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.
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 personnel had participated 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.
**Walk-a-thon event in Patna:** Janani had walk-a-thon and other similar pledge events a day before world population days because they offer great opportunities for raising demand and spreading the awareness about the organization, without heavy overhead costs. Walk-a-thon was great in size organized by Time of India team whereas flag off done by District Magistrate, Patna (IAS officer). Local communities from Patna also had participated on the event. The renowned new paper “Times of India” has given full coverage releasing the services and sales of Janani contraceptive product and the contribution of the Janani towards achieving the population stabilization goals.
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.
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 personamle had particiapted 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’ Injecatcbles 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.

**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.
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.