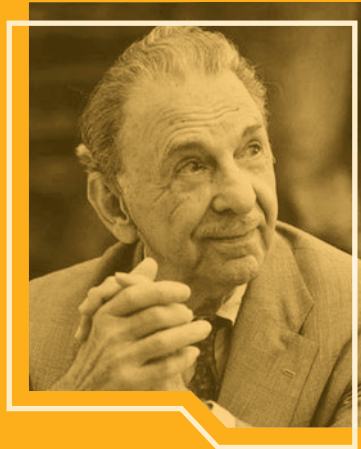




**ANNUAL
REPORT**
2023-24



“
...achievement of
demographic objectives is
entirely dependent on a whole
set of societal responses and
policy initiatives which go well
beyond contraception.”

- J. R. D. TATA

TABLE OF CONTENTS

About Population Foundation of India	2
Governing Board	3
A Message from the Chairperson and Executive Director	4
Highlights of 2023-24	6
Our Accomplishments & Initiatives	9
Legacy & Impact of Community Action for Health (2005-2023)	10
Shifting the Narrative	12
Youth & Adolescents	16
Working with Communities	21
The 16th J.R.D. Tata Oration and 7th J.R.D. Tata Memorial Awards	23
Stories of Change	25
Financial and Operational Highlights	27
Population Foundation of India's HR Policies	28
Our Partners	29

Cover Image Workshop with adolescents on safe online behaviours in Lucknow, Uttar Pradesh

ABOUT POPULATION FOUNDATION OF INDIA

Founded in 1970 by the late J.R.D. Tata, Population Foundation of India is a leading non-governmental organisation (NGO) in the fields of population dynamics, gender equity, and sexual and reproductive health (SRH). It addresses population issues within the context of empowering women, men, and young people, enabling them to make informed decisions about their fertility, health, and well-being. The organisation's approaches include strategic engagement with policymakers, media, and other key stakeholders; knowledge generation and dissemination; leveraging technology; scaling

up pilot projects; and social and behaviour change communication (SBCC). Population Foundation of India also collaborates closely with and provides technical support to both national and state governments, as well as other NGOs.

Mission

We advance gender-sensitive policies and programmes focused on the health and well-being of India's population, especially women and young people.



Team Population Foundation of India

GOVERNING BOARD

Prof. K. Srinath Reddy

Chairperson, Population Foundation of India Governing Board; Founder President of Public Health Foundation of India

Mr. Rajya Vardhan Kanoria

Vice-Chairperson, Population Foundation of India Governing Board; Chairman & Managing Director of Kanoria Chemicals & Industries Limited

Dr. Ajai Chowdhry

Co-founder, HCL

Ms. Ishita Chaudhry

Independent consultant and founder of The YP Foundation

Mr. Kiran Karnik

Chairperson, HelpAge India; former President NASSCOM

Ms. Maja Daruwala

Chief Editor, India Justice Report; Senior Advisor, Commonwealth Human Rights Initiative; former Executive Director, Commonwealth Human Rights Initiative

Ms. Priya Paul

Chairperson, Apeejay Surrendra Park Hotels Limited

Mr. Ratan N Tata

Chairman Emeritus of Tata Sons

Dr. Shireen Jejeebhoy

Demographer and Social Scientist; President of International Union for the Scientific Study of Population

Dr. Soumya Swaminathan

Chairperson, M S Swaminathan Research Foundation; former Chief Scientist at WHO and Director General of the Indian Council of Medical Research

Dr. Syeda Hameed

Former member of the Planning Commission, Government of India

Prof. Vikram Harshad Patel

The Pershing Square Professor of Global Health at the Harvard Medical School, Harvard University

Mr. Vinod Rai

Distinguished Visiting Research Fellow, Institute of South Asian Studies, National University of Singapore; former Comptroller and Auditor General of India, Government of India

Ms. Poonam Muttreja

Executive Director, Population Foundation of India

A MESSAGE FROM THE CHAIRPERSON AND EXECUTIVE DIRECTOR



PROF. K. SRINATH REDDY
Chairperson



MS. POORNAM MUTTREJA
Executive Director

In April 2023, India surpassed China to become the world's most populous country, drawing global attention to its population trends and intensifying discussions on changing population dynamics worldwide.

The world is currently witnessing two distinct population trajectories. Developed countries face ageing and declining populations, presenting complex challenges for social and economic sustainability. Meanwhile, certain regions in the developing world are experiencing population growth, characterised by a large young population with enormous potential. This stark contrast in demographic trends highlights the multifaceted nature of global population dynamics, necessitating nuanced policy approaches to address the diverse needs of different regions. Any present or future programmes must consider these population dynamics.

Against this backdrop, Population Foundation of India has emerged as a thought

leader at the national and international level, fostering an informed discourse on changing population dynamics. We have analysed global population trends and their policy implications, reaching audiences in over 20 countries through mainstream and alternative media channels. Our evidence-based narrative challenges alarmism about population growth in developing nations, advocates for pro-immigration policies to facilitate the exchange of skilled labour, and underscores the importance of investing in young people and women as steps towards leveraging both the demographic and gender dividends.

In December 2023, we hosted the sixteenth J.R.D. Tata Oration, as part of the lecture series instituted in 1995. This event allows Population Foundation of India to pay tribute to its founder, Mr. J.R.D. Tata, and invites thought leaders to address issues of population, health, and development. Mr. N. Chandrasekaran, Chairman of Tata Sons, delivered a compelling oration on the

pivotal role of India's youthful population in realising the country's economic potential, particularly relevant given India's young demographic landscape. The event also featured the seventh J.R.D. Tata Memorial Awards, honouring five states, 13 districts, and one union territory for exemplary performance in gender, population, and reproductive health indicators.

Our commitment to building and leveraging evidence has always been complemented by transformative on-the-ground initiatives. This is evident from the impact of the Community Action for Health (CAH) programme, which concluded last year after a successful 18-year run.

In 2005, the Ministry of Health and Family Welfare, Government of India appointed Population Foundation of India as the Secretariat for the Advisory Group on Community Action, overseeing the implementation of the CAH programme as an integral part of the National Health Mission. The CAH programme evolved from a pilot in nine

states to becoming the world's largest community-action initiative, reaching 230,000 villages and 145 cities across 25 states. Over the course of this programme, we trained over 50,000 government officials and hosted more than 3,000 public dialogues, significantly enhancing healthcare accessibility and reducing patient costs through active community involvement and robust partnerships.

Building on our on-the-ground efforts, we launched the UMEED Project in Uttar Pradesh to advance family planning services and community health education in six districts: Balrampur, Bahraich, Gonda, Sitapur, Unnao, and Barabanki. This initiative, undertaken in collaboration with the Mobius Foundation, aims to empower communities with the knowledge and resources necessary to make informed health decisions. We plan to strengthen the public health system in partnership with district-level authorities.

As the landscape for non-governmental organisations evolves, our

resilience and adaptability have been key to our sustained impact. The steadfast support of our partners – government agencies, donors, and other civil society organisations – has been fundamental in advancing our shared objectives.

We extend our heartfelt gratitude to all stakeholders for their enduring support and partnership, enabling us to continue our mission toward a healthier, more equitable India.

HIGHLIGHTS OF 2023-24

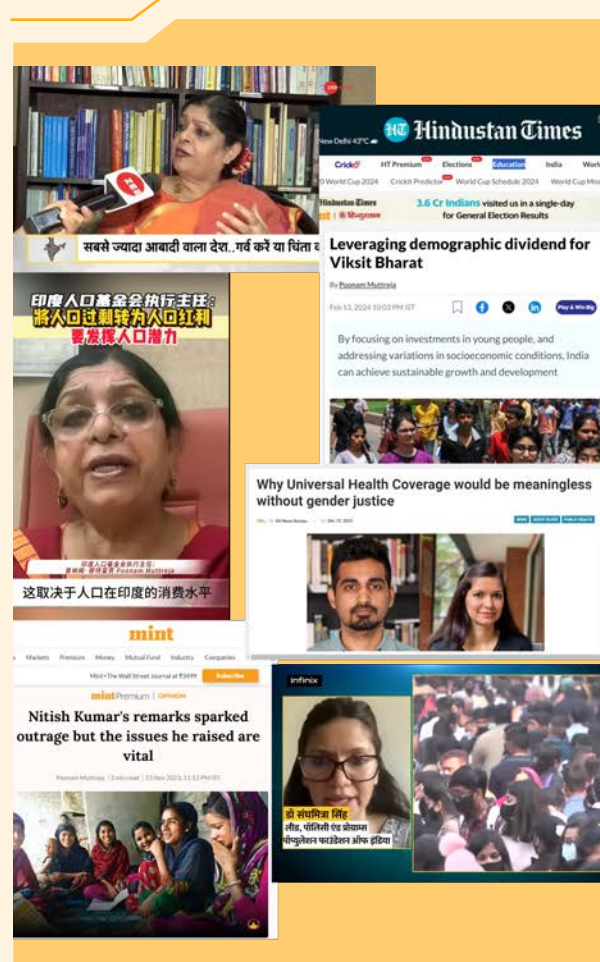
■ This year marked the successful conclusion of the Community Action for Health (CAH) programme, a key component of the Government of India's National Health Mission. From 2005 to 2023, by Government order, Population Foundation of India hosted the Secretariat of the Advisory Group on Community Action (AGCA), comprising eminent public health experts. The AGCA guided the expansion of the CAH programme's implementation to 230,000 villages, 145 cities, and 450 districts across 25 Indian states, establishing it as the world's largest community action programme and integrating the public into public health. Efforts were made to enhance capacities of the state community-process teams to plan and execute implementations, leading to the capacity building of over 50,000 trainers and facilitators at the state, district, and block levels.

Successful conclusion of the world's largest Community Action for Health programme

230,000
VILLAGES

145
CITIES

25
STATES



Engagement with international and national media

■ Population Foundation of India has helped shape the media and public discourse around India's population. Over the course of the year, Population Foundation of India had over 250 media engagements. This included 24 articles, 156 quotes, 67 interviews, and eight panel discussions. In addition to mainstream Indian media outlets such as *The Indian Express*, *The Times of India*, *Hindustan Times*, and *Deccan Herald*, there has been unprecedented international media interest in India's population issues. We have contributed to prominent international media such as *The New York Times*, *Reuters*, *Time*, *ABC*, *Al Jazeera*, *Le Monde*, *El Pais*, *BBC World*, *CNN*, and *The Globe and Mail*.



National Consultation with Members of Parliament on “Unpacking India’s Demographic Advantage”

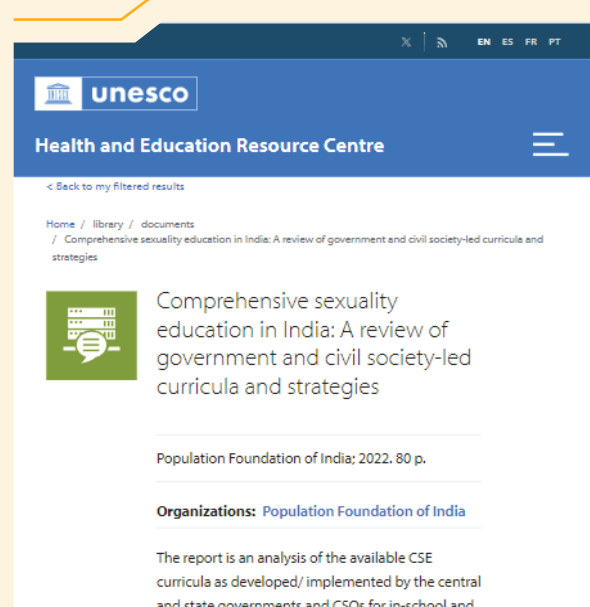
■ Population Foundation of India and the United Nations Population Fund (UNFPA) India co-hosted a National Consultation with Members of Parliament titled “Unpacking India’s Demographic Advantage”, to enhance their understanding of India’s demographic journey and the need for effective policy making, with a focus on young people.

■ The latest version of the Snehai chatbot, launched in 2022, integrates content on online child sexual exploitation and abuse developed as part of the Global Partnership to End Violence Against Children (EVAC) Fund. Since its launch, Snehai has reached 160,000 users on Messenger and WhatsApp. Through on-ground outreach in 2023, the programme has expanded to 10 Indian states, reaching over 15,500 adolescents with information on safe online behaviours.

Online and on-ground reach of Snehai

160,000
USERS ON WHATSAPP
& MESSENGER

15,500
ADOLESCENTS
REACHED IN 10 STATES



UNESCO features Population Foundation of India’s assessment report on Comprehensive Sexuality Education in India

■ Population Foundation of India’s in-depth assessment report, titled “Comprehensive Sexuality Education in India: A Review of Government and Civil Society-Led Curricula and Strategies”, was recognised and included in UNESCO’s resources on CSE.

■ Through our digital learning platform, Educately, 400 Bharat Scouts and Guides (BSGs) in Uttar Pradesh (reaching a total of 308,224 Scouts and Guides), members of 50 youth clubs in Jharkhand, and 40 Child Care Institutions (CCIs) in Manipur were trained on adolescent reproductive and sexual health.



The 16th JRD Tata Memorial Oration delivered by Mr. N. Chandrasekaran, Chairman of Tata Sons



A National Consultation on Population and Development with 36 leading civil society organisations

■ In December 2023, the Population Foundation of India hosted the 16th J.R.D. Tata Oration, featuring a captivating address on “Harnessing the Power of India’s Youth” by Tata Sons’ Chairman Mr. N. Chandrasekaran. The event also featured the seventh J.R.D. Tata Memorial Awards, honouring five states, 13 districts, and one union territory for exemplary performance in gender, population, and reproductive health and family planning indicators.

■ Population Foundation of India produced several videos, employing social and behaviour change communication (SBCC) frameworks to craft messages and narratives for our Comprehensive Sexuality Education (CSE) campaign, targeting adolescents and their parents in Uttar Pradesh and Jharkhand. Our videos garnered 23 million views and our outreach extended to approximately 30 million individuals. Notably, one of our reels went viral, amassing 8.9 million organic views, 844,000 shares, and 373,000 likes.

■ In October 2023, Population Foundation of India, in collaboration with UNFPA India, organised a National Civil Society Organisations (CSOs) Consultation on Population and Development. With representation from 36 national-level CSOs, the Consultation aimed to generate insights, perspectives, and recommendations on the priority action areas outlined in the 2013 Asian and Pacific Ministerial Declaration on Population and Development.

23 MILLION VIDEO VIEWS **30 MILLION** INDIVIDUALS REACHED



OUR ACCOMPLISHMENTS & INITIATIVES



Adolescent girls at a workshop in Rajasthan

LEGACY & IMPACT OF COMMUNITY ACTION FOR HEALTH (2005-2023)

SUPPORTED BY MINISTRY OF HEALTH AND FAMILY WELFARE (MoHFW)

Community action has been one of the key pillars of Population Foundation of India's work, and last year saw the conclusion of a successful 18-year run of one of our key programmes called Community Action for Health.

In 2005, the Government of India's **Ministry of Health and Family Welfare (MoHFW)** created the Advisory Group on Community Action (AGCA) to provide technical support to state governments for implementing the Community Action for Health (CAH) component under the National Health Mission (NHM), and Population Foundation of India was appointed as the Secretariat for AGCA. The AGCA, comprising

health experts, guided the initial pilot across nine states and 36 districts from 2007 to 2009, covering 1,620 villages. An external evaluation revealed that the pilot built trust between communities and health systems, improved health service coverage, supported frontline workers, and significantly reduced out-of-pocket expenses for patients.



Orientation of Village Health Sanitation and Nutrition Committee members in Tamil Nadu



State level training of trainers on Jan Aarogya Samiti in Bihar



Jan Samwaad (public dialogue) at Najardih Health and Wellness Center, District Nawada, Bihar



A meeting of the Village Health Sanitation and Nutrition Committee in Chhatarpur, Madhya Pradesh

Following these positive outcomes, CAH was expanded over the next two decades to 230,000 villages, 145 cities, and 450 districts across 25 states – making it the world’s largest community-action programme. This expansion included training over 50,000 facilitators and organising more than 3,000 Jan Samwaad (public dialogues) to boost community engagement. These efforts enhanced healthcare facilities, staff responsiveness, and resource allocation tailored to local needs.

The AGCA Secretariat played a crucial role in developing national guidelines, providing feedback on ground-level issues, and contributing to policy reviews through participation in the Common Review Mission (CRM). It also conducted fact-finding missions following health crises in Madhya Pradesh and Chhattisgarh, which influenced policy adjustments.

In 2023, the AGCA transitioned to a technical

support role within the National Health Systems Resource Center (NHSRC), continuing to foster community action under the NHM. Population Foundation of India maintains its commitment through a Memorandum of Understanding with Bihar and Uttar Pradesh to support family planning, adolescent health, and social behaviour change communication.

Since 2016, Population Foundation of India has also been aiding the governance and management of public health facilities in Uttar Pradesh. In 2024 alone, around 3,200 members from 44 districts were trained on governance aspects, enhancing the capability of local health management teams and ensuring effective health facility governance through structures like Rogi Kalyan Samiti and Jan Arogya Samiti.

Through these sustained efforts, CAH has strengthened grassroots democracy and paved the way for universal health coverage, encapsulating the principle of “Bringing public into public health” and achieving significant improvements in service delivery, infrastructure, and equitable resource distribution across India.

50,000
FACILITATORS



3,000
PUBLIC DIALOGUES



230,000
VILLAGES



145
CITIES



25
STATES



SHIFTING THE NARRATIVE

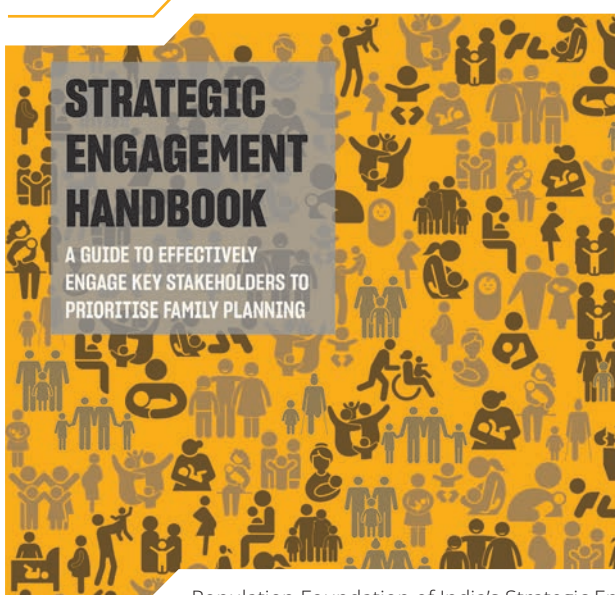
In 2023, India became the world's most populous country. With the largest young population, engaging in informed discourse on population, fertility, and family planning is crucial. Global evidence suggests family planning intersects with all seventeen Sustainable Development Goals (SDGs), highlighting its role in women's empowerment, socio-economic development, and gender equity. Population Foundation of India, through strategic engagement, aims to build a common understanding of sexual and reproductive health and family planning needs in India's large young population, considering changing population dynamics and women's empowerment, among key stakeholders in government, civil society, corporates, and media.

Evidence Generation

- Population Foundation of India created the *Strategic Engagement Handbook – A Guide to Effectively Engage Key Stakeholders to Prioritise Family Planning* (available in

English and Hindi). Sharing four decades of experiences and learnings, the *Handbook* offers a step-by-step guide for strategic engagement on family planning, applicable to other areas as well.

- As India became the world's most populous country, Population Foundation of India developed knowledge products, factoids, and briefs drawing on lessons from the Indian experience relevant to other countries with high population growth. These documents address the gender-based digital divide, the financial inclusion of women, the ageing population, and climate change. These knowledge products highlighted the importance of including population issues in the G20 agenda and were shared with relevant stakeholders, including the Government of India's Ministry of Health and Family Welfare (MoHFW), international donors, and the G20 Secretariat.



Population Foundation of India's Strategic Engagement Handbook (English and Hindi versions)

- To effectively engage Parliamentarians and stakeholders on critical population issues, Population Foundation of India, in partnership with the United Nations Population Fund (UNFPA) India, developed three strategic engagement knowledge products: *India's Population Growth and Policy Implications*; *The Sexual & Reproductive Health Status of Young People in India*; and *Men's Participation for Better Family Planning & Reproductive Health Outcomes*. These evidence-based briefs have been crucial in sensitising elected representatives, media, civil society organisations, and other key stakeholders on family planning, sexual and reproductive health, and gender equality, shaping positive policy narratives.

Engaging Policymakers



Release of knowledge products at the National Consultation titled "Unpacking India's Demographic Advantage" in New Delhi

- In August 2023, Population Foundation of India and UNFPA India organised a National Consultation with Members of Parliament (MPs) titled "Unpacking India's Demographic Advantage". Esteemed Parliamentarians and experts from across party lines, including Mr. Bhubaneswar Kalita, Dr. Sanjay Jaiswal, Mr. P. D. Rai, Dr. Ameer Yajnik, and Mr. John Brittas, discussed crucial aspects of India's changing demographic landscape, focusing on key areas such as health, education, skilling, employment and empowerment, and the need for effective policy making focusing on adolescents and young people.

Partnering with Civil Society and Global Networks

- Population Foundation of India, in partnership with UNFPA India, organised a National Civil Society Organisations (CSOs) Consultation on Population and Development in October 2023 in New Delhi. With representation from 36 national-level CSOs, the consultation aimed to generate insights, perspectives, and recommendations on the priority action areas outlined in the 2013 Asian and Pacific Ministerial Declaration on Population and Development.
- Population Foundation of India represented CSO voices at the Seventh Asian and Pacific Population Conference held in Bangkok, Thailand, in November 2023.



Men's Participation in Family Planning & Reproductive Health

Learnings and opportunities for India

Adolescent Friendly Health Centres (AFHCs)

Government health centres providing preventive, promotive, curative and referral services to young people

Mission Parivar Vikas (MPV)

A programme launched by the government in 2016 for increasing the access to contraceptives and family planning services in 146 high fertility districts of seven states, which had a Total Fertility Rate (TFR) more than 3.

Modern contraceptive prevalence rate (mCPR)

Percentage of currently married women who use any modern contraceptive method

Modern methods of contraception

Include male and female sterilization, injectables, intrauterine devices (IUDs/PIPIEDs), contraceptive pills, implants, female and male condoms, diaphragm, foam/jelly, the standard days method, the lactational amenorrhoea method (LAM), and emergency contraception

Rashtriya Kishor Swasthya Karyakram (RKSK)

A programme for adolescents in the age group of 10 to 19 years to address their health needs, including sexual and reproductive health, nutrition, mental health and substance abuse, gender-based violence, and risk factors for non-communicable diseases, among others

The success of India's family planning (FP) programme depends on the involvement and participation of both men and women. In particular, men need to overcome social and cultural barriers to become equal partners in planning families, adopt contraceptive methods, and support women's contraceptive choices.

The criticality of engaging men was articulated at the 1994 International Conference on Population and Development (ICPD) as well as in the National Population Policy 2000 and is now one of the proven strategies for improved family planning and sexual and reproductive health (FP-SRH) outcomes globally.

However, men's participation in family planning continues to be low in India. The National Family Health Survey of 2019-21 (NFHS-5) shows that while the use of modern contraceptives by currently married men the last time they had sex has increased by about 4 percentage points between 2015-16 and 2019-21, a very large share (76%) remains non-users.

Share of men reporting use of Family Planning methods

1 in 4 men* reported use of any modern method of contraception by themselves or their partners the last time they had sex

*currently married, 15 to 49 years old



Source: NFHS-5, 2019-21

What are the trends in men's participation in family planning?

Men's share in modern methods of contraception

Modern contraceptive prevalence rate (mCPR), measured by the percentage of women who report using a modern method (themselves or by their partner) to delay or avoid pregnancy, constitutes of a mix of male and female methods. As per NFHS-5, the contraceptives used by men

(condom and male sterilization) comprise a share of about 17 percent of the mCPR (Figure 1). The major responsibility of contraception among married couples falls on women (83%), of which female sterilization alone makes up 67 percent.

Policy brief on Men's Participation in Family Planning and Reproductive Health

At the round table on “Health, Including Sexual and Reproductive Health and Reproductive Rights”, Ms. Poonam Muttreja, Executive Director of Population Foundation of India, presented recommendations from the National CSO Consultation, highlighting the importance of investing in women’s empowerment.

- On International Youth Day 2023, Population Foundation of India, in partnership with Family Planning 2030 (FP2030), organised a webinar titled “Emerging Global Population Dynamics: Investing in 1.2 Billion Young People”. Chaired by Ms. Poonam Muttreja, the panel included Dr. Pawan Kumar, Additional Commissioner (Maternal Health and Family Planning), MoHFW; Dr. Samukeliso Dube, Executive Director, FP2030; and Ms. Sylvia Wong, UNFPA’s Asia Pacific Regional Technical Advisor, Adolescents and Youth.



Webinar on “Emerging Global Population Dynamics: Investing in 1.2 Billion Young People”

- On World Environment Day 2023, Population Foundation of India and Action Research and Training for Health (ARTH) organised a webinar on “Sustainable Menstrual Hygiene Options”. We were joined by 100 participants from various sectors. The event served as a platform for insightful discussions led by key speakers, including Dr. Soumya Swaminathan, Chairperson of the M.S. Swaminathan Research Foundation and our Governing Board Member, Ms. Suktishita Bhattacharya, Special Secretary of the Panchayats and Rural Department, Government of West Bengal.

- The Centre for Contraception Research (CCR), a unit of Action Research & Training for Health (ARTH), collaborated with Population Foundation of India to host an online consultation on “Repositioning Emergency Contraception in India” in December, 2023. The consultation was attended by 96 participants including public health professionals involved in family planning, clinical practitioners and academicians from medical colleges and representatives of international agencies, non-governmental organisations and the pharmaceutical sector.

Representation on Global Platforms

- Ms. Poonam Muttreja, Executive Director, Population Foundation of India, was invited to serve on a Study Committee of social scientists of the National Academies of Sciences, Engineering, and Medicine (NASEM), USA, for a comprehensive study on “Women’s Empowerment, Population Dynamics, and Socioeconomic Development.” She brought a strong civil society and community perspective on population issues to the Committee. Population Foundation of India’s knowledge management team also actively contributed to the report, including drafting policy recommendations, brainstorming innovative approaches, and prioritising family planning/sexual and reproductive health (FP/SRH) for young people in the study. The final study report is scheduled for completion in September 2024.
- Ms. Poonam Muttreja represented Population Foundation of India at the first meeting of the FP2030 convening series on “Accelerating Access to Postpartum and Post-abortion Family Planning” for select Anglophone countries in Sub-Saharan Africa and Asia, held from October-November 2023, in Kathmandu, Nepal.

- Dr. Sanghamitra Singh, Chief of Programmes, Population Foundation of India, represented the organisation at a two-day policy consultation on “Upholding Bodily Autonomy, Rights and Choices: Measuring Women’s Contraceptive Decision-Making” organised by the European Parliamentary Forum (EPF) for Sexual and Reproductive Rights and UNFPA in Lisbon, Portugal, in June 2023.

Prioritising Family Planning, Sexual and Reproductive Health in the Corporate Agenda

- In recent years, Population Foundation of India has integrated family planning and sexual and reproductive health into the corporate and philanthropic agenda, promoting greater awareness and understanding. Since 2022, it has leveraged the Asian Venture Philanthropy Network (AVPN) platform to engage philanthropies and social sector organisations in India. At the AVPN Global Conference in June 2023 in Kuala Lumpur, Malaysia, Ms. Poonam Muttreja, Executive Director, Population Foundation of India, highlighted the interlinkages between health, specifically Family Planning/ Sexual and Reproductive Health (FP/SRH), gender, climate action, and equity at a panel discussion titled “Championing Change: Learnings from G20 and Looking Ahead”.



Population Foundation of India at the Asian Venture Philanthropy Network (AVPN) Conference, Kuala Lumpur

- Population Foundation of India has provided responsive support to corporates through capacity-building programmes and training for Corporate Social Responsibility (CSR) teams on FP/SRH, menstrual hygiene management, and gender. In response to a request by Yamaha CSR, Population Foundation of India facilitated a training session on SRH, focusing on menstrual health, hygiene, and management (MHHM) for girls and women aged 10 to 55 years. The training was attended by 100 women and girls from the community. Yamaha CSR sought inputs on creating more sustainable options for menstruators, including disposal of sanitary health products. They plan to conduct these sessions regularly and include topics on gender identity and expression in future trainings.

Media Engagement

- Population Foundation of India has emerged as a leading voice in shaping the global discourse on population dynamics, particularly after India became the world’s most populous nation in April 2023. Understanding media needs, Population Foundation of India ensured timely and evidence-based responses with statements and communication, fostering healthy media relationships and ensuring wide dissemination of information. Its media engagements involve publishing, substantial efforts to educate the media, simplify relevant data and evidence, and provide necessary information for accurate reportage. Population Foundation of India had over 250 media engagements during the reporting period, including 24 articles, 156 quotes, 67 interviews, and eight panel discussions. Population Foundation of India featured in Indian media such as *The Indian Express*, *The Times of India*, *Hindustan Times*, and *Deccan Herald*, as well as international media including *The New York Times*, *Reuters*, *Time*, *ABC*, *Al Jazeera*, *Le Monde*, *El Pais*, *BBC World*, *CNN*, and *The Globe and Mail*. These engagements have significantly shaped media and public discourse around India’s population issues.

YOUTH & ADOLESCENTS

SnehAI: A Companion to Empower and Protect



SnehAI online safety workshop in Lucknow, Uttar Pradesh

SnehAI is an AI-powered chatbot that provides information on adolescent sexual and reproductive health (SRH) and well-being and online safety. Available on Facebook Messenger, WhatsApp, and as a voice bot, SnehAI, was introduced in April 2019 based on the learnings of Population Foundation of India's transmedia social and behaviour change communication (SBCC) programme, Main Kuch Bhi Kar Sakti Hoon (MKBKSH; I, A Woman, Can Achieve Anything). In its latest version, SnehAI incorporates content related to Online Children Sexual Exploitation and Abuse (OCSEA) – developed as part of the Global Partnership to End Violence Against Children (EVAC) Fund. SnehAI's integrated content includes quizzes, stories, and videos, which raise awareness and promote knowledge about online safety.

Highlights

- During 2023-24, online posts around SnehAI reached an impressive 81 million people, raising awareness about safe online behaviours and adolescent SRH and well-being. Nearly 160,000 users across WhatsApp and Facebook Messenger exchanged over 5 million messages with the chatbot, with 42% being returning users.
- Complementing the online campaign, Population Foundation of India conducted a series of interactive on-ground promotions and workshops in 10 states across India. In partnership with educational institutions and foundations such as Jindal Steel and Power Limited Foundation (Jharkhand), Block Resource Center-Samagra Shiksh (Gujarat), and Assam Rifles Public School (Manipur), these workshops engaged with over 15,500 adolescents and stakeholders, fostering discussions on online safety and child protection.
- A voice bot was developed on a pilot basis to reach new users, arising from Population Foundation's interactions with on-ground participants who identified the need for a voice-based communication channel. The voice bot is available on snehai.org.
- An independent endline evaluation in the last quarter of 2023 revealed that 41% of SnehAI users were twice as likely as non-users (21%) to view the internet and social media as high-risk to safety and privacy.

Proportion of users likely to view the internet and social media as high-risk to safety and privacy

41%

SnehAI

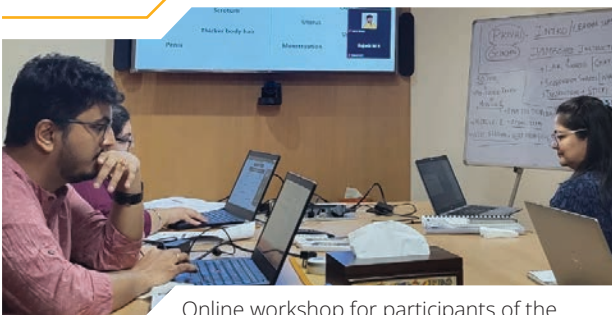
SnehAI users

21%

Non-users

Adolescents in the intervention group demonstrated better awareness of both the laws and rules aimed at preventing OCSEA in India (74% vs. 62% in the comparison group) and the platforms and helplines for reporting OCSEA (62% vs. 43% in the comparison group). Additionally, 87% of users reported that the information gained from Snehai is readily applicable to real-life situations. The chatbot successfully retained user attention for an average of 2.3 minutes, which is considerable given the prevalence of today's short attention spans.

EDUCATELY



Online workshop for participants of the ARSH For You course on HCLF Academy

Educatly, a digital learning platform developed and launched by the Population Foundation of India in August 2019, serves as a comprehensive resource on adolescent health and well-being. It offers a range of information, resources, and programmes in Hindi and English, catering to adolescents, parents, educators, and policymakers. The platform enables users to conveniently access training content through internet-enabled devices and mobile apps.

Highlights

- In May 2023, Population Foundation of India, in partnership with the United Nations Population Fund (UNFPA) India, launched a new online course, Integrated Sexual and Reproductive Health (ISRH), on the Educatly platform. This self-directed course equips primary care providers (doctors, nurse-midwives) and managers with the latest evidence-based

knowledge on key ISRH topics. Learners can complete modules at their own pace, covering topics such as family planning, safe abortion, reproductive rights, and maternal health. As of March 2024, over 1,100 learners have enrolled in the course on Educatly.

- Population Foundation of India partnered with the HCL Foundation (HCLF) to expand the reach of Adolescent Reproductive and Sexual Health for You (ARSH for You) to more professionals working with adolescents. The ARSH for You curriculum was integrated into HCLF's Academy platform, with upgraded content to include in-depth coverage of issues such as abortion, sexuality, and pleasure. The fourth batch of the course received over 400 applications, from which 260 participants representing over 60 organisations across the country were selected. The course, which commenced in February 2024, had a completion rate of 57%, successfully equipping 150 professionals with knowledge and skills in adolescent health and well-being, impacting approximately 10,000 adolescents.

Testimonials

“The course made me think about how activities can create a fun environment for learning and gave an outline to create workshops around the topics. As for my personal life, the course reinforced the need to teach these topics. While around me there are a lot of people who think there is enough work being done on these topics and, hence, we should slow down, but this course helped bring new data to my awareness, which reinforced the need for these topics.”

- Ms. Radha Sharan, Manager, Manzil Mystics

“I believe now I am more aware, empowered, and have the skills to handle assignments and real-life situations related to ARSH.”

- Mr. Nirala Kumar, Manager, Nangia & Co, LLP

Comprehensive Sexuality Education (CSE)

“Scoping for Expansion of Comprehensive Sexuality Education (CSE) in India”, an initiative of the Population Foundation of India, was started in November 2020 with the goal of empowering adolescents by giving them access to CSE through both in-school and out-of-school approaches. The main objective of this project was to generate political will, new thought leadership, and groundswell among policymakers for the integration of age-appropriate CSE in existing government schemes at the state level. The project was implemented in four states: Uttar Pradesh, Jharkhand, Manipur, and Delhi.

Highlights

- Population Foundation of India conducted an in-depth assessment, titled “Comprehensive Sexuality Education in India: A Review of Government and Civil Society-Led Curricula and Strategies”, which was included in UNESCO’s resources on CSE.



Saathiya Corner training programme for teachers in Lucknow, Uttar Pradesh

- In partnership with the Jharkhand State Child Protection Society and the Social Welfare Department of Manipur, Population Foundation of India equipped staff at Childcare Institutions (CCIs) to deliver SRH information to adolescents residing in these facilities. In Jharkhand, 40 staff members were trained as Master Trainers in August 2023. Meanwhile, in Manipur, 40 CCI staff were trained as Master Trainers in April 2023, benefiting 520 staff and 1,000 adolescents. The model has the potential to scale nationally, impacting 2,251 CCIs and reaching the most vulnerable adolescents.
- Population Foundation of India collaborated with Bharat Scouts and Guides (BSG) to educate young people about SRH and overall well-being, through its digital platform Educately. BSG integrated adolescent health education into their programmes across all 75 districts of Uttar Pradesh, with the potential to reach over 308,224 Scouts and Guides and 400 officials.
- Population Foundation of India supported the Government of Uttar Pradesh in establishing Saathiya Corners, safe spaces free from judgement and threats, where adolescents can seek information, counselling, and support on their sexual and reproductive health (SRH) and well-being. In 2022-23, with support from Population Foundation of India, the National Health Mission (NHM) of the Government of Uttar Pradesh (UP) developed operational and branding guidelines for Saathiya Counselling Centres and established 36 Saathiya Corners in two inter-colleges from each of the 18 divisional headquarters across the state. Population Foundation directly supported 10 inter-colleges, ensuring a total reach to 20,775 students (11,504 boys and 9,271 girls) with information and counselling on SRH.

Additionally, under the joint initiative of NHM-UP, the Department of Health and Family Welfare, and the Department of Secondary Education, Population Foundation

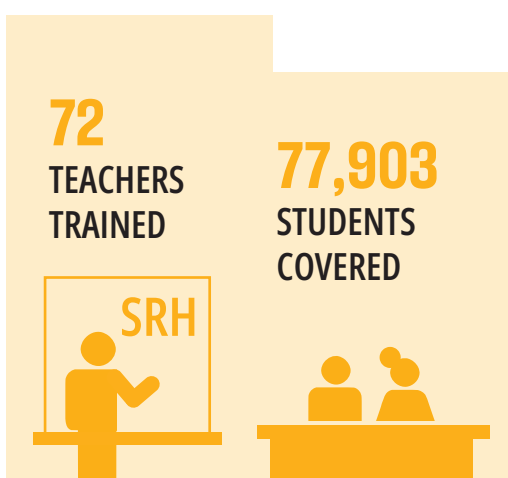
of India conducted a four-day residential training of 72 teachers from the selected 36 inter-colleges. It is estimated that through these selected inter-colleges, 77,903 students (53,031 girls and 24,872 boys) will be able to access SRH counselling within their college premises.

- Sehat Kendra is a youth-friendly safe space dedicated to the health and wellbeing of young people, being run in 50 colleges of Bihar including the Indian Institute of Technology (IIT) Patna since 2021. Population Foundation of India has been providing technical support to State Health Society Bihar (SHSB) and Bihar State AIDS Control Society (BSACS) to implement the initiative. Our support includes development of operational guidelines, branding, training and regular mentoring of peer educators and nodal officers to run the center. Over 60,000 students were reached through expert sessions on sexual reproductive health, nutrition, mental health and non-communicable diseases, quiz competitions and health checks ups. The Sehat Kendra initiative was presented as an innovation in the G20 event on 'Health of Youth-Wealth of Nation' at New Delhi in June 2023.

Training on sexual and reproductive health counselling

36

INTER-COLLEGES SELECTED



Testimonials

“ We had to go through many problems during our adolescence due to a lack of access to correct information, but now through Saathiya Corners in colleges, we are hoping to provide today’s youth with much-needed information on sexual and reproductive health and mental health, in a friendly and non-judgmental manner.”

- Dr. Amit Singh, Joint Director, Family Welfare, Directorate General, Uttar Pradesh

“ There is a need to provide adolescents with correct and age-appropriate information on sexual and reproductive health and in fulfilling this need, the role of educational institutions and trained teacher counsellors will be important.”

- Ms. Shivani, Assistant Director, Madhyamik Shiksha Vibhag, Uttar Pradesh

“ We often think that adolescents are too young to be adults yet too old to be kids and we often end up confusing them. It’s important that we, as adults, understand the various changes that occur all at once during adolescence and be equipped to support them as technology alone cannot do enough. Technology only provides information, but children need emotional support, and they will get that only from us.”

- Mr. Ngangom Uttam, Director of Social Welfare, Government of Manipur

Training of Youth Champions in Partnership with Bharat Scouts and Guides

Population Foundation of India partnered with the Bharat Scouts and Guides (BSG), Uttar Pradesh, a government-supported national-level youth network spanning all 75 districts of the state with a membership of over 3 lakh youth

volunteers. In July 2023, in collaboration with BSG, Population Foundation of India trained a cadre of 53 Youth Champions in the age group of 15 to 18 years using the Youth Champion training module that it had developed as a strategic engagement and communication tool. The training helped Youth Champions understand the importance of sexual and reproductive health information and services in a person's life, identify the priority needs of adolescents and young people in their communities, and equip them with the necessary skills to be able to communicate their needs and demands to government and media stakeholders. Subsequently, Population Foundation of India facilitated an interface between the Youth Champions, government teachers, and officials from Rashtriya Kishor Swasthya Karyakram (RKSK). The teachers felt this training would equip them to be more comfortable teaching sexual and reproductive health to the students.

Testimonials

“ Whatever information we did not have and have learnt during this training, we will continue to use that information to make better decisions in our own lives. And we will also make others aware about it so that they too can use it for their benefit.”

- Adolescent female participant, Bharat Scouts and Guides, Uttar Pradesh

“ It is true that while teaching about reproductive organs and its functions in the class, there is hesitation among both teachers and students, but after taking training as a teacher counsellor, I feel this will change.”

- S.S. Mishra, Teacher, Jubilee Boys Inter-college, Lucknow, Uttar Pradesh

DIGITAL CAMPAIGNS

TOTAL REACH: 120 MILLION

#RaiseYourHand4CSE Campaign

Lack of awareness and open conversations and limited access to Comprehensive Sexuality Education (CSE) leave adolescents vulnerable. The #RaiseYourHand4CSE (Raise Your Hand for CSE) campaign was launched in July 2023 to normalise conversations about CSE, dismantle the shame and stigma surrounding it, address myths and misconceptions, increase acceptance among key stakeholders and gatekeepers, and generate demand for improved access to CSE, both in schools and out of schools.

The online campaign garnered an impressive reach, with **31 million views** on social media and approximately **half a million likes**. Campaign videos were shared a million times.

Social Media Collaborations

Leveraging the influence of prominent content creators such as Dr. Prateek Makwana, Dr. Yuvraj Jadeja, Women's Web, Women's Social Corner, Dr. Anjali Kumar, Dr. Varuna Srinivasan, The Happiness Project, SheThePeopleNews, and The PCOS Club by Nidhi S, Population Foundation of India initiated discussions on various topics including contraceptive methods for young couples, men's contraceptive options, LGBTQ+ contraceptive needs, and menstruation. These collaborations enabled us to amplify our message to a wider audience, leveraging the collective reach of over **800,000 followers**.

#IshqWithoutRisk Campaign

Population Foundation of India launched the #IshqWithoutRisk campaign on the occasion of World Contraception Day 2023. With a reach of **9.8 million users**, this campaign aimed to foster open discussions on safe relationships, empowering young people to make informed choices about their sexual and reproductive health.

Campaign on Online Safety and Sexual and Reproductive Health

Population Foundation of India's digital campaign on online safety and sexual and reproductive health, using Snehai, our AI-powered chatbot on Facebook Messenger and WhatsApp, garnered significant traction, indirectly reaching approximately **81 million users**. Snehai serves as a valuable resource for young individuals seeking information and support on sexual and reproductive health and digital safety.

WORKING WITH COMMUNITIES



Distribution of family planning flipbooks to ANMs for use as counselling tools

Community Mobilisation for Family Planning and Reproductive Health

Uttar Pradesh's Bahraich district, classified as an "Aspirational District" by NITI Aayog, is among the state's 75 districts with some of the lowest reproductive, maternal, and child health indicators. To address these critical health challenges, Population Foundation of India, in collaboration with Save A Mother (SAM) and Mobius Foundation, launched a comprehensive field intervention on family planning (FP) and reproductive health (RH) named UMEED in 2022-23. This intervention focusses on the Jarwal block of Bahraich district, encompassing all 121 villages with a population of 2.78 million. The overarching goal of the UMEED project is to increase the acceptance and uptake of FP and RH

services, ultimately leading to an improvement in the health status of women, children, and adolescents in the region.

Key Achievements

Health Camps and Flipbook Development

- In October 2023, the Director General of Family Welfare, Government of Uttar Pradesh, inaugurated the first Swasthya Mela (Health Check-up Camp) at the Community Health Centre, Jarwal. He officially launched the UMEED project and approved the organising of 30 such health camps in the block in collaboration with the Health Department.
- A flipbook on family planning, developed by Population Foundation of India, was released to aid Accredited Social Health Activists (ASHAs) and Auxiliary Nurses and Midwives (ANMs) in client counselling.
- From October 2023 to March 2024, six health camps were held, providing health services to 3,378 women and adolescents.

Community Outreach and Training

- Between April 2023 and March 2024, the UMEED initiative conducted 1,776 community meetings and 17,515 home visits, to mobilise clients.
- Training sessions aimed at building the capacity of ASHAs and ANMs equipped them with tools like the flipbook to enhance their interactions with clients. ANM Premlata Singh commented on the training's impact, saying, "I learned the appropriate time and interval of pregnancy to explain to women in the field using this Flipbook."

Volunteer Training

The project trained over 250 village-level volunteers in leadership and negotiation skills to address deeply ingrained social norms around son-preference and to promote gender equality.

- Campaign Against Child Marriage: On 28 January 2024, the District Magistrate launched the Age At Marriage Campaign to fight child marriage, with significant involvement from various departments, local media, and community stakeholders. The campaign, Itni Bhi Kya Jaldi Hai? (What's the Hurry?), aimed to build public opinion in favour of delaying marriage to provide girls with opportunities for education and vocational skills. The campaign featured activities such as pledges, media roundtables, and events like Ek Yudh Bal Vivaah Ke Virudh (Fight against Child Marriage). Between January and February 2024, over 5,000 people participated in the campaign, including 2,800 adolescents, 260 ASHAs and ANMs, 250 community champions, and 150 government officials.

Outcomes from Jarwal

- In March 2023, Population Foundation of India started with a demonstration in 120 villages of Jarwal block in Bahraich district. As per the National Health Mission (NHM) Health Management Information System (HMIS), this was a success. The training and regular mentoring of frontline health workers, along with regular group meetings and home visits at the community level, has led to a 74% increase in the distribution of condoms, 76% increase in the distribution of Chaaya (Centchroman), 79% increase in emergency contraceptives pills (ECPs) given, 26% increase in first dose of Antara (Depot Medroxy Progesterone Acetate-DMPA) administered, and a 32% increase in Oral Contraceptive Pills (OCPs) distributed between April 2023 and March 2024.

Scale-up

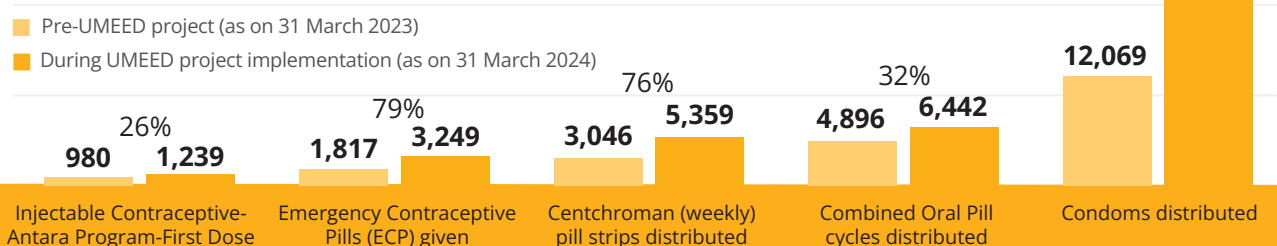
Based on this success, Mobius Foundation has committed to supporting the project's scale-up in over 5,800 villages across six districts, namely Bahraich, Balrampur, Barabanki, Gonda, Unnao, and Sitapur. The Director General of Health and Family Welfare, Government of Uttar Pradesh, has given approval and issued directives to the Chief Medical Officers to support the implementation of the UMEED project.

Strengthening Community Engagement Platforms in Bihar

- Population Foundation of India supported the Bihar government in the roll out of Jan Arogya Samiti (JAS)—an institutional platform to create awareness and provide support to Health and Wellness Centres (HWCs)—across all 38 districts. Over the year, state-level orientations were chaired by Secretary Health cum Executive Director, State Health Society Bihar (SHSB), and review meetings were co-facilitated with SHSB, engaging NHM nodal officers from all districts. In Darbhanga and Nawada, 7 Jan Samwad (Public Dialogues) contributed to positive outcomes such as construction of sheds for patients and attendants at HWCs, issuance of Ayushman Bharat cards to mahadalit families, and counselling corners for adolescents.
- Mahila Arogya Samitis (MAS) are constituted in urban slums for preventive and promotive health care, and to facilitate access to health services. Developed by Population Foundation of India as part of its Health of the Urban Poor programme, this model was scaled by the government under the National Urban Health Mission across the country. In Bihar, we co-facilitated state-level orientations and review meetings with SHSB for 22 cities. Our team provided on-ground support in Darbhanga, Nawada, and Patna districts, training over 600 district nodal officers, city managers and MAS members.

Key Family Planning Indicators Trend in Jarwal Block

(Source: HMIS data)



THE 16TH J.R.D. TATA ORATION AND 7TH J.R.D. TATA MEMORIAL AWARDS

Mr. J.R.D. Tata built a strong base for a social movement to stabilise India's population growth and to secure a better life for its people. As a tribute to its visionary leader, Population Foundation of India instituted the J.R.D. Tata Oration series in 1990, inviting eminent national and international leaders to discuss vital issues related to population, health, and development. Speakers in the past have included Dr. Amartya Sen, Dr. Soumya Swaminathan, Mr. Somnath Chatterjee, Mr. I.K. Gujral, Dr. Manmohan Singh, Mr. Chandra Shekhar, and the Late Dr. Babatunde Osotimehin.

On December 18, 2023, Population Foundation of India hosted the 16th J.R.D. Tata Oration in Delhi, delivered by Mr. N. Chandrasekaran, the Chairman of Tata Sons. His speech, "Harnessing the Power of India's Youth", offered an insightful perspective on the critical role of India's young population in shaping global transitions like artificial intelligence, energy, and supply chains. His address highlighted the opportunities and challenges in leveraging India's demographic advantage for sustainable and inclusive development. Mr. Chandrasekaran's oration



Prof. K Srinath Reddy, Chairperson of Population Foundation of India's Governing Board, Mr. N. Chandrasekaran, Chairman of Tata Sons, Ms. Poonam Muttreja, Executive Director of Population Foundation of India, and Mr. Dhan Singh Rawat, the Health Minister of Uttarakhand at the 16th J.R.D. Tata Oration and 7th J.R.D. Tata Memorial Awards



Mr. N. Chandrasekaran delivering the 16th J.R.D. Tata Oration in New Delhi

was a powerful call to action, aligning with the Population Foundation of India's mission to foster sustainable development and inclusive growth.

In another tribute to its founder, the Governing Board of Population Foundation of India instituted a national award in his name in 1996. The J.R.D. Tata Memorial Awards are conferred upon states and districts that have demonstrated outstanding achievements in population and reproductive health and family planning programmes. The event honoured five states, 13 districts, and one union territory for their performance on gender, population, and reproductive health indicators.

List of Awardee States, Union Territories, and Districts for the 7th J.R.D. Tata Memorial Awards

5 States, 1 Union Territory and 13 Districts were awarded

Category	State/UT/District
States	
High Focus Large States	Uttarakhand & Rajasthan
Non-High Focus Large States	Goa
High Focus North East States	Mizoram & Arunachal Pradesh
Union Territories (UT)	
UT	Dadra & Nagar Haveli and Daman & Diu
Districts (High Focus Large States)	
High Wealth Level	Barmer (Rajasthan)
Moderate Wealth Level	Basti (Uttar Pradesh) & Auraiya (Uttar Pradesh)
Low Wealth Level	Anuppur (Madhya Pradesh) & Surguja (Chhattisgarh)
Districts (Non-High Focus Large States)	
High Wealth Level	Thoothukkudi (Tamil Nadu) & South East Delhi (NCT Delhi)
Moderate Wealth Level	Theni (Tamil Nadu)
Low Wealth Level	Dadra & Nagar Haveli
Districts (High Focus North East States)	
High Wealth Level	Lower Dibang Valley (Arunachal Pradesh)
Moderate Wealth Level	Kra Daadi (Arunachal Pradesh) & East Kameng (Arunachal Pradesh)
Low Wealth Level	Kurung Kumey (Arunachal Pradesh)

STORIES OF CHANGE

Aarti Kumari

Aarti was born in a family of farmers in Darbhanga, Bihar. In 2019, at just 17 years of age, she established a sanitary pad bank for the adolescents in her district. Aarti's journey of becoming a Youth Champion started in 2018 when she was introduced to the Kishori Samooh, a collective of 20 girls facilitated by Population Foundation of India. Together, they conducted a survey within their community reaching out to approximately 6,000 adolescents, which helped her understand the difficulties that youth, especially young women, faced with regard to sexual and reproductive health (SRH) services. There was a lack of information and health services for youth, an inadequate supply of proper medicines, and no counselling in schools. Armed with critical data, Aarti, along with other members of her group, took the initiative to address the identified issues with the local authorities. The matter eventually reached the Health Minister of Bihar, Shri Mangal Pandey. Thereafter, adolescent-friendly health clinics were established in her area and a supply of proper medicines was regularised in the district. Currently, Aarti is leading an adolescent group called Aacharan Kishori Samooh. She aspires to become a nurse and help underprivileged sections of society.

Workshop with adolescents on safe online behaviours in Lucknow, Uttar Pradesh

Kahkisha

Twenty-one-year-old Kahkisha leads an adolescent group, Kishori Samooh, consisting of 17 girls with support from Population Foundation of India.

In 2017, Kahkisha attended a session for adolescents which was organised by Population Foundation of India. This session focused on SRH issues of young people especially girls, revealing a significant ignorance about the same within the community. This realisation motivated her to form an adolescent group in her neighbourhood with the aim of creating awareness and empowering young girls. Girls in her community were often forced into early marriages. Recognising the need for change, she became a Youth Champion and received training on Adolescent Reproductive Sexual Health components to engage with adolescents, bridge the knowledge gap, and provide them a platform to voice their opinions.

However, Kahkisha's journey was far from easy. She faced extensive resistance and backlash from her community. Many community members confronted her family, warning them that her engagement with the girls would adversely influence their behaviour. The outbreak of the COVID-19 pandemic proved to be a turning point. Amidst the crisis, she played a crucial role in ensuring easy access to sanitary pads during lockdowns through her sanitary pad bank and also raised awareness about COVID vaccination.

One of Kahkisha's notable accomplishments has been the establishment of a Block-level library to support aspiring candidates in their preparation for competitive Civil Services exams such as Union Public Service Commission (UPSC) and Bihar Public Service Commission (BPSC). This initiative was supported by the District Magistrate and the Block Development Officer, who also provided the required books. Today, Kahkisha is widely regarded as an inspiration and role model by many girls and their families in her community.

Aliya Kumari

Aliya belongs to the Ravidas community, a marginalised community in Nawada, Bihar.

Aliya is the first in her generation to pursue college. Her father runs a small shop and wishes for her to secure a job. In 2021, Aliya became a Youth Champion with support from Population Foundation of India. She played a significant role in establishing a Kishori Samooh for adolescent girls in her village.

There was a high prevalence of child marriage and school dropout rates among girls at the secondary level in the area. For several months, Aliya worked with the local communities to raise awareness about the importance of providing a platform for young girls.

Although Aliya initially faced significant community backlash, her consistent efforts helped bring girls into the Kishori Samoohs, allowing those who had previously faced restricted mobility to participate in empowering discussions. Coming from a marginalised community, Aliya is a perfect role model for girls, demonstrating how community engagement and leadership can positively impact an entire community and bring about lasting change.

FINANCIAL AND OPERATIONAL HIGHLIGHTS

Particulars	2023-24	2022-23
Source of Funds	Rs. (in lakh)	Rs. (in lakh)
Corpus Fund	500	500
Society Fund	7,198	6,983
Deferred Grant	103	110
Restricted Project Funds	1,054	1,097
Current Liabilities	178	198
Provisions	33	43
Total	9,066	8,931
Application of Funds	Rs. (in lakh)	Rs. (in lakh)
Fixed Assets	160	171
Investments	6,270	5,170
Cash and Bank Balances	1,606	1,594
Loans and Advances	1,030	1,996
Total	9,066	8,931

Particulars	2023-24	2022-23
Income	Rs. (in lakh)	Rs. (in lakh)
Grant Income	1,085	1,681
Donation Income	-	3
Rental Income	238	235
Interest and Other Income	664	844
Total	1,987	2,763
Expenditure	Rs. (in lakh)	Rs. (in lakh)
Health and Family Planning Expense	741	818
Behaviour Change Communication Expense	308	443
Community Action for Health Expense	34	419
Other Project Expense	495	455
Management & Administrative Expense	194	106
Total	1,772	2,241
Excess of Income over Expenditure	215	522

POPULATION FOUNDATION OF INDIA'S HR POLICIES

At Population Foundation of India, we maintain a comprehensive Human Resources Policy Manual that outlines well-structured policies and processes. This Manual includes guidelines and policies applicable to all personnel engaged with Population Foundation of India. The aim of these policies and guidelines is to ensure fairness, transparency, and consistency in our relationships with employees and other stakeholders. The Manual covers a range of key topics, including the Code of Conduct, Conditions of Employment, Performance Evaluation, Employee Benefits, and Rules and Regulations. These terms, conditions, and policies are derived from broader employment legislation in the country, as well as from best practices followed by organisations in similar fields. In addition to this core HR Manual, Population Foundation of India has established specific policies related to the Prevention of Sexual Harassment (PoSH), Child Protection, Protection from Sexual Exploitation and Abuse (PSEA), and Whistleblower Protection, all of which form part of our Compliance Management framework.

Anti-Sexual Harassment Policy

At the workplace, Population Foundation of India 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. Population Foundation of India holds that all persons have the right to work in an atmosphere free of discrimination and harassment. Population Foundation of India recognises that equality in employment can be seriously impaired when women are subjected to gender-specific violence, like sexual harassment at the workplace. The Foundation has, thus, adopted its Policy Against Sexual Harassment at the Workplace (referred to as Population Foundation of India PASHW), for the prevention, prohibition, and redressal of sexual harassment, in compliance with the mandate of the Government of India's 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 this policy, an Internal Complaints Committee (ICC) has been constituted under Rule IV and a detailed grievance procedure has been established. In the year 2023-2024, no cases of sexual harassment were filed in the organisation.

OUR PARTNERS

Ministry of Health and Family Welfare, Government of India

Department of Education, Government of Bihar

State Health Society, Government of Bihar

Department of Education, Government of Rajasthan

Directorate of Women Empowerment, Government of Rajasthan

Bill and Melinda Gates Foundation

Give2Asia

Children's Investment Fund Foundation

The David and Lucile Packard Foundation

Facebook India Online Services Pvt Ltd

John Hopkins University

HCL Foundation

Tata Communications

Mobius Foundation

Collective Good Foundation

United Nation Children's Fund (UNICEF)

United Nations Population Fund (UNFPA)

BFL Investments and Financial Consultants Pvt Ltd

Apollo Trading and Finance Pvt Ltd



Head Office

B-28, Qutab Institutional Area,
New Delhi – 110016

T: +91 11 43894 100

Regional offices

Bihar

Uttar Pradesh

www.populationfoundation.in

 @PopFoundIndia

 @PopFoundIndia

 @populationfoundationindia