

NEWSLETTER

INTERNATIONAL CONFERENCE ON FAMILY PLANNING 2016



A nine member team from PFI attended the ICFP Conference held in Bali.

PFI's India Caucus Meeting on the theme *India marches towards FP2020* held on 25th January seemed as an ideal kick off to the Conference. A panel discussion on India's commitments, strategies and plan for FP2020 held with Hon'ble Minister- J. P. Nadda, Dr. Sanjay Jaiswal (Member of Parliament), P.D. Rai (Member of Parliament), C.K. Misra (AS&MD-MoHFW), Amit Ghosh (Executive Director/Mission Director – U.P.), Mr Jitendra Srivastava (ED/Mission Director, Govt of Bihar helped in preparing India's roadmap to achieving the FP2020 goals.

A meeting was held with the Family Planning District Working Group (DWG) Indonesia representatives on January 27 where they shared their experiences on the successful implementation of local ownership of FP at the lowest level.

PFI led the Preformed Panel Session on Entertainment Education aimed at showcasing successful behavior change projects from India. PFI shared the findings from the Season One evaluation of *'Main Kuch Bhi Kar Sakti Hoon'*. Other panel members included JHU Communication Programs.

INTRODUCTION

The New Year began on a positive note with some early achievements and quick wins for Population Foundation of India (PFI). PFI organized India Caucus event at the ICFP 2016, attended by a high level delegation of the Government of India (Gol), led by Mr. J.P Nadda, Union Minister of Health and Family Welfare. A key highlight was his announcement that the Gol had made a paradigm shift in its approach to family planning, moving the focus from sterilization to promoting birth spacing by expanding the basket of choice for contraceptives.



I, A Woman, Can Achieve Anything

Our flagship edutainment initiative *Main Kuch Bhi Kar Sakti Hoon*, received much appreciation at both national and international platforms. The AIR broadcast of *Main Kuch Bhi Kar Sakti Hoon* Season Two began on February 6, and is currently being aired on 101 radio stations which are a combine of the FM Primary and FM Rainbow Channels. The MKBKSH Season One has been dubbed in 11 languages and completed broadcast on six Doordarshan Regional Kendras. Eight Kendras are currently telecasting Season One and two stations will start the telecast of Season One in March/April 2016.

Advisory Group on Community Action (AGCA)

AGCA (constituted by the National Health Mission) providing supportive and technical assistance for community action organized two Regional Consultations in Kolkata and Delhi on February 3rd and 10th respectively. Both the consultations provided a platform for rich experience sharing on community action models, recommendations to strengthen and scale-up implementation in select states. Senior government officials from the NHM, civil society organizations and public health experts were among the participants.

Realising Commitments to Family Planning

On March 8, PFI and Political Leader's Alliance in Child and Adolescent Health (PLACAH) organised a meeting with 14 Members of Parliament including Union Minister of Health and Family Welfare, Mr. J.P Nadda to discuss the current status and challenges in *'Population Stabilization'*.

Parliamentarian Meeting on Population Stabilization



Media Sensitisation Workshop: A two-day workshop was organized on March 9-10 in Udaipur with representation from 13 top regional media from seven locations across India to provide an orientation on key issues and concepts related to Family Planning

PFI as the Secretariat for Advocating Reproductive Choices (ARC), organised a strategic meeting on February 23-24, aimed at revisiting, reviewing and updating the ARC advocacy plans.

INTERNATIONAL PRESENCE

Ms. Poonam Muttreja, Executive Director, PFI attended the first International Social and Behaviour Change Conference held in Ethiopia from February 8-10, where *Main Kuch Bhi Kar Sakti Hoon* was showcased at a session on 'Entertainment Education'.



Delegates from India in a meeting with Family Planning District Working Group (DWG), ICFP, 2016 Indonesia

Mr. Alok Vajpeyi, Head- Core Grant and Knowledge Management, represented PFI at FP 2020 Performance Monitoring and Evidence Working Group (PMEWG) in London on March 14-16.

Ms. Poonam Muttreja and Mr. Alok Vajpeyi were invited to present at the Measurement and Evaluation Workshop organized by BMGF in Kenya, February 22-24 for being among the 19 organizations selected for Grand Challenge Grant Award to support innovative approaches to improve the lives and well-being of women and girls worldwide.

AWARDS AND RECOGNITION

LAADLI Media and Advertising Awards

PFI won the Laadli Media and Advertising Award for effective use of media for *Main Kuch Bhi Kar Sakti Hoon*.



STAFF RETREAT



PFI organized a two-day retreat at Damdama on February 26-27 with an aim to bring the staff together to further strengthen the collective work and plans for taking forward PFI's work.

HIGHLIGHTS



RKS Strengthening

Through the efforts of AGCA-National Health Mission, Uttar Pradesh has included Rogi Kalyan Samiti (RKS) strengthening across all the 75 districts as a core communitization focus area.

UP Population Policy

PFI developed a population policy for Uttar Pradesh which Mr. Keshav Desiraju and Dr. Sanjya Pandey presented before the Chief Secretary, Govt. of UP