



ABOUT PFIThe Population Foundation of India (PFI) is a national non-government organization at the
forefront of policy advocacy and research on population, health and development issues in the
country. PFI leads advocacy efforts and works as a think-tank dedicated to promoting and
advocating effective formulation and implementation of gender-sensitive, population, health and
development policies, strategies, and programs in the country. Policy advocacy, social and
behavior change communication, community action and knowledge management are some of the
key strategies that PFI works on to achieve the organization's goals.Image: Constrate of the
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Over the years, PFI has played a catalytic role to address issues relating to gender equality, women empowerment and other social determinants. PFI is committed to serving the economically weak and marginalized sections of society in the high-priority districts (HPDs) with poor socio-health-demographic indicators.

OUR STRATEGY

Reproductive health and family planning can positively influence and advance the newly laid out Sustainable Development Goals by addressing multiple targets and ushering in an era of development. Access to voluntary family planning has the potential to save lives and help break the cycle of poverty, stabilize population growth and ease the pressure on the environment. It is the most cost-effective development investment.

We believe that health, education and wellbeing of the population is crucial for sustaining just, equitable economic growth and development. For that to happen, change has to happen at three levels – individual, social and systemic or policy levels, ensuring that the country offers a conducive and enabling policy environment for girls and women to claim their rights, agencies of youth to be involved in demanding and supporting efficient and accountable governance and informed policy makers to inspire a vibrant future. PFI will act as a catalyst, a facilitator to offer compelling evidence-based scholarship, thought leadership and convention to inform, inspire and initiate actions that will contribute to and strengthen our national plans and priorities. We will realize our mission by building leadership and public accountability, influencing social norms, reframing public discourse and collaborating with national and global initiatives in population studies and family planning. We believe that our mission will significantly contribute to India's commitment to achieving Sustainable Development Goals and FP2030 targets.

OUR VALUES

MUTUAL RESPECT INTEGRITY COURAGE OF CONVICTION CORE VALUES EQUITY AND JUSTICE WOMEN'S RIGHTS INDEPENDENCE HUMILITY

OUR MISSION

To advance gender-sensitive, rights-based population and family planning policies and actions for a just, equitable and prosperous society.

STRATEGIC OBJECTIVE 1

To advance family planning and reproductive health as drivers of individual rights

- Girls and women are able to make informed choices for exercising their bodily rights without fear or inhibition
- Young people and women are able to access high quality and affordable family planning services and reproductive health care

STRATEGIC OBJECTIVE 2

To position family planning and population measures as critical drivers of sustainable growth and development in India

- Family Planning and women's rights are national priorities that help realize higher growth and sustainable development.
- Strong rights-based policies, adequate budgets and efficient public institutions help build and sustain quality of life and wellbeing.

STRATEGIC OBJECTIVE 3

To ensure family planning and reproductive health becomes drivers of youth leadership for social transformation at scale

- Gender-sensitive family planning and reproductive health rights and services form the fulcrum of all social development plans and actions
- Young people, particularly among women, are leading grassroots transformation towards a just and equitable social system

OUR APPROACH

ADVOCACY:

Global thought leadership, high-quality evidence-based narratives to inform and inspire lawmakers for comprehensive family planning and reproductive health policies; shaping family planning discourses within sustainable

BEHAVIOR CHANGE:

Utilize power of technology and new-age media platforms targeted intervention on reproductive health education and gender-sensitive behavior, attitudes and practices of the society, particularly young people

ACCOUNTABILITY:

Promote agency of youth, particularly girls and women, within community-led participatory governance initiatives to enhance efficiency and accountability of public systems and delivery services