POPULATION FOUNDATION OF INDIA

Annual Report 2025-26

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 equality, and sexual and reproductive health. It addresses population issues by empowering women, men, and young people, enabling them to make informed decisions about their fertility, health, and wellbeing. Population Foundation of India'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 also collaborates closely with and provides technical support to both national and state governments, as well as other NGOs.

COVER IMAGE: Population Foundation of India-supported Kishori Samooh promotes menstrual health through a community Sanitary Pad Bank initiative

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Youth Champions in Bihar raise awareness about preventing child marriage

Governing Board

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Founder President, Public Health Foundation of India; President, Council for Social Development; Chair, Centre for Universal Health Assurance, Indian School of Public Policy

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Former Member of Lok Sabha

Ms. Priya Paul
Chairperson, Apeejay Surrendra Park Hotels Limited

Dr. Sonalde Desai
Demographer & Director, NCAER National Data Innovation Centre

Dr. Soumya Swaminathan
Chairperson, MS Swaminathan Research Foundation; Former Chief Scientist, WHO; Former Director General, Indian Council of Medical Research

Prof. Vikram Patel
Paul Farmer Professor & Chair, Department of Global Health & Social Medicine, Harvard Medical School

Mr. Vinod Rai
Distinguished Visiting Research Fellow, Institute of South Asian Studies, National University of Singapore; Former Comptroller and Auditor General of India, Government of India

Ms. Poonam Muttreja
Executive Director, Population Foundation of India

A Message from the Chairperson & Executive Director

PROF. K. SRINATH REDDY
Chairperson

MS. POONAM MUTTREJA
Executive Director

In an era of misinformation and polarisation, the challenge is not only about delivering services, but also about safeguarding trust, rights, and evidence in public discourse.

The past year has been marked by increasing global uncertainty. Ongoing global conflicts have disrupted international supply chains and highlighted the interconnected nature of today's crises. At the same time, development financing is shrinking, even as the need for sustained investments in public health and gender equality becomes urgent. In an era of misinformation and polarisation, the challenge is not only about delivering services, but also about safeguarding trust, rights, and evidence in public discourse.

In India, these global shifts intersect with an evolving demographic reality. As public debates move from population growth to fertility decline and ageing, there is a risk that policy responses could become reactive rather than evidence-based. Additionally, outcomes continue to be shaped by persistent gender inequality and gaps in access to reproductive health services. There is a need and an urgency to reframe population discourse and see it through the lens of women's health, rights, and agency.

It is within this evolving landscape that Population Foundation of India has continued its work—grounded in evidence, driven by partnerships, and focused on strengthening systems while shifting social norms.

In 2024–2025, Population Foundation of India worked on strengthening the evidence base for policy and public discourse. Two major studies were done—one on the linkages between women's empowerment, workforce participation, and population dynamics, and another on states' projections of migrating populations for 2021–2051—both of which provided critical insights to policymakers navigating India's demographic transition.

Population Foundation of India has also been associated with The Lancet Citizens' Commission on Reimagining India's Health System since its inception in 2020. The Commission's **mission** is to chart the path towards achieving Universal Health Care (UHC) in India. As a knowledge partner, Population Foundation of India has contributed to the

Commission's development and provided thought leadership. In January 2026, Population Foundation of India co-hosted the New Delhi launch of the Commission's report with The Lakshmi Mittal and Family South Asia Institute, Harvard University. The report presents a roadmap for a more citizen-centric and accountable health system that puts participation and equality at its core.

Beyond research, Population Foundation of India continued to demonstrate how evidence translates into action at scale. Across Uttar Pradesh and Bihar, we scaled up our work—from 2,325 villages to over 12,000 villages in 14 districts—and strengthened public health systems, while improving access to family planning and reproductive health services.

In **Uttar Pradesh**, the UMEED programme reached nearly 12.5 million people in over 6,000 villages across seven districts. Through strengthened service delivery, more than 85,000 individuals received family planning counselling, and over 45,000 adopted family planning services.

In **Bihar**, the JEEViKA-led Family Planning Convergence Programme, for which Population Foundation of India is a technical and knowledge partner, demonstrated the power of community-led platforms. By working with self-help groups (SHGs), the programme trained over 5,000 members, including JEEViKA community cadres, community nutrition resource persons, and ASHA workers. It mobilised more than 235,000 women and couples. Population Foundation of India was recognised for this work at the 2024 International Conference on Family Planning in Bogotá, Colombia.

We continued to address deeply embedded social norms through Social and Behaviour Change Communication (SBCC) campaigns, such as *#ItniBhiKyaJaldiHai?* and *#DeshBadlegaJabMardBadlega*. They combined digital and on-ground approaches to promote delayed marriage, birth spacing, and male engagement in reproductive health—and reached 69 million accounts online and 72,055 individuals from various communities offline.

We also strengthened the public discourse on population dynamics, reproductive health, and women's safety through sustained media engagement. The organisation's work was cited in over 100 publications, and it contributed to articles, interviews, and discussions across media platforms. In this way, we were able to counter misinformation and provide real evidence-based narratives from the ground.

As part of its strategic efforts to embed gender responsiveness in administrative processes within government systems, Population Foundation of India conducted gender sensitisation workshops and a Training of Trainers programme with the Ministry of Home Affairs. These initiatives reached over 190 officials and were an important step towards integrating gendered perspectives into policy design, programme implementation, and decision-making.

A defining feature of Population Foundation of India's work has been our Scaling Up Framework. India has seen many effective pilot projects stall, even though the government possesses the capability and infrastructure to scale up these programmes. Population Foundation of India has consistently championed the scaling up of effective programmes by working with government, community platforms, and NGO partners. It has helped to build capacities and create an enabling environment for programmes to move beyond the pilot stage, so they can achieve lasting impact.

As we look ahead, the challenges remain significant: funding uncertainties, demographic shifts, and the politicisation of the population discourse. They require careful, evidence-based responses. Population Foundation of India remains committed to advancing a vision where demographic change is data-driven and shaped by informed choice, gender equality, and equitable access to health and opportunity.

Highlights of 2025-2026

Government Ownership of UMEED Counselling Corners in Uttar Pradesh

In 2025–26, Population Foundation of India set up 59 additional UMEED Paramarsh Kendras (Counselling Corners) across Uttar Pradesh, taking their total number to 102 in seven districts. These counselling corners served 85,225 people, and counselled them on family planning methods. Encouraged by these results, the Bahraich district administration allocated resources from its Rogi Kalyan Samitis—government-mandated hospital management committees—to replicate this model across five blocks in the district. This step demonstrates the district administration's commitment to expanding the programme.

Reaching Millions Through Digital Campaigns

Population Foundation of India's Social and Behaviour Change Communication (SBCC) campaigns—*#ItniBhiKyaJaldi Hai?*, *#DeshBadlegaJabMardBadlega*, and *#SafeToBe*—reached over 135 million people and garnered 164 million views online, sparking national conversations about early marriage, birth spacing, male engagement in family planning, and women's safety.

Family Planning Integrated into Government Systems in Bihar

The Family Planning Convergence Programme (FPCP)—implemented through JEEViKA, Bihar's network of rural women's self-help groups (SHGs) provided family planning information and services to more than 235,000 women and couples across five districts in the state. The FPCP, previously funded by the budget for State-Specific Initiatives and Innovations in the National Health Mission (NHM) budget, was integrated into NHM's Family Planning budget for FY 2026–27, reflecting the state's commitment to scaling up the programme.

Building Gender Sensitization Within Government Systems

Between June 2025 and January 2026, Population Foundation of India conducted gender sensitisation workshops and a Training of Trainers programme with the Ministry of Home Affairs, reaching nearly 200 officials over two rounds. Important learnings from these programmes led to a request from the Ministry for a nationwide roll-out of these workshops and trainings.

Studies on Population Projections and Women's Empowerment

Population Foundation of India released two studies over the past year:

- **Unravelling India's Demographic Future: Population Projections for States and Union Territories, 2021–2051**
  Published in partnership with the International Institute of Migration and Development (IIMAD), Thiruvananthapuram, this study highlighted the key shifts in fertility, mortality, ageing, and migration at both the national and state levels.

- **Exploring Linkages Between Women's Empowerment, Workforce Participation, and Population Dynamics in the Indian Context: A Comprehensive Macro–Micro Analysis (2025)**
  This study combined macro-level demographic and human development data with micro-level insights from women's lived experiences. It was published in partnership with the Institute for What Works to Advance Gender Equality (IWWAGE), New Delhi.

A Roadmap for India's Health System

For five years, Population Foundation of India has supported The Lancet Citizens' Commission on Reimagining India's Health System as a knowledge partner and ensured that the voices of women and marginalised communities inform the Commission's findings. In January 2026, Population Foundation of India co-hosted the national launch of the Commission's final report in New Delhi with The Lakshmi Mittal and Family South Asia Institute, Harvard University. The report presents a landmark roadmap for a citizen-centred and accountable health system.

Accomplishments & Initiatives

ASHA workers at the launch of Itni Bhi Kya Jaldi Hai campaign at the District Magistrate's office, Barabanki, Uttar Pradesh

Reimagining India's Population Narrative

India's population narrative remains trapped between two competing anxieties—overpopulation and declining fertility—both of which continue to instrumentalise women's bodies at the cost of their autonomy. As demographic shifts intersect with the pressures of ageing, climate stress, migration, and livelihood volatility, rethinking this narrative has never been more urgent, particularly for women who are on the frontlines of these transitions.

SHAPING GLOBAL AND NATIONAL DISCOURSE

The year 2025–26 was marked by rapid technological change, economic uncertainty, and shifting development priorities. As conversations on population and health became more complex and urgent, Population Foundation of India ensured that discussions on national and global platforms were grounded in evidence and people's lived realities.

Reframing the Demographic Transition

Dr. Sanghamitra Singh contextualised India's falling birth rates at the Population Reference Bureau webinar

In June 2025, at the ***Challenging the Low-Fertility Panic: A New Narrative for Reproductive Health*** webinar, hosted by the Population Reference Bureau, Chief of Programmes at Population Foundation of India, Dr. Sanghamitra Singh, situated falling birth rates within broader social and economic transitions. Dr. Singh cautioned against reactive responses that treat demographic trends as crises rather than as changes that need to be understood.

- In October 2025, Senior Specialist, Monitoring and Evaluation, Dr. Varun Sharma represented Population Foundation of India at the ***FP2030 Asia-Pacific Regional Focal Points Meeting*** in Bali, Indonesia, where the organisation served as the civil society focal point. Dr. Sharma shared programme learnings and evidence from India in discussions on demographic transition, financing for family planning, and last-mile service delivery.

- In January 2026, Ms. Poonam Muttreja was invited to speak at a panel titled ***Diverse Values and Ethics in Designing Population Policies*** at the Prince Mahidol Award Conference (PMAC) in Bangkok, Thailand. Drawing on India's trajectory—from fertility control to informed choice—Ms. Muttreja highlighted the need to centre agency in population policy, particularly of women and marginalised communities. Key takeaways from the panel have been written as a commentary titled **"Rethinking population policy: from fertility targets to values, structural realities, and health system resilience"** and submitted for review to The Lancet Global Health journal.

Gender Equality, Women's Health and Community Involvement

- In October 2025, Population Foundation of India convened the ***South-South Solidarity Roundtable on Gender Equality and Reproductive Justice***, a closed-door event in New Delhi that brought together 20 former UN Women leaders, economists, policy experts, and activists from the Global South. The roundtable created space for strategic dialogue amid growing resistance to gender equality and focused on sustaining cross-border solidarity, feminist leadership, women's safety, and freedom from violence.

- At the ***OECD Gender Working Group Meeting*** in Paris in April 2025, Ms. Muttreja delivered a keynote address titled "**Gender Funding in India in Times of Backlash**", which focused on how socio-political resistance is reshaping gender financing and made a case for long-term, flexible funding to sustain feminist movements and community-led action.

- In September 2025, Executive Director Ms. Muttreja spoke at the ***AVPN Global Conference*** in Hong Kong. She spoke at a session titled "**Crisis as Catalyst: How Communities Lead in Times of Disruption**" about the intensifying funding squeeze affecting health, education, and gender equality as well as the importance of sustained investment in these areas from philanthropic and corporate partners.

Ms. Poonam Muttreja at the International Conference on Family Planning (ICFP) 2025 in Bogotá, Colombia

In November 2025, at the ***International Conference on Family Planning (ICFP)*** in Bogotá, Colombia, Population Foundation of India's Social and Behaviour Change Communication (SBCC) campaign, *#ItniBhiKyaJaldiHai?* (What's the Big Rush?) was selected for a live stage presentation. During this presentation, Ms. Muttreja shared insights from the campaign—implemented across seven districts in Uttar Pradesh to promote informed choices around marriage, pregnancy, and contraception—and spoke about its scale, design, and relevance across diverse community contexts. A poster of Population Foundation of India's work with women's self-help groups (SHGs) in Bihar that seeks to strengthen reproductive health outcomes was awarded second prize at the conference for its approach, which places women's collectives at the centre of community health.

Scaling Up Effectively

In May 2025, at a two-day orientation in Chennai, Tamil Nadu with the MS Swaminathan Research Foundation, Population Foundation of India discussed the ***Scaling Up Management (SUM) Framework*** with 25 participants from senior leadership and state teams. It also assessed the scalability of two active projects and developed an agenda on documentation, impact evaluation, policy engagement, and donor alignment.

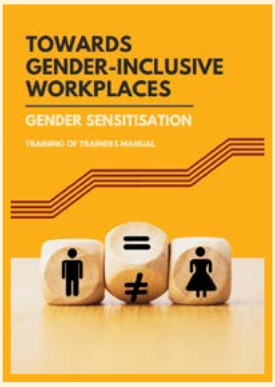
At ***Mobilisation and Impact at Scale***, a meeting convened in Paris by the Scaling Community of Practice (SCoP) and Agence Française de Développement in June 2025, Ms. Muttreja argued that scaling up effectively requires deliberate alignment with equity, local institutions, and socio-political contexts.

In July 2025, at a virtual session of the ***4th International Conference on Financing for Development***, Ms. Muttreja highlighted that as funding for the development sector declines, the pressure to demonstrate scale intensifies even as the resources required for it diminish.

STRENGTHENING INSTITUTIONAL CAPACITY FOR GENDER EQUALITY IN GOVERNMENT

Population Foundation of India has prioritised working with institutions that shape policy and enabled them to draw from its gender expertise and put it into practice. In 2025–26, this commitment was advanced through a collaboration with the Ministry of Home Affairs. Between June 2025 and January 2026, Population Foundation of India conducted a series of gender sensitisation workshops and a Training of Trainers programme for Ministry officials in New Delhi, reaching almost 200 officials over two rounds. The outcome was not only awareness-building but also an integration of gender perspectives into administrative processes, equipping officials assimilate these approaches into policy design, programme implementation, and decision-making.

Encouraged by these learnings, the Ministry formally requested Population Foundation of India to support a nationwide roll-out of the workshops and the training. This signalled its commitment to embedding gender-responsive approaches in government systems. To enable this, Population Foundation of India developed a comprehensive Training of Trainers manual, so officials can independently continue the trainings.



Training of Trainers (ToT) manual developed for gender sensitisation trainings for the Ministry of Home Affairs officials

STRENGTHENING PUBLIC DISCOURSE THROUGH MEDIA

In 2025–26, Population Foundation of India deepened its strategic engagement with the media. At a time when debates on the forthcoming Census, caste enumeration and fertility trends dominated public attention, Population Foundation of India ensured that conversations were not alarmist or led by demographic anxieties but nuanced and grounded in choice, agency, and data.

Through a consistent media presence, Population Foundation of India worked on reframing population issues, centring women's autonomy, challenging reductive narratives, and pushing for integrated, gender-responsive policy responses.

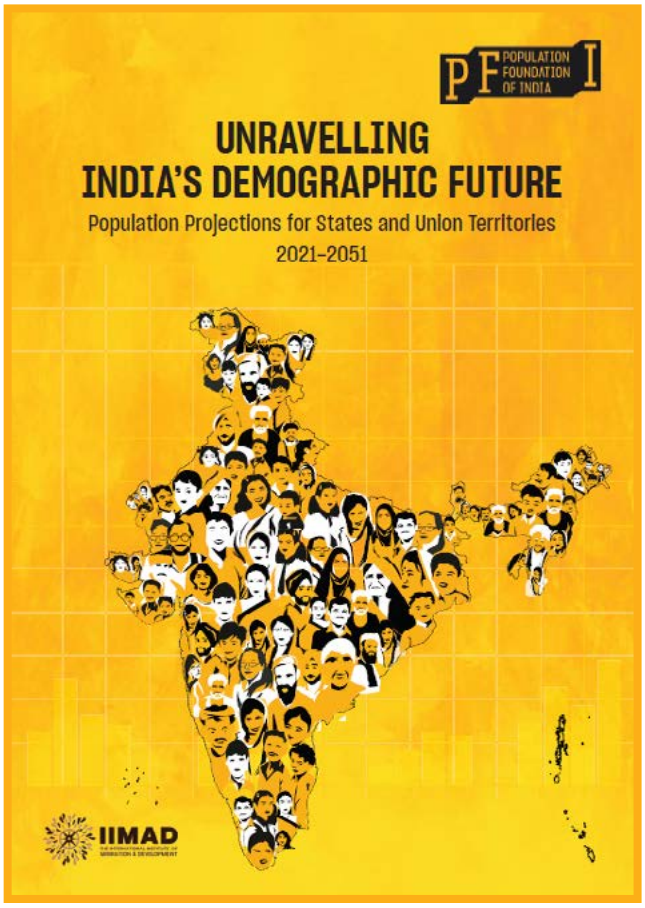
Population Foundation of India authored 17 articles and op-eds, participated in eight in-depth interviews, and contributed to 11 panel discussions across major national and international platforms. Our perspectives were featured in prominent publications such as **The Hindu**, **The Indian Express**, **Hindustan Times** and **Livemint**, among others, and quotes by the organisation's leaders as well as citations of our work appeared in the media over 250 times.

On television platforms, including **NDTV**, **Sansad TV**, and **CNN News18**, we deliberated on population-related issues, such as the delimitation debate, declining fertility and the subsequent push for pronatalism as well as the implications of India's ageing population. Our global engagement grew—our perspectives were showcased on broadcasters like **CNN International** and in magazines like **Foreign Policy** and **Newsweek**, to name a few international platforms that featured our work, thus contributing to shaping the global discourse.

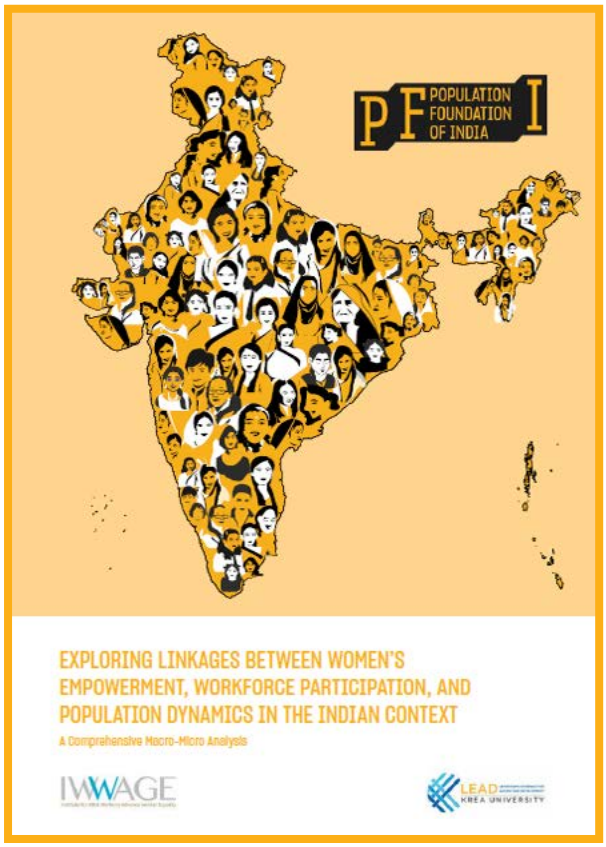
We also broadened our outreach through podcasts, including **India Today**'s **Health Wealth** and **Cyrus Says**, reaching diverse audiences on topics such as masculinity, shared reproductive responsibility, fertility-related anxieties, and persistent population myths.

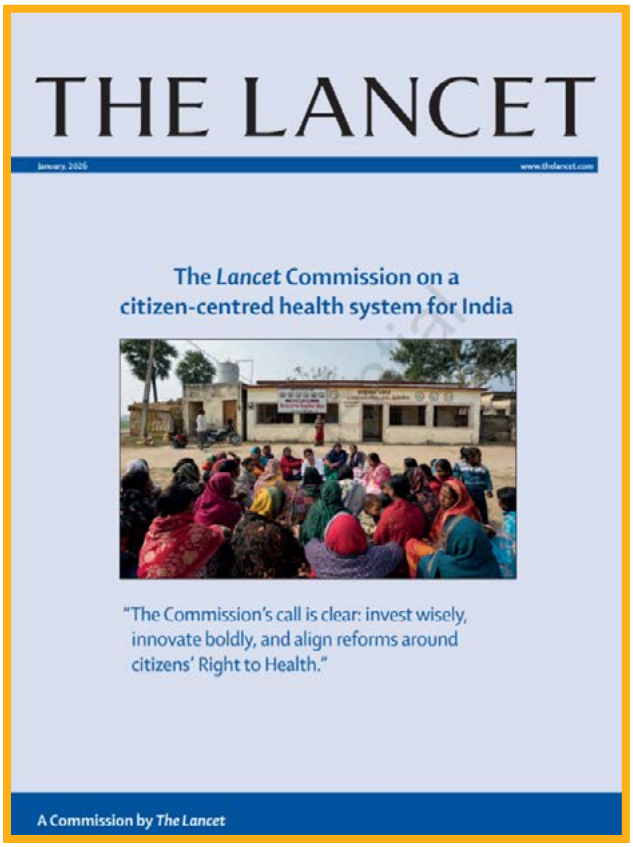
Evidence Generation & Dissemination

As the world's most populous country with a large youth population, India is navigating a critical phase of demographic change. This phase is shaped by uneven fertility transitions, ageing, migration, climate stress, and economic uncertainty—all of which have disproportionate consequences for women and young people. Yet, public discourse on these shifts is often clouded by misinformation, polarised narratives, and overly simplistic fears about population issues that hide the real social and policy challenges involved. In this context, generating evidence, synthesising it, and strategically disseminating it has been central to Population Foundation of India's mission of fostering informed debate and action.



In the absence of updated Census data, population projections are critical as they provide the latest data that can guide planning in employment, urbanisation, health systems, and social protection. A new study, "**Unravelling India's Demographic Future: Population Projections for States and Union Territories, 2021–2051**", a collaboration between Population Foundation of India and the International Institute of Migration and Development (IIMD), fills this critical data gap by providing the most current population projections for 2021–2051. This study presents population projections by age, sex, and urban/rural residence and is the first in India to consider internal migration patterns to present a more accurate picture of demographic change.





In November 2025, Population Foundation of India, in collaboration with the Institute for What Works to Advance Gender Equality (IWWAGE), released the study "**Exploring Linkages Between Women's Empowerment, Workforce Participation, and Population Dynamics in the Indian Context: A Comprehensive Macro–Micro Analysis**".

By combining macro-level indicators with micro-level lived experiences, it provides actionable insights into how empowerment drives demographic outcomes, and equally, how persistent inequalities constrain them. The study was launched at the 46th Annual Conference of the Indian Association for the Study of Population (IASP) in Kolkata. It was attended by organisations such as the United Nations Population Fund and the International Union for the Scientific Study of Population as well as other leading academic and policy institutions.

Since 2020, Population Foundation of India has played a key role in The Lancet Citizens' Commission on Reimagining India's Health System. Executive Director Ms. Poonam Muttreja has chaired the Citizens' Engagement Workstream—one of the Commission's five core thematic pillars.

Population Foundation of India served as a key convening and knowledge partner for the Commission, shaping its framework through expert consultations, thematic webinars, and substantive contributions to chapters and recommendations.

In January 2026, the Commission released its final report, "**The Lancet Commission on a Citizen-Centred Health System for India**", presenting a comprehensive roadmap for a more responsive, equitable, and accountable health system. The report places citizens at the centre of health systems, emphasising participation and voice in public health decision-making.

Ms. Poonam Muttreja (Executive Director, Population Foundation of India) with Richard Horton (Editor-in-Chief, The Lancet), Tarun Khanna (Jorge Paulo Lemann Professor, Harvard Business School), and Vikram Patel (Paul Farmer Professor and Chair of Global Health and Social Medicine, Harvard Medical School) during the panel discussion, A Pulse of a Nation, at the Jaipur Literature Festival

In the lead-up to the launch, Ms. Muttreja moderated the panel, **A Pulse of a Nation**, at the Jaipur Literature Festival in 2025. She was joined by Richard Horton, Editor-in-Chief of The Lancet; Tarun Khanna, Jorge Paulo Lemann Professor, Harvard Business School; and Vikram Patel, Paul Farmer Professor of Global Health, Harvard Medical School.

On January 21, 2026, Population Foundation of India co-hosted the national launch of Commission's report with The Lakshmi Mittal and Family South Asia Institute, Harvard University, which brought together leaders from government, academia, civil society, and the private sector to discuss its key reform priorities.

Our Work in Uttar Pradesh & Bihar

Population Foundation of India complements its policy engagement and narrative-shaping work with targeted programme implementation in Uttar Pradesh and Bihar, strengthening public health systems and expanding community outreach. In more than 12,000 villages across 14 districts, we provided technical assistance to government departments and built the capacities of ASHAs (Accredited Social Health Activists) and ANMs (Auxiliary Nurse Midwives), ensuring they could provide nearly 20 million people more responsive and accountable services.

UTTAR PRADESH

Since 2023, Population Foundation of India, with support from the Mobius Foundation, has been implementing the UMEED project in seven districts—Bahraich, Balrampur, Barabanki, Gonda, Shravasti, Sitapur and Unnao—to improve access to family planning and sexual and reproductive health services.

What began as a community engagement programme in a single-block has since scaled up to over 6,000 villages across 50 blocks of seven high-fertility districts. In partnership with the Department of Health and Family Welfare, Government of Uttar Pradesh, UMEED now reaches nearly 12.5 million people in the reproductive age group. Alongside system-level interventions, Population Foundation of India works with communities to raise awareness, shift social norms, and enable informed decision-making, particularly among women, men, and young couples.

A couple receives counselling at a Family Planning Counselling Corner–now a dedicated space inside this government health facility in Sitapur district, Uttar Pradesh

SCALING UP UMEED COUNSELLING CORNERS

Gaps in client–counsellor interaction, privacy, and the quality of counselling have long constrained access to high-quality family planning and sexual reproductive health services. To address these challenges, Population Foundation of India has developed and scaled up the UMEED Counselling Corner model. This model ensures dedicated safe spaces for women and couples close to their homes where they can receive accurate, non-judgmental, timely, and confidential family planning counselling.

Fifty-nine new counselling corners were established in 2025–26, bringing the total to 102 across seven districts. Staffed by 316 trained counsellors, these corners have collectively served 85,225 clients (women and couples). More than half of them or 54% (over 45,000 people) have adopted a family planning method.

Crucially, most counselling corners now operate in dedicated spaces inside government health facilities and are owned and run by the Department of Health. In Bahraich, the district administration scaled up the UMEED Counselling Corners and set them up in five additional blocks, supporting this expansion with its own funds—a clear sign of government ownership and commitment to sustaining the model.

Method-Wise Uptake of Family Planning Services Following Counselling Support (till February 2026)

Family Planning Services Provided	Number of Clients
Postpartum Intrauterine Contraceptive Devices (PP- IUCD)	29,718
Intrauterine Contraceptive Devices (IUCD)	3,886
Antara	7,269
Female Sterilisation Technique (FST)	4,813
No-Scalpel Vasectomy (NSV)	22
Total	**45,708**

BUILDING FRONTLINE WORKERS' CAPACITY TO DELIVER HEALTH SERVICES

In 2024–25, Population Foundation of India mapped nearly 13,000 ASHAs, ASHA Sanginis (ASHA mentors), and ANMs across the seven intervention districts. In 2025–26, the focus shifted to strengthening their capacity through structured training and ongoing support.

At the government's monthly cluster-level meetings, Population Foundation of India trained frontline workers on contraceptive methods and improved counselling skills, in addition to addressing social barriers and teaching them how they can learn from their peers.

> "The training has strengthened my counselling skills, especially with men. I now feel more confident initiating conversations with them and have seen a noticeable increase in the number of clients I am able to support."
>
> **Renu Shukla**
> ANM, Kaiserganj block, Bahraich district

IMPROVING FAMILY PLANNING SERVICES AT PUBLIC HEALTH FACILITIES

In June 2025, Population Foundation of India conducted orientation sessions with 240 Rogi Kalyan Samitis—government-mandated hospital management committees—in the seven intervention districts. The Samitis are responsible for oversight in public health facilities as well as community accountability. The sessions, chaired by Chief Medical Officers (CMOs) and Additional CMOs of the health facilities, led to the allocation of dedicated rooms for counselling near the antenatal clinics.

Orientation sessions were also conducted at 37 government hospitals for 1,546 healthcare providers, including doctors, nurses, and pharmacists. These sessions strengthened their ability to identify family planning needs, offer basic counselling, and refer clients to the nearest counselling corner.

Between July 2025 and January 2026, Population Foundation of India extended its support to primary care centres such as the Ayushman Arogya Mandirs (AAMs) as well. AAMs are government-run primary health centres that provide a range of essential healthcare services close to communities, where Community Health Officers (CHOs) are the first point of contact for family planning services. Population Foundation of India trained 960 CHOs across 45 AAMs in counselling and referral practices, so they could support ASHAs and ANMs with delivering family planning services and facilitating continued contraceptive use.

FOSTERING INTER-DEPARTMENTAL COLLABORATION

Improving family planning outcomes requires coordinated action in areas that extend beyond health, such as education, gender norms, livelihoods, and community engagement. Since its inception, the UMEED programme has built platforms to ensure smooth coordination across government departments, including the Department of Health, Education, Department of Women and Child Development, Department of Panchayati Raj, and the National Rural Livelihood Mission.

In 2024, Population Foundation of India helped to constitute Block Coordination Committees, chaired by Block Development Officers (BDOs), which facilitated joint planning and problem-solving at the grassroots level. In 2025, seven District Working Groups, chaired by District

Magistrates, were constituted, bringing together senior leadership and establishing a two-tiered structure for coordinated action across the districts.

Together, these platforms have brought over 400 officials from various departments into a structured dialogue on family planning. This has also translated into action on the ground—from awareness sessions for adolescent girls to targeted outreach for marginalised communities. The results suggest that coordinated governance is just as important for family planning outcomes as service delivery.

> "Population Foundation of India's contribution towards strengthening the Family Planning programme in the district is significant. From capacity-building of frontline workers to strengthening counselling services, continuous efforts are being made to improve access to family planning services and commodities at the community level."
>
> **Dr. Sanjay Kumar**
> Chief Medical Officer, Bahraich district

BUILDING COMMUNITY OWNERSHIP OF FAMILY PLANNING IN JARWAL

In remote and under-served communities, changing behaviour requires more than just information. It demands trust, sustained engagement, and credible voices from the community.

Since April 2023, Population Foundation of India has been building this foundation in 118 villages of Jarwal block, Bahraich district. It consists of a network of 10 field facilitators and 378 community champions, who serve as local leaders and changemakers–mobilising families, sharing information, and supporting informed health decisions. These champions are from Panchayati Raj Institutions, self-help groups (SHGs), and other community organisations.

Population Foundation of India organised 2,654 meetings at community forums, SHGs, and village-level organisations, and through them, reached over 26,850 community members with messages on delaying early marriage, promoting birth spacing, and addressing misconceptions about contraception. The programme also reached over 1,272 students in 11 schools of Jarwal block, where folk media shows and workshops on online safety were held. These sustained efforts translated into 2,946 new clients adopting modern contraceptive methods in the block.

A District Working Group convenes in Shrawasti district, with participation from different departments

The Itni Bhi Kya Jaldi Hai campaign's mobile van show in Sitapur district, Uttar Pradesh

The UMEED project in Jarwal was assessed using a multi-pronged approach, which included an independent evaluation, use of the Most Significant Change (MSC) approach, and estimates from the Guttmacher Family Planning Investment Impact Calculator, an interactive online advocacy tool.

The assessment found that UMEED contributed to an increased uptake of family planning services in low-resource settings that have restrictive social norms, low levels of female literacy, and limited access to sexual and reproductive health services. Regular interpersonal counselling, support from field facilitators and trusted community champions, frequent Swasthya Melas (Health Fairs), and efficient block and district-level coordination across government departments helped reduce fear of family planning side effects, improved informed choice, and made family planning discussions more acceptable.

Stories from the MSC approach that involves generating and analysing personal accounts of change showed improvements in women's confidence, frontline workers' capacity, and community dialogue. The estimates indicate that the Mobius Foundation's investment in the UMEED project helped increase the number of women and couples who took up modern contraceptives (an estimated 55,663), and prevented 15,942 unintended pregnancies, 2,003 unplanned births, and 9,600 unsafe abortions.

SHIFTING SOCIAL NORMS THROUGH BEHAVIOUR CHANGE COMMUNICATION

In Uttar Pradesh, Population Foundation of India's work goes beyond service delivery to address the underlying social norms that inform reproductive choices, including early marriages and closely spaced pregnancies. The organisation invests in Social Behaviour Change Communication (SBCC) to shift norms, strengthen informed decision-making, and enable greater agency for women and young people.

Between July 2025 and January 2026, the SBCC campaign, Itni Bhi Kya Jaldi Hai? (What's the Big Rush?), was launched in the seven intervention districts. It focused on delaying marriage and first pregnancies, promoting birth spacing, and enabling informed contraceptive choice. Delivered through mobile outreach vans staffed by trained counsellors, the campaign brought information and services directly to communities. It reached 67,829 community members in **1,252 villages**, and nearly 13,000 individuals started accessing personalised counselling. Additionally, **49,344** family planning commodities were distributed.

BIHAR

Population Foundation of India has been working in Bihar for over two decades under a Memorandum of Understanding (MoU) with the State Health Society, Bihar (SHSB), Department of Health. It has provided technical support to strengthen family planning, adolescent health, and community action.

In more than 5,600 villages across seven districts—Aurangabad, Jehanabad, Lakhisarai, Sheohar, Sheikhpura, Nawada, and Darbhanga—the organisation works to improve health service delivery and access to family planning information and services for 7.4 million people.

ADVANCING FAMILY PLANNING THROUGH JEEViKA WOMEN'S COLLECTIVES

In 2024, the State Health Society, Bihar invited Population Foundation of India to scale up the Family Planning Convergence Programme (FPCP) across five high-fertility districts—Jehanabad, Lakhisarai, Sheohar, Sheikhpura, and Aurangabad—leveraging the reach of JEEViKA, the Bihar Rural Livelihoods Project.

JEEViKA, a globally recognised initiative by the Government of Bihar, works through women's self-help groups (SHGs) to advance financial inclusion, livelihoods, and community-led development–and reaches 9 million families. Since 2024, Population Foundation of India has strategically leveraged JEEViKA's extensive SHG network to integrate family planning into existing village-level initiatives, positioning women's collectives as catalysts for informed reproductive choices.

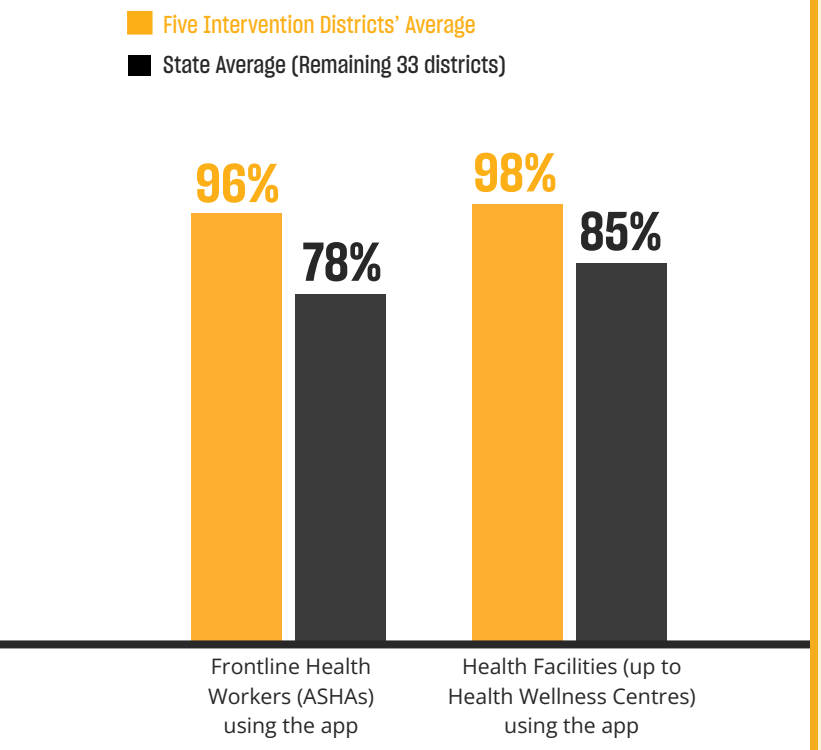
In 2025–26, over 5,000 SHG members, ASHAs, and ANMs were trained, who then went on to mobilise and assist more than 235,000 women and couples to access and adopt family planning methods. This initiative's impact prompted the state to deepen its commitment in two important ways.

- First, the State Health Society, Bihar has proposed expanding the programme to six additional districts in FY 2026-27: Banka, Buxar, Darbhanga, Kishanganj, Madhepura, and Saran.
- Second, the FPCP, previously funded through State-Specific Initiatives and Innovations in the National Health Mission (NHM) budget, has been integrated into the regular family planning budget of the NHM, reflecting the state's commitment to sustaining and scaling up the programme.

STRENGTHENING CONTRACEPTIVE SUPPLY CHAINS WITH DIGITAL TOOLS

In 2017, the Ministry of Health and Family Welfare launched the Family Planning Logistics Management Information System (FPLMIS) mobile app. In 2024, Population Foundation of India supported its roll-out in Bihar and strengthened its use among health workers, so they can track their stock of contraceptives and place orders in real time.

This work began in Nawada and Darbhanga districts, where the organisation trained frontline workers to track contraceptive supplies and ensure last-mile distribution. Encouraged by their progress in 2025, the State Health Society, Bihar requested Population Foundation of India to extend its support to three additional districts: Aurangabad, Lakhisarai, and Sheohar. In a total of five districts, ASHAs, ANMs, Community Health Officers, and storekeepers were trained to sign up for and use this app. By November 2025, the results were visible:



RECOGNISED FOR STRENGTHENING FAMILY PLANNING SERVICES

Population Foundation of India received seven awards this past year, including for Best Development Partner for its role in strengthening family planning across Bihar. The recognition acknowledged the organisation's contributions towards building the capacity of frontline workers and health officials, strengthening supply chains, and driving Social and Behaviour Change Communication (SBCC) across several districts.

The FPCP has also been recognised on the global stage. It was awarded second place in the Poster Presentation Category at the International Conference on Family Planning 2025 in Bogotá, Colombia, where the programme's innovation and potential for replication were appreciated.

Population Foundation of India's Dr. Varun Sharma with the award-winning poster that secured second place at ICFP 2025 in Bogotá, Colombia

SEHAT KENDRA: SAFE SPACES FOR YOUNG PEOPLE

Population Foundation of India, which initially piloted the Sehat Kendra model, leads the initiative across Bihar, in collaboration with the State Health Society, Bihar (SHSB) and the Bihar State AIDS Control Society (BSACS). Piloted in 2021 across 28 colleges in 15 districts, the Sehat Kendra programme has since expanded to 64 colleges and institutions in 33 districts.

A Sehat Kendra is a safe, youth-friendly space on college campuses, where young people can access accurate information on mental health, nutrition, anaemia, gender-based violence, sexual and reproductive health, family planning, HIV/AIDS, blood donation, and substance use. In 2025–26, over 300 expert-led sessions, exposure visits, and awareness campaigns were organised through the Sehat Kendra model, which reached more than 32,000 young people across Bihar.

LAUNCH OF A MODEL SEHAT KENDRA AT B.D. COLLEGE, PATNA

Population Foundation of India, along with the State Health Society, Bihar and the Bihar State AIDS Control, set up a Model Sehat Kendra at B.D. College, Patna. It was inaugurated on World Health Day, April 7, 2026, by Prof. (Dr.) Ratna Amrit, in the presence of representatives from government, health institutions, and academia. As a Centre of Excellence, this Model Sehat Kendra will serve as a reference point for the 64 other Sehat Kendra centres in other parts of Bihar. It will host exposure visits and knowledge-sharing sessions and can support the scaling up of the model in other districts and states.

Students at the Model Sehat Kendra, Patna, inaugurated on World Health Day 2026

Mahila Arogya Samiti (MAS) meeting in Shobhaganj, Gaya district

TRAINING MAHILA AROGYA SAMITIS TO TAKE FAMILY PLANNING TO URBAN SLUMS

In 22 districts in Bihar, Population Foundation of India has been working with 800 Mahila Arogya Samitis—women-led community groups in urban slums—which are associated with 110 Urban Primary Health Centres (UPHCs). Mahila Arogya Samitis promote preventive healthcare among the urban poor and act as a bridge between them and the healthcare system. Originally conceived and piloted by Population Foundation of India, the Mahila Arogya Samiti model was adopted and scaled up nationally under the National Urban Health Mission in 2013.

Since 2024, the organisation has co-facilitated monthly state-level review meetings with the National Urban Health Mission's nodal officers to strengthen the Mahila Arogya Samitis' functioning and ensure programme oversight. In 2025–26, approximately 6,000 Mahila Arogya Samitis' members were trained on family planning, contraceptive choices, birth spacing, adolescent health, and HIV/AIDS, so they can create awareness about health and health services in their communities.

In Darbhanga district, a 12-month calendar (aligned with key health days) was developed for all UPHCs, so that Mahila Arogya Samiti representatives can conduct focused discussions with community members. This has streamlined the functioning of 51 Mahila Arogya Samitis (which have approximately 600 members) and resulted in regular, structured meetings, with more member engagement and improved documentation.

BUILDING COMMUNITY ACCOUNTABILITY IN PRIMARY HEALTHCARE

In Nawada and Darbhanga districts, Population Foundation of India has supported the revitalisation and effective functioning of Jan Arogya Samitis under the Ayushman Bharat national health initiative.

Jan Arogya Samitis bring together frontline health workers, Panchayati Raj institution representatives, self-help groups (SHGs), and community members to identify local health priorities and oversee service delivery at Ayushman Arogya Mandirs (modernised Sub-Health Centres and Primary Health Centres).

By March 2026, nearly 75% of Jan Arogya Samitis were functional, and members were briefed on their roles. Population Foundation of India strengthened the capacity of Jan Arogya Samitis, which led to tangible improvements in healthcare facilities, especially their cleanliness and health communication. Jan Samvaad programmes were organised, and there was greater community participation, leading to more effective identification and resolution of local health concerns. This comprehensive support helped 24 Ayushman Arogya Mandirs in two districts get the National Quality Assurance Standards (NQAS) certification—six received national certification, while 18 got state-level certification.

Panchayati Raj institutions also participated in this process, and approximately Rs. 1.5 million was mobilised from the 15th Finance Commission to improve these healthcare centres (especially their waiting areas and patient amenities) and support their renovation. Population Foundation of India is working with the state government to position Nawada and Darbhanga as model districts, so that revitalising Jan Arogya Samitis and strengthening community accountability can be replicated across Bihar.

A Jan Arogya Samiti meeting at an Ayushmaan Arogya Mandir, Najardih village, Roh Block, Nawada district

Driving Change Through Digital Platforms

At Population Foundation of India, digital technology is central to advancing our mission of promoting informed choice, gender equality, and overall health and wellbeing. We use digital platforms to increase access to accurate information, address misinformation, and enable safer, more equitable outcomes in the areas of reproductive health, gender equality, women's safety, and male engagement.

SnehAI: EMPOWERING YOUNG PEOPLE WITH SEXUAL AND REPRODUCTIVE HEALTH & ONLINE SAFETY INFORMATION

SnehAI, an AI-powered chatbot developed by Population Foundation of India, provides young people with accurate, non-judgmental, and easy-to-understand information on sexual and reproductive health as well as online safety. It is available on Facebook Messenger, WhatsApp, and as a voice bot.

The chatbot offers a safe and confidential space to explore topics like relationships, consent, body image, gender and online safety. Since its launch in 2019, more than 320,000 users have exchanged over 13.2 million messages with the chatbot across various platforms.

Following user testing with over 1,000 adolescents in Bihar in 2024, a voice-input capability was integrated into SnehAI, and in 2025, the voice bot was launched to reach wider audiences.

Adolescents in Uttar Pradesh participate in a SnehAI awareness session on sexual and reproductive health and online safety

Participants interact during a SnehAI demo led byAnuraag Tanwar, Senior Analyst, Technology and Communication, at the AI for Sexual and Reproductive Health Convening in Kigali, Rwanda, organized by Gender Rights in Tech

In August 2025, Population Foundation of India was invited by the Bihar State AIDS Control Society (BSACS) to conduct interactive workshops at Sehat Kendra centres across 18 institutions in eight districts of Bihar. These sessions aimed to raise awareness about sexual and reproductive health, online safety and overall wellbeing, while also introducing young people to the SnehAI voice bot as a reliable and non-judgmental source of information.

In Uttar Pradesh, similar sessions were held in two districts in partnership with government and private inter colleges.

Together, the 24 outreach workshops directly engaged over 2,200 young people. The outreach also led to more than 2,000 new voice bot users with over 1,400 returning users. Population Foundation of India looks forward to expanding this collaboration with BSACS and other departments to ensure that more young people have access to trusted information and support, so they can lead healthy, safe, and empowered lives.

TAKING SnehAI TO THE WORLD: AI FOR SEXUAL AND REPRODUCTIVE HEALTH

Population Foundation of India joined over 40 organisations from 14 countries at the AI for Sexual and Reproductive Health Convening in Kigali, Rwanda, organised by Gender Rights in Tech (GRIT). SnehAI was demonstrated before an international audience, and there was significant interest in:

- **A voice-first design** that extends access to users with low literacy levels or limited digital familiarity.
- **Conversations in Hinglish**—a widely spoken, blended language of everyday communication in India—that makes interactions intuitive and culturally resonant.
- **A rule-based architecture** that ensures responses remain safe, consistent, and contextually appropriate, especially in sensitive health conversations.

EDUCATELY: ENHANCING INFORMATION ACCESS THROUGH DIGITAL LEARNING

Educately.org is a bilingual e-learning platform that offers age-appropriate and culturally sensitive content on the health and wellbeing of adolescents. It is free, easy to use, and self-paced, providing a safe space to learn about topics that are often not covered by traditional education systems. It includes information about sexual and reproductive health, gender, emotional wellbeing, and online safety.

Since its launch in August 2020, the platform has attracted over 300,000 visitors, with 18,000 course enrolments and more than 5,300 course completions, showing strong and continued demand.

In 2025–26, Educately deepened its impact through a corporate partnership and earned recognition on the global stage.

Expanding Reach Through Partnerships

The ARSH (Adolescent Reproductive and Sexual Health) for You course was integrated into the Hindustan Computers Limited Foundation's (HCLF's) Academy portal, a learning platform for development-sector professionals.

In the past year, more than 450 professionals registered in three batches, with an average course completion rate of 42%. Since 2021, the partnership with HCLF has resulted in over 2,100 registrations, with participants from diverse backgrounds. They have included development-sector professionals, corporate employees, educators, and academics from all over India.

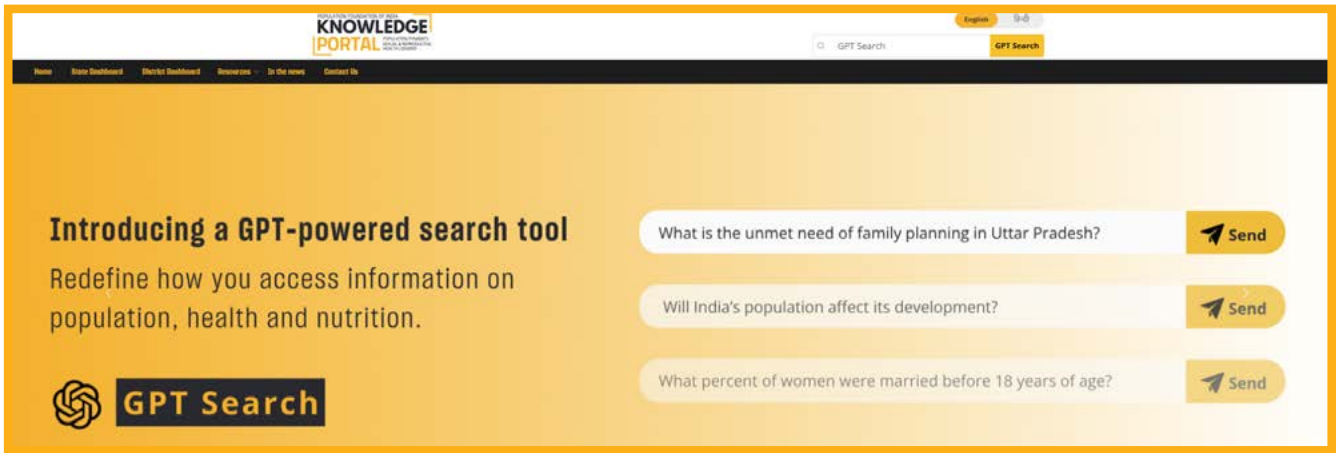
Recognised on the Global Stage

Educately was selected for a poster presentation at the 2025 International Conference on Family Planning in Bogotá, Colombia. The platform gained recognition for its innovative use of technology and its ability to deliver accessible, evidence-based information on sexual and reproductive health to young people across India.

KNOWLEDGE PORTAL: A RESOURCE HUB ON GENDER, FAMILY PLANNING AND POPULATION DYNAMICS

First established in 2022 as the Family Planning Resource Bank, this platform has since evolved into the Knowledge Portal, and its scope has expanded to cover the interconnected themes of gender and population dynamics. It serves as a one-stop digital resource in Hindi and English, and provides accessible information, data, and analysis on sexual and reproductive health, gender and population trends.

In 2025, Knowledge Portal launched a GPT-powered search function which draws on integrated data from the National Family Health Survey and other curated reports. It delivers quick, context-specific responses to user queries and makes it easier to explore data through simple, natural-language responses.



Snapshot of the Knowledge Portal

Digital Campaigns

TOTAL REACH: **135 MILLION**

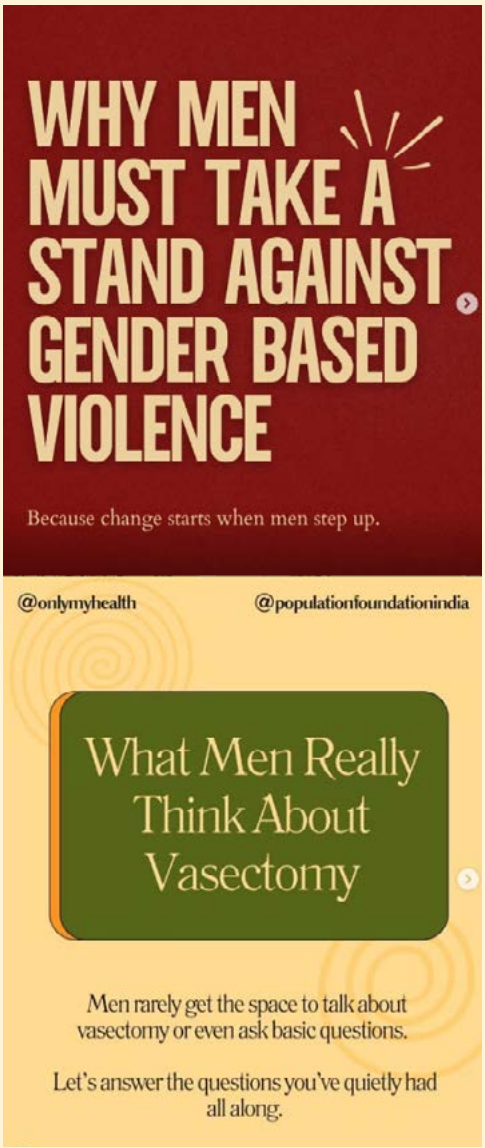
TOTAL VIEWS: **164 MILLION**

#DeshBadlegaJabMardBadlega (The Nation Will Change When Men Change): Positioning Men as Partners in Gender Equality

In 2024, the *#DeshBadlegaJabMardBadlega* campaign was conceptualised to challenge narrow constructions of masculinity that exclude emotional wellbeing and family planning from the responsibilities of men.

Conversations on gender equality resonated deeply with young men when framed around positive masculinity rather than obligation. Building on this, a second phase of the campaign was launched and it lasted from World Vasectomy Day (November 21, 2025) to Human Rights Day (December 10, 2025). The campaign broadened the narrative to include mental health and the role men play in building a safer, more equitable society.

The campaign used a mix of stories from the field, explainers, and celebrity messaging in addition to strategic collaborations with content creators. It made the case that men are not just allies in this work—they are stakeholders in its outcomes.



The campaign was Population Foundation of India's largest of the year, reaching 58 million accounts and generating 77 million views, with over 80% engagement from men.

REACH **58 MILLION**

VIEWS **77 MILLION**

#ItniBhiKyaJaldiHai? (What's the Big Rush?): Encouraging Informed Choices on Marriage and Parenthood

#ItniBhiKyaJaldiHai?, an on-ground campaign in seven districts of Uttar Pradesh, has been building momentum. Its focus is making informed choices on delayed marriage, first pregnancy, birth spacing, and contraception. On World Contraception Day (September 26, 2025), the campaign moved online, not only to reach a wider audience, but also to amplify the stories of change emerging from the field.

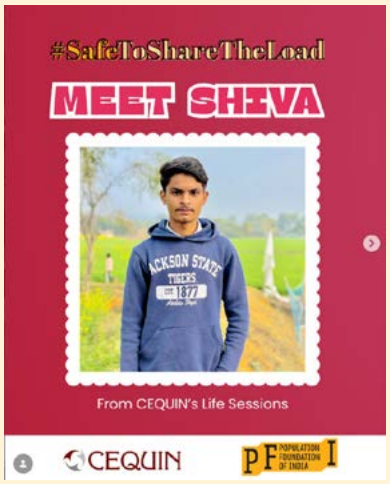
Family planning is often treated as a private matter, rarely spoken about openly. By centring the real experiences of people, the campaign created space for them to question, unlearn, and make their own informed choices.

Through storytelling, short videos, and myth-busting content on contraceptive methods, the campaign reached over 11 million accounts

REACH
11MILLION

VIEWS
17MILLION

#SafeToBe: Advancing Women's Safety and Agency



For the *#SafeToBe* campaign, launched on International Women's Day (March 8, 2026), Population Foundation of India invited organisations working on gender, health, and rights to tell their own stories as part of the campaign. This was to recognise that the work being done across civil society is as important as that of any single organisation.

In collaboration with over 10 civil society organisations, including CEQUIN, MukkaMaar, Love Matters, Ipas Development Foundation, and Safetipin, partner stories were shaped into collaborative social media content that reached 66 million accounts and generated 70 million views.

The campaign was expansive by design, covering online safety, safety while walking alone, safety in being oneself, and safety in making choices freely. These are the many dimensions of women's safety that organisations work on every day.

REACH
66MILLION

VIEWS
70MILLION

Collaborations with Digital Content Creators

Over the years, Population Foundation of India has built relationships with a network of digital content creators—doctors, mental health practitioners, and advocates—who share its commitment to accurate, accessible information on health and gender. This past year, 19 creators developed content aligned with specific digital campaign themes. They added their voices to conversations on menstrual health, sexual and reproductive health, healthy relationships, gender equality, male engagement, and contraception.

The creators included Dr. Anusha Garg and Deepali Batra as well as the digital health publication, Only My Health—all of which amplified the conversations on male engagement that were part of *#DeshBadlegaJabMardBadlega*. Muskan Madaan, Dr. Garima Srivastava, Dr. Riddhima Shetty, Dr. Shubhi Agarwal, and Tanushree Halder also brought their expert perspectives to conversations around women's safety and wellbeing for *#SafeToBe*.

Collectively, the content had over 320,000 views and received more than 4,300 likes.

VIEWS
320,000

LIKES
4,300

Stories of Change

Kehkisha , Sania, and Mausam are among Population Foundation of India's Youth Champions leading community efforts to advance menstrual health in Bihar

The Long Road to Recognition: How Kishori Samoohs Found Their Moment

In villages across the Nawada and Darbhanga districts of Bihar, menstruation was not something girls spoke about—not in school, not at home, and definitely not in public. It was managed in silence, often poorly, and almost always alone. For many adolescent girls, that silence resulted in missed school days, dropping out, and withdrawing quietly from public life.

In 2018, Population Foundation of India set up Kishori Samoohs—community-based groups of adolescent girls and young women in Nawada and Darbhanga. These groups were designed to give the girls and women exactly what the silence around menstruation had taken from them: knowledge, peer support, and a platform to act.

Today, there are 200 such groups across the two districts, with over 5,000 adolescent members. At the heart of these groups are Youth Champions—older adolescent girls trained as peer mentors—who lead conversations on sexual and reproductive health and challenge harmful norms.

Before the Samoohs came about, girls and young women had little support from their communities. The products they needed during menstruation were not available. No institution had stepped in to provide them either. So they pooled one rupee every day to build 50 community-run sanitary pad banks. Youth Champions sat with younger girls and talked about bodies, rights, and futures in villages where daughters were still more likely to be married off than put through school.

On January 30, 2026, in the *Dr. Jaya Thakur v. Government of India* case, the Supreme Court of India held that the right to dignified menstrual health is an intrinsic part of the right to life under Article 21 of the Constitution. Not only does denial of access to menstrual hygiene facilities violate dignity and privacy, but it also restricts the right to equality and education, the Court added. It went on to direct all states and union territories (UTs) to provide free sanitary products to girls in classes 6 to 12 and ensure functional gender-segregated toilets. Additionally, it instructed the states and UTs to run awareness programmes that dismantle taboos around menstruation and involve girls, boys, teachers, and communities in these programmes..

Over the last seven years, Kishori Samoohs built peer networks and pad banks, in addition to opening up conversations in villages where talking about menstruation was once unacceptable. This helped create a model for a community-led, equity-centred menstrual health infrastructure that the Court now demands from governments as a constitutional right.

"We were afraid to talk about menstrual health. But now, it is our right. No one can stop us from talking about it and working on it."

Sania, 19
The Youngest Youth Champion

"This is a ray of hope. We have been working on this for almost ten years. This has only strengthened our work."

Mausam, 24
A Youth Champion who has been with the programme from its early years

"We hope that with this young girls won't have to drop out or feel like they are falling behind because of their periods. If disposal facilities and washrooms are in place, that changes everything."

Kehkisha, 23
A Youth Champion

Five Women Pave the Way for Their Communities

In the villages of Jarwal block in Bahraich district, Uttar Pradesh, women don't generally work outside the home. They don't take up field roles, travel to villages, or speak at community meetings. Nor do they make decisions about their own health, movement, or future.

Between 2023 and 2025, five women from these villages—Renu from Khesua, Sirmata and Sawaara from Tappesipah, Sanju Kumari from Nindipur, and Neelam from Birahimpur—joined Population Foundation of India's UMEED programme as field facilitators. UMEED is a community-based initiative in Jarwal block that works on improving the health and wellbeing of women and adolescent girls. It strengthens access to and delivery of family planning and sexual and reproductive health services.

Through the structured training, mentoring, and field exposure that Population Foundation of India provided, these women learned about family planning, modern contraceptive methods, and counselling. After being trained, each of them was assigned 12 villages, where they conducted home visits, ran group meetings, supported health camps, and mobilised communities to improve the uptake of family planning services.

Sanju, Sirmata, and Renu celebrate a new milestone in their journeys–from UMEED field facilitators to ASHA workers in their villages

Sirmata still remembers her first days in the field. "When I started, I hesitated even to speak about family planning," she said. "Today, I counsel women and men confidently in community meetings. The UMEED project gave me courage and an identity."

Neelam found that, as her confidence grew, so did the trust that women had in her. They began coming to her and seeking her guidance about family planning and her help with accessing these services. Financial independence opened more doors for the field facilitators. Sirmata and Sanju Kumari learned to ride two-wheelers and even purchased their own with their earnings. Change was visible at home. Husbands who had initially been reluctant, even unsupportive, watched their wives gain respect in their communities and began to take pride in their work.

With new skills, confidence, and the trust of their communities, each of the five women applied to become ASHA (Accredited Social Health Activists) workers in their respective villages. The women's technical knowledge, counselling experience, and the relationships they had built over several years in the field set them apart. It came as no surprise that all five of them were chosen to become ASHA workers.

As ASHAs, they now impart the knowledge they received to the women around them. They counsel women on the appropriate age for marriage, the importance of delaying first pregnancies, and why they should space out their pregnancies. The ASHAs continue to use the communication tools and materials they were introduced to during their UMEED training.

These five women took the tools, the training, and the opportunity that UMEED offered them and built something that will impact not only their own lives, but also the lives of many in the communities they serve.

Nand Kishore's Journey Towards Shared Responsibility

In Sarai Mihir village of Barabanki district in Uttar Pradesh, Nand Kishore and his wife, Suhasini, were navigating pressures common in their community: unemployment, financial strain, and the demands of raising a young daughter.

When Suhasini became pregnant with their second child in November 2024, the weight of uncertainty grew heavier.

Family planning had not been a conversation in their home. Like many men in his community, Nand Kishore didn't think about it much. That began to shift when ASHA worker, Anita Gautam, visited the family.

Anita had received comprehensive training in family planning counselling through UMEED, Population Foundation of India's initiative in Uttar Pradesh which has worked towards strengthening the state's health systems.

> It had equipped Anita with client-centric counselling skills and techniques to engage men in family planning conversations. She also had access to a range of informational, educational and communication materials that she could now use to support her outreach.

She first spoke with Suhasini and quickly understood that Nand Kishore was reluctant to participate in a conversation about family planning. So, she decided to speak with him directly, in an honest and unhurried way. She walked him through the contraceptives available to both men and women and explained that family planning could ease the family's financial pressure and safeguard Suhasini's health.

Anita then accompanied the couple to the nearest government primary healthcare centre, where the Auxiliary Nurse Midwife (ANM) counselled them together. The session addressed Nand Kishore's concerns about the No-Scalpel Vasectomy (NSV), a method many men in the community were hesitant to consider because they had heard that it could cause physical weakness as well as a loss of strength and masculinity. Though these were misconceptions, the ANM addressed them patiently and factually.

It took consistent follow-up and reassurance from Anita, but Nand Kishore eventually came to a decision on his own. On July 23, 2025, a few days after the birth of the couple's second child, he underwent a successful NSV procedure.

Now, he speaks about it openly, stating that the decision has brought peace and stability to his family. In a community where male sterilisation is rarely practised and even more rarely discussed, Nand Kishore's willingness to talk about it has quietly encouraged other men to consider their own role in family planning.

A family planning counsellor discusses contraceptive options with a couple at a counselling corner

Financial & Operational Highlights

Particulars	2025-26	2024-25	2025-26	2024-25
Source of Funds	**Rs.(Lakh)**	**Rs.(Lakh)**	**USD (Mn)**	**USD (Mn)**
Corpus Fund	500	500	0.53	0.53
Society Fund	8,041	7,598	8.47	8.00
Deferred Grant	85	92	0.09	0.10
Restricted Project Funds	494	1,180	0.52	1.24
Current Liabilities	207	192	0.22	0.20
Provisions	42	36	0.04	0.04
Total	**9,369**	**9,598**	**9.87**	**10.11**
Application of Funds	**Rs.(Lakh)**	**Rs.(Lakh)**	**USD (Mn)**	**USD (Mn)**
Fixed Assets	180	195	0.19	0.21
Investments	7,370	7,070	7.76	7.45
Cash and Bank Balances	1,430	1,711	1.51	1.80
Loans and Advances	389	622	0.41	0.65
Total	**9,369**	**9,598**	**9.87**	**10.11**

Particulars	2025-26	2024-25	2025-26	2024-25
Income	**Rs.(Lakh)**	**Rs.(Lakh)**	**USD (Mn)**	**USD (Mn)**
Grant Income	1,568	1,184	1.65	1.25
Donation	30	-	0.03	-
Rental Income	252	240	0.27	0.25
Interest and other Income	733	682	0.77	0.72
Total	**2,583**	**2,106**	**2.72**	**2.22**
Expenditure	**Rs.(Lakh)**	**Rs.(Lakh)**	**USD (Mn)**	**USD (Mn)**
Health and Family Planning Expense	1,465	1,132	1.54	1.19
Behaviour Change Communication Expense	101	51	0.11	0.05
Other Project Expense	401	345	0.42	0.36
Management & Administrative Expense	172	179	0.18	0.19
Total	**2,139**	**1,707**	**2.25**	**1.79**
Excess of Income over Expenditure	**444**	**399**	**0.47**	**0.43**

*Conversion from INR to USD is done at Rs. 95 to USD 1

Population Foundation of India's HR Policies

At Population Foundation of India, our people are the cornerstone of our impact. We are committed to nurturing a workplace that is ethical, inclusive, performance-driven, and supported by a Human Resources (HR) framework that promotes fairness, transparency, and accountability across all aspects of employment. Our HR policies ensure alignment between organisational objectives and staff needs, fostering a harmonious and productive work environment. These terms, conditions, and policies are derived from broader employment legislation in the country as well as best practices followed by organisations in similar fields.

In addition to our 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; they are strategic assets that support the organisation's mission and its 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 background, or any other legally protected characteristic. Population Foundation of India holds that all persons have the right to work in an atmosphere free of discrimination and harassment.

Population Foundation of India recognises that equality in employment can be seriously impaired when women are subjected to gender-based violence, like sexual harassment at the workplace. The Foundation has thus adopted a Policy Against Sexual Harassment at the Workplace (referred to as Population Foundation of India PASHW) for the prevention, prohibition, and redressal of sexual harassment.

This is in compliance with the mandate of the Government of India's Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act, 2013 and the Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Rules, 2013. Under this policy, an Internal Complaints Committee (ICC) has been constituted under Rule IV, and a detailed grievance procedure has been established.

In the year 2025-2026, no cases of sexual harassment were reported in the organisation.

HEAD OFFICE
B-28, Qutab Institutional Area,
New Delhi – 110016
T: +91 11 43894 100

REGIONAL OFFICES
Bihar
Uttar Pradesh

@PopFoundIndia
@PopFoundIndia

@populationfoundationindia
www.populationfoundation.in