

CALENDAR 2024



Glorious Legacy of SIFPSA

STATE INNOVATIONS IN FAMILY PLANNING SERVICES PROJECT AGENCY (SIFPSA)

16-A. P. Sen Road, Charbagh, Lucknow

sifpsa.org

info@sifpsa.org

0522-2237497-98

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JANUARY 2024

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8 	9	10	11	12 Youth Day	13
14	15 	16	17	18	19	20
21	22	23	24 Girl Child Day	25	26 Republic Day	27
28	29	30 Anti Leprosy Day	31			

Gazetted Holidays

- **25th - Hajarat Ali's Birthday** (as per moon sighting)
- **26th - Republic Day**



**PMSMA - 1, 9, 16 & 24
(EVERY MONTH)**



अवध में राम आये हैं

घर-घर राम

22 જાનવરી 2024

राम राज्य

રામ લલા પ્રાણ પ્રતિષ્ઠા સમારોહ

शुभकामनाएँ

दैहिक दैविक भौतिक तापा

राम राज नहिं काहुहि ब्यापा

STATE INNOVATIONS IN FAMILY PLANNING SERVICES PROJECT AGENCY (SIFPSA)

 16-A. P. Sen Road, Charbagh, Lucknow


 The SIFPSA logo consists of a red circular icon with a white globe-like pattern inside, followed by the text "sifpsa.org" in a bold, black, sans-serif font. info@sifpsa.org

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FEBRUARY 2024

SUN	MON	TUE	WED	THU	FRI	SAT
4 Cancer Day	5	6	7	1	2	3
11	12	13	14	8 	9	10 Krimi Mukti Divas
18	19	20		16	17	18
25	26	27	28	22	23	24
29	30	31	1	2	3	4

*"Health Practices have no holiday
Make everyday a Healthy Day"*



**PMSMA - 1, 9, 16 & 24
(EVERY MONTH)**



आओ बातें करें

*An Ice breaking Behavior Change
Campaign for the first time in the state
with tremendous success*

Stimulating dialogue on Family Planning, increased knowledge on various methods of contraception, dispel myths & misconception

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Glorious Legacy of SIFPSA

Building Network & Partnerships
HLL, HLPPT, DKT, PSI SOCIAL FRANCHISING MERRY GOLD

Services and Programs: MCTS, IEC, MASS MEDIA, HOARDINGS, VIDEO VANS, FAIRS, MEASLES, CAMPAIGN, SEHAT, SANDESH, VAHANI, CHALO GAON KI ORE, STREET PLAY, TANDRUSHI, HAZAR NIYAMAT, MERI SEHAT, MERA NIRNAYA, SARTHI VAHAN, FOLK MEDIA, LOG GEETON, MEIN BETI, FOLK TROUPES, SUKHI LIFE HO, SANSAR TO AISI, SHORT FILMS, BCC, PRINT MEDIA, RADIO, HEALTH MELA, ISMP, DECENTRALISED, TBA, PLANNING, PMU, PROBLEM SOLVING, COORDINATION & LIAISON, MONITORING, SUPERVISION & FEEDBACK, RURAL SALESMAN, LOGISTICS MANAGEMENT, SOCIAL MARKETING, AASHAYEIN, CAPACITY BUILDING, TRAININGS, CLINICAL, PHARMACEUTICAL, MEDICAL STAFF, VHNSC, MEDICAL TOOLS, DOTS, COUNSELLING, SCREENING, NGO STAFF, PANCHAYATI RAJ, NEWSLETTER, MDP, PRERNA, TRAINING INSTITUTE, AASHAYEIN, CAPACITY BUILDING, TRAININGS, CLINICAL, PHARMACEUTICAL, MEDICAL STAFF, VHNSC, MEDICAL TOOLS, DOTS, COUNSELLING, SCREENING, NGO STAFF, PANCHAYATI RAJ, NEWSLETTER, MDP, PRERNA, TRAINING INSTITUTE.

२०८० फाल्गुन-चैत्र



MARCH 2024

SUN	MON	TUE	WED	THU	FRI	SAT
31					1	2
3	4	5	6	7	8 Women's Day / Breast Cancer Day	9
10	11	12	13	14 खुशहाल परिवार दिवस	15	16 Measles Vaccination Day
17	18	19	20	21	22	23
24 Tuberculosis Day	25	26	27	28	29	30

Gazetted Holidays

- 8th - Maha Shivratri
- 25th - Holi
- 24th - Holika Dahan
- 29 - Good Friday



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(EVERY MONTH)

Addressing the issue of daughter deficit

A folk media campaign touching hearts of Audience



लोक गीतों में बेटी

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Building Network & Partnerships
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Family Planning
CHETNA HMIS, SAAS, CAMPAIGN, AAO BATEIN KAREIN, SAMPBHAV VOUCHER, CBD SYSTEM, DAIRY COOPERATIVES, INTEGRATED RCH, CAMP APPROACH, INCREASING MALE PARTICIPATION, STAKEHOLDERS, OPINION LEADERS, ADVOCACY

Health
MCTCS, IT, MASS MEDIA, IEC, HOARDINGS, LOCAL REMINDER, TV & RADIO, FAIRS, MEASLES, CAMPAIGN, SEHAT, SANDESH, VAHANI, CHALO GAON KI ORE, STREET PLAY, VIDEO VANS, TANDRUSHI, HAZAAR NIYAMAT, MERI SEHAT, MERA NIRNAYA, SARTHI VAHAN, FOLK MEDIA, LOG GREETON, FOLK TROUPES, SUKHI LIFE HO, SANSAR TO AISI, SHORT FILMS, BCC, PRINT MEDIA, RADIO, HEALTH MELA, ISMP, DECENTRALISED, TBA, PLANNING, PMU, PROBLEM SOLVING, COORDINATION & LIAISON, MONITORING, SUPERVISION & FEEDBACK, RURAL SALESMAN, LOGISTICS MANAGEMENT, SOCIAL MARKETING

Capacity Building
MDP, PRERNA, TRAINING, INSTITUTES, AASHAYEIN, PANCHAYATI RAJ, NEWSLETTER, CLINICAL, PUBLIC, LOCAL, TRAININGS, COUNSELLING, SCREENING, NGO STAFF, MEDICAL STAFF, VHNSC, MEDICAL TOOLS, DOTS

Projects
ORS, PAHAL, MALA D, NIRODH, DELIVERY KIT, RESOURCE CENTER

Library
BOOKS, PRODUCTS

Water & Sanitation
SEHAT

२०८०-८१ चैत्र-बैशाख



APRIL 2024

SUN	MON	TUE	WED	THU	FRI	SAT
7 Health Day	1	2	3	4	5	6
14	8 दीदी सुखल भारत	9	10	11 Safe Motherhood Day	12	13
15	16	17 Hemophilia Day	18	19	20	21
22	23	24	25 Malaria Day	26	27	28
29	30					

Gazetted Holidays

- 11th - Eid al-Fitr (as per moon sighting)
- 17th - Ram Navami
- 14th - Dr. Ambedkar Jayanti
- 21st - Mahavir Jayanti



PMSMA - 1, 9, 16 & 24 (EVERY MONTH)



NEW INITIATIVES
Institutional Collaborations
& Networking



Meeting with Joint Secretary, MoHFW, GoI
MoU with IIPH, Delhi - PHFI, Evidence Action, World Health Partners, Final Mile

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२०८१ बैशाख-ज्येष्ठ



MAY 2024

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8 Thalassemia Day	9	10	11
12	13	14 	 15 Rashtriya Kishik Shiksha Diwas	16 Dengue Day	17	18
19	20	21	22	23	24	25
26	27	28	29 MHM Day	30	31 Anti Tobacco Day	

Gazetted Holidays

- **23rd - Buddha Purnima**



**PMSMA - 1, 9, 16 & 24
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Sambhav Voucher Scheme.

A Demand side financing scheme designed to provide free of charge services to poor living in slums through specified vouchers at accredited Private Hospitals/Nursing Homes



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HLL, HLFPT, DKT, PSI SOCIAL FRANCHISING MERRY GOLD

Family Planning Services
MCTS, CHETNA, HMIS, IT, M&E, IEC, HOARDINGS, LOCAL REMINDER, VIDEO VANS, FAIRS, MEASLES, CAMPAIGN, SEHAT, SANDESH, VAHANI, AGE AT MARRIAGE, CHALO GAON KI ORE, STREET PLAY, TANDRUSHI, HAZAR NIYAMAT, MERI SEHAT, MERA NIRNAYA, SARTHI VAHAN, FOLK MEDIA, SUNEHERE, SAPNE, SANVARTI, RAHEIN', PRINT MEDIA, RADIO, HEALTH MELA, ISMP, DECENTRALISED, TBA, PLANNING, PMU, COORDINATION & LIAISON, MONITORING, SUPERVISION & FEEDBACK, RURAL SALESMAN, LOGISTICS MANAGEMENT, SOCIAL, E MARKETING

Capacity Building
MDP, PRERNA, TRAINING, INSTITUTES, COUNSELLING, SCREENING, NGO STAFF, MEDICAL STAFF, VHNCS, TOOLBOX, DOTS

Capacity Building
AASHAYEEN, NEWSLETTER, PANCHAYATI RAJ, CLINICAL, LOCAL, TRAININGS

Capacity Building
CLINICAL, LOCAL, TRAININGS

२०८१ ज्येष्ठ-आषाढ़



JUNE 2024

SUN	MON	TUE	WED	THU	FRI	SAT
30	1 - 30 Bal Swasthya Poshan Maah					1
2	3	4	5 Anti Filaria Day	6	7	8
9	10	11	12	13	14 Blood Donor Day	15 टीबी मुक्त भारत
16	17	18	19	20	21 सुखानु पारिवार दिवस	22
23	24	25	26	27	28 Yoga Day	29

Gazetted Holidays • 17th - Bakrid / Eid al Adha (as per moon sighting)

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सुनहरे सपने सँवसती राहें

A Radio Drama Series addressing the RMNCHA issues aired through AIR.

Shrota Sangh formed through ASHA's to maximize the listeners

जीतिर आकर्षक इनाम घाराबाहिक में पूछे गये प्रश्नों के सही उत्तर देकर

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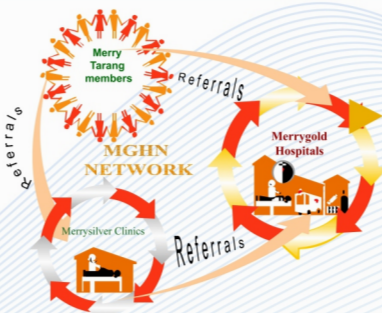
JULY 2024

Gazetted Holidays

**PMSMA - 1, 9, 16 & 24
(EVERY MONTH)**

HEALTH NETWORK MODEL

A Social Franchisee Initiative



SIFPSA pioneered a Social Franchising Programme as one of the major public-private partnership (PPP) models in Uttar Pradesh under the brand name of **merrygold** Health Network (MGHN)



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२०८१ श्रावण-भाद्रपद



AUGUST 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1 - 7 Breast Feeding Week				1	2	3
4	5	6	7	8	9	10 Krimi Mukti Diwas
11	12 Youth Day	13	14	15 Independence Day	16	17
18	19	20	21 कुलपति परिवार दिवस	22	23	24
25	26	27	28	29	30	31

Gazetted Holidays

- 15th - Independence Day
- 19th - Raksha Bandhan
- 26th - Janmashtami



**PMSMA - 1, 9, 16 & 24
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Glorious Legacy

SIFPSA

Building Network & Partnerships

HL, HLPPT, DKT, PSI Social Franchising MERRY GOLD

Family Planning

DAIS

CHETNA HMIS

SAAS

BAHU

ICE BREAKING BEHAVIOUR CHANGE CAMPAIGN

AAO BATEIN KAREIN

SAMBHAV VOUCHER

CBD SYSTEM

DAIRY COOPERATIVES

INTEGRATED RCH

CAMP APPROACH

INCREASING MALE PARTICIPATION

STAKEHOLDERS

OPINION LEADERS

ADVOCACY

RELIGIOUS & POLITICAL LEADERS

PROJECTS

ORS

PAHAL

DELIVERY KIT

RESOURCE CENTER

LIBRARY

PRODUCTS

DECENTRALISED

TBA

PROBLEM SOLVING

COORDINATION & LIAISON

MONITORING, SUPERVISION & FEEDBACK

RURAL SALESMAN

LOGISTICS MANAGEMENT

SOCIAL MARKETING

PRINT MEDIA

RADIO

HEALTH MELA

ISMP

PMU

SEHAT

CLINICAL SUPERVISOR

NCDC

DOTC

MDP

PRERNA

INSTITUTE

TRAINING

COUNSELLING

SCREENING

NGO STAFF

MEDICAL STAFF

VHNSC

PHYSICIAN

TOOLKITS

TRAININGS

CLINICAL SUPERVISOR

NCDC

DOTC

AASHAYEEN

NEWSLETTER

PANCHAYATI RAJ

LOCAL

VIDEO VANS

FAIRS

MEASLES

CAMPAIGN

SEHAT

SANDESH

VAHANI

CHALO GAON KI ORE

STREET PLAY

TANDRUSHKI HAZAAR NIYAMAT

MERI SEHAT

MEERA NIRNAYA

SARTHI VAHAN

FOLK MEDIA

SUNEHERE

SAPNE

SANVARTI

RAHEIN

FOLK TROUPES

SUKHI LIFE HO

SANSAAR TO AISI

SHORT FILMS

BCC

PRINT MEDIA

RADIO

HEALTH MELA

ISMP

PMU

SEHAT

CLINICAL SUPERVISOR

NCDC

DOTC

MDP

PRERNA

INSTITUTE

TRAINING

COUNSELLING

SCREENING

NGO STAFF

MEDICAL STAFF

VHNSC

PHYSICIAN

TOOLKITS

TRAININGS

CLINICAL SUPERVISOR

NCDC

DOTC

AASHAYEEN

NEWSLETTER

PANCHAYATI RAJ

LOCAL

२०८१ भाद्रपद-आश्विन



SEPTEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15		17 Patient Safety Day	18	19	20	
22	23	24	25	26	27	28
29 Heart Day	30					

1 - 7 National Nutrition Week

Gazetted
Holidays

• 16th - Eid e Milad (as per moon sighting)



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(EVERY MONTH)

आशायेन

NEWS LETTER

Reinforcing Learning,
Expanding Horizons

Dedicated for Motivating and
Informing ASHA's



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Glorious Legacy

SIFPSA

BUILDING NETWORK & PARTNERSHIPS
HLL, HLFPT, DKT, PSI

SOCIAL FRANCHISING
MERRY GOLD

PLANNING
CHETNA HMIS
TT & IFA
CAMPAIGN
ICE BREAKING BEHAVIOUR CHANGE CAMPAIGN
SAMBHAV VOUCHER
DAIRY COOPERATIVES
INTEGRATED RCH
CAMP APPROACH
INCREASING MALE PARTICIPATION
STAKEHOLDERS
OPINION LEADERS
ADVOCACY

DAIS
ICE BREAKING BEHAVIOUR CHANGE CAMPAIGN
SAMBHAV VOUCHER
DAIRY COOPERATIVES
INTEGRATED RCH
CAMP APPROACH
INCREASING MALE PARTICIPATION
STAKEHOLDERS
OPINION LEADERS
ADVOCACY

PROJECTS
KHUSHHAALI
PAHAL
DELIVERY KIT
RESOURCE CENTER

LIBRARY
NIGOR
PRODUCTS

SEHAT
VEGETARIAN
HEALTHY

DECENTRALISED
TBA
PROBLEM SOLVING
COORDINATION & LIAISON
MONITORING, SUPERVISION & FEEDBACK
RURAL SALESMAN
LOGISTICS MANAGEMENT
SOCIAL MARKETING

TRAININGS
AASHAYEIN
PANCHAYATI RAJ
NEWSLETTER
CLINICAL PRACTICE
MEDICAL STAFF
VHNSC
RCH
DOTC

MDP
PRERNA
TRAINING
INSTITUTE
COUNSELLING
SCREENING
NGO STAFF
MEDICAL STAFF
VHNSC
RCH
DOTC

BCC
FOLK TROUPES
SUKHI LIFE HO
SANSAR TO AISI
SHORT FILMS
PRINT MEDIA
HEALTH MELA
ISMP
CAPACITY BUILDING
COUNSELLING
SCREENING
NGO STAFF
MEDICAL STAFF
VHNSC
RCH
DOTC

SBCC
TANDRUSHI HAZAR NIYAMAT
MERI SEHAT
MERA NIRNAYA
SARTHI VAHAN
FOLK MEDIA
SUNEHERE
SAPNE
SANVARTI
RAHEIN
RADIO

IEC
MCTCS
BY BENEFICIARY SEARCH
MASS MEDIA
HOARDINGS
LOCAL REMINDER
TV & RADIO
FAIRS
MEASLES
CAMPAIGN
SEHAT
SANDESH
VAHANI
CHALO GAON KI ORE
AGE AT MARRIAGE
STREET PLAY

VIDEO VANS
TANDRUSHI HAZAR NIYAMAT
MERI SEHAT
MERA NIRNAYA
SARTHI VAHAN
FOLK MEDIA
SUNEHERE
SAPNE
SANVARTI
RAHEIN
RADIO

VIDEO VANS
TANDRUSHI HAZAR NIYAMAT
MERI SEHAT
MERA NIRNAYA
SARTHI VAHAN
FOLK MEDIA
SUNEHERE
SAPNE
SANVARTI
RAHEIN
RADIO

२०८१ आश्विन-कार्तिक



OCTOBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
			Lal Bahadur Shastri			
6	7	1	2	3	4	5
		Blood Donation Day & Health Care of Elderly	Mahatma Gandhi Jayanti			
13	14	8	9	10	11	12
		दीदी मुक्त भारत Hand Washing Day		Mental Health Day		Arthritis Day
20	22	16	17	18	19	
27	28	23	24	25	26	
		29	30	31		

Gazetted Holidays

- 2nd - Gandhi Jayanti
- 12th - Vijaya Dashami

- 31st - Deepawali



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(EVERY MONTH)

सेहत संदेश वाहिनी



A MOBILE VIDEO VAN PROJECT

A unique venture of SIFPSA for awareness generation & promotion of RMNCH+A schemes in the villages of Uttar Pradesh.



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२०८१ कार्तिक-मार्गशीर्ष



NOVEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
15 - 21 New Born Care Week					1	2
3	4	5	6	7 NSV DAY	8 	9
10	11	12	13	14 Diabetes Day	15	16
17	18	19	20	21 	22	23
24	25	26	27	28	29	30

Gazetted Holidays

- 2nd - Govardhan Pooja
- 3rd - Bhai Dooj/Chitra Gupta Jayanti
- 15th - Guru Nanak Jayanti & Kartik Purnima



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प्रधानमंत्री मातृ वंदना योजना

आवेदन करना हुआ आसान

घर बैठे ऑनलाइन आवेदन

<https://pmmvy.wcd.gov.in>

के माध्यम से अथवा अपने निकटतम

आशा/ए.एन.एम. के द्वारा कर सकते हैं।



पहली बार माँ बनने वाली
गर्भवती महिला को मिलेंगे

₹ 5000/-

दूसरे शिशु के कन्या होने पर मिलेंगे

₹ 6000/-

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Social Franchising
MERRY GOLD

Projects
FAMILY PLANNING, DAIS, CAMPAIGN, AAO BATEIN KAREIN, SAMBHAV VOUCHER, CBD SYSTEM, DAIRY COOPERATIVES, INTEGRATED RCH, CAMP APPROACH, INCREASING MALE PARTICIPATION, STAKEHOLDERS, OPINION LEADERS, ADVOCACY, CHETNA HMIS, SAAS, BAHU, CAMPAIGN, SAMELAN, ICE BREAKING BEHAVIOUR CHANGE CAMPAIGN, SANGHAT, SANDESH VAHANI, HOARDINGS, LOCAL REMINDER, TV & RADIO, FAIRS, MEASLES, CAMPAIGN, SEHAT, SANGHAT, SANDESH VAHANI, CHALO GAON KI ORE, AGE AT MARRIAGE, STREET PLAY, VIDEO VANS, TANDRUSHI HAZAR NIYAMAT, MERI SEHAT, MERA NIRNAYA, SARTHAI VAHAN, FOLK MEDIA, LOG GEETON, MEIN BETI, FOLK TROUPES, SUKHI LIFE HO, SANSAR TO AISI, SHORT FILMS, BCC, PRINT MEDIA, RADIO, HEALTH MELA, ISMP, DECENTRALISED, TBA, PLANNING, PMU, PROBLEM SOLVING, COORDINATION & LIAISON, MONITORING, SUPERVISION & FEEDBACK, RURAL SALESMAN, LOGISTICS MANAGEMENT, SOCIAL, E MARKETING, TRAININGS, AASHAYEIN, CAPACITY BUILDING, PRERNA, COUNSELLING & SCREENING, NGO STAFF, MEDICAL STAFF, VHNCS, IEC, DOTS, CLINICAL, PHASE, PANCHAYATI RAJ, NEWSLETTER, LOCAL, DOTS.

२०८१ मार्गशीर्ष-पौष



DECEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1 AIDS Day	2	3	4	5	6 Ambedkar Parinirvan Divas	7
8	9	10	11	12	13	14
15		17	18	19	20	
22	23	24	25	26	27	28
29	30	31				

1 - 31 Bal Swasthya Poshan Maah

Gazetted Holidays
• 25th - Christmas Day



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(EVERY MONTH)

तन्दुरुस्ती हजार नियामत

पुरुष उठाएं जिम्मेदारी
तो महक उठे घर फुलवारी





बच्चों की हो उचित देखभाल
तभी परिवार रहे खुशहाल

A program for orientation of Adolescent boys on health, hygiene, age at marriage, male responsibility in family planning, drug abuse and other health issues through infotainment.



पहले बेटे को पढ़ाये
और उसे स्वावलम्बी बनाये



21 वर्ष बाद ही बेटे
का ब्याह रचाये



24 वर्ष के बाद ही
वह पिता बने



बच्चों में 3 साल
का अन्तर हो

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*Where there is a will
There is a way...*

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