

Year 2016-17, Activities performed by Janani:

Appreciation to Janani Surya Clinics by Ipas for providing ‘Safe Abortion’ in Bihar:

The need to increase access to safe abortion services to reduce maternal mortality and morbidity, the state government of Bihar, India had introduced an innovative mechanism of accrediting private health care facilities. The program, *Yukti Yojana* (‘a scheme for solution’), accredits eligible health facilities and supports them in providing abortion-related services free of charge to rural and low-income urban women. The *Yukti Yojana* program was implemented under the initiative and leadership of the state government of Bihar in May 2011.

Yukti Yojana provides a model for successfully involving private OB/GYNs and general physicians to deliver safe abortion services to poor women. In May 2016, Janani was honored and received appreciation certificate by Ipas for providing ‘Safe Abortion’ in Bihar.



Patna Surya Clinic Received Award for Best performance



To encourage the private sector participation in family planning, the State Innovation in Family Planning Services Project Agency (SIFPSA) has been a joint venture of Government of India, USAID and Government of Uttar Pradesh implementing the Innovations in Family Planning Services (IFPS) project in the state. SIFPSA has mark in the global arena in family planning and reproductive health and implementing a project '**Hausala Sajheedari**' Government of Uttar Pradesh initiative to engage private health facilities for family planning. In the month of August— amongst five Surya clinics of Uttar Pradesh, Gorakhpur clinic was awarded by SIFPSA as the best clinic for providing family planning services. Also Director Health had honored Dr. Anamika Gupta as a 'Best Surgeon' who performed 2,376 female sterilizations in 2015-2016.



Doctor receiving award and appreciation by Directors Health, Uttar Pradesh



Social activities: In month of May our personalle had partiapiated in a ‘Gender Fair’ organized by a leading Hindi News Paper, ‘Dainik Jagran’ to address the issue on declining sex ratio in Bihar. This Event was supported by UK-Aid & Women Development Corporation, Bihar. In the gender fair Janani has the initiative to create awareness about menstrual hygiene and understanding of family planning services among girls.



Counseling to around 1300 girls about Janani and its services



Participation on event in colleges of Vaishali district



Chief Medical Officer (CMO), Vaishali district inspecting Janani’s Stall



District Magistrate of Vaishali visited Janani’s stall & appreciated the effort of Surya Clinics

Doctor's day celebration: On the occasion of doctor's day all doctor from the respective Surya clinics were present. The event was organized at Patna Surya clinic where all of them were honored with memento and appreciation certificate by Country Director. Afterwards there was a meeting with doctors and technical team which was facilitated by Technical Head. In the meeting there was discussion on clinical business and advance family planning services that could be made available at Surya clinics. Also there was open discussion on quality of FP services that Janani does offer to deprived community, and suggestion to enhance the quality of services.

Thank you doctor!

On the occasion of Doctor's Day, Janani in association with The Times of India, organised a programme to honour doctors and their services in our daily lives

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"Men who are occupied in the restoration of health to other men, by the blunt exertion of skill and humanity, are above all the great of the earth. They even partake of divinity since to preserve and move is almost as noble as to create," said Voltaire. One cannot agree more that the service a doctor provides for humanity is invaluable and divine.

An opportune occasion, July 1, which marks both the birth and death anniversary of renowned physician Dr Bidhan Chandra Roy, is observed as the Doctor's Day across India to raise awareness about the doctor's role in our daily lives. On Friday to celebrate the occasion, Janani, in association with The Times of India, organised a programme 'Saluting the Life-saver's' pay tribute to the doctors and their contributions at its Surya Clinic in Patna. Justin M Thompson, Country Director of Janani said, "Doctor's Day is a great opportunity for doctors to come together and interact among each other."

Remembering Dr Bidhan Chandra Roy, who was hon-

oured with the highest Indian civilian award 'Bharat Ratna' on February 4, 1961, the government of India decided to celebrate July 1 as Doctor's Day every year. Roy was born in Patna. He was a famous physician, social activist and renowned educationist. Later he also served as the second chief minister of West Bengal. Today, we celebrate his achievements and his life-long service to the society as an inspiration for other doctors," said Dr Puranima Jha, technical director of Surya Clinic.

Surya Clinic organized the special programme to salute the doctors for their good and hard work and to felicitate Janani's doctors working in various states like Bihar, Jharkhand, Uttar Pradesh and Madhya Pradesh, doctors working in different Surya Clinics across these states, including members of medical fraternity, joined the programme as a mark of solidarity to acknowledge and compliment a doctor's service. They were felicitated for their important outstanding services, commitment and dedication towards family planning. In a place like Gorakhpur, Allahabad and Varanasi

in UP, Hazaribagh in Jharkhand or Janani and Saharsa in Bihar, they made it the occasion to join others for the special event.

"Surya Clinics offer counselling, diagnosis and treatment on a full range of family planning and reproductive health services. It is an NGO providing family planning services for last 20 years," informed Thompson.

"Diversifying more," Dr Seema Narayan said, "For better understanding of family planning among people, we educate both women and men about sterilization. We educate them about its benefits. Here we provide them friendly environment for all our services. We focus on complete family planning." It is like an education programme for which we go to villages and try to convince and encourage them to go for it through proper family planning," added Thompson.

In Bihar, Janani works under the umbrella of non-profit organization DKT International, named in honour of Deep Kumar Tyagi, who is a secretary level officer in the government of India and was assistant commissioner of its family planning programme. "The or-

ganization works for promoting family planning through social and clinical market interventions," said communication director Ranjit Kumar Bhasin. "The founder of this organization, Phil Harvey, was working in Bihar along with Tyagi, when he thought of the need to form this organization in the state," recalled Thompson. Bhasin further added, "Let Harvey always believed, 'Let every child be wanted'."

Since doctors came from different states, we took the opportunity to use it as a platform to make it a learning experience for them by simultaneously organizing a discussion programme on various aspects of medical profession, family planning and issue like use of anaesthesia, etc," informed Dr Jha. Likewise, similar programmes were held at different centres of the organization in various cities.

As the day was marked with activities, it also held significance for doctors themselves, as it provided them an opportunity to reflect on their career, remind themselves of ethics of medicine and their commitment towards their profession.

CONSUMER CONNECT INITIATIVE

MESSAGE



"Janani is working in four states - Bihar, Jharkhand, Uttar Pradesh and Madhya Pradesh - with around 30 Surya Clinics, along with various other government programmes for family planning. In Bihar, we are working mostly in the north-eastern part, especially with a focus on the rural regions. We have around 17 Surya Clinics here in different cities catering to a large number of people. We also look forward to further expansion in the state to educate people about family planning and provide doctors with international expertise, best medical facilities and practices that are being followed across the world. We also look at providing sex education at the school level, educating women, especially adolescents, unmarried women, newly wed couples, about sanitation and hygiene through counselling about family planning, spacing between child births etc. It is a challenge for us on how to reach out to them and also make men understand these. However, slowly we are getting good response from people. Doctor's Day is an opportunity for doctors who are geographically spread out in the field to get together and interact and discuss such issues."

Justin M Thompson,
Country Director, Janani



یوم معالج کے موقع پر جنتی کے ذریعہ معالجوں کو نوازا گیا

پٹنہ (فیاض عالم): یوم معالج کے موقع پر جنتی نے اپنے مورہ کیٹیک پٹنہ میں ایک اعزاز یہ تقریب کا انعقاد کیا۔ اس موقع پر مورہ کیٹیک سے ڈاکٹر انامیکا گپتا، مورہ کیٹیک بھاگپور سے ڈاکٹر دے شرن اور مورہ کیٹیک ہزاری ہارے سے ڈاکٹر شیو کوم کو خاندانی منصوبہ بندی سمجھ خدمت کرنے کے لئے نوازاے گئے۔

پٹنہ سے ڈاکٹر سیمانارن مورہ کیٹیک آد سے ڈاکٹر ایشی شری داستو، مورہ کیٹیک گورکھ پور سے ڈاکٹر انامیکا گپتا، مورہ کیٹیک بھاگپور سے ڈاکٹر دے شرن اور مورہ کیٹیک ہزاری ہارے سے ڈاکٹر شیو کوم کو خاندانی منصوبہ بندی سمجھ خدمت کرنے کے لئے نوازاے گئے۔



Paper clips: coverage of Janani's activities on Doctor's day in Times of India and local Urdu Newspapers

World Population Day: In July participated in the world population day government health official of Bihar. On 11th July- ‘World Population Day’ Janani has organized various events in Bihar, Jharkhand and Uttar Pradesh in coordination with Government functionaries-

In Bihar World Population Day events were inaugurated by Civil Surgeons, Nodal Officer Family Planning. There were rallies together with Janani team and District Health Provider. Also we had put up Surya Stall, where district officials reviewed the available Surya range of family planning products.

In Jharkhand the event was inaugurated by Officers from State Health Society, family planning wing. They also visited to Janani’s stall with Mission Director NRHM and gave his valuable time at our stall and taken information on our products & services. Moreover, asked about our existing clinics in Jharkhand. We had put up a Surya Stall at the event where we distributed leaflets; and counseled approximately 1,000 people on family planning.

In Uttar Pradesh on occasion of world Population Day, the teams from Surya Clinic had participated in a rally organized by the district health society from Eklavya Sports Stadium to the District Hospital. Janani also installed our canopy stall inside the District Hospital where all our family planning products were displayed. The ACMO (Associate Chief Medical Officer) was provided all information on our clinical services, counseling and literature. After finishing the rally, pamphlets and brochures, were distributed to all the participants.



WPD inaugurated by Civil Surgeon, Nodal Officer Family Planning, Bihar



Representative review the available Surya rage of Family Planning products, Bihar



Janani’s stall where nurses and motivators getting details on products and services available, Jharkhand



Janani’s stall and signed in Jharkhand



Surya Clinic services and product display, Uttar Pradesh



Stall at CMO Office, Uttar Pradesh

Communication among adolescent: To recuperate the reputation and credibility that was lost in the area of contraceptive social marketing and service among the other stakeholders Janani has initiated communication activities and participation in the event such as adolescent sensitization. In month of July our personannle had partiapiated in a ‘Gender Fair’ organized by a leading Hindi News Paper, ‘Dainik Jagran’ to address the issue on declining sex ratio in Bihar. This Event was supported by UK-Aid & Women Development Corporation, Bihar. In the gender fair Janani has the initiative to create awareness about menstrual hygiene and understanding of family planning services among girls between 14 to 21 age group. The activities include counseling, distribution of brochure and leaflet, blind fold game and distribution of Sanitary Napkins among winners.



Mid-media (Street play): The Street play is the traditional mode of the communication to generate awareness on family planning and contraceptive products. Janani had implemented this activity to promote 'Pari' under Category Promotion of Injectable Contraceptive in Bihar. It was proven that *Nukkad Natak* (street play) had significantly contributed to establish the market for our 'Pari' Injecatchbles as a brand. The similar way we have been promoting our other contraceptive products and Surya services at Sonepur *Mela* premise. Each day, the street players are performing three shows for Sales team and disseminating information of Janani's contraceptive products and three shows regarding the services been provided at Surya Clinics.



Street Player promoting Surya services and Product



Interpersonal communication- right after Street show over

Kabaddi Sponsorship: The 64th Senior Women National Kabaddi Championship began in Patna from 27th November at the Patliputra Sports Complex stadium. Altogether 21 women teams have taken part in the four-day championship. Matches was played in two synthetic court laid in the indoor sports complex. Janani had sponsored four teams Bihar, Jharkhand, Uttar Pradesh and Madhya Pradesh. Also we had put up the product promotional stall inside the stadium.



Country Director, Janani with *Kabaddi* Team



Jharkhand Kabaddi Team wearing Apsara Jersey



Bihar Kabaddi Team wearing Pari Jersey



MP Kabaddi Team wearing Trust Napkin Jersey



Uttar Pradesh Kabaddi Team wearing Urvashi Jersey

Participated in Bihar Diwas (Bihar day):

Janani has participated in the Annual Bihar Diwas which was held from 22nd to 24th March at the historic Gandhi ground, Patna. Janani had put up the promotional stall and distributed 15,745 pieces condoms and 360 Packs of Sanitary Napkins (Through Bindi game). And people were counseled on various methods of family planning, particularly the spacing— Injectables (Pari) and IUCD (Urvashi). We also distributed Service brochures, Sales leaflets, Promotional coupons, address leaflets, Pens and Key Chains. People were also informed about the maternity service available at Patna Surya clinic. It was a productive event for Sales as well as Clinic and people were quite happy after the counseling that we had provided to them.

