



Frontier Health Markets (FHM) Engage

India

December 2023

PROJECT OVERVIEW

Frontier Health Markets (FHM) Engage is a United States Agency for International Development (USAID) project that supports developing country governments, donors, and their implementing partners in strengthening local health markets to ensure more equitable provision of and access to family planning (FP) and maternal, newborn, and child health (MNCH) products and services.

OBJECTIVES IN INDIA

1. Facilitate stewardship to encourage private sector engagement for improved access to quality comprehensive family planning/reproductive health (FP/RH) products and services through alliances and collaborations to support India's FP 2030 commitments.
2. Improve young people's access to FP/RH in India by expanding the range and reach of contraceptives with an expanded basket for contraceptive choices.
3. Strengthen focus on adolescents and youth to catalyze increased demand for priority sexual and reproductive health (SRH) products and services in the private sector for improved health outcomes for young people.

GEOGRAPHIC FOCUS AREAS

National focus for stewardship, and select cities across five states (Maharashtra, Delhi, Karnataka, Assam, and Meghalaya) for market development approach (MDA) partnerships

TARGET DEMOGRAPHIC

Youth and women with unmet need and men, age 19-29, recognizing them as a critical group in shaping future reproductive health trends and practices in India.

HEALTH AREAS

Family Planning; Sexual and Reproductive Health for women ages 19-29¹

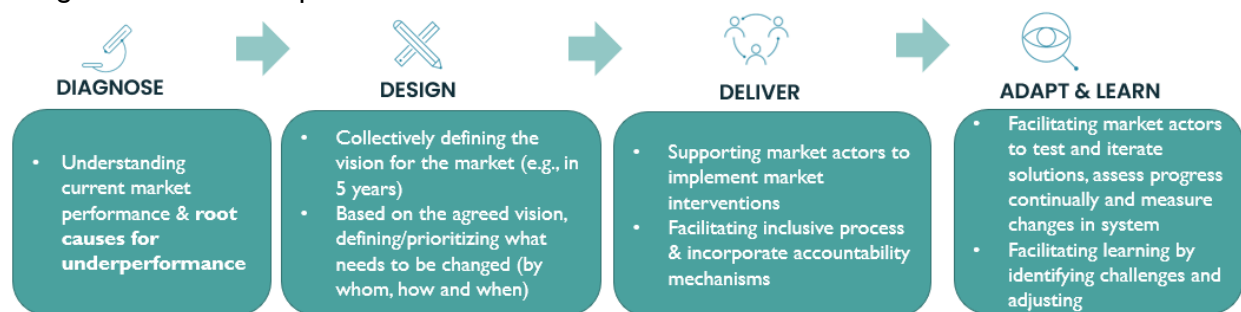
TECHNICAL AREAS

Financing; Market Information; Rules, Regulations, and Norms; Stewardship; Supply and Demand

¹ Reproductive health and wellbeing are viewed in the context of integrated health and wellness solutions for young girls and women, especially for enabling livelihood opportunities and financial independence.

Market Description Analysis

FHM Engage uses a market development approach (MDA) that focuses on identifying and addressing the root causes of underperformance in core market functions in order to achieve sustainable changes to supply and demand. In applying the MDA, FHM Engage views health problems and priorities – and the programs that respond to them – from the perspective of market systems. The project follows the Pathway to Impact process for effective market system interventions, which has four phases: Diagnose, Design, Deliver, and Adapt and Learn.



In India, FHM Engage conducted a market description analysis between February to April 2023. Findings identified constraints that hindered the private sector from serving the reproductive health needs of Indian youth. These included:

- **Lack of stewardship** for the private sector to invest in underserved segments or to innovate
- **Absence of market intelligence**, hindering companies from understanding emerging trends in user preferences and behaviors
- **Insufficient market development capital** for manufacturers, distributors, and providers to invest in innovative models for youth and women of reproductive age.

Findings also showed that many youths in India – in particular young girls and women – do not find the FP products and services they are seeking. For those on a modern method, discontinuity is high, and there is lack of market development for newer generation methods, which are sought after because they tend to have lesser side effects. In parallel, young girls and women are seeking autonomy, agency, economic security, and empowerment to make choices and have control over their fertility.

Key Focus Areas for Multi-Year Interventions

As a result of the market description analysis findings, FHM Engage is focusing on the following areas for its interventions in India:

- **Youth Engagement:**
 - Specifically cater to urban youth, acknowledging their unique challenges, aspirations, and influence in society. Design strategies and campaigns that resonate with their lifestyles, preferences, and aspirations, which are inclusive of access to digital/financial literacy, access to livelihoods and market linkages.
- **Promotion of Gender Equality:**
 - Aim to uplift women not just through access to reproductive health solutions but also by empowering them with improved agency and autonomy in their lives.

- Advocate for the right of women to make decisions about their bodies, health, and futures, positioning contraceptive choices as an integral aspect of this empowerment.
- Sensitize men holding positions of responsibility within the workplace, banking and financial sectors, distribution and retail, and provision of information and services, to support policies that support wellness solutions for women.

→ **Enhanced Livelihood Opportunities:**

- Build on the interconnectedness of reproductive health and economic empowerment. Work toward ensuring that women have access to opportunities that enhance their employment prospects and managing businesses, thereby giving them greater control over their reproductive choices.
- Supporting and promoting women's leadership in healthcare services sectors and inter-connected sectors. Work with men within these same sectors for the inclusion of women in decision-making processes and leadership roles



FHM ENGAGE IS PRIORITIZING INTERVENTIONS AND CAMPAIGNS IN URBAN CITIES OF INDIA, STARTING IN 19 CITIES IN FIVE STATES (MAHARASHTRA, KARNATAKA, DELHI, ASSAM, MEGHALAYA) AND WILL SCALE IN SUBSEQUENT YEARS.

Market Facilitation for Market Development Partnerships

FHM Engage interventions in India will facilitate the process of market system change and lead to:

1. Improved Core Market Functions (supply and demand)

- **Product Diversity:** Expansion of contraceptive technology better suited to young population with domestic manufacturers and marketers offering a broad spectrum of products (brands and variants) with varied pricing.
- **Business Models with Digital Strategies:** Marketers harness models that employ digital means for extended access to women's healthcare products/services, aggregating intermediaries (such as distributors and chemists) and mitigating effects of climate change.
- **Strategic Commercial Investments:** Suppliers such as Mylan/Viatrix and marketers such as Population Health Services India (PHSI) attract new users and support them by partnering with related businesses.

2. Strengthened Market Support Functions

- **Generate Market Intelligence:** Increased availability and utilization of market information, such as use/need analysis, demand estimation, consumer segmentation for purchase patterns and place preferences, and market sizing, for crafting policies and interventions.
- **Innovations & Enterprises Platform:** The Women's Health and Livelihood Alliance (more on next page)/ WOHLA positioned for communications and advocacy, blended financing, coordination, and forming demand-supply partnerships.
- **Financial Accessibility:** Increased access to credit and savings mechanisms to augment the accessibility and availability of youth-centric quality products.

3. Improved Rule Functions


- Governmental Policies: Harmonization of registration and scheduling policies for engaging with private sector in online and offline information and service delivery points.
- Market Stewardship: FHM Engage supports government capacity through local implementing partner, ACCESS Health, to enable youth-focused interventions; WOHLA facilitates private sector coalitions and partnerships across various sectors, informed by segmented consumer understanding.
- Method Availability: Commitment to nurture and upscale newer methods supported by guidelines for enhanced availability leveraging technology.

FHM Engage established The Women's Health and Livelihood Alliance

In 2023, FHM Engage partnered with the Collective Good Foundation (CGF)-Samhita to forge a Women's Health and Livelihood Alliance (WOHLA) in India, as a health marketplace aiming to mobilize resources to improve access to women's healthcare service and products (including contraceptives), livelihood opportunities, and economic empowerment for young girls and women. CGF-Samhita will leverage its experience in developing alliances (such as REVIVE, the India Protectors Fund, Indian Pharmaceutical Alliance, and the Corporate WASH platform) and its corporate social responsibility (CSR) initiatives that have engaged foundations and CSR funders and implementation partners, to support market development approaches to address the 'will – skill gap' among contraceptive value chain stakeholders.

Cover banner photo: Social inclusion facilitators and women entrepreneurs speak together in Mumbai during a Women, Incubation, Skilling, and Entrepreneurship (WISE) meeting. WISE is supported by FHM Engage partner Samhita's ecosystem of women empowering projects. Credit: FHM Engage.

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<https://healthmarketlinks.org/fhm-engage>

Frontier Health Markets (FHM) Engage works to improve the market environment for greater private sector participation in the delivery of health products and services and to improve equal access to and uptake of high-quality consumer driven health products, services, and information. FHM Engage is implemented by four core consortium partners: Chemonics International (prime and co-technical lead), Results for Development (co-technical lead), Pathfinder International, and Zenysis Technologies, and a host of Network Implementation Partners (NIPs).

In India, FHM Engage is partnering with Samhita's Collective Good Foundation (CGF) to initiate the Women's Health and Livelihood Alliance (WOHLA) as a health marketplace to mobilize resources and improve access for young girls and women to healthcare services and products and livelihood opportunities for economic empowerment. Additional partners for this activity include Access Health International, Nivi Inc. and Pharmarack Technologies

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