

ANNUAL REPORT 2024-2025





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) working in the field of population dynamics, gender equity, and sexual and reproductive health (SRH). It addresses population issues within the context of empowering women, men, and youth, 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. Population Foundation of India collaborates closely with and provides technical support to national and state governments, as well as other NGOs.

ANNUAL REPORT 2024-2025



INSIDE COVER: Population Foundation of India team at the Umeed Programme Review Meeting in Lucknow.

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At a Health and Wellness Centre in Nawada, Bihar.

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Ms. Poonam Muttreja

Executive Director,
Population Foundation of India

A MESSAGE FROM THE CHAIRPERSON AND EXECUTIVE DIRECTOR

The past year has been one of immense change, challenge, and opportunity—globally, nationally, and within the work of Population Foundation of India. The discourse around population is shifting. Where once fears of a population explosion shaped common perceptions, today concerns about a demographic “collapse” and its implications are emerging from different quarters.

Alongside this shift, the development sector is facing increasing uncertainty in funding, as traditional avenues—international as well as domestic—become less predictable.

Yet, this evolving landscape also holds promise. A new wave of Indian philanthropists is emerging, bringing fresh energy to create long-term social impact. These transitions have strengthened our resolve to adapt with purpose and find opportunities in adversity.

We’ve remained steadfast in raising critical issues at the highest global and domestic forums, deepening our engagement with national stakeholders, and reaffirming our role as a trusted, independent voice in the development sector.

At Population Foundation of India, we don't just design programmes—we create movements and scale impact. Our Umeed programme, in partnership with the government of UP, ensures that critical reproductive health services reach those who need them the most.

Population Foundation of India's expertise in gender and population has been recognised on global platforms. The organisation was represented on the Study Committee of the U.S. National Academies of Sciences, Engineering, and Medicine for a landmark global report on women's empowerment, population dynamics, and development.

At the 57th Commission on Population and Development in New York, we represented civil society voices, advocating for a three-fold agenda: investing in youth, empowering women, and supporting healthy ageing. We also convened a global panel of Members of Parliament at the International Parliamentarians' Conference in Oslo to address urgent issues around family planning and reproductive health.

At Population Foundation of India, we don't just design programmes—we create movements and scale impact. Our Umeed programme, in partnership with the Department of Health and Family Welfare, Uttar Pradesh, ensures that critical reproductive health services reach those who need them the most. Within two years, we expanded from a single district to seven across Uttar Pradesh, covering over 6,000 villages and reaching over 12.5 million people in the reproductive age group (15-49 years).

In Bihar, we continue our longstanding partnership with the State Health Society Bihar (SHSB) under a Memorandum of Understanding that extends to 2026. The Family Planning Convergence Programme has successfully engaged with over 9,000 self-help groups to promote awareness and adoption of family planning services, engaging an additional 90,000

The Family Planning Convergence Programme has successfully engaged with over 9,000 self-help groups to promote awareness and adoption of family planning services, engaging an additional 90,000 eligible couples, with over 44,000 adopting family planning methods.

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Technology remains central to our efforts in expanding access to sexual and reproductive health information. Our AI-powered chatbot, Snehai, has been an invaluable resource for young people, offering them a safe and personalised space to learn about reproductive health and online safety. This year, we piloted a voicebot as an additional outreach channel and enhanced Snehai to better engage boys and men.

Our digital campaign, *Desh Badlega Jab Mard Badlega* (Better Men for a Better Country), reached 27 million people and garnered 33 million video views, 505,000 likes, 3,200 shares, and 829 comments. Men made up more than 70% of the audience, with women at 29.7%. The largest group was aged 18-24, with 14 million engagements, followed by those aged 25-34, who contributed 8 million engagements.

More than a decade since its launch, our flagship Social and Behaviour Change Communication (SBCC) initiative, *Main Kuch Bhi Kar Sakti*

Hoon (I, A Woman, Can Achieve Anything), continues to inspire change. Although the third and final season ended in 2019, its content remains central to our ongoing SBCC efforts. The show's clips are actively used in training programmes and by field workers in Uttar Pradesh to promote family planning and gender equality. This reinforces the power of storytelling through the digital medium as a catalyst for social transformation.

Despite the challenges, our commitment to advancing reproductive health, gender equality, and population stabilisation remains unwavering. We are grateful for the trust and support of our board members, partners, donors, and stakeholders. As we look ahead, we remain committed to building a future where every individual has the opportunity to lead a healthy and empowered life.



PROF. K. SRINATH REDDY
*Chairperson, Governing Board,
Population Foundation of India*



MS. POONAM MUTTREJA
*Executive Director,
Population Foundation of India*

HIGHLIGHTS OF 2024-25



Shaping Global Agendas

Our Executive Director served on the National Academies of Sciences, Engineering, and Medicine (NAEM) Study Committee, contributing to a landmark report examining linkages between women's empowerment, population dynamics, and development.

Population Foundation of India to scale up the Family Planning Convergence Programme (FPCP) in 3,400 villages across five districts of Bihar. The initiative focuses on incentivising over 9,000 Jeevika Self Help Groups to promote awareness and adoption of family planning services. The initiative, recognised as a national best practice by the Ministry of Health and Family Welfare, was presented at the 9th National Summit on Good and Replicable Practices held in Puri, Odisha, in February 2025.



Scaling Family Planning Services in Uttar Pradesh

Building on a successful pilot in the Jarwal block of Bahraich district, our partnership with the Uttar Pradesh government expanded to 50 blocks across seven high-fertility districts, ensuring access to quality reproductive health services for an estimated 12.5 million people.



Inspiring Millions through Digital Campaigns

Our social media campaigns—*#MainKuchBhiKarSaktiHoon*, *#DeshBadlegaJabMardBadlega*, and *#GenderEqualWorld*—reached over 51 million people and garnered 65 million video views, sparking national conversations on family planning, gender equality, and the role of young men in driving change.



Representing Civil Society at CPD57

Population Foundation of India represented civil society organisations at the 57th Commission on Population and Development (CPD57) in New York, where it advocated for bold investments in four intersecting drivers—demographic, gender, silver, and democratic—to build a sustainable, choice-based future.



Building Youth Capacity through Online Learning

Through our ongoing partnership with HCLFoundation, the ARSH (Adolescent Reproductive and Sexual Health) for You course reached over 500 professionals, with a 60% completion rate. In 2024, a new internet safety module was introduced to raise awareness of online risks and promote responsible digital behaviour.



National Best Practice Recognition

In 2024, the State Health Society Bihar requested

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ACCOMPLISHMENTS & INITIATIVES

SHIFTING THE NARRATIVE

Population Foundation of India has been at the forefront of shaping India's population and reproductive health discourse, anchoring it in a gender sensitive and choice-based framework. Through strategic and multi-sectoral engagement, Population Foundation of India has championed policies that move beyond demographic targets to centre dignity, choice, and autonomy.

As India navigates a complex demographic transition—where a rising youth population intersects with a rapidly ageing one—the stakes are high. Realising the full potential of this moment requires deliberate, inclusive investments in health, education, and livelihoods for young people, women, and the elderly alike. At the same time, polarised narratives and misinformation around population demand a renewed focus on evidence, dialogue, and equitable solutions.

Population Foundation of India continues to lead this shift, reframing family planning and reproductive health as essential levers for social justice, resilience, and sustainable development. In 2024–25, we deepened our strategic engagement by taking the voices of women, young people, and civil society to global and national forums, building alliances, informing priorities, and helping shape the national and international development agenda.

Shaping Global and National Discourse

>> In March 2025, Executive Director Poonam Muttreja was invited by the Government of Andhra Pradesh to speak at a **state-level conference on Population Dynamics and Development in Amaravati**. The event brought together experts to inform the state's proposed Population Management Policy. Ms. Muttreja spoke on a panel examining demographic shifts in



Dr. Sanghamitra Singh led a roundtable at the 8th International Parliamentarians' Conference on the ICPD Programme of Action (IPCI), Oslo.

Andhra Pradesh and India, underscoring the need for strategic investments to leverage demographic, gender, and 'silver dividends' (referring to India's growing elderly population). She also moderated a session on the economic impact of population policy interventions. Key recommendations from the conference were presented to the Chief Minister at the closing session.

>> At the **8th International Parliamentarians' Conference on the ICPD Programme of Action (IPCI) in Oslo**, Chief of Programmes Dr. Sanghamitra Singh

led a roundtable with global parliamentarians on their critical role in expanding access to family planning. The momentum carried forward to the 57th Commission on Population and Development (CPD57) in New York, where Executive Director Poonam Muttreja called for bold investments in four intersecting dividends—demographic, gender, silver, and democratic. She stressed that in a post-pandemic world shaped by inequality and conflict, these opportunities hold the greatest promise for a sustainable, choice-based future.

>>In September 2024, Population Foundation of India co-hosted the **Gender Conclave in New Delhi** with the National Council of Applied Economic Research (NCAER) and other partners, bringing together 70 experts to explore gender and development linkages. Dr. Singh joined a panel on “Changing Life Course of Women,” highlighting shifting aspirations and the need for adaptive, gender-responsive policies.

>>Further strengthening the conversation on sexual and reproductive health, Population Foundation of India supported the **National Conference on Reproductive Justice**, hosted by the Centre for Women’s Development Studies (CWDS) in February 2025. Executive Director Poonam Muttreja delivered the keynote address, laying the groundwork for a powerful dialogue on reproductive governance, structural inequality, and state accountability.

>>Population Foundation of India continued to highlight the gendered dimensions of India’s demographic transition. At the Jindal School of Government and Public Policy, Ms. Muttreja joined a panel on “**Demographic Dividends of Youth and Women,**”



Dr. Varun Sharma at the FP2030 South-South Learning Workshop in Kathmandu, Nepal.



Ms. Poonam Muttreja at the 20th Raushni Deshpande Memorial Oration in New Delhi.

reiterating the need for integrated policies that invest in health, education, and skilling, particularly for women and girls whose potential remains under-leveraged.

>>Dr Sanghamitra Singh represented India’s civil society at the **FP2030 Asia Pacific Focal Point Workshop in Manila**. Her interventions highlighted Population Foundation of India’s holistic approach, which combines voluntary, choice-based service delivery with capacity building, strengthening systems, and busting myths through strategic communication.

>>Throughout this period, Social and Behaviour Change Communication (SBCC) emerged as a recurring theme, both as a strategy and a movement. At the **20th Raushni Deshpande Memorial Oration at Lady Irwin College**, Ms. Muttreja made a compelling case for SBCC as a public health and equity imperative, arguing that no health system reform is complete without transforming the social norms that underpin behaviour.

>>At the **FP2030 South-South Learning Workshop in Kathmandu**, our Senior Specialist, Monitoring and Evaluation, Dr. Varun Sharma, showcased our impactful adolescent sexual and reproductive health (SRH) work, including SnehAI, Educately, and the SBCC campaign *Itni Bhi Kya Jaldi Hai*, which addresses early pregnancies through community engagement and media.



Dr. Sanghamitra Singh participating in a panel discussion at the AVPN South Asia Summit in Chennai.

>>At the AVPN South Asia Summit held in Chennai in December 2024, Dr. Sanghamitra Singh joined a panel discussion on “Unlocking Potential: Tackling Barriers to Women’s Economic Empowerment.” The session explored systemic factors that limit women’s participation in the workforce and underscored the importance of multi-stakeholder strategies and data-informed approaches in addressing these challenges.

Together, these engagements reflect Population Foundation of India’s strategic focus on aligning national and global dialogues on reproductive justice as well as evidence-informed approaches to population, gender, and health.

Strengthening Public Discourse Through Media

Population Foundation of India has continued its robust engagement with the media to ensure the dissemination of credible and evidence-based information on population dynamics, family planning, and sexual and reproductive health. Over the past year, Population Foundation of India’s media presence has helped shape public discourse, challenge misinformation, and highlight the interconnections between family planning and broader development goals.

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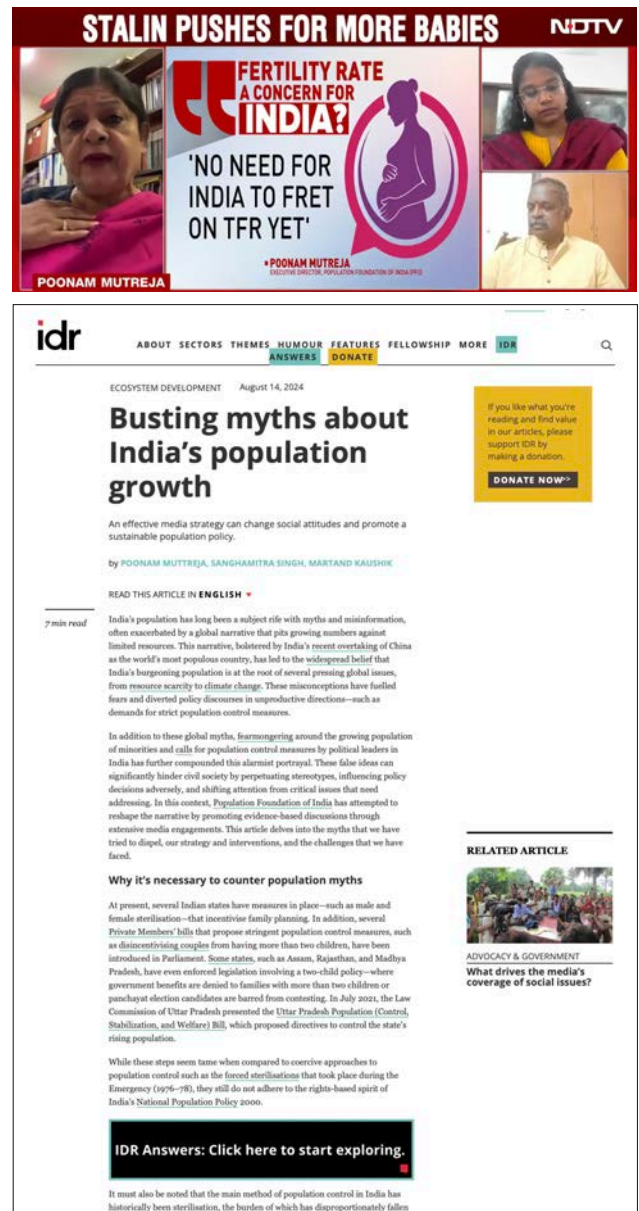
Engaging with scores of national and international media organisations, Population Foundation of India provided timely insights through expert articles, op-eds, interviews, and TV panel discussions. Our media engagement has played a key role in promoting a voluntary family planning approach while countering narratives that promote coercive population policies, whether based on misinformation about a “population explosion” or “population collapse”.

During this period, Population Foundation of India’s media presence reinforced our role as a trusted source of evidence-based information on population dynamics, family planning (FP), and reproductive health. We authored 27 articles and op-eds, appeared in 18 in-depth interviews, and participated in 17 panel discussions across major national television and digital platforms. Additionally, our insights were featured in over 200 media publications.



In 2024, Population Foundation of India actively addressed the misinformation around population issues through interviews with new and legacy media. Through opinion pieces and editorials published in *The Hindu* and *The New Indian Express*, we questioned the widespread misinformation in the country. Our work was referenced across the media ecosystem to counter misinformation.

As a responsible voice, Population Foundation of India has drawn attention to the current population dynamics, advocating for a critical three-fold agenda: investing in youth, empowering women, and supporting healthy ageing. Our articles have appeared as a longform essay in *India Development Review*, an op-ed in *Livemint*, and a blog on the *Times of India* website, among others.



Since late last year, Population Foundation of India has led the narrative against coercive, incentive-based population policies—particularly in the context of declining fertility in southern states—appearing on NDTV, *India Today*, *Mirror Now*, and *The Wire*.

Population Foundation of India has used these opportunities to emphasise the importance of voluntary, choice-based approaches while formulating population policies, whether it is addressing a youth bulge or an ageing, declining population. Population Foundation of India remains committed to leveraging the media as a vital tool to inform public discourse, counter misinformation, and support evidence-based policymaking in family planning and reproductive health.

OUR WORK IN UTTAR PRADESH & BIHAR

At Population Foundation of India, we engage with public health systems and communities to enhance the effectiveness, equity, and resilience of health service delivery in Bihar and Uttar Pradesh.

In 12,000 villages across 15 districts of Bihar and Uttar Pradesh, Population Foundation of India provides technical assistance to government departments and strengthening the capacities of public health cadres. This includes frontline workers such as ASHAs (Accredited Social Health Activist) and ANMs (Auxiliary Nurse Midwife). We mobilised communities and supported data-driven planning and review mechanisms, with improved family planning and reproductive health outcomes. By strengthening existing public health systems and enabling community-led accountability, we have contributed to responsive, people-centred health systems that prioritise the needs of marginalised populations.

UTTAR PRADESH

Population Foundation of India, with support from Mobius Foundation, is working with the Department of Health and Family Welfare, Uttar Pradesh, to strengthen the delivery of family planning and reproductive health services through the public health system under its Umeed programme. The programme spans over 6,000 villages and 50 blocks across seven high-fertility districts: Bahraich, Balrampur, Barabanki, Gonda, Unnao, Sitapur and Shravasti. Alongside system-level interventions, we engage closely with communities to raise awareness, shift social norms, and enable informed decision-making, particularly among women and young couples.

Identifying Systemic Gaps Through Facility Readiness Reviews

A facility readiness review across **332 public health facilities in the seven high-fertility districts** assessed their preparedness and capacity to deliver quality family planning services. The review revealed gaps, such as limited availability of trained counsellors, recurring stock-outs of contraceptives, and outdated Social and Behaviour Change Communication (SBCC) materials.

The review highlighted a strong demand for technical support among district and block-level officials. It also spotlighted the urgent need to train ANMs and ASHAs in family planning counselling, as many had not received structured training since 2005–06.

Strengthening Inter-Departmental Coordination

Population Foundation of India worked closely with the Block Development Officers across intervention districts to constitute Block Coordination Committees (BCCs) in 49 blocks. The initiative brought together over 700 officials from the Departments of Health, Women and Child Development, Panchayati Raj, National Rural Livelihoods Mission (NRLM) and Education. These inter-departmental platforms have become key engines of convergence, enabling joint problem-solving to improve the uptake of family planning and reproductive health

services, especially among newly married couples, pregnant women, and lactating mothers. The BCCs have also played a vital role in sensitising stakeholders to support local actions on social issues like gender discrimination, early marriage, and teenage pregnancy.

Meanwhile, District Working Groups (DWGs) are in the process of being set up, to build on the success of the Block Coordination Committees (BCCs). These DWGs will be chaired by the District Magistrate and Chief Medical Officer and function as district-level inter-departmental platforms, bringing together key stakeholders from health, education, and allied departments.

Expanding Access to Family Planning in Remote Areas

To address gaps in access to counselling, we established **40 Umeed Counselling Corners** across seven districts in rural Uttar Pradesh, supported by 160 trained counsellors and staff nurses. Where space or infrastructure was limited, portable kiosks were placed near the Ante Natal Care (ANC), Out-Patient Departments (OPDs) or hospital entrances to improve visibility and access. Each kiosk offers privacy, SBCC materials, and bridges key information gaps on family planning choices. Since its launch in 2024, **over 10,500 client interactions** have been tracked, monitoring outreach and quality of service.

To bridge service delivery gaps and build trust in



A counsellor holds a session at an Umeed Counselling Corner.

public healthcare, we facilitated a series of community-led health camps and awareness campaigns in seven intervention districts across the states. In Bahraich alone, eight health camps were organised in collaboration with the Health Department across key public locations and panchayats, reaching over 4,000 individuals with essential services, including contraceptives, medical check-ups and medicine distribution. On International Women's Day, Family Planning Counselling Camps were held simultaneously across these districts, providing counselling to 1,150 individuals.

Empowering Frontline Workers to Deliver Quality Family Planning and Reproductive Health Services

To build the capacities of frontline health workers and strengthen last-mile family planning service delivery, nearly 13,000 ASHAs and ANMs were mapped into 260 training clusters across the seven districts. Between December 2024 and January 2025, over 8,100 frontline workers were trained through 162 cluster-level sessions across the seven intervention districts, led by 120 master trainers using customised training modules. These trainings not only focused on updating method-specific knowledge and building capacity to counsel clients on side-effects but also served as platforms for experience-sharing, peer learning and motivation.

"Although I've been working in the field of family planning, it was only during the Umeed training that I gained a better understanding about methods like Chhaya and Antara, enabling me to serve the community better."

SEEMA DUBEY,
ANM from Nindura
block of Barabanki



A comprehensive cluster meeting guideline was introduced to ensure consistency across training sessions and foster a spirit of peer learning and collective problem-solving.



A cluster training session for **ASHA workers** in Barabanki district, Uttar Pradesh.

Strengthening Contraceptive Supply Chain Management

To reduce shortages and strengthen the last-mile delivery of contraceptives, 325 pharmacists, Assistant Reproductive Health Officers, and data operators were trained on the Family Planning Logistics Management Information System (FPLMIS) across intervention districts. FPLMIS is a digital platform developed by the Ministry of Health and Family Welfare for real-time tracking, forecasting, and distribution of contraceptives. Led by district teams, these trainings have enhanced data accuracy, improved forecasting and ensured a steady, uninterrupted supply of contraceptives to facilities and frontline workers.

Empowering Local Champions and Male Leaders in Jarwal Block

These champions have emerged as active changemakers, leading awareness campaigns, fostering dialogue, and supporting equitable access to reproductive health services within their communities. Their collective efforts resulted in the mobilisation of over 2,000 individuals availing family planning services.

Population Foundation of India has made significant progress by partnering with Panchayati Raj Institutions (PRIs), Self-Help Groups (SHGs), and community leaders to promote informed family planning choices in the Jarwal block of Bahraich district. Community members trained as Family Planning Champions learnt to identify and challenge gender stereotypes, early marriage, and preference for sons over daughters.

These champions have emerged as active change-makers, leading awareness campaigns, fostering dialogue, and supporting equitable access to reproductive health services within their communities. Their collective efforts resulted in the mobilisation of over **2,000 individuals** availing family planning services.

Recognising the influential role of male leadership in shaping community norms, we also conducted a focused orientation for 23 Gram Pradhans (village heads) in Jarwal. These key decision-makers were sensitised on sexual and reproductive health and the importance of engaging men in promoting gender equity. Many have since taken proactive steps to support family planning and to address practices like early marriage, reinforcing the role of local governance in driving social change.



A meeting with **Community Champions** in Bahraich, Uttar Pradesh.

BIHAR

Population Foundation of India has been working in Bihar for over two decades under an MoU with the State Health Society Bihar (SHSB), Department of Health to provide technical support for strengthening family planning, adolescent health, and community action. We currently support the strengthening of service delivery in more than 5,600 villages across seven districts through capacity building, SBCC, supply chain improvements, and inter-departmental coordination. In 2024, SHSB invited Population Foundation of India to scale the Family Planning Convergence Programme, which drives family planning uptake through more than 9,000 Jeevika SHGs, in five high fertility districts, with a network that reaches 8.2 million women through 689,000 groups.



Nilanshu Kumar, Senior Specialist, Bihar, with government officials during the 9th National Summit in Puri.

Community-Led Family Planning Recognised as Best National Practice

In 2024, the State Health Society Bihar requested Population Foundation of India to scale up the Family Planning Convergence Programme (FPCP) in 3,400 villages across five districts of Bihar. The initiative focuses on incentivising over 9,000 Jeevika Self Help Groups to promote awareness and adoption of family planning services. The initiative was recognised as a national best practice by the Ministry of Health and Family Welfare and showcased at the 9th National Summit on Good and Replicable Practices held in Puri, Odisha in February 2025.

"We appreciate Population Foundation of India's commitment and contribution to strengthen the Family Planning Logistics Information System."

Dr. A.K. Shahi, State Programme Officer,
Family Planning, State Health Society, Bihar

Strengthening Contraceptive Supply Chain Through Digital Training

To improve contraceptive availability, we supported the rollout of the Family Planning Logistics Management Information System (FPLMIS). In Darbhanga and Nawada, over 4,000 health officials and frontline workers were trained on the FPLMIS portal, leading to a significant increase in timely and accurate ordering of contraceptives by both facilities and frontline workers.

As a result of Population Foundation of India's efforts in Darbhanga, 72% ASHAs were using the FPLMIS portal in March 2025, as compared to 0% in May 2024. In Nawada, the enrollment improved from 1% to 64% over the same period. At the state level it improved from 1% to 53%.

Strengthening Anaemia Response Through Capacity Building and Convergence

To support the Anaemia Mukht Bharat campaign—a national initiative to reduce anaemia among children, adolescents, and women in the reproductive age

IMPROVEMENT IN ANAEMIA MUKT BHARAT RANKING

DISTRICT	MAR'24	NOV'24	PROGRESS
Darbhangha	21 st rank	18 th rank	↑ 3 ranks
Nawada	34 th rank	6 th rank	↑ 28 ranks

group—we focused on strengthening frontline worker capacity, engaging educators and community leaders, and fostering inter-departmental coordination. We also worked with district and block officials to improve monitoring, follow-up, and address supply-related gaps. These efforts helped improve the districts' performance in Anemia Mukht Bharat rankings.

With our support, the Anaemia Mukht Bharat ranking within Bihar for Darbhanga district improved from the 21st position in March 2024 to 18th in November 2024. In the same period, Nawada district saw a significant jump from the 34th to the 6th position during the same period.

Creating Youth-Friendly Health Spaces Across Bihar

Population Foundation of India supported the State Health Society Bihar (SHSB) in setting up Sehat Kendras—youth-friendly spaces offering information on sexual and reproductive health, nutrition, mental health, and gender. They were set up in 59 government colleges and educational institutions across 30 districts.

Over 200 nodal officers and peer educators were trained and mentored to lead outreach activities.

Over 24,000 students were engaged through campus campaigns aligned with key health days such as

Menstrual Hygiene Day, World Population Day, World Contraceptive Day.

Strengthening Accountability through Jan Arogya Samitis

To encourage community participation and improve primary healthcare delivery, Population Foundation of India supported the strengthening of Jan Arogya Samitis (JAS)—institutional platforms designed to raise awareness and oversee services at Health and Wellness Centres (HWCs), which have now been renamed Ayushman Arogya Mandirs. In partnership with the state government, we are developing Darbhanga and Nawada as model districts for scalable, statewide replication.

Over 1,000 Community Health Officers and JAS members across over 450 HWCs were trained to monitor service delivery, identify gaps and share their feedback with officials.

As a result, 20 Jan Samvaads (public dialogues) were independently organised, highlighting issues like poor road access and facility repairs. The engagement prompted Panchayati Raj Institution (PRI) representatives to allocate Rs. 5.58 lakh (USD 6,529) from the 15th Finance Commission, reinforcing the role of community-led accountability in strengthening local health systems.



A campaign with **peer educators from Sehat Kendras** in Bihar on International Women's Day

“The Jan Arogya Samiti (JAS) helped address several gaps—installing a gate for the toilet, purchasing essentials like curtains and tables to ensure privacy during antenatal check-ups, and adding a rack for medicine storage. These improvements have built greater community trust and, as a result, monthly footfall at the Nazardih Health and Wellness Centre has increased from 363 to 421.”

Ms. Shweta Kumari,
Community Health Officer, HWC
Nazardih, Roh Block, Nawada

Building Community Ownership in Urban Slums through Mahila Arogya Samitis

In 22 cities across Bihar, Mahila Arogya Samitis (MAS)—women-led groups in urban slums promoting preventive healthcare—were strengthened through training and mentoring of local government officials. The MAS model, originally developed by Population Foundation of India under the Health of the Urban Poor programme, was adopted and scaled up under the National Urban Health Mission in 2013 across all Indian cities.

In Darbhanga, Nawada, and Patna, over 600 city managers and MAS members were trained to strengthen the planning and delivery of urban health services. Following this, MAS groups utilised available funds to conduct awareness activities on family planning, menstrual health, health insurance under Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (AB-PMJAY), and services at urban Primary Health Centres. By March 2025, more than 500 MAS members in Darbhanga had received official ID cards, enhancing access to services and reaffirming their role as trusted health champions within the community.



A Jan Arogya Samiti meeting in progress in Gulni, Nawada, Bihar.

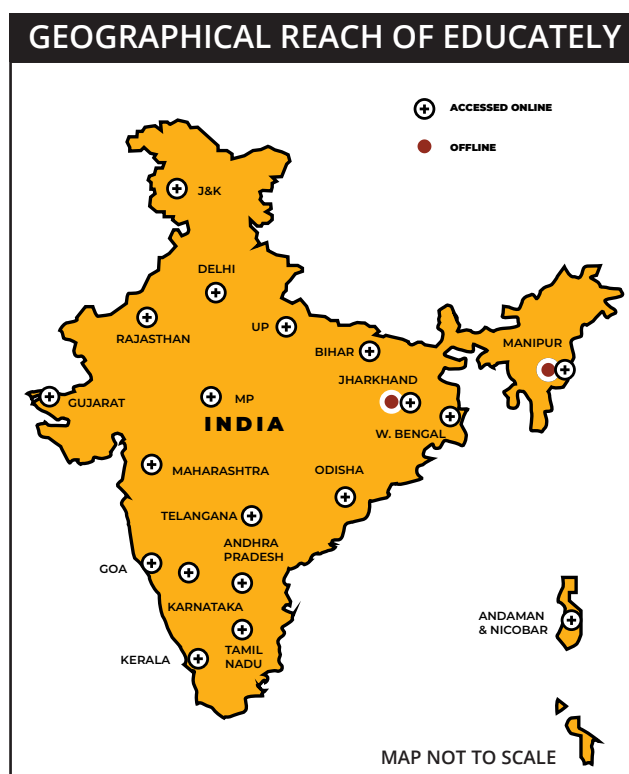
DRIVING CHANGE THROUGH DIGITAL PLATFORMS

Population Foundation of India harnesses the power of technology to expand access to accurate and reliable health information, particularly in the areas of sexual and reproductive health, family planning, and gender.

Population Foundation of India has developed user-friendly digital platforms like Educately, Snehal, and the Knowledge Portal to create and disseminate content grounded in evidence. This content is responsive to the social and cultural realities of diverse communities. These solutions are designed to inform and empower individuals, especially adolescents, educators, parents, health workers, and community leaders to make informed decisions about their health and well-being. By collaborating with partners across public, private, and non-profit sectors, Population Foundation of India ensures its digital tools are inclusive and impactful, driving real world change.

Educately: Expanding Adolescent Health Access through Digital Learning

Educately.org is an e-learning platform in English and Hindi offering age-appropriate, culturally sensitive content on health and well-being. Free, easy to navigate, and self-paced, Educately's online courses provide a safe and supportive space to explore topics often overlooked in traditional education systems, such as sexual and reproductive health, gender, emotional well-being, and digital safety. Since its launch in August 2020, the platform has attracted over 200,000 visitors and recorded 18,000 course enrollments.



>> Training professionals across the HCL ecosystem:
In partnership with the HCLFoundation, the ARSH (Adolescent Reproductive and Sexual Health) for You course was integrated on the HCLF Academy portal, a

learning platform for development sector professionals. In 2024-25, three batches of over 500 professionals were trained with an average course completion rate of 60%, which is a strong indicator of engagement and relevance. A new module on internet safety was also introduced to raise awareness about online risks and promote responsible digital behaviour, addressing a growing need for online safety in an increasingly connected world.

>>Strengthening digital safety in Uttar Pradesh: A special session on “Internet and Safe Use of Social Media by Adolescents” was conducted for 95 ARSH counsellors of the RSKS cell, under the Rashtriya Kishor Swasthya Karyakram (RKSJ)—India’s national adolescent health programme of the National Health Mission, Uttar Pradesh. This initiative helped frontline counsellors strengthen their understanding of digital safety to better support adolescents in navigating social media and the internet.

>>Training educators across Rajasthan: In partnership with the Education Department of Rajasthan, Population Foundation of India facilitated the ARSH for You online course. A total of 939 educators enrolled for the online course with 238 completing it.

Digital Advocates for Adolescent Health (DAAH)

In partnership with the corporate social responsibility arm of Cummins India Limited, and Samhita Social Ventures, Population Foundation of India launched the Digital Advocates programme in the districts of Ranchi and Hazaribagh, Jharkhand. This programme trained

100 fellows, including youth leaders from Hazaribagh and students from the Xavier Institute of Social Service (XISS) in Ranchi, focusing on adolescent reproductive and sexual health (ARSH), along with digital advocacy.

Following the training, fellows spearheaded the #RiseUpforSRH campaign, creating reels, carousels, and infographics to raise awareness about ARSH issues. The campaign reached 118,000 people, generating 765,000 views and 16,000 likes. The fellows now plan to collaborate with Adolescent Friendly Health Clinics (AFHCs) established under India’s Rashtriya Kishor Swasthya Karyakram (RKSJ) programme to ensure that the sexual and reproductive health needs of local adolescents are effectively addressed.

A Resource Hub on Gender, Family Planning and Population Dynamics

In 2022, Population Foundation of India launched the Family Planning Resource Bank, an online repository offering reliable data on family planning, sexual and reproductive health, and fertility trends in Hindi and English. The platform has since evolved into the Knowledge Portal, broadening its focus to include the interconnected themes of gender and population dynamics. It is designed for media professionals, academics, researchers, and practitioners, providing easy access to fact sheets, briefs, curated resources, as well as research insights.

>> The portal features an interactive dashboard with state and district-level indicators, offering in-depth data



An orientation workshop for the **Digital Advocates for Adolescent Health programme** at Xavier Institute of Social Services, Ranchi.



Snapshot of the district dashboard on the new Knowledge Portal.

visualisations on key metrics such as fertility rates and unmet contraceptive needs from National Family Health Survey (NFHS) data.

>> The platform continually enhances its repository by incorporating the latest research findings, policy analyses, and data sets. This ensures that users have access to up-to-date and comprehensive information.

>> An AI-powered search tool is currently under development to deliver faster, more accurate, and context-specific responses to user queries on population dynamics and family planning. It will also improve the user experience and provide efficient access to relevant content.

SnehAI: Empowering Youth with AI-Driven Sexual and Reproductive Health Information

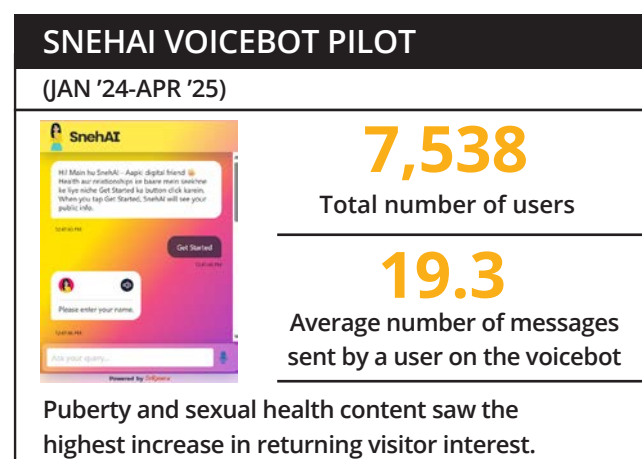
SnehAI is an AI-powered chatbot developed by Population Foundation of India offering young people accurate, non-judgmental, and user-friendly information on sexual and reproductive health and digital safety. Accessible via platforms like Facebook Messenger and WhatsApp, SnehAI offers a safe and confidential environment for users to engage in interactive conversations on topics including relationships, consent, body image, mental well-being, and digital safety. It enables interactive conversations, delivers reliable information, and provides users with details of national helplines for further support. So far, 300,000 users have exchanged more than 13 million messages with the chatbot, which includes 46% messages from returning users.

>> **Comprehensive content coverage:** SnehAI now includes 23 core health topics aligned with global CSE (Comprehensive Sexuality Education) standards.

It covers themes like gender identity, body image, menstruation, legal rights, and consent.

>> **Expert Oversight:** To ensure content accuracy and inclusivity, a Technical Advisory Group was formed, comprising Love Matters India, TARSHI (Talking About Reproductive and Sexual Health Issues), The YP Foundation, Ideosyncmedia, and Dr. Tanaya Narendra, a renowned medical professional and sexual health educator.

>> **Technological Advancements:** Future enhancements for SnehAI include the integration of full voice capabilities to enable voice-based interactions, making the platform more accessible and engaging for a wider audience. Plans are underway to expand SnehAI's reach through this feature, building on the voicebot prototype piloted in 2024. As a part of the initial evaluation, a pretest was conducted to assess the voicebot's functionality, user experience, and content relevance. The results were promising—93% of both male and female users found SnehAI to be a valuable source of information on sexual and reproductive health (SRH) and internet safety. The content was perceived as highly relevant, earning a 97% usefulness rating.



Engaging Millions Through Digital Storytelling

Total reach

51 million

Total views

65 million

A **Youth Champion** meeting in Nawada, Bihar.

#MainKuchBhiKarSaktiHoon

Advocating for Family Planning, Women’s Health, and Sustainable Development

The *#MainKuchBhiKarSaktiHoon* (I, A Woman, Can Achieve Anything) campaign, which ran from International Women’s Day (March 8, 2024) to World Population Day (July 11, 2024), focused on family planning, women’s health, gender equity, and sustainable development.

To amplify its reach and impact, the campaign collaborated with prominent influencers in the field of sexual and reproductive health (SRH), including Leeza Mangaldas, well-known sexual health educator and content creator; Dr. Prateek Makwana, a medical professional specialising in SRH, and Dr. Anjali Kumar, gynaecologist and obstetrician. In addition, the campaign featured the *#SustainableTogether* Tweetathon with nine CSOs.

Reach	10MILLION	Short-form video content, particularly reels, proved to be the most effective format, resonating with a male (65%) audience aged 18-34.
Views	11.6MILLION	
Likes	216,000	

How a TV show helped Nirma from Bihar to educate her husband on contraceptives

Main Kuch Bhi Kar Sakti Hoon

Can you tell me the secret of your boldness?

#DeshBadlegaJabMardBadlega

Promoting Shared Male Responsibility

The #DeshBadlegaJabMardBadlega (*Better Men for a Better Country*) campaign aimed to emphasise the critical role of men as equal partners in family planning and promoting gender equality. This strategic campaign ran from World Contraception Day (September 26th) to World Vasectomy Day (November 17th).

Central to the campaign was the slogan 'Karo #IshqWithoutRisk,' which emphasised safe sexual practices and shared contraceptive responsibility. The campaign employed a variety of digital content formats such as reels, short videos, and celebrity content to drive engagement.

Who is 'MARD'? #MensDay



Reach

27 MILLION

Likes

505,000

Views

33 MILLION

Shares |
Comments

3,200 | 829

The audience primarily comprised men (70.3%) aged 18-34, leading to 22 million engagements.



#GenderEqualWorld

One Story At A Time

Launched on National Girl Child Day in January 2025 and running until International Women's Day in March, the campaign #GenderEqualWorld fostered conversations on gender equality, ensuring opportunities are driven by potential, not gender.

Covering topics like higher education for women, female friendships, gender norms, online safety, delayed marriage, self-confidence, reproductive autonomy, and male engagement, the campaign engaged women and men (18-35) through digital content, storytelling, and interactive discussions.

Reach

14.2 MILLION

Likes

70,000

Views

20.3 MILLION

Highest engagement
from men

70%

The highest engagement came from the 18-24 age group.

RESEARCH & EVALUATION

*At **Population Foundation of India**, evidence remains the cornerstone of our work. In 2024–25, our research and strategic insights contributed to the national and global discourse on women's empowerment, family planning, gender and population dynamics. By combining digital innovation with robust data, we ensured our initiatives remained scalable, responsive, and grounded in real-time data.*

National Academies of Sciences, Engineering and Medicine (NASEM) Global report: Women's Empowerment, Population Dynamics, and Socioeconomic Development

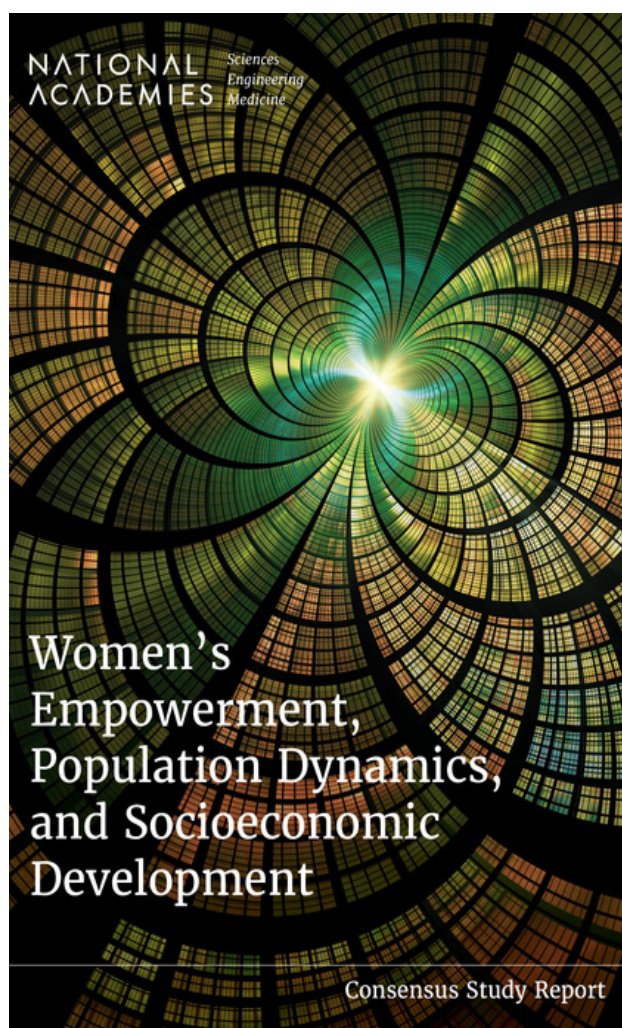
The Executive Director of Population Foundation of India was invited to serve on a multi-disciplinary study committee constituted by the National Academies of Sciences, Engineering, and Medicine (NASEM), USA, for a pivotal study titled 'Women's Empowerment, Population Dynamics, and Socioeconomic Development'. Population Foundation of India offered strategic guidance and valuable insights, particularly on the linkages between population dynamics and women's empowerment, as well as evidence on the impact of various programmes.

The committee reviewed research across social sciences and health disciplines, conducted expert consultations, and developed a conceptual framework emphasising women's agency at societal, community, interpersonal, and intrapersonal levels. It highlighted how resources drive empowerment and how demographic trends shape socioeconomic progress, while recognising sociocultural norms as critical moderators.

The report provides a roadmap for policymakers, NGOs, donors, and researchers to expand data collection, invest in integrated interventions, and foster collaborative research to advance gender equality and development. The report was disseminated at the 2025 Annual Meeting of Population Association of America in Washington DC on April 11, 2025. The Executive Director joined a panel to present the study's findings, urging stakeholders—governments, donors, researchers, and civil society—to invest in integrated approaches that link financial inclusion, healthcare access, and community mobilisation.

Exploring linkages between Women's empowerment, workforce participation and population dynamics

Population Foundation of India, in collaboration with the Institute for What Works to Advance Gender Equality (IWWAGE), commissioned the research study 'Exploring Linkages Between Women's Empowerment, Workforce Participation, And Population Dynamics in the Indian Context: A Comprehensive Macro-Micro Analysis'. Rooted in a robust macro-micro analytical framework, the study integrates national and



sub-national data analysis with qualitative fieldwork across rural, peri-urban, and urban areas in Uttar Pradesh, Bihar, and Delhi.

The study is scheduled for release in the latter half of 2025. It will be disseminated widely among policymakers, development practitioners, media, and civil society stakeholders.

Reimagining India's Health System – A Lancet Citizens' Commission

The Lancet Citizens' Commission on Reimagining India's Health System is a landmark initiative aimed at developing a comprehensive roadmap toward universal health coverage (UHC) in India. As The Lancet's first country-specific commission, it employs a participatory model that centres the voices and needs of citizens in reshaping the nation's healthcare landscape.

The Executive Director of Population Foundation of India,

Population Foundation of India's inputs have been especially significant in embedding considerations of family planning, gender equity, and community accountability into the Commission's broader narrative and proposed reforms.

Poonam Muttreja, has chaired the Citizens' Engagement Workstream since the Commission's inception in 2020. We have played the critical role of a knowledge partner, while bringing together a diverse range of stakeholders to co-create actionable strategies since its inception. Population Foundation of India's inputs have been especially significant in embedding considerations of family planning, gender equity, and community accountability into the Commission's broader narrative and proposed reforms.

A peer-reviewed article capturing key findings and recommendations of the Commission was submitted to The Lancet in 2024. We hosted a pivotal in-person meeting of Commission authors in December 2024, facilitating deliberations on reviewer feedback and guiding the refinement of recommendations. The revised manuscript has been re-submitted and is expected to be published later this year.

Position papers on two new long-acting reversible contraceptives (LARC)

Population Foundation of India developed two position papers on two new long-acting reversible contraceptives (LARC) introduced by the Government of India (GoI): Subcutaneous Injectable MPA Contraceptive (DMPA-SC) and subdermal implants.

These contraceptives are currently being piloted in 10 states, and the position papers present an evidence-based case for an effective nationwide rollout.

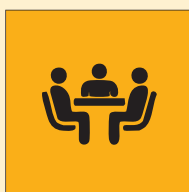
Highlighting their cost-effectiveness and the increased reproductive autonomy they offer, the papers address potential challenges such as fear of self-administration, low awareness, and limited demand. The position papers were shared with government officials, CSOs and media to share learnings and recommendations for a wider rollout of these contraceptives across India.



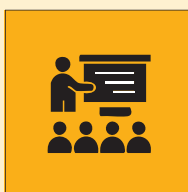
UMEED Dashboard



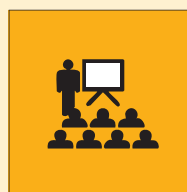
Overview



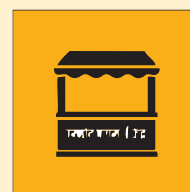
Meetings



Cluster Meeting Orientation



Trainings



UMEED Counseling Center

Interactive **UMEED** MIS Dashboard.

Data Driven Decision Making: UMEED MIS Dashboard

Monitoring and evaluation are integral to Population Foundation of India's work, ensuring data-driven decisions and programme effectiveness. We develop project-specific theories of change, aligned with our broader organisational vision and pathways to transformation. Detailed result frameworks are created to capture the tangible outcomes of the projects.

This year, under the Umeed scale-up project, we have transitioned from the traditional pen-and-paper

method of data collection to an online system using KoboToolbox. This near real-time data collection has allowed us to centralise our data management system and maintain a record of all means of verification for the activities conducted.

Moreover, this change has facilitated the development of a live, interactive UMEED MIS dashboard using PowerBI. The dashboard offers comprehensive data analytics on various project interventions through intuitive visualisations, allowing teams to monitor progress against planned activities and adapt. Now fully operational, the dashboard supports timely, evidence-based decision-making.

The background is a solid yellow color. A white rectangular area is positioned in the center of the page. The top and bottom edges of this white area are not straight; they feature a series of parallel diagonal lines that create a stepped, architectural effect. The text "STORIES OF CHANGE" is centered within the white rectangle.

STORIES OF CHANGE

Gram Pradhan to Gender Ally: Mohammad Imraan's Vision for Karnai

"I want every girl here to be educated, healthy, and free to decide the right time for marriage and motherhood. We'll also make sure girls from marginalised communities are no longer left behind."

Like many local leaders, Mohammad Imraan, the 50-year-old Pradhan of Karnai Gram Panchayat in Jarwal block of Bahraich district in Uttar Pradesh was focused largely on infrastructure and basic services. He didn't think of family planning as part of his responsibilities. That changed after he attended a Panchayati Raj Institution (PRI) training conducted under Population Foundation of India's Umeed project.

The session challenged the traditional belief held by many Pradhans that their role is limited to developing physical infrastructure. It encouraged them to broaden their vision and recognise that health, particularly sexual and reproductive health, was just as critical to a community's progress. The training demonstrated how early marriage and limited contraceptive access and choices aren't mere personal matters, but systemic issues directly affecting women's health, autonomy, and dignity.

For Imraan, it was an eye-opener and a turning point.

"I realised how important it is for every woman to have the right to family planning, without fear or judgement," he said. "This is essential for their health and wellbeing."

Using his own funds, Imraan commissioned wall paintings on houses across his village, highlighting the importance of family planning and the legal age of marriage. He urged families to attend a health mela organised by the Umeed team and made public appeals against early marriage.



Imraan, Pradhan of Karnai village in Bahraich, Uttar Pradesh envisions a model village that champions girls, their education, and empowers young women.

When he heard about Nasreen, a 15-year-old who had dropped out of school and whose parents were preparing for her wedding, he engaged with the family and began a series of conversations. He first explained the law and then the emotional and physical toll of early marriage. Most importantly, he shared a hopeful vision of a different future for their daughter.

It wasn't easy, but his persistence paid off. The family agreed to delay the marriage. Today, Nasreen is back in school, attending Class 8. Emboldened by this experience, Imraan now speaks of transforming Karnai into a village where girls stay in school, child marriage is a thing of the past, and reproductive choices are respected. Imraan's story is a testament to what can happen when awareness meets empathy and local leadership becomes a vehicle for social change.

Quiet Corner to a Confident Choice: Transforming family planning access in Haidergarh

In the Community Health Centre (CHC) in Haidergarh, in the Barabanki district in Uttar Pradesh, the outpatient department sees about 400–500 patients daily. Privacy was rare here. For women and couples seeking information about family planning, there was no private space to speak openly, and no trained counsellor to guide their decisions. That changed with a small intervention late last year.

Under the Umeed project, Population Foundation of India introduced a family planning corner at the CHC. Initially, a modest kiosk, the family planning (FP) corner offered a dedicated space for personalised, non-judgmental counselling on reproductive health—a first for the facility. The response said it all.

Word spread, and people began seeking out the FP Corner for private consultations. Recognising its importance, the Medical Officer in-charge, Dr. Saurabh Shukla relocated the corner to a full room adjacent to the Lady Medical Officer's chamber, ensuring more comfort and confidentiality.

"With a structured system and trained counsellors, FP services are now consistently available. We've exceeded our postpartum IUCD insertion target, reaching 53% of postpartum clients," says Dr. Shukla.

To strengthen service quality, counsellors received intensive training to address myths, guide method switching, and tailor advice to individual needs. This

approach empowered individuals to make informed choices about their reproductive futures.

Frontline workers—ASHAs and ANMs—were also trained to build their confidence in discussing family planning, especially with male clients. For many, this was a huge leap. "When a male client once asked me for condoms, I was offended," recalls an ASHA Sangini. "I even told my husband. But after the Umeed training, I understood it wasn't wrong; it was my job. Now, I feel proud to speak openly."

To boost referrals, a coupon-based system was introduced. During immunisation days, ANMs hand out coupons to eligible clients, directing them to the FP Corner. Counsellors use flipbooks and posters to explain methods clearly, addressing taboos through clear information and empathetic counselling.

A WhatsApp-based group called "Mantra" tracks real-time data and ensures accountability. The initiative also receives strong backing from the local administration. Mr. Sanjeev Kumar Gupta, the Block Development Officer, supports complementary campaigns like *Itni Bhi Kya Jaldi Hai*, which promotes birth spacing and delays early marriage. "Together with Population Foundation of India," Mr. Gupta notes, "we can ensure every girl and woman in Haidergarh has the right to health, choice, and dignity." What began as a quiet corner is now a thriving hub of empowerment.



An **Umeed Counselling Corner** at Community Health Centre in Haidergarh, Barabanki, Uttar Pradesh.

Sapna's Story: From Youth Champion to Future Health Worker

Sapna Kumari, a 24-year-old from Ballia Bujurg village in Akbarpur block, Nawada district, Bihar, has emerged as a role model for adolescent girls in her community. Growing up in a large family with limited financial resources, Sapna faced the pressures common to many young women in her village—marry early and step away from education.

In 2021, she became a Youth Champion under Population Foundation of India's Kishori SamooH initiative, a community-based platform that empowers adolescent girls through knowledge, peer engagement, and leadership. As a Youth Champion, Sapna mentored 20 girls, helping them navigate questions around sexual and reproductive health. She also created a space where girls could talk openly, learn together, and find mutual support.

One of her key contributions was launching a sanitary pad bank for Kishori Club members. To make menstrual hygiene products more accessible, the girls began contributing Rs. 1 (USD 0.01) per day, pooling resources to purchase sanitary pads in bulk.

They partnered with manufacturers who supplied pads at a lower cost, allowing the group to procure larger quantities. As a result, they were able to meet the needs of contributing members and distribute pads to women and girls in the community who were unable to

contribute, ensuring no one was left behind.

To sustain the initiative, Sapna also trained two adolescent girls to manage and carry it forward. Her involvement in the Village Health Sanitation and Nutrition Days further deepened her interest in healthcare. Watching Auxiliary Nurse Midwives (ANMs) monitor pregnant women sparked a new aspiration in her, prompting her to prepare for the ANM entrance examination.

In 2022, Sapna qualified for admission to the Patel Nursing Training Centre in Patna. Determined to fund her own education, she began offering coaching classes to children in her village, a reflection of her resourcefulness and resolve.

Her mother shared: "Sapna has shown immense courage. She stepped out, gained confidence, and is now able to pursue her dream of becoming an ANM. This is very rare in our society where daughters are often married off instead of being supported in their education." Sapna's journey, from a young girl with limited opportunities to an aspiring health worker shows how community-based adolescent engagement can open pathways to leadership, economic independence, and public service. Her dream now is to return to her village as a qualified ANM, improving access to healthcare for women and girls like herself.



Sapna Kumari (second from left), from Ballia Bujurg village in Nawada district of Bihar, is training to become an Auxiliary Nurse Midwife.

FINANCIAL & OPERATIONAL OVERVIEW

Particulars	2024-25	2023-24	2024-25	2023-24
SOURCE OF FUNDS	Rs.(Lakh)	Rs.(Lakh)	USD (Mn)	USD (Mn)
Corpus Fund	500	500	0.59	0.59
Society Fund	7,598	7,198	8.94	8.47
Deferred Grant	92	103	0.11	0.12
Restricted Project Funds	1,180	1,054	1.39	1.24
Current Liabilities	192	178	0.23	0.21
Provisions	36	33	0.04	0.04
Total	9,598	9,066	11.30	10.67
APPLICATION OF FUNDS				
Fixed Assets	195	160	0.23	0.19
Investments	7,070	6,270	8.32	7.38
Cash and Bank Balances	1,711	1,606	2.01	1.89
Loans and Advances	622	1,030	0.73	1.21
Total	9,598	9,066	11.29	10.67

Particulars	2024-25	2023-24	2024-25	2023-24
INCOME	Rs.(Lakh)	Rs.(Lakh)	USD (Mn)	USD (Mn)
Grant income	1,184	1,085	1.39	1.28
Rental Income	240	238	0.28	0.28
Interest and other income	682	664	0.80	0.78
Total	2,106	1,987	2.47	2.34
EXPENDITURE				
Health and Family Planning expense	1,132	741	1.33	0.87
Behaviour Change Communication expense	51	308	0.06	0.36
Community Action for Health expense	-	34	-	0.04
Other Project expense	345	495	0.41	0.58
Management & Administrative expense	179	194	0.21	0.23
Total	1,707	1,772	2.01	2.08
Excess of Income over Expenditure	399	215	0.46	0.26

*Conversion from INR to USD is done at Rs. 85 to USD 1

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. These structured guidelines and principles are designed to manage the workforce effectively. They establish a framework for fair and consistent decision-making in areas such as recruitment, compensation, performance management, employee conduct, and workplace culture. Our HR policies ensure alignment between organisational objectives and staff needs, fostering a harmonious and productive working environment. 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. In essence, our people policies are not just administrative tools but strategic assets that support the organisation's mission and values while fostering a culture of respect, inclusivity, and professionalism.

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

In 2024-2025, no cases of sexual harassment were filed in the organisation. Looking ahead, we will continue to invest in employee-centric initiatives, ensuring our team remains motivated, engaged, and aligned.

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 Population Foundation of India 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 2024-2025, no cases of sexual harassment were filed in the organisation. Looking ahead, we will continue to invest in employee-centric initiatives, ensuring our team remains motivated, engaged, and aligned.



Kehkisha Parveen, a Youth Champion from Nawada, Bihar.

OUR PARTNERS

■ Ministry of Health and Family Welfare, Government of India

■ Bihar Rural Livelihood Promotion Society (JEEViKA), Government of Bihar

■ Department of Health & Family Welfare, Government of Uttar Pradesh

■ Department of Education, Government of Bihar

■ State Health Society, Government of Bihar

■ Department of Education, Government of Rajasthan

■ Rohini Nilekani Philanthropies Foundation

■ The Gates Foundation

■ Give2Asia

■ The David and Lucile Packard Foundation

■ HCLFoundation

■ Mobius Foundation

■ Collective Good Foundation

■ BFL Investments and Financial Consultants Pvt Ltd

■ Apollo Trading and Finance Pvt Ltd

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