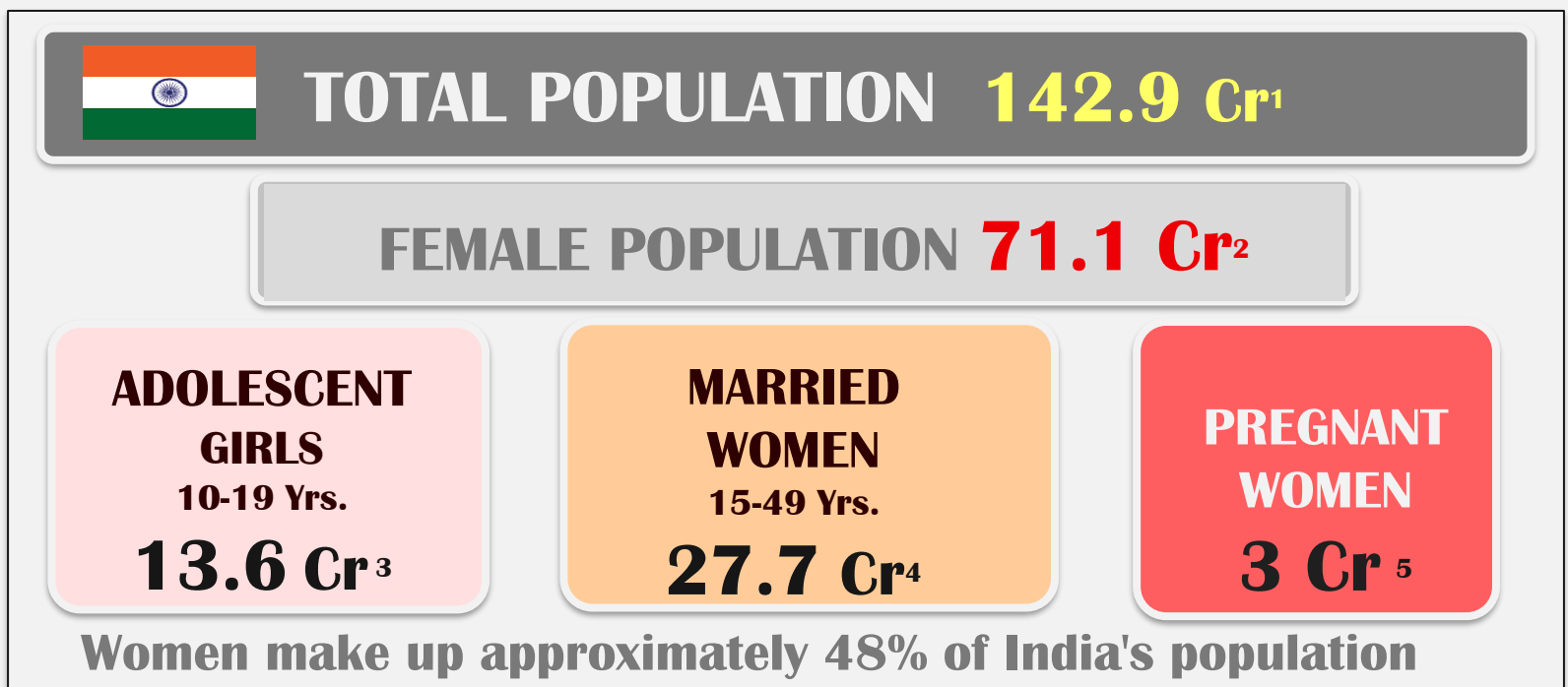


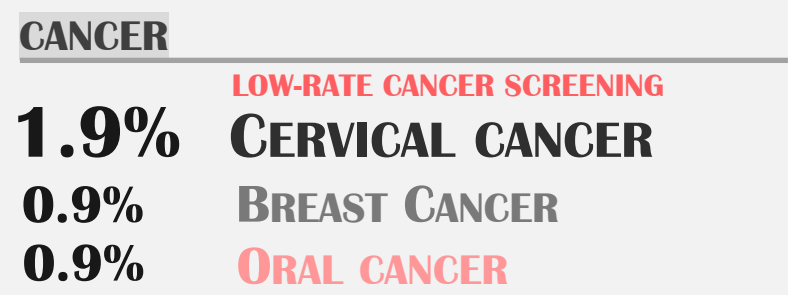
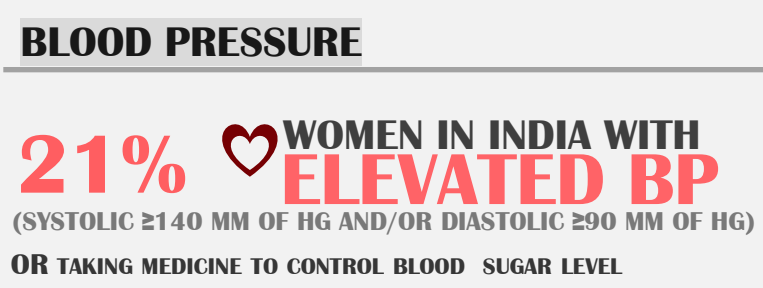
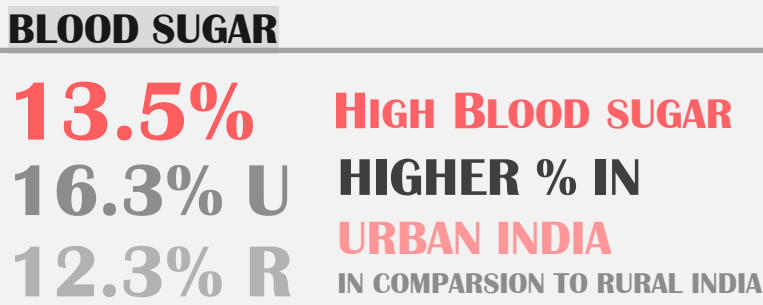


The health management information report 2020-2021 & 2021-2021 and the national family health survey 5 by the ministry of health and family welfare are a wealth of data, we have reorganized the data as a fact file on pregnancy and child health. We hope this is a useful reckoner for marketers in the space of women's health.

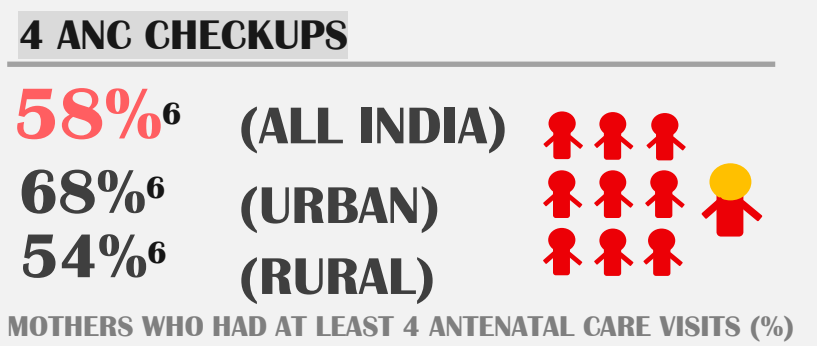
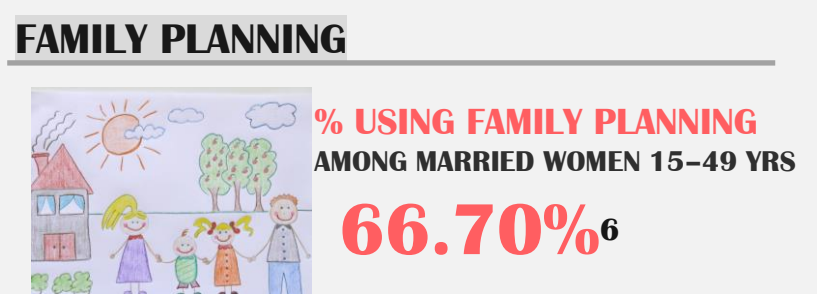
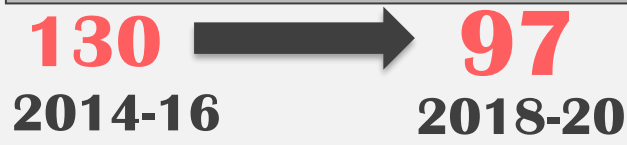
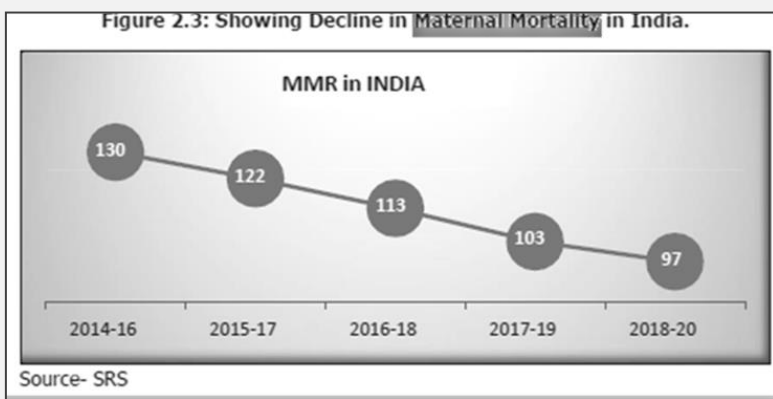
DEMOGRAPHICS



WOMEN HEALTH⁶



MATERNAL HEALTH



CHILDBIRTH⁷



Source 1 : UNFPA's State of World Population Report 2023

Source 2 : Digital 2023: India- Data Reportals Estimates 48.4% applied to Tot 2023 Est Pop

Source 3 : Estimates SRS 2020 19.2% for 10-19 years applied to total Population

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Source 4 : U.S. Bureau of the Census, International Programs Centre, International Data Base -2020

Source 5 : Report RMNCAH+ JS (RCH), MoHFW

Source 6 : National Family Health Survey - 5, India Fact sheet 2019-21

Source 7 : HMIS 2020-2021 & 2021-2021 an Analytical report