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SAMPOORNA

Swastha Janma Abhiyan

FOGSI's Pioneering Leap into Preconceptional Wellness

"जननात् पूर्व जागरूकता, जीवनाय पूर्णता"

Awareness before birth, completeness for life.

As the privileged President of FOGSI—an organization that represents over 46,000 dynamic gynecologists across India—I have had the privilege of launching several flagship projects over the past six months. Among them, Sampoorna Swastha Janma Abhiyan holds a special place in my heart.

SAMPOORNA : RATIONALE

This national campaign is rooted in a singular, powerful vision: to optimize preconceptional care in order to transform maternal and neonatal outcomes. While numerous public health initiatives focus on antenatal, postnatal, adolescent, or menopausal care—addressing anemia, hypertension, diabetes, cancer, vaccination, and more—the critical phase before conception has long remained in the shadows.

Sampoorna changes that. It holds the power to prevent what we later struggle to treat—to shape healthier mothers, stronger children, and resilient generations.

We believe that the state of a woman's health at the time she enters pregnancy—physically, medically, mentally, and socially—is pivotal. Her preparedness determines not only the trajectory of her pregnancy, but also the lifelong health of her child and the wellbeing of the family. A healthy pregnancy begets a healthy baby, a healthy individual, and a healthy nation.

In India, unplanned and unprepared pregnancies are still common, across both rural and urban populations. Many women embark on pregnancy without basic health screenings or nutritional optimization. Key indicators—BMI, hemoglobin, thyroid function, blood pressure, and blood sugar—are often unchecked, resulting in preventable complications such as anemia, gestational diabetes, preterm labor, and low birth weight.

SAMPOORNA : THE LOGO



The logo of Sampoorna Swastha Janma Abhiyan is not just a visual—it is a reflection of the initiative's soul. It thoughtfully portrays the continuum of care, beginning with a young, energetic woman in her reproductive years, transitioning into a pregnant woman, and finally culminating in the image of a healthy baby. All of these are gently encompassed within a protective, nurturing hand, symbolizing the role of preconceptional care as the foundation that safeguards and strengthens every stage of this journey. This hand represents the commitment of FOGSI and the collective healthcare system to ensure that every woman enters pregnancy with preparedness—physically, mentally, and emotionally.

The logo beautifully encapsulates the ethos of Sampoorna: that a healthy beginning before conception is the key to a healthy mother, a healthy baby, and ultimately, a healthy nation.

SAMPOORNA : STRATEGIES

Sampoorna Swastha Janma Abhiyan addresses this pressing need through a multi-pronged strategy:

- Awareness campaigns and educational drives for the public
 - Free health screenings and preconceptional check-ups
 - Widespread distribution of educational materials in regional languages
 - Capacity-building of gynecologists and healthcare professionals
 - Collaborations with NGOs, national/international bodies, and, most importantly, the Government of India
 - CME programs supported by academic partners and pharma companies, ensuring that this mission reaches every corner of the country
- The project has already taken wings, with dozens of Sampoorna CMEs successfully conducted across India. This has only been possible due to the unyielding support of the FOGSI Managing Committee, Vice Presidents, Chairpersons, and dedicated FOGSIans, whose tireless efforts form the backbone of this initiative.

SAMPOORNA : PROJECTED OUTCOMES

- Enhanced preconceptional health literacy
- Promotion of planned pregnancies
- Empowerment of women through informed reproductive choices
- Strengthened awareness of family planning methods
- Long-term reduction in maternal and neonatal morbidity and mortality

SAMPOORNA : CMEs

SAMPOORNA - EAST ZONE			
Sr. No.	Date	Location	No. of Attendees
1	1st Feb	Ranchi	50
2	1st Feb	Bhagalpur, Patna	40
3	8th March	Dhanbad	42
4	9th March	Jamshedpur	36
5	9th March	Patna	55
6	22nd March	Deoghar	50
7	28th March	Kolkata	55
8	30th March	Bokaro	45
9	25th April	Tinsukia	35
10	3rd May	Purnia	25
11	17th May	Darbhanga	30
12	7th June	Shillong	25
13	7th June	Rourkela	35
14	12th June	Siliguri	30
15	20th June	Midnapur	35
16	16th May	Kolkata	61
17	17th May	Dhanbad	37

SAMPOORNA - NORTH ZONE			
Sr. No.	Date	Location	No. of Attendees
1	30 January 2025	Hapur	51
2	11 February 2025	Meerut	40
3	08 March 2025	Firozpur	41
4	08 March 2025	Raebareli	95
5	15 March 2025	Rewari	30
6	18 March 2025	Delhi	40
7	22nd March	Haldwani	30
8	5th April	Kanpur	55
9	9th April	Noida	40
10	24th April	Lucknow	40
11	4th May	Jammu	50
12	8th May	Ludhiana	50
13	15th May	Dehradun	35
14	18th May	Jaipur	32
15	22nd May	Faridabad	36
16	2nd June	Pathankot	40
17	3rd June	Ambala	40
18	24th May	Udaipur	68
19	7th June	Ujjain	35
20	7th June	Raipur	20

SAMPOORNA - SOUTH ZONE			
Sr. No.	Date	Location	No. of Attendees
01	15th Feb	Theni	40
02	18th Feb	Tiruvannamalai	40
03	22nd Feb	Nalgonda	40
04	28th Feb	Karimnagar	40
05	15th March	Hyderabad	55
06	8th March	Basavakalyan	120
07	8th March	Bidar	200
08	9th March	Gulbarga	70
09	9th March	Raichur	45
10	19th March	Pondicherry	43
11	2nd April	Hassan	50
12	24th May	Dharmapuri	32
13	11th June	Chennai	50
14	6th June	Chennai	77
15	12th June	Karimnagar	80

SAMPOORNA - WEST ZONE			
Sr. No.	Date	Location	No. of Attendees
01	2nd March	Raipur	40
02	9th March	Baroda	45
03	23rd March	Pune	55
04	23rd March	Nanded	50
05	6th April	Chandrapur	35
06	16th April	Palghar	25
07	16th April	Himmatnagar	63
08	17th April	Miraj	25
09	20th April	Latur	120
10	23rd March	Nanded	58
11	27th April	Jalgaon	40
12	27th April	Solapur	67
13	29th April	Alwar	33
14	4th May	Akola	53
15	4th May	Amravati	55
16	4th May	Yavatmal	36
17	4th June	Kolhapur	50
18	12th June	Pusad	54
19	22nd June	Rajkot	50
20	1st June	Indore	65
21	7th June	Amravati	27
22	9th March	Vadodara	50

Total No. of Societies	Total Gynaecologists Trained
74	3674

Sampoorna is not just a project—it is a movement to mainstream preconceptional care as a fundamental pillar of reproductive health. It is my sincere hope that its impact will outlast my tenure and continue to shape the future of women's healthcare in India.

The Sampoorna Swastha Janma Abhiyan a national movement to reposition preconceptional care at the center of maternal and child health. By addressing the health of a woman before conception, we lay the foundation for a healthier pregnancy, a healthier baby, a healthier child, and ultimately, a healthier life and family. This cascading effect, when multiplied across communities, leads to a stronger, more resilient nation. For the world to truly become a healthier place, it is imperative that this initiative be embraced in its entirety and urgency.

"Where care begins before life does, wellness echoes for generations."

"स्वस्थ गर्व का आरंभ, समृद्ध जीवन का संकल्प।"