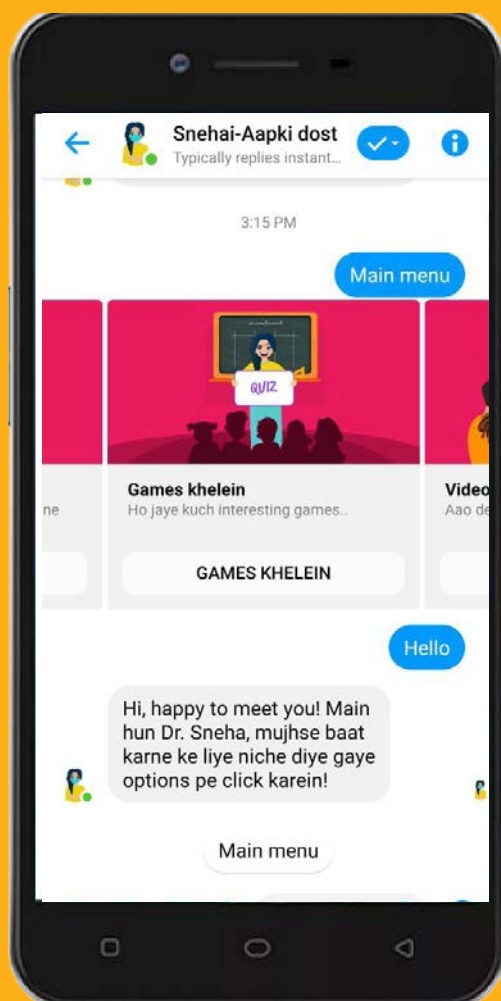


Dr Sneha's Digital Avatar launched

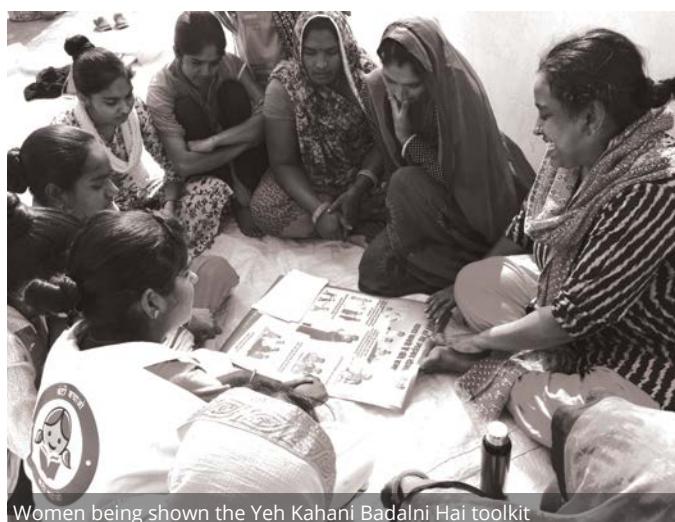
Deploying Artificial Intelligence (AI) in the trans-media approach in Season 3 of MKBKSH with the launch of the [SnehAI chatbot](#) in April 2019 has been a significant milestone. SnehAI is the digital avatar of the lead protagonist of the TV serial Main Kuch Bhi Kar Sakti Hoon. The chatbot became a digital companion for young people in a unique first-ever use of AI for social good in an edutainment programme in India.



[SnehAI](#) has the potential of being used as a tool by counsellors, peer educators and frontline health workers who find it difficult to share information on sexual and reproductive health with young people. It provides critical information on sexual and reproductive health to adolescents by videos, storytelling and gamification. The chatbot also includes information on contraception, menstruation, masturbation and virginity. It allows young people to overcome the taboo around discussions on sexual and reproductive health. SnehAI has been recognised as the only chatbot of its kind using an informal and friendly 'Hinglish' interface that shares information using exciting multimedia. The chatbot engages users in the language and idioms that they are both, familiar and comfortable with.



- Over 1.6 million conversations
- The hashtag #SnehAI had reached 6 million on social media.
- Was presented at the 11th ICT4D conference 2019 in Uganda.
- PFI's strict adherence to the international General Data Protection Regulation (GDPR) law on data privacy has been appreciated.



Women being shown the Yeh Kahani Badalni Hai toolkit

Interactive Social and Behaviour Change Communication Kit

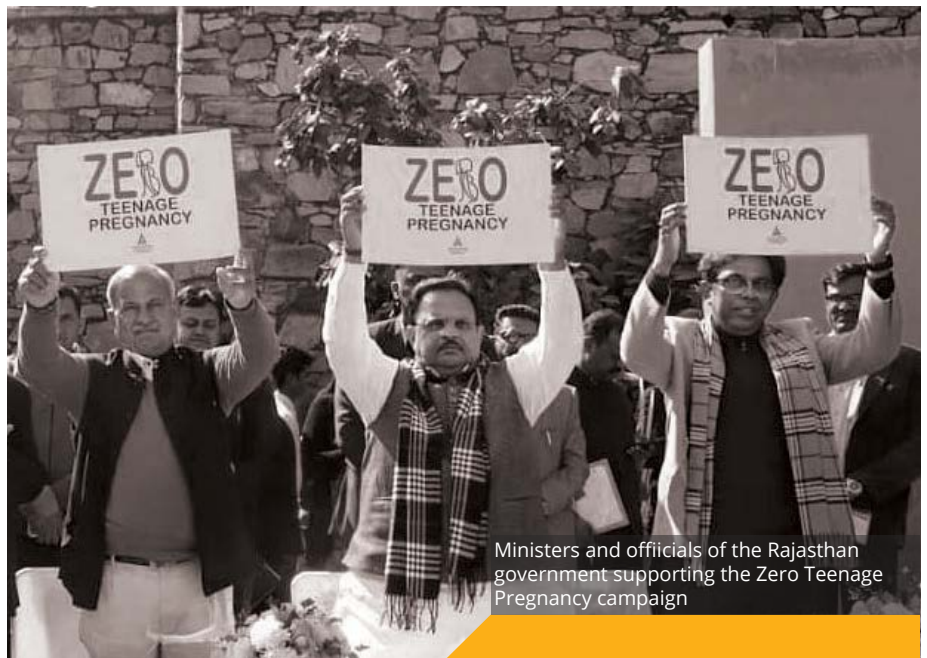
PFI has developed Yeh Kahani Badalni Hai (This Story Needs to Change) as an interactive Social and Behaviour Change Communication kit to enable young people to clearly see and recognise how gender roles in society shape behaviour like violence, norms of masculinity & femininity and health behaviour around sexual and reproductive issues. The kit contains films, games, posters and information booklets with language and symbols that can be used easily in community settings to discuss difficult topics like discrimination, gender-based violence, male involvement and gender equality. The material is devised to encourage individuals to question their own beliefs and social norms and to empower them with relevant and accurate information. They were tested with adolescent groups in parts of Rajasthan and Uttar Pradesh. The kit has been specially designed so that it can be used with, and by adolescents!

Adolescent Reproductive and Sexual Health (ARSH)

At 253 million, India has the largest adolescent and youth population (15-24 years) in the world. PFI recognises that young people are not just the 'demographic dividend' to be celebrated, but they need to be nurtured, fed and educated to help them turn into responsible citizens and consumers, parents and decision-makers who will play a crucial role in India's progress. PFI has been working closely with thought leaders and policy makers to build an enabling environment towards advancing adolescent health by improving programmes and increasing access to adolescent health information and services. It is only through such an enabling environment that they would be able to realise their potential and aspirations.

RAJASTHAN

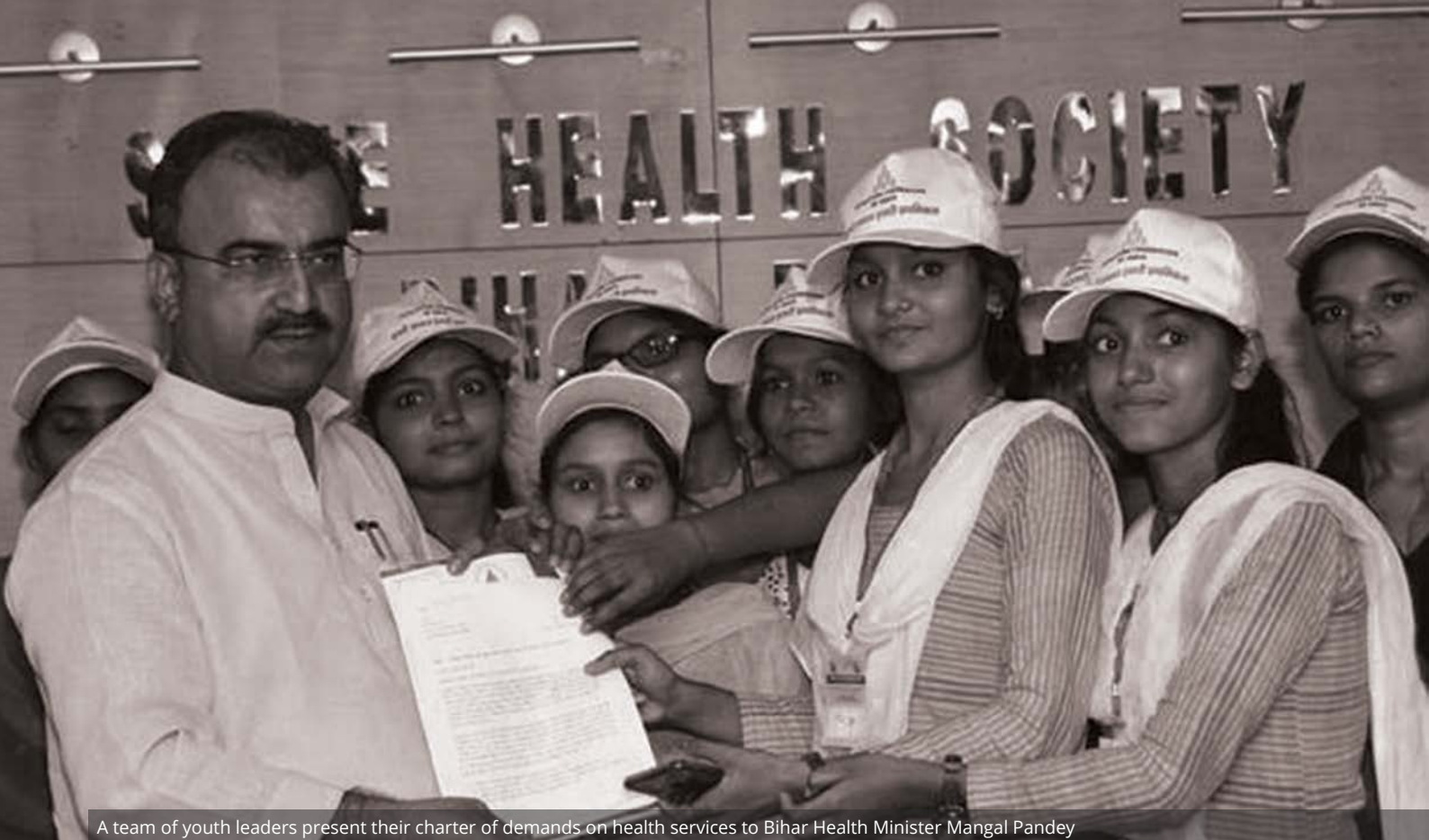
In Rajasthan, a contextualised Comprehensive Sexuality Education (CSE) curriculum in line with the UNESCO technical guidance on sexuality education was developed and endorsed by the Government of Rajasthan for implementation with adolescents across 200 villages in four districts through partner organisations. [A hundred youngsters were identified and trained in Comprehensive Sexuality Education.](#) The purpose was not only to deepen their awareness, but also to equip them to disseminate information and hold sessions with others adolescent groups.



Ministers and officials of the Rajasthan government supporting the Zero Teenage Pregnancy campaign

Zero Teenage Pregnancy Campaign

PFI conceptualised the Zero Teenage Pregnancy (ZTP) campaign to create public awareness around teenage pregnancies in Rajasthan. The campaign encouraged stakeholders to support actions towards ending early marriage and teenage pregnancy. On National Youth Day, which was on 12 January 2020, the Health Minister of Rajasthan along with the Minister of State for Health and the Additional Chief Secretary launched the ZTP campaign. It garnered support from over 200 stakeholders across the state. This included Ministers in the current government, Members of Legislative Assembly (MLAs), senior government officials, local influencers and radio jockeys.



A team of youth leaders present their charter of demands on health services to Bihar Health Minister Mangal Pandey

BIHAR

[Youth leaders and adolescents](#) who would lead on skill development were first identified in schools across the state. These young people were sensitised on Adolescent Reproductive and Sexual Health (ARSH) via structured and on-site training. Apart from sexual reproductive health and rights, they were made aware of their entitlements and the health systems. The importance of data, leadership and advocacy skills were emphasised to foster an understanding of how youth leaders could act as change agents in the system.

These youth leaders generated evidence through community monitoring of health services in their state (725 Village Health Sanitation and Nutrition Days (VHSND) sites, four AFHC also known as Yuva clinics, and 362 youths interviewed on ARSH). The data generated was analysed and found useful to identify specific advocacy issues which would enhance access, availability and quality of services. **The heart of the programme was to seed ideas and build an awareness of the rights of adolescents.**

Advocacy to strengthen the delivery of ARSH services:

A 40-member team of representative youth leaders met Shri Mangal Pandey, Health Minister, Bihar and the Executive Director, State Health Society Bihar in Patna on 25 September 2019 to share key findings and a charter of demands on adolescent health services. Subsequently the charter was also shared with the Principal Secretary (Health), Bihar.

The demands included:

- Strengthening implementation of RKSK in existing districts of Bihar and expanding the programme to cover more districts
- Appointment of a trained counsellor in every AFHC with separate counselling room along with related logistics and equipment
- Awareness on services and full range of IEC materials at all strategic locations and service delivery points
- Regular supply of sanitary pads to school going and non-school going girls
- Provision of supplementary nutrition for non-school going adolescents at AWCs
- Setting up helplines and establishing a feedback mechanism across the state

UTTAR PRADESH

Catalysed the implementation of the Rashtriya Kishor Swasthya Karyakram

[Under the Matrix of Change \(MoC\) initiative](#), PFI and its consortium of partners are providing programme and technical support to the government of Uttar Pradesh. This support is to catalyse the implementation of the Rashtriya Kishor Swasthya Karyakram (RKSK) for improved reach, quality and uptake of adolescent sexual and reproductive health services. The initiative is aimed at sensitising thought leaders to place adolescent health higher on the state's development agenda and ensure increased allocation and better utilisation of programme resources.



New identity for Adolescent Friendly Health Clinics (AFHCs) in Uttar Pradesh:

PFI conducted a comprehensive field exercise to help the state create a spanking new brand identity for Adolescent Friendly Health Clinics (AFHCs). The new identity Saathiya Kendra, emerged as a powerful contrast to the older terminology and it proved to be something young people found welcoming.

Establishment and launch of Model Saathiya Kendra:

PFI developed the first refurbished AFHC in Mishrikh Block of Sitapur district as a model AFHC – a more cheerful, well equipped, accessible place for adolescents seeking information, counselling and referral. Recognising the need to give an impetus to adolescent health services, on 18 December 2019, the Saathiya Kendra branding was e-launched by the Health Minister of Uttar Pradesh, Shri Jai Pratap Singh.

UP state government declares all its 391 AFHCs across 57 districts to henceforth be known as Saathiya Kendras. The state also earmarked Rs. 5.8 million for FY 2020– 21 to upgrade these AFHCs to Saathiya Kendras. This was done in accordance with the brand guidelines developed and demonstrated by PFI at Mishrikh in Sitapur.



The e-launch of the Saathiya Kendra in Lucknow



Young girls with a counsellor at the Saathiya Kendra in Sitapur, UP

Increased access and uptake of Adolescent Health Services in Sitapur District

As a result, between April 2019 and February 2020, Sitapur district saw a **113% increase in adolescent registration** at Saathiya Kendras with **114% increase in uptake of counselling and 138% increase in clinical services.** While the registration of girls at Saathiya Kendras has nearly doubled over the 11-month period, the registration of boys has gone up three times. In outreach services too, there has been an overall 125% increase in the number of beneficiaries with a 61% increase in number of boys. The most heartening statistic is that the number of girls availing health services has doubled – it increased by 100%!



COVID-19 Response

At the very end of the reporting year, the world witnessed an unprecedented crisis: COVID-19. When India went into lockdown, PFI stepped up its COVID-19 response project.

Youth leader Anu Kumari from Nawada Bihar distributing masks

COMMUNICATION, COLLABORATION, MONITORING

The spread of fake news, the overall sense of panic matched with misinformation had led to stigmatisation and social isolation of people and communities affected by the virus. But in all the gloom, we sensed an opening to redouble our digital messaging in order to spread awareness and continually engage in effective behavioural change strategies to ensure that norms of physical distancing and hygiene routines to check the spread of COVID-19 were followed.

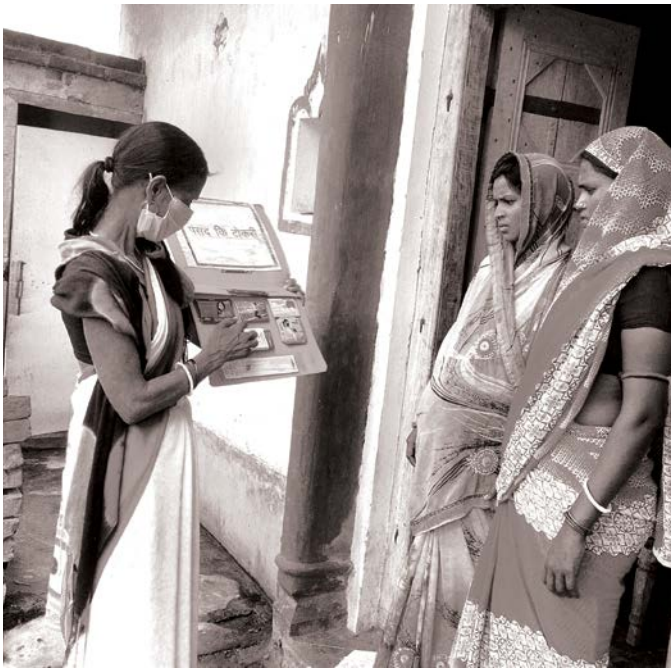


Communication Materials for Emergency Response

Population Foundation of India in collaboration with Facebook developed a content and messaging strategy on COVID-19 to collate, authenticate and produce engaging and informative content in English, Hindi and eight other national languages for digital platforms. These materials were used by the MyGov India citizen engagement platforms and various state health departments. PFI constituted a technical advisory group to ensure that medical and technical messaging was accurate and factual as well as used analytical tools and sentiment analysis to target posts and tackle misinformation for more effective communication.

As part of the materials produced under the COVID-19 response:

- PFI conceptualised and created [a short film on female healthcare workers at the forefront of COVID-19](#). The video was also published on Government of India's MyGov Facebook page and has become one of their **top performing posts with over 4.6 million within 24 hours!**
- As part of the Stigma & Discrimination Campaign by the Ministry of Health and Family Welfare (MoHFW), PFI in collaboration with renowned theatre and film director Feroz Abbas Khan developed short animation films using an entertainment-education format. [Hasya Kavi Potliwala](#) was a breath of fresh air, as it is a short animation film featuring a poet who recites a short kavita (poem) addressing stigma against COVID-19 patients very cleverly and snappily. The [Corona Ki Adalat](#) animation series used the familiar setting of a courtroom drama to disseminate important messages, tackle misinformation and reinforce a sense of solidarity around the fight against COVID-19. The use of humour to speak of grim things at a difficult time like this, as well as the idea to use popular courtroom drama were experiments that were well received. **Both the series have been posted on the JIO Cinema Mobile Platform and are reaching an audience of over 250 million users.**



Partnerships with State Governments and NGOs:

- a. To ensure that materials being developed are as widely shared as possible, PFI is also working directly with state governments, MoHFW and civil society organisations to share materials in Hindi, English and regional languages for their use. **Materials were disseminated to 150 districts across 24 States and Union Territories, 500 civil society organisations and another 115 members of the Advocating Reproductive Choices coalition.**
- b. PFI is collecting feedback and inputs from state and district nodal officers to track the COVID-19 response of health departments, initiatives being taken by ASHAs and Village Health Sanitation and Nutrition Committees (VHSNC) and Mahila Arogya Samitis (MAS). PFI is also tracking the health department's responses to critical issues and challenges faced by communities as well as service providers.
- c. On the request of the MoHFW, a set of guidance notes on COVID-19 response and mitigation have been developed for Village Health Sanitation and Nutrition Committees (VHSNC), Mahila Arogya Samitis (MAS), Rogi Kalyan Samitis (RKS) and Resident Welfare Associations (RWA). The state and district nodal officers will be oriented to use these resource materials at the field level. On the request of the Uttarakhand National Health Mission (NHM) team, guidelines and IEC materials have been developed for taxi drivers, restaurant/hotel and security staff on norms and precautions on COVID-19.
- d. PFI has also developed and disseminated short informative video clips to promote condom use in family planning.

Some of them include: [Khel khel mein](#), [Satya Ki Adalat \(Condom baba\)](#), [Condom baba ka dhaba](#), [Condom rap](#). These clips promote condom usage as a dual strategy for both contraception and disease protection.

- e. Population Foundation of India is a technical partner in an initiative called "Parliamentarians with Innovators for India", which aims to mobilise capable teams across India to build concrete and scalable solutions for COVID-19 towards challenges in public health, economy, livelihoods, and other important areas. The group includes 14 parliamentarians, partners from venture capital funds, organisations and experts working on health and public policy.
- f. PFI is making small grants in Bihar, Uttar Pradesh, West Bengal, Delhi and Jharkhand to organisations active in addressing poor and marginalised communities' immediate needs (cooked food, ration, masks and sanitary supplies) in the field and quarantine centres during the COVID-19 crisis.
- g. PFI is convening and coordinating with civil society organisations (CSOs), including social marketing organisations (SMOs) working on reproductive health and family planning to identify a consolidated approach to ensure that information and services continue to reach clients.
- h. PFI, along with its NGO partners strategically engaged with MoHFW leading to include family planning in the Ministry guidelines as essential health services.



Helping people understand the spread of COVID-19 in Nagaland



An ASHA worker checks on an immigrant worker

Examining Evidence

- a. PFI has made efforts to generate evidence on [the impact of COVID-19](#) in all facets of life and across a wide range of persons, in terms of age, gender, occupations and regions. PFI commissioned a study in five states (UP, Bihar, Jharkhand, Rajasthan and Odisha) to assess the impact of COVID-19 on availability of services and commodities in public health facilities and outreach and work of front-line workers.
- b. PFI conducted [a telephonic rapid assessment survey with adolescents and youths](#) in three states (Rajasthan, UP and Bihar) to understand the level of knowledge, attitude and practices with regard to COVID-19 and how it is impacting them.
- c. Findings from the two studies mentioned above, along with two studies by our partner organisations to assess [the impact of COVID-19 were disseminated at a webinar](#) organised by PFI, on 11 August 2020, on the eve of World Youth Day. The webinar was well attended and covered extensively by newspapers and digital websites.

2.PFI@50



12 October 2020 will mark 50 years since the Population Foundation of India came into being. We kicked off the celebratory events on 28 February 2020 at the Jawahar Lal Nehru Indoor Stadium. Tata Group Chairman Emeritus Mr Ratan Tata was the guest of honour. The evening also marked the premiere of the [Musical 'Raunaq & Jassi', a reimagined version of 'Romeo & Juliet'](#), by renowned theatre and film director Feroz Abbas Khan, who is also our creative advisor and the director of the flagship entertainment education programme, Main Kuch Bhi Kar Sakti Hoon.

A scene from the musical Raunaq & Jassi



Mr Ratan Tata, the guest of honour at the PFI@50 event

At the commemoration of the 50th year of Population Foundation of India, Mr Tata highlighted the role of India's youth in accelerating economic growth and the importance of investing in their education, health and well-being. The visionary industrialist emphasised the need to create employment opportunities for the youth as well as address the scourge of gender discrimination that denies women equal opportunities in every sphere.

He urged citizens and the government to work together to ensure a better future for the country. Following Mr Tata, Poonam Muttreja, Executive Director, PFI spoke on the days ahead. "Looking ahead, young people are a powerful driving force of change and we believe that it is critical for them to have the knowledge and resources to make the right choices about their health and well-being." She underscored PFI's commitment to family planning and women's health, two of the most concrete ways to empower women and their families and thereby their communities. In her words "beyond PFI at 50, we plan to reach out in multiple ways to the young people of this country. We shall strive to ensure that every child is a wanted child, every child thrives."

“We, at Population Foundation of India are committed to providing young people with the knowledge and resources to make the right choices about their health and well-being, thereby ensuring that they become a powerful driving force of change.

Poonam Muttreja

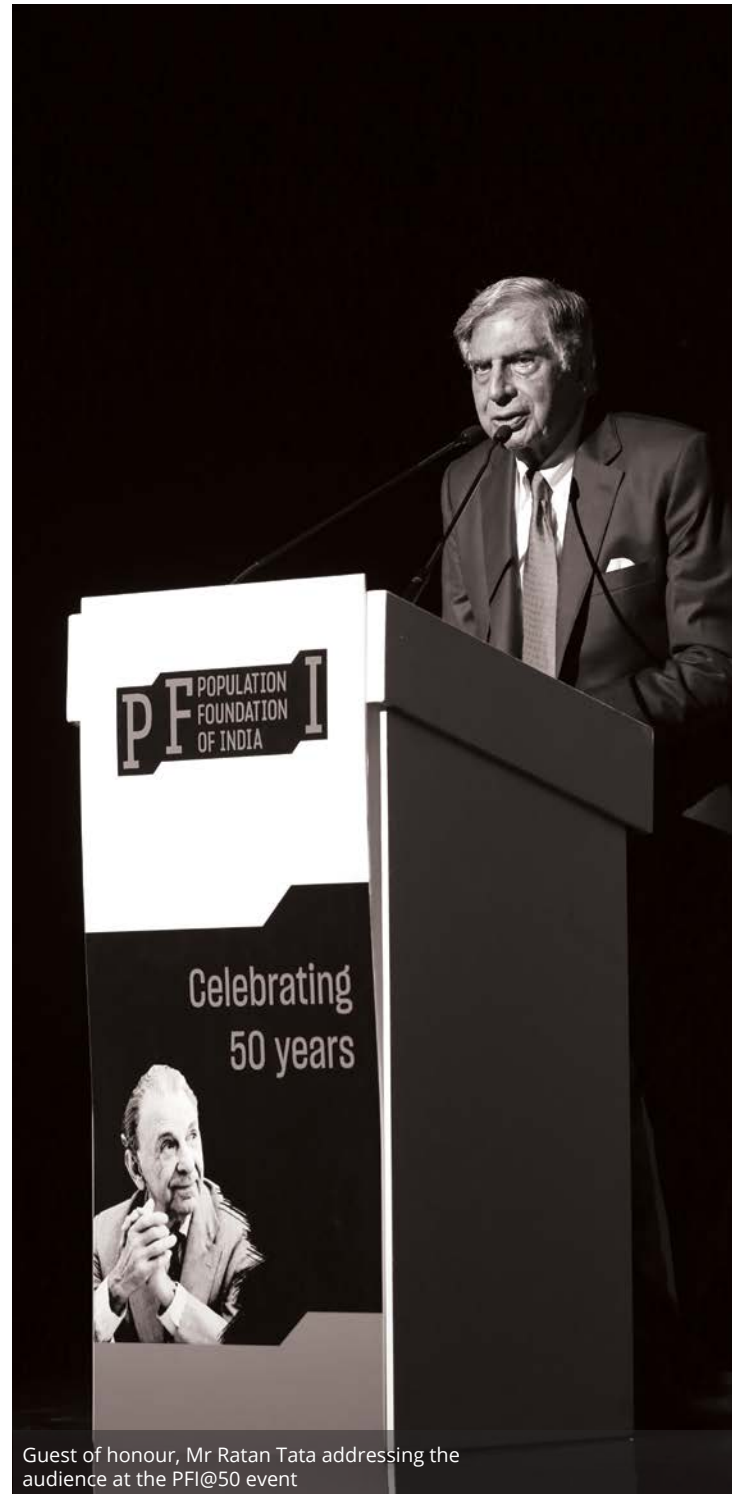
“

I would first like to congratulate the Population Foundation of India for the very meaningful contribution and commitment that they have made over the last 50 years. Mr JRD Tata and others that supported him in founding this institution would have felt very proud today at the achievements that have been made towards creating a better understanding of India's population needs.

“

People are our greatest assets. So the young person who is the India of tomorrow is going to be the means of making India as great as we would like it to be.

Ratan Tata



Guest of honour, Mr Ratan Tata addressing the audience at the PFI@50 event



Dr Rani and Dr Abhay Bang being felicitated with first JRD Tata Award for Excellence in Public Service

The First JRD Tata Award for Excellence in Public Service

Mr Tata felicitated Dr Rani Bang and Dr Abhay Bang with the first JRD Tata Award for Excellence in Public Service instituted to commemorate Population Foundation of India's 50th year. He congratulated them for their pioneering research and contribution to promoting the well-being of communities and public health.

Dr Rani and Dr Abhay Bang together, dedicated the award to the people of Gadchiroli in Maharashtra. Dr Rani Bang and Dr Abhay Bang, both living and practicing role models of Gandhian values are recognised worldwide for their successful Home-Based Newborn Care (HBNC) model introduced in Gadchiroli, to reduce maternal and child mortality.

The Bangs have also spearheaded several initiatives for young people in Maharashtra. These include Tarunyabhan (a widely adopted comprehensive sexual health education programme) and the Nirman initiative that focuses on developing and nurturing young change-makers to tackle social issues.

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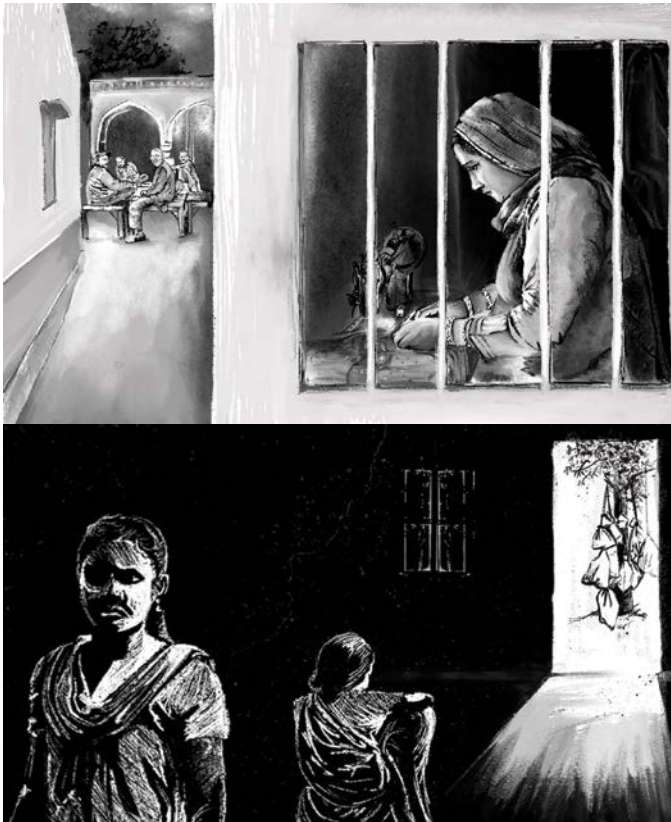
We also dedicate this award to our co-workers who inspire and enable our work.

Dr Rani Bang

“

The Indian word for health is 'Swa-stha', which is being Self-reliant. Hence, our vision is Aarogya-Swaraj which means that people's health must remain in their hands.

Dr Abhay Bang



Illustrations highlighting the plight of women for stories being written by PARI journalists

Stories Of Women, By Women

As part of its 50th year work, PFI in partnership with People's Archive of Rural India (PARI), is documenting and presenting women's voices and stories around their reproductive and sexual health. This collection from across rural India includes accounts from women of all ages, those with disabilities, and working in different occupations. Through their own voices and lived experiences, the stories bring forth social and systemic challenges faced by women from marginalised groups. These voices and the approach followed are critical at a time when health systems are challenged severely due to the COVID-19 pandemic.

Besides being translated in several languages, each published story is also accompanied by evocative black-and-white illustrations sketched by new media graphic artist Priyanka Borar.

With PARI committed to documenting stories and lives from the Indian countryside, often under-represented in mainstream media, P Sainath, Founder Editor of PARI says, **"The PARI-PFI collaboration places in focus the crucial issues of public health - particularly women's reproductive health, health justice and related issues, long before the coronavirus came along and bludgeoned the world into understanding their importance. The reporting for this comes from across the country, especially from some of the least covered rural regions. This has never before been attempted on this scale and in this depth."**

STEPPING UP FOR PEOPLE

We are fifty now! We decided it was time to revisit how we looked. The rebranding exercise that PFI has undertaken conveys the expanse of PFI's work and outlines the plans for the years and decades ahead. As PFI entered into its golden jubilee year, it was the right time to convey the broad vision and multi-faceted roles played by the organisation through the new look. The past five decades have seen PFI grow from an agency working in family planning to working towards gender equality, educating young people on reproductive and sexual health and in helping create rights-based population policies. We hope that the 'steps' in the logo, quite literally, capture that journey.



**STEPPING UP
FOR PEOPLE**

PEOPLE MATTER

3. Financial and Operational Highlights



Villagers accessing services at a health centre in Bihar

PARTICULARS	2019-20	2018-19
SOURCE OF FUNDS	RS.(IN LAKH)	RS.(IN LAKH)
Corpus Fund	500	500
Society Fund	5743	5155
Deferred Grant	43	35
Restricted Project Funds	2064	2367
Current Liabilities	278	257
Provisions	33	28
Total	8,661	8,342

APPLICATION OF FUNDS

Fixed Assets	122	120
Investments	4700	5100
Cash and Bank Balances	2963	2507
Loans and Advances	876	615
Total	8,661	8,342

PARTICULARS	2019-20	2018-19
INCOME	RS.(IN LAKH)	RS.(IN LAKH)
Grant income	3456	2720
Donation income	24	0
Rental Income	309	307
Interest and other income	504	446
Total	4,293	3,473

EXPENDITURE

Population, Health and Family Planning expense	1331	1186
Behaviour Change Communication expense	1641	1199
Community Action for Health expense	484	336
Other Project expense	148	223
Management & Administrative expense	101	138
Total	3705	3082
Excess of Income over Expenditure	588	391

ABOUT POPULATION FOUNDATION OF INDIA

Population Foundation of India is a national NGO, which promotes and advocates for the effective formulation and implementation of gender sensitive population, health and development strategies, policies and programmes. The organisation was founded in 1970 by a group of socially committed industrialists under the leadership of the late JRD Tata and Dr Bharat Ram.

Mission

PFI will advance people's reproductive rights within a human rights and women's empowerment framework, by building leadership and public accountability, influencing social movements, reframing discourse, and promoting an enabling programme and policy environment.

Our Donors

Our mission and accomplishments would not have been possible without generous support and collaboration with our donors and programme partners. We are thankful for their continued partnership and collaboration to advance our shared mission.

- Bill and Melinda Gates Foundation
- Children's Investment Fund Foundation
- The David & Lucile Packard Foundation
- Johns Hopkins University, Bloomberg School of Public Health
- John D and Catherine T MacArthur Foundation
- REC Foundation
- Ministry of Health and Family Welfare
- United Nations Population Fund
- International Foundation for Research and Education
- BFL Investment and Financial Consultants Pvt Ltd
- Apollo Trading and Finance Pvt Ltd
- ActionAid Association



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50 YEARS OF

STEPPING UP FOR PEOPLE