



Vijayeta

IMPACT REPORT

2023 - 2025



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ONE VISION: OUR MISSION

From The Desk Of The Founder President

“The path from dreams to success does exist. May you have the vision to find it, the courage to get on to it, and the perseverance to follow it.”

– **Kalpna Chawla**



As we close the 10th year of the PCOS Society of India, I am delighted to share the significant strides we have made by creating ‘Vijayeta’, our outreach programme for girls and women in society, which has enhanced our efficiency towards a quick diagnosis to address the health issues of Polycystic Ovarian Syndrome among them in India.

This change signifies a deep integration of our Society’s technological strengths into our philanthropic endeavours. It breathes new life into our ‘One Vision’ of bringing various medical disciplines together towards a singular focus of preventing and managing PCOS till we have a definite cure for it. In these two years, we have been able to offer information and have empowered women across India with the support of Phillips, India. This has been crucial in synergising our efforts towards propelling our mission forward.

As I pen this report, I am filled with pride over the remarkable strides we as an organisation have made in reaching out to society through the Vijayeta programme. Our programme has touched the lives of over 7 million girls and women, educating them on the symptoms related to PCOS, so that they can reach out to physicians and confirm their suspicion of being affected by PCOS. This journey of empowering diverse communities, led

by physicians in various languages all over the country, has been both challenging and exhilarating.

Partnerships have been paramount in the quest for excellence. We are immensely grateful to the various Corporates, Academic Institutions, Civil Society, Non-Governmental Organisations and our Physicians for partnering with us to achieve our goals. These partnerships have enabled us to reach out to girls from the age of 12 years to women beyond 50 years through more than 175 physical talks at various institutions, through Social Media such as YouTube, Facebook, Instagram, Radio, LinkedIn, and Webinars executed by multidisciplinary experts who answered all PCOS-related questions by women attending the sessions. Through Vijayeta, we were able to establish that awareness of PCOS increased from 60% to 90% over two years, and we suspect that one out of five girls has PCOS in India.

As we step into another year, our ‘Mission’ remains clear and more determined than ever. We are committed to this public health initiative in order to improve the lives of women with PCOS. Success is intrinsically tied to the dedication and drive of our exceptional workforce, from the teams in our head office to the field teams and the experts who bring life to our mission every day, and our distinguished partner, Philips India, whose contribution and collective effort has played a pivotal role in reaching out to women.

We look forward to the years ahead of creating services for such women, both for diagnosis and care. By multiplying our efforts by updating our physicians via Certificate Courses, Guidelines and Recommendations, Updates on cutting-edge research on PCOS, we wish to focus on PCOS and bring it to the forefront, so that it deserves the attention it needs. We would like to diagnose, manage and prevent PCOS as early as possible because it is a high risk factor for Diabetes, which is rampant in our country. I extend my deepest gratitude to each and every one of you for the ongoing support and commitment to the Mission and for being a part of this journey. A special thanks to Phillips, India, especially Ms Monika Bahl and Ms Swati Batra and Ms Ananta Arora from Give India, for supporting our Mission over these two years. Together, we have built the blocks and foundation of a more empowered society.

Let’s continue to change lives and create a better future for all.

A handwritten signature in black ink, reading 'Duru Shah'.

Dr Duru Shah,
Founder President, PCOS Society, India

ABOUT THE PCOS SOCIETY, INDIA

Understanding & Addressing A Life Threatening Issue

“It is not enough to be compassionate – you must act.”

– The Dalai Lama

Polycystic Ovarian Syndrome (PCOS) is the most prevailing female reproductive endocrine disorder and the pre-eminent cause of infertility. Prevalence studies suggest that 1 in 5 young Indian women may be affected, and its prevalence varies from 3.7% to 22.5%. PCOS has also been diagnosed as a high-risk factor for Diabetes Mellitus and Obesity. Risk factors that contribute to the development of PCOS include genetics, epigenetics, sedentary lifestyle, unhealthy diet, and obesity – factors which are notably high in India as in many other regions of the world. According to WHO reports, India has the largest number of diabetics, with over 77 million people in India affected, making it one of the leading causes of morbidity and mortality in our country.

Regrettably, although PCOS has been around for years, patients and the lay public have very little or no knowledge about it. For the uninitiated, PCOS is a common hormonal disorder in women of reproductive age, often characterised

by irregular periods, excess androgen (male hormone) levels, and multiple cysts within enlarged ovaries. It can also cause skin problems like acne and increased thick, facial or body hair in a male pattern, and increases the risk of infertility, Type 2 diabetes, and heart disease. While no definite cure for PCOS has yet been found, its symptoms can be managed through medications, fertility treatments, lifestyle changes, and cosmetic therapies.

Key Aspects Of PCOS

- **Hormonal Imbalance:** PCOS is primarily caused by an imbalance of hormones, particularly elevated levels of androgens (male sex hormones).
- **Excess Androgen Symptoms:** These can include increased hair growth (hirsutism), acne, oily skin, and loss of hair on the scalp.
- **Menstrual Irregularities:** Periods can be irregular, heavy, or even absent.

- **Ovarian Cysts:** Many small fluid-filled sacs (cysts) can develop within the ovaries, visualised through ultrasound.
- **Fertility Issues:** PCOS can make it difficult to get pregnant due to irregular ovulation or lack of ovulation.
- **Weight Gain:** Obesity and difficulty in losing weight are also associated in 80% of women with PCOS.
- **Increased Risk of Other Conditions:** PCOS is associated with a higher risk of Type 2 diabetes, heart disease, sleep apnoea, depression, anxiety, mood changes, and gut problems.

The treatment of PCOS focuses on managing symptoms and addressing potential health risks. This may include lifestyle changes (weight loss, healthy diet, exercise), hormonal birth control for regular periods, medications to regulate Insulin levels (Insulin sensitisers), and in some cases, fertility treatments, and medications to target Obesity, Insulin Resistance, cosmetic issues, Infertility, and other non-communicable diseases.

The Beginning Of ‘The PCOS Society, India’

With the prevalence and unhinged proliferation of PCOS in the country, there came the need for remedial action. The need of the hour was a multi-pronged medical organisation to address and focus on the issue with ‘ONE VISION’ to offer an early diagnosis and management to girls and women towards a better quality of life. Thus, the seeds warranting the formation of the PCOS Society of India were sown.



Launch of The PCOS Society, India 2015

Dr Duru Shah, an eminent Indian gynaecologist, has been an active crusader for women's health and has reached out to millions of Indian youth and women to create awareness of their reproductive and sexual health through various organisations. Many of the programmes and projects started by Dr Shah have been approved and further strengthened by the Ministry of Health, Government of India, in their public health programmes.

Since PCOS is akin to an anonymous ‘supervillain’ with destructive powers, the need of the hour was a league of superheroes to combat the enemy. An issue of this magnitude required a large team to engage in combat. So, Dr Duru Shah

PCOS Society Founding Members

Dr Shashank Joshi, Endocrinologist

Dr Piya Thakkar, Reproductive Endocrinologist

Dr Uday Thanawala, Obstetrician

Dr Madhuri Patil, Fertility Expert

The 6th of August 2015 was a historic red-letter day. The PCOS Society of India was formally launched in Mumbai by a team of multi-disciplinary doctors with Dr Duru Shah as its Founder President. The Society was housed within the premises of 'Gynaecworld', the personal office of Dr Duru Shah, totally free of cost for 7 years. The Society then bought its own office in Kamala Mills, Lower Parel, a boomtown address in central Mumbai where most top corporates and banks have established their base. Among the mix of doctors who have volunteered their services with the PCOS Society are Gynaecologists, Endocrinologists, Dermatologists, and other health specialists, such as Nutritionists, Physiotherapists, Bariatric Surgeons, Cardiologists, Physicians, Gastroenterologists, Neurologists, etc.

The principal focus of the PCOS Society was the dissemination of information and the treatment of this disorder. This meant reaching out to millions of young girls and women across the country who may be living with symptoms of PCOS and not be aware of their condition.

Bearing all these factors in mind, the main objectives of the PCOS Society were charted out. These include the following guidelines in the constitution of the Society:

To serve as a forum for the interchange of ideas between professionals from different medical specialties that guides the management of PCOS.

1. To promote excellence in basic clinical research in PCOS that improves the detection and treatment of the same.
2. To conduct and organise lectures, seminars and meetings by inviting experts in the field of PCOS so that the multi-disciplinary management of this disorder benefits the patients.
3. To provide a forum for the collection and dissemination of recent research in PCOS.
4. To produce and disseminate information regarding PCOS for patients and the lay public in general.

Each year since 2016, the PCOS Society of India has organised Annual National and International Conferences. These three day events, which included first-day Pre-Congress Workshops, have been staged in various Indian cities. They have attracted many specialists in the domain, both from India and overseas. They are widely regarded by the medical fraternity as some of the most academic and well-organised gynaecological conferences in India.

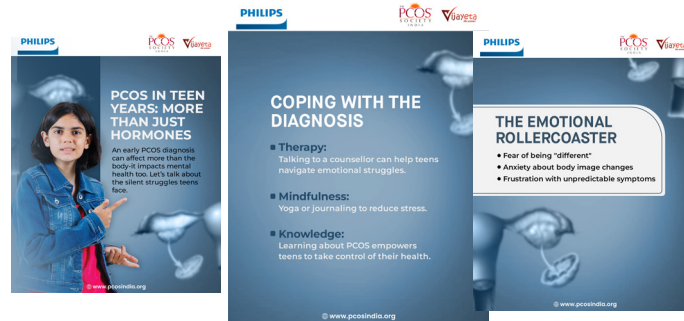


To enrich these conferences and for the benefit of those participating, the PCOS Society of India has, over the years, collaborated with various medical associations and organisations such as the Androgen Excess & PCOS Society (AE-PCOS Society), the International Society of Gynecological Endocrinology (ISGE), the Asia-Pacific Society of Infertility and Reproductive Endocrinology (ASPIRE), the International Menopause Society (IMS), various national organisations like Indian Society for Assisted Reproduction (ISAR) and Indian Menopause Society (IMS), and other local Ob-Gyn Societies in the country.

The Annual Conferences, which were initiated back in 2016, have all been very successful. These events provide an incredible opportunity to gain valuable insights into this fascinating subject as researchers explore the most in-depth understanding of PCOS. Each year, global experts from different countries are invited who are intensely involved in the Workshops and Conferences, along with the Society's very own multidisciplinary experts, creating a huge canvas to include all the aspects related to PCOS in the life of a woman. Importantly, the PCOS Society has had encouraging participation and very positive feedback from its delegates. Our heartfelt appreciation goes out to all our international and national speakers for adding an extra star to a 5-star conference.

While the Pre-Congress Workshops provide the grounds for excellent case discussions on various difficult or controversial topics that are extremely relevant to gynaecologists, nutritionists, and fitness experts in their daily practice, the 2-day conferences, which follow, present stimulating updates on the enigma of PCOS, which is interestingly getting unravelled year after year. Research on this subject is galloping, and newer therapies are finding their way into the effective management of PCOS.

“The idea is to learn from the experts how we can assist our PCOS patients steer through their physical and psychological issues and live better quality lives. Our conferences have plenty of take-home messages. It's an incredible opportunity to gain valuable insights into this critical subject. Don't miss out. We have all embarked on this enriching journey together,” Dr. Duru summates.



THE VIJAYETA PROJECT

An Outreach Programme With A Difference

“The achievements of an organisation are the results of the combined effort of each individual.”

– **Vince Lombardi**

Various important medical discoveries have revolutionised healthcare throughout history, radically transforming how physicians understand, diagnose, prevent and treat disease. These medical advances, particularly in the 19th and 20th centuries, have directly contributed to the significant rise in global life expectancy, nearly tripling it from just 28.5 years in 1800 to 72.6 years in 2020.

The understanding of Polycystic Ovary Syndrome (PCOS) has evolved significantly over time, with early descriptions dating back to ancient times. In his work ‘Diseases of Women’, Greek physician and philosopher Hippocrates (460 BC-377 BC) described women with irregular periods, robust build, and masculine features, possibly referring to individuals with PCOS symptoms. While formal diagnostic criteria and the understanding of its pathophysiology are relatively recent, observations of its key features, like irregular periods, infertility, and excess androgen symptoms, have been made for centuries.

A seminal paper by Stein and Leventhal, published in 1935, is often

considered the first formal description of what is now known as PCOS, notes a study on Advances in Clinical and Experimental Medicine. They described a syndrome characterised by amenorrhea (absence of menstruation), infertility, and polycystic ovaries.

The turn of the millennium witnessed an evolution of understanding and diagnostic criteria on the subject. In the 1990s, the National Institutes of Health (NIH) sponsored a conference on PCOS, and formal diagnostic criteria were proposed. In 2003, The Rotterdam ESHRE/ASRM Consensus Workshop Group further refined the diagnostic criteria. Ongoing Research continues to explore the genetic, hormonal, and metabolic factors involved in PCOS and its long-term health implications.

‘Vijayeta’ – The Winner

Ever since its inception, the PCOS Society of India has sought to take the gleanings from its research and gynaecological conferences to the girls and women from the cities, small towns, and villages of the country.



In 2023, the PCOS Society of India instituted a public health awareness programme across the country to spread awareness and education about PCOS, a lifestyle disease that is very common amongst girls in the age group 18 years and above. The project educates girls and women on how to self-check the probability of having this condition and how to deal with issues arising in case the condition persists, thereby reducing the risk of future risk of anaemia, infertility, diabetes, obesity, and hypertension, leading to an increased risk of cardiac problems, uterine cancer, mental health issues, and future morbidities.

Diagnosing PCOS, especially at a young age, can greatly help prevent morbidities in later life. Hence, the PCOS Society's objective in creating this programme was to make more and more girls and women aware of this complicated disorder. Although there is no known cure for PCOS currently, it can be kept under control if diagnosed early.

Thus, a programme came into being, which was christened

'**Vijayeta**', which literally means '**The Winner**'. This social outreach programme endeavoured to reach girls and women of all ages, regardless of their PCOS diagnosis, through a blend of physical, virtual, and hybrid awareness sessions. Radio and social media were other mediums the PCOS Society took recourse to.

The Awareness Sessions

The awareness sessions were held both virtually and physically in various organisations across the country, which helped reach out to girls and women of all ages. Roughly 70% of these sessions were addressed to both blue and white-collar employees in corporates, banks and other office premises. The remaining 30% of these sessions were conducted in teaching institutes like schools, colleges, and universities, wherein they were attended by both students and faculty.

By fostering dialogue, disseminating accurate information through medical experts, and advocating for regular health evaluations, Vijayeta strived to empower women to take proactive measures



towards managing their health effectively. Through its comprehensive approach, Vijayeta envisioned a future where women are well-informed about PCOS, leading to improved health outcomes and reduced morbidity associated with the condition.

As for geographical reach, these awareness sessions were conducted across a wide array of institutions, including offices, educational institutions, and healthcare centres, spanning most major Indian cities.

Zones & Cities Where Sessions Were Conducted

North: Delhi, Noida, Gurgaon, Jammu, Dehradun

West: Mumbai, Navi Mumbai, Thane, Pune, Nashik, Palghar, Nagpur, Akola

Central: Indore, Kanpur, Gwalior

East: Kolkata, Bhubaneswar, Orissa

South: Bengaluru, Chennai, Hyderabad, Coimbatore, Tiruchirappalli, Puducherry, Vijaywada, Kochi

Since the sessions catered to audiences all over India, the speakers addressed the audiences in multiple languages depending upon the region. English, Hindi, Marathi, Tamil, Telugu, Malayalam, and Bengali were the languages of communication.

Quality checks were obviously of paramount importance in this exercise. Each session conducted under Vijayeta was assessed to understand the outcome and feedback. Sessions were modified and improvised regularly based on the feedback received.

Assessments were done to test pre and post-session knowledge of participants. Both written and verbal feedback of participants was conducted, ensuring quality checks. A third-party assessment by Give Grants was also done twice a year for monitoring and evaluation purposes.

The pre-session and post-session polls revealed a significant increase from 60% to 90% in the participants' knowledge of PCOS,

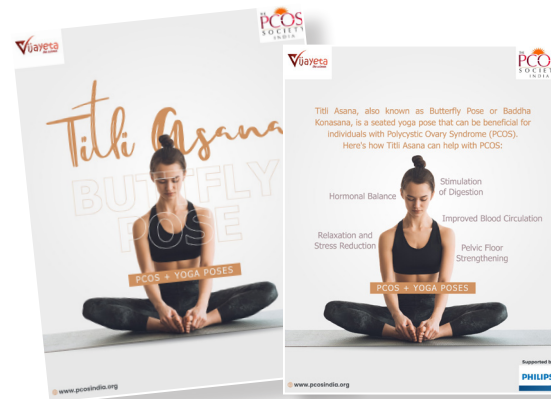


which reflects that the awareness sessions were highly effective in increasing the participants' understanding of PCOS. A total of 23,302 individuals attended the awareness sessions conducted by medical experts from the PCOS Society.

Social Media To The Forefront

It's a well-recognised fact that social media today is increasingly prominent in various aspects of life, from personal communication and entertainment to business, activism, and even journalism. It has become a powerful and crucial tool for connecting people, disseminating information, and shaping public opinion, leading to a significant impact.

Social media has the potential to drive change on a global scale, empowering individuals and communities to advocate for their



Our Insta Post on Benefits of Yoga in PCOS

rights and needs. It plays a significant role in mobilising people for various causes, enabling individuals to connect, organise, and raise awareness about important issues. Hence, the PCOS Society decided to augment their physical and virtual sessions by reaching out to women across platforms like Facebook, Twitter, Instagram, LinkedIn and YouTube.

On Instagram alone, the direct and indirect reach totalled a staggering 20,96 lakh individuals, whereas the total reach across social media formats (including radio campaigns) was 32,96 lakh individuals.

Using Radio To Generate Awareness

The 'PCOS Winner Lifestyle Initiative' was a collaborative effort organised by the PCOS Society of India in five cities (Nashik, Nagpur,



Radio Mirchi, Winner's Lifestyle

Akola, Kolhapur, and Puducherry) in partnership with Radio Mirchi 98.3 FM. The primary objective of this one-month campaign was to raise awareness and provide valuable information about PCOS. The initiative utilised radio as a medium to promote healthy habits and smart choices for individuals dealing with PCOS. The campaign's tagline encapsulated its core message: 'Healthy habits and smart choices are the PCOS winner lifestyle'.

This campaign was groundbreaking in its use of radio as a medium for addressing a social and medical cause related to PCOS. Radio Mirchi 98.3 FM played a pivotal role in reaching a broad audience. Radio Mirchi Nashik is rated as the number one station in terms of listeners by IRS. The age group of the listeners was mainly 15-25 years, making this medium the most suitable to reach out to the young population and sensitise them. The total reach of Radio Mirchi across the five cities was 5.5 lakh individuals.

Throughout the campaign, daily quizzes were conducted, addressing various aspects of PCOS, such as maintaining a normal BMI, choosing between sugar and jaggery, and debunking myths related to PCOS. Radio jingles were created in English, Hindi and local languages to spread awareness about PCOS and the campaign.

Two experienced gynaecologists provided in-depth interviews each week, covering various important PCOS topics such as rising incidence of PCOS and the need for intervention, diagnosis and common myths related to PCOS, cosmetic issues, weight management and fertility issues faced by individuals with PCOS,

pregnancy and its complications, long-term implications, and psychological issues experienced by women with PCOS.

All in all, the campaign, which spanned over one month, was a comprehensive and impactful initiative.

How Philips India Helped Make The Impossible Possible

All things considered, an exercise of such magnitude as the 'Vijayeta' Campaign for two continuous years necessitated a gigantic budget. Enter Philips, a 130-year-old multinational technology company which is organised into three main divisions: Diagnosis and Treatment (manufacturing healthcare products such as MRI, CT and ultrasound scanners), Connected Care (manufacturing patient monitors, as well as respiratory care products under the Respiroics brand), and Personal Health (manufacturing electric shavers, Sonicare electric toothbrushes and Avent childcare products).

As part of its CSR initiative, Philips India chose to partner with the PCOS Society of India to bankroll its Vijayeta project from February 2023 until March 2025, thus lending wings for the programme to take off. Without the benevolence of Philips India, the Society's outreach programme might just have remained a dream.

Celebration The International Month Of PCOS – September 2023

The PCOS Society, through its CSR, 'Vijayeta - The Winner', in collaboration with Philips India, organised a seminar called



‘Farewell PCOS’ to celebrate PCOS Awareness Month. The Society invited professionals from diverse fields, including gynaecologists, endocrinologists, dermatologists, fitness experts, and nutritionists, to address queries and enlighten women from Mumbai about the impact of PCOS and effective management methods. Additionally, an Advocacy Panel was assembled, comprising stalwarts from their respective fields. These experts ranged from representatives of the Maharashtra State Health Department to UNICEF, Health Educators, Legal Department specialists, and a researcher from ICMR. Their collective expertise and presence were instrumental in creating awareness on the long-term health issues of girls and women, which today can only be prevented, but not treated. We do hope this information will reach the corridors of our governments, which could assist us in reducing this problem, which is reaching alarming proportions.

International Month Of PCOS Celebrations – September 2024

Little Steps, Huge Outcomes

Overall, the Vijayeta project involved volunteers consisting of medical experts pan India who conducted these sessions and were members of the PCOS Society of India. All the experts who participated in the programme had specialisation in their medical field (gynaecology, endocrinology, dermatology, etc.), thus ensuring subject matter expertise, medically sound guidance and insights.

Over a period of 26 months, the Vijayeta project has made significant strides in raising awareness about PCOS, with a total reach of over 3.3 million individuals across the country through dedicated seminars, webinars, and hybrid sessions, across multiple sessions and initiatives, thus reflecting the power of collaboration, knowledge dissemination, and active community participation.



Interestingly, the team of multi-disciplinary doctors who led the programmes and eventually came to be known as the ‘PCOS Champions’ rendered their services pro bono, without any compensation whatsoever and did a brilliant job at that.

The project’s success is further underscored by a significant increase in knowledge among participants and the strong engagement in community outreach efforts such as radio campaigns and social media.

All this has been possible through the generous grant received from **Philips India**, and through the support of our ‘**PCOS Champions**’ who have offered their time and expertise voluntarily, and through the support of our Vijayeta team and all the support agencies utilised to carry out the agenda of making girls and women aware of PCOS.

It has been a wonderful period! Now, as we step into our third year of Vijayeta, we are truly delighted that the awareness we have created on this subject, which affects girls and women of all ages, will go a long way in offering a better quality of life to those who suffer from it and lowering the prevalence of those born with PCOS in the future.

We remain committed to continuing our efforts, expanding our reach, and empowering women to take charge of their health and well-being. With your continued support, we can scale these efforts and help more women across India live healthier, happier lives.

If you would like to conduct these programmes in your city, please Connect with us at email: manager.thepcossociety@gmail.com call: (022) 49677604. You can also view the Vijayeta Project online. Log on to <https://www.pcosindia.org/csr-project-vijayeta.php>.



THE IMPACT

A Success Story Of Passion, Purpose and Perseverance

“There’s no greater gift than thinking that you had some impact on the world, for the better.”

– Gloria Steinem

They say that the feeling of realising a long-held dream is deeply fulfilling and a significant moment of personal and organisational triumph. It represents the culmination of effort, perseverance, and belief in oneself, leading to a sense of profound satisfaction and joy.

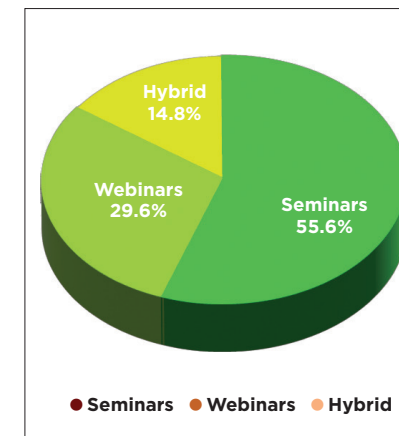
The successful culmination of the **Vijayeta Project**, the dream child of the PCOS Society of India, brought a sweet, sweet smile to all involved with this monumental project. What began as a dream for Dr Duru Shah, Founder President of the PCOS Society, and her dedicated team, ended in sheer glory.

In the last 26 months, the PCOS Society made tremendous strides in raising awareness, educating, and supporting women in managing Polycystic Ovary Syndrome (PCOS), a condition affecting millions. The project successfully engaged over 3.3 million individuals across India through dedicated seminars, webinars, hybrid sessions, and social media. This ‘Impact Report’ highlights the outcomes of tireless efforts from February 2023 to March 2025, reflecting the power of collaboration, knowledge dissemination, and active community participation.

Outreach Through Awareness Sessions

169 sessions in all were conducted across diverse formats. Hosted physically and virtually – and in some instances in hybrid form – these awareness sessions helped reach out to girls and women of all ages in various locations across the country. These sessions were conducted by experts from the PCOS Society of India who volunteered to go physically to the various institutes and corporations or address women virtually through the digital platform. These were our PCOS Champions who spoke on the subject, utilising the standard presentations made by the Society for various age groups.

PHYSICAL, VIRTUAL & HYBRID WHEELHOUSE



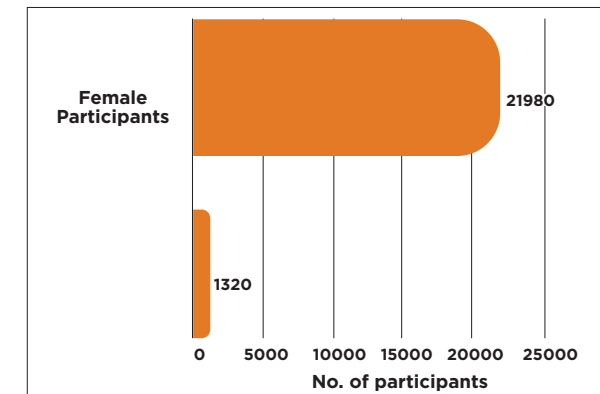
and 25 years plus age group in offices/corporates.

While 70% of these awareness sessions were addressed to women in reputed offices and other workplaces, 30% of the sessions were conducted in educational institutions like schools, colleges, and universities, wherein they were attended by both students and faculty. Sessions were catered to the 18-24 years age group in teaching institutions

Some of the corporates that participated in the sessions included Tech Mahindra, DHL India, Bajaj Finserv, RBI Bank, IDFC Bank, RBL Bank, Walmart Technologies, and Nilkamal Pvt Ltd. Sessions were also conducted in various branches of the Rotary Club and Rotaract Club. Among the educational institutes that participated in the Vijayeta project were IIT Kanpur, Welingkar College (Mumbai), Nirmala Niketan College of Home Sciences (Mumbai), Atlas SkillTech University (Mumbai), and Miranda College (New Delhi).

Participation in the awareness sessions was very encouraging. Around **23,302** individuals, constituting both women and men, attended the sessions, which were conducted by experts from the PCOS Society. This goes to illustrate how gender didn’t matter when it came to an individual wanting to understand more about PCOS, its symptoms, causes, and treatment.

LIVES REACHED BY GENDER



The awareness sessions were conducted in 26 cities across the country. These include:

North: Delhi, Noida, Gurgaon, Jammu, Dehradun

West: Mumbai, Navi Mumbai, Thane, Pune, Nashik, Palghar, Nagpur, Akola

Central: Indore, Kanpur, Gwalior

East: Kolkata, Bhubaneswar, Orissa

South: Bengaluru, Chennai, Hyderabad, Coimbatore, Tiruchirappalli, Puducherry, Vijaywada, Kochi

INDIAN LOCATIONS WHICH HOSTED AWARENESS SESSIONS



As the seminars were held across India, the language of communication was bound to be a thorny issue. Hence, the PCOS Society carefully picked its specialist doctors who could communicate in the language of the region. Amazing as it was, besides English and Hindi, the Society located speakers in Marathi, Tamil, Telugu, Malayalam, Bengali and Oriya.

Overall, the Vijayeta Project involved 77 physicians who were all members of the PCOS Society of India, These included gynaecologists, endocrinologists, and dermatologists. All the doctors who conducted sessions had specialisation in the medical field, thus ensuring subject matter expertise, medically sound guidance and insights.

How Critical Data Was Harvested

Through the sessions, the PCOS Society attempted to capture the percentage of girls/women participants with the probability of PCOS. As the data was collected pan-India, it reflected the enormity of PCOS in our country. However, it is important to note here that the data was collected through self-assessment and will need to be evaluated clinically to confirm the diagnosis.

Based on data collected, around 21% of girls and women of the total assessed were identified with the probability of PCOS – i.e., 1 out of every 5 girls/ women are probably affected with PCOS. This study highlights the need for continued awareness and screening programmes/diagnostic campaigns to support women in recognising and managing PCOS early.

Each session conducted under the Vijayeta project underwent stringent quality checks to understand the outcome and feedback. Sessions were modified and improvised regularly based on the feedback received.

Assessments were done to test the pre and post-session knowledge of participants. Both written and verbal feedback of participants were collected through polls and testimonials. A third-party assessment by Give Grants, a business consulting and services provider engaged by Philips India, was also done twice a year for monitoring and evaluation purposes.

Interestingly, the pre-session and post-session polls indicated a huge uptick of these testimonials in the participants' understanding of PCOS, jumping from 60% to 90%. Quite clearly, the awareness sessions were proving to be very effective indeed.

KNOWLEDGE OF PARTICIPANTS ON PCOS BEFORE & AFTER SESSION

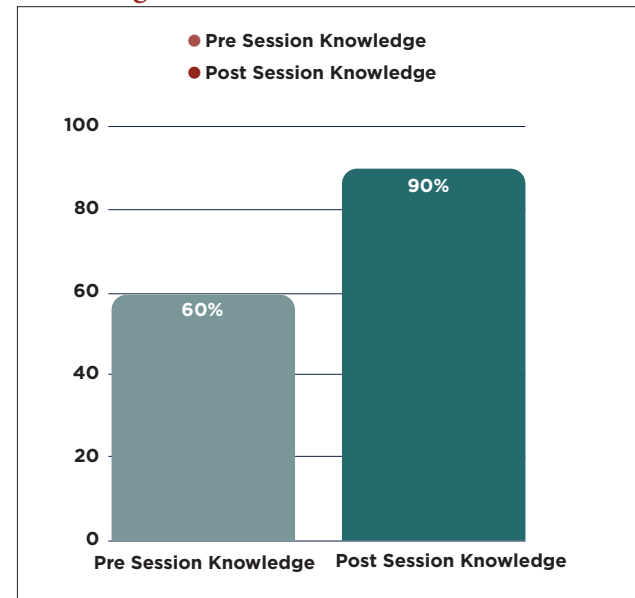
Key Findings From Participant Feedback

- Most participants shared that the speakers were knowledgeable and the sessions were engaging, interactive, insightful, and in-depth.
- Key takeaways included a commitment to lifestyle modifications, healthy food consumption, and regular exercise.
- Male participants were encouraged to share these messages with the women in their families and social circles.
- Sessions were helpful to adolescents to identify the symptoms of PCOS early on, thus encouraging timely diagnosis and emphasising the importance of maintaining a healthy lifestyle to prevent the condition.
- For working women, the session provided valuable insights into the significance of achieving a work-life balance to maintain health.

Pre and Post Sessions Test Questionnaire for Participants

- 1. Do you think PCOS is associated with only obesity**
☐ Yes ☐ No
- 2. The diagnosis of PCOS is made only by Sonography**
☐ Yes ☐ No
- 3. Are irregular periods a sign of PCOS**
☐ Yes ☐ No
- 4. Is Darkening of underarms, groin, and nape of neck a clinical feature of PCOS?**
☐ Yes ☐ No
- 5. Can women have PCOS in their younger days/ which disappears as they grow older?**
☐ Yes ☐ No
- 6. The First line of treatment of PCOS women is Lifestyle Management.**
☐ Yes ☐ No
- 7. Is a low carb, high protein diet ideal for PCOS patients?**
☐ Yes ☐ No
- 8. Can a woman with PCOS get pregnant?**
☐ Yes ☐ No
- 9. Does losing weight help in getting pregnant if you have PCOS?**
☐ Yes ☐ No
- 10. Is a woman with PCOS at a higher risk of getting Diabetes and high Blood pressure?**
☐ Yes ☐ No

Knowledge about PCOS

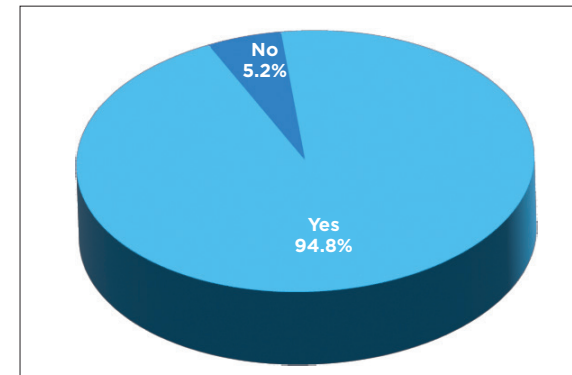


Knowledge of participants on PCOS increased by 30% at the end of an 1 hr session

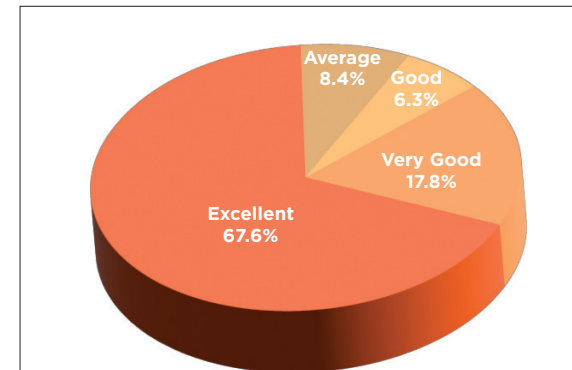
CUMULATIVE FEEDBACK OF SESSIONS THROUGH POLLS

All the feedback received from the participants indicates that the sessions addressed critical aspects of PCOS to better understand the condition, symptoms, diagnosis and management. The findings also highlight the need for continued initiatives and activities to maintain the impact.

Did You Learn Anything New About Pcos Through This Session?



Ratings for sessions



Questions Asked By Participants

The sessions conducted within the Vijayeta project were highly interactive, wherein girls and women could address their queries to medical experts. Sufficient time was allotted after the awareness talks so that participants could clear their doubts or ask any questions they had related to their reproductive health. The speakers, in turn, addressed all the questions patiently. Due diligence was also maintained while addressing questions privately after the sessions for participants who were hesitant to speak out in open forums. Consequently, the participants not only gained new information about PCOS but also got a golden opportunity to present their queries to medical experts directly.

Importantly, the questions asked by the participants were neatly compiled, and a database was created. In all, 670 questions were documented. This database now constitutes the core material for the PCOS Society's awareness sessions, wherein these most frequently asked questions (FAQs) are regularly addressed by the speakers through panel discussion webinars, and the Society's social media platform.

Furthermore, the compilation of questions asked by participants during the sessions holds long-term value for future initiatives under the Vijayeta project, as this will be instrumental in creating a digital flipbook, which will serve as a knowledge repository for patients and also help in tailoring content such as social media reels and various webinar topics.

For the awareness sessions, the PCOS Society's team of experts prepared special PowerPoint presentations catering to the common public, which were pictorial, simple, yet comprehensive. The knowledge shared with women aged 25 to 50 years focused more on the fertility, pregnancy, and long-term aspects of PCOS, whereas the knowledge shared with 18 to 25 year-olds was more towards cosmetic, menstrual, and mental health aspects of PCOS with equal weightage to lifestyle modifications for both age groups.

Outreach Beyond Sessions

At the onset of the Vijayeta project itself, it was apparent that the awareness sessions alone could not steer the campaign beyond a point. In a country with 1.46 billion people, it was vital to reach and educate as many people as possible about PCOS.

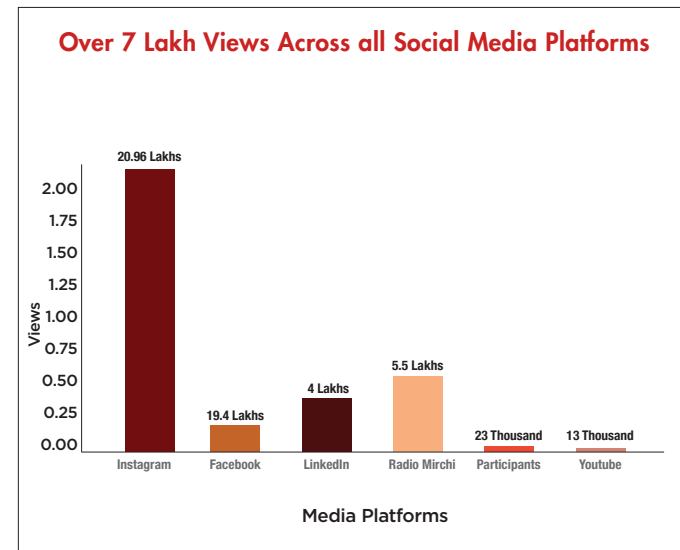
That's where social media and other media platforms came to the fore. In India, social media is a dominant force, with platforms like WhatsApp, Facebook, Instagram, LinkedIn, X (formerly Twitter), and YouTube leading the way. While WhatsApp holds the title as the platform with the largest user base, Facebook, Instagram, LinkedIn, and YouTube are also highly popular, with millions of active users. As of 2025, the digital environment in India is vibrant, with 806 million internet users (55.3% of the population) and 491 million people with social media identities (33.7% of the population).

Is it any surprise, therefore, that the PCOS Society chose to augment their physical and virtual sessions by reaching out to

women across social networking platforms? On Instagram alone, the campaign reached a staggering 2.1 million individuals. Next up was LinkedIn with 4 million viewers, followed by Facebook (0.19 million). With over 450 posts, reels and videos across Instagram, Facebook, LinkedIn, YouTube, and X, social media alone was responsible for an audience of 27,22,876 individuals.

REACH ON SOCIAL MEDIA PLATFORMS

In addition, the PCOS Society also boasts a collection of over 360 PCOS-related creatives (static posts and reels) that it has shared



across its various social media handles, which reached an audience of about 2.5 million individuals.

Both Facebook and Instagram saw significant growth in terms of reach, page visits, and followers. Moving forward, targeted strategies, consistent and relatable content will help regain and further build upon the success of the social media campaign. To reach more people on LinkedIn, we have adopted new strategies which will help us gain reach by the end of April 2025.

YouTube Delivers Positive Engagement

The YouTube channel for the PCOS project has shown positive engagement, with around **50 videos** published between March 2023 and March 2025. These videos, which include a mix of animated, non-animated information videos and webinars, have collectively garnered over **13,000** views during this period.

The icing on the cake, however, came in the form of Vijayeta's short film, which nicely captures the impact of the project by showcasing various activities of the Society and its steadfast efforts to raise PCOS awareness across India. Following is the YouTube link to watch the short film: https://youtu.be/JDiW8jNI8Ik?si=qm3JkkgbRQRSy_Ob

The Radio Factor

The radio landscape in India is vast and diverse, dominated by All India Radio (AIR), the national public broadcaster, and a vibrant private sector. AIR, known as Akashvani, is the largest

radio network in the world, broadcasting in numerous languages and dialects. Besides AIR, major private players like Radio Mirchi have a significant presence in the Indian radio market.

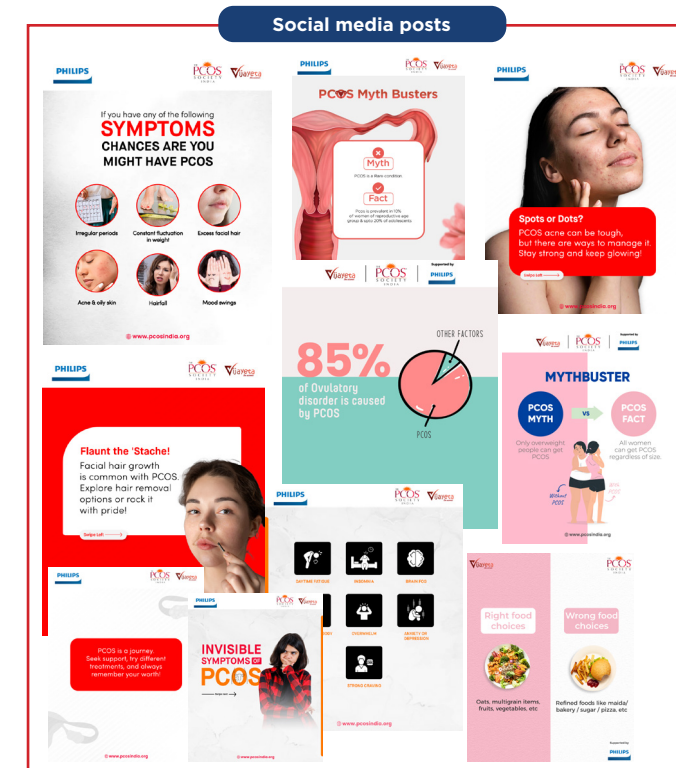
With a listener reach of 5.5 lakh, Radio Mirchi is one such player in the radio landscape, known for its popularity in key cities. The **'PCOS Winner' Lifestyle Initiative** was a collaborative effort organised by the PCOS Society of India in five cities (Nashik, Nagpur, Akola, Kolhapur, and Puducherry) in partnership with Radio Mirchi 98.3 FM. The primary objective of this one-month campaign was to raise awareness and provide valuable information about PCOS. The initiative utilised radio as a medium to promote healthy habits and smart choices for individuals dealing with PCOS. The campaign's tagline encapsulated its core message: *'Healthy habits and smart choices are the PCOS winner lifestyle.'* It also played radio jingles for over 5.5 hours and featured doctor interviews to increase outreach.

Conclusion

The contact details of patients and doctors – such as contact numbers and email addresses are regularly updated. To date, the PCOS Society maintains the contact details of over **10,000 participants**. The vast database helps the Society to update participants on various activities it conducts. The database will be valuable for outreach, engagement, and building support groups and for all upcoming initiatives.

Meanwhile, the PCOS Society remains committed to continuing

its efforts, expanding its reach, and further empowering women to take charge of their health and well-being. With your continued support, we can scale these efforts and help more women across India live healthier, happier lives. Importantly, a successful beginning has been initiated.



ACKNOWLEDGEMENTS

Recognising Vijayeta's PCOS Champions

“In the grand opera of life, acknowledgment is the standing ovation that fuels encore performances.”

– Theodore Sinclair

All good things must come to an end. After 26 months of non-stop action, we drew the final curtain on **Philips: The Vijayeta Project**, which championed the cause of educating the society in India and spreading awareness about Polycystic Ovarian Syndrome (PCOS). During this period, through a sustained campaign constituting physical and virtual awareness sessions, radio outreach and social media networking, the PCOS Society of India was able to connect with a total of approximately 3.3 million people – and hopefully, change their lives forever.

And yet, as they say, the show must go on. The PCOS Society of India will continue with its research work and groundbreaking programmes in the days, months and years ahead. The knowledge gained and lessons learned should stand us in good stead as we march onward.

Right through our journey, Vijayeta benefited enormously from the continuous support from the volunteers of the Society, which constitutes a team of specialists across disciplines and from different parts of the country. I wish to thank all our experts who selflessly gave their time conducting the sessions, participating in our programmes, and being available when it mattered most. Our **‘PCOS Champions’** rendered their services pro bono. While I may not be able to thank each one of them individually, I'd like to honour each one of these 77 champions on a page dedicated solely to them. It's been a privilege working with you, and I hope to work with you once again.

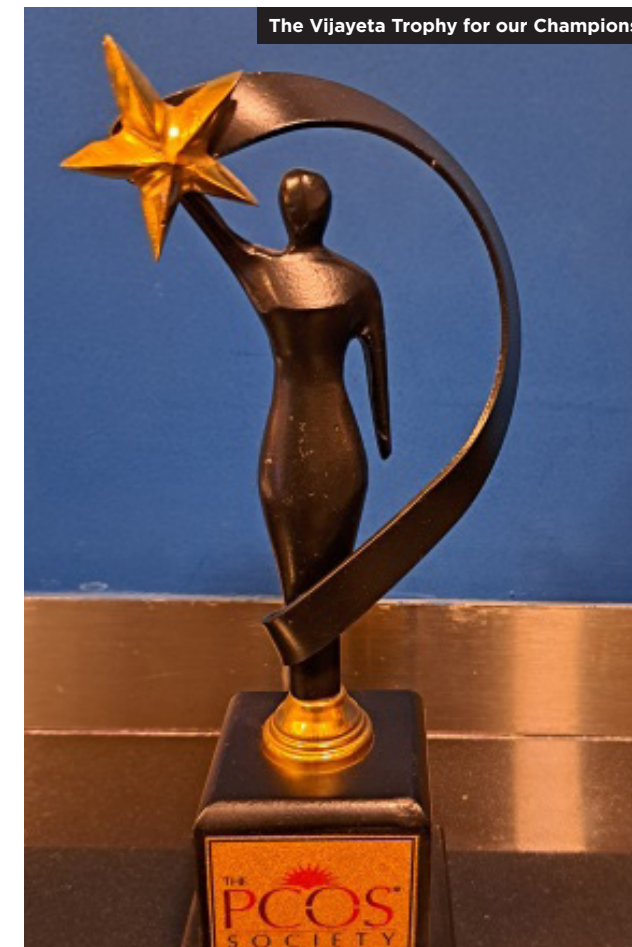
My sincere thanks also go out to the PCOS Society team in Mumbai. Priyanka Gawai – CSR Manager, Sneha Choksi – CSR Accounts & Finance Manager, Bhavesh Vetam – Ex-CSR Manager, Komal Panchal – Society Accounts Executive, Vinita

Mulchandani – CSR Manager, and Alefya Chictalwala - Ex-Society Manager. Your tireless work is very much appreciated.

I cannot afford to forget my staff at Gynaecworld, especially Rochelle Lobo and Dr Zoish Patel. It's been a long journey for each of them, and I can safely say that without their support, we could not have achieved so much.

I would like to abundantly thank Ivor Vaz, who has co-authored so many of my previous books. Every time I run into a brick wall with a case of writer's block, it's comforting to know there's always a friend I can turn to. If not for him, I haven't a clue what direction this report may have taken.

Finally, and especially, my special thanks to Philips India, our CSR sponsor, especially Monika Bahl and Swati Batra, and Ananta Arora from the Give India team for the last two years. Our dream of making Vijayeta was through the time and effort of these individuals. I thank the Almighty for bringing them to our Society when we desperately needed the financial support. You all were the wind beneath our wings.



OUR VIJAYETA CHAMPIONS

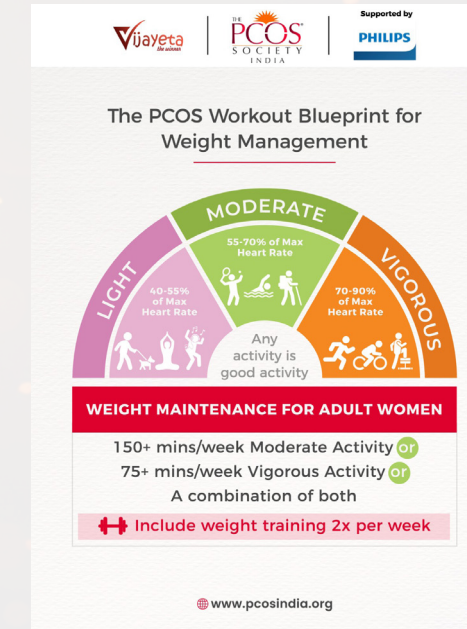
Doctors who have volunteered for sessions under the CSR project 'Vijayeta'

- 1) Dr Duru Shah
- 2) Dr Chandrika Anand
- 3) Dr Shobhana Patted
- 4) Ms Ruby Sound
- 5) Dr Gauri Karandikar
- 6) Dr Kanthi Bansal
- 7) Dr S. Vyjayanthi
- 8) Dr Madhuri Patil
- 9) Dr Uday Thanawalla
- 10) Dr Padma Rekha Jirge
- 11) Dr Sudhaa Sharma
- 12) Dr Sandhya Saharan
- 13) Dr Payal Bhargava
- 14) Dr Riddhi Desai
- 15) Dr Sujata Kar
- 16) Dr Piya Thakkar Ballani
- 17) Dr Sangeeta Agarwal
- 18) Dr Lipika Moharanna
- 19) Dr Sabahat Rasool



- 20) Dr Sarita Bhalerao
- 21) Dr Nagadeepti Naik
- 22) Dr Priyanka Vora
- 23) Dr Anita Soni
- 24) Dr Ankesh Sahetya
- 25) Dr. K. S. Jeyarani Kamaraj
- 26) Dr Rakhi Singh
- 27) Dr Aishwarya Nupur
- 28) Dr Bharati Morey
- 29) Dr Bipasa Sen
- 30) Dr Charmila
- 31) Dr Jayashree Todkar
- 32) Dr Kaustubh Kulkarni
- 33) Dr Nandani Rambabu
- 34) Dr Reeta Darbari
- 35) Dr Kranti Kulkarni Phadnis
- 36) Dr Ashima Malik
- 37) Dr Manjiri Valsangkar
- 38) Dr Raja Illavarasi

- 39) Dr Geetha Ramachandraiah
- 40) Dr Vishesha Yadav
- 41) Dr Asha Baxi
- 42) Dr Zeel Shah
- 43) Dr Tanuja Joshi
- 44) Dr Mamta Agnihotri
- 45) Dr Sushma Bhutada
- 46) Dr Sumeet Kaur Mehta
- 47) Dr Vidhyalakshmi S.
- 48) Dr Priya Kannappan
- 49) Dr Kavya Pradeep
- 50) Dr Kunjal Bathija
- 51) Dr Kinjal Shah
- 52) Dr Laxmi Srikhande
- 53) Dr Lopamudra Bhattacharya
- 54) Dr Deepali Shukla Mahajan
- 55) Dr Mirudhubashini Govindarajan
- 56) Dr Aakriti Gupta
- 57) Dr Ananya Rangaswamy
- 58) Dr Yukti Wadhawan



- 59) Dr Anisha Agarwal
- 60) Dr Rachna Sharma
- 61) Dr Lalita Mayadeo
- 63) Dr Anjali Munge
- 63) Dr Sanjana Laxmikanth
- 64) Dr Nilofer Poonawala
- 65) Dr Shakuntala Kumar
- 66) Dr Sonam Baxi
- 67) Dr Mansi Sharma
- 68) Dr Vinutha K.V.
- 69) Dr Harini Shetty
- 70) Dr. Asha Gokhale
- 71) Dr Samidha Dalvi
- 72) Dr Chandan Kachru
- 73) Dr Padma Ramkrishnan
- 74) Dr Zareena Khalid
- 75) Dr Padmaja Veeramachaneni
- 76) Dr Roza Olyai
- 77) Dr Krutika Arunachalam

VIJAYETA CHAMPIONS (FELICIATED AT THE 9TH INTERNATIONAL CONFERENCE OF PCOS SOCIETY, INDIA, JUNE '24)





www.pcosindia.org



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