

# STRATEGIC FRAMEWORK

2023-2028

## VISION

Impacting lives, upholding SRHR,  
Sustaining social wellbeing

## MISSION

Committed to advancing SRHR, gender justice, diversity and inclusion for all, especially the marginalised and excluded, powered by sustainability and accountability, steered by young people

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### Scaling SRH Services

Expanding access to quality SRH services for all, focussing on marginalised and excluded groups

### Strategies

1. Expanding choices by including newer services & commodities including self-care products.
2. Increasing access to quality SRH services for all through existing and new Service Delivery Models including Digital Health Intervention
3. Prioritizing marginalized & excluded groups including youth and SOGIESC for uptake of health services
4. Providing quality SRH services during Humanitarian Crises

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### Upholding SRR

Support, protect and advance SRH&R especially for marginalised and excluded groups

### Strategies

1. Promote comprehensive sexuality education for enabling young people to exercise their sexual reproductive right
2. Transform cultural norms for gender justice and inclusiveness through an intersectional approach
3. Nurture youth, SOGIESC & women's leadership to champion and lead SRHR initiative at all levels
4. Protect existing progressive laws, policies, programmes and reduce legal & regulatory barriers which impact SRR

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### Widening Sphere of Influence

Create an enabling environment for SRHR through innovation, capacity building & partnerships

### Strategies

1. Develop as a 'nucleus of excellence' to innovate and advance SRHR nationally and globally
2. Foster technology to open new vistas for SRHR interventions
3. Leverage partnerships for expansion and cross movement support for SRHR
4. Build and share knowledge & evidence to inform policies & programmes

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### Being a vibrant organization

Achieving Organizational sustainability and growth in a changing economic, social & regulatory environment

### Strategies

1. Inculcate a data driven culture for effective decision making by an integrated HR, Finance and performance data systems.
2. Ensure Good Governance through active Volunteer engagement.
3. Consolidate and innovate to become well-resourced.
4. Building the Brand image for visibility, growth and sustainability