



USAID
FROM THE AMERICAN PEOPLE



A Public/Private Partnership in India: A Work in Progress

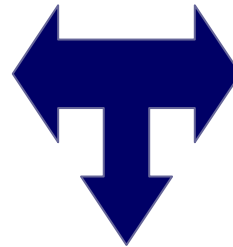
Ms. Patricia Allman
Sr. Advisor Commercial Alliances
PSP-One Project



Abt

Abt Associates Inc. in partnership with:
Data Management Services Inc.
Dillon Allman and Partners, LLC
Family Health International
Forum One Communications
Global Microenterprise Initiatives
IntraHealth International
London School of Hygiene and Tropical Medicine
O'Hanlon Consulting
Population Services International
Tulane University School of Public Health and Tropical Medicine

The Partnership



USAID
FROM THE AMERICAN PEOPLE



To Improve Health In Rural India

Context for Commercial Partnership

- USAID core funded PSP-*One* Project
 - Provide catalyst to commercial corporations in the development of health infrastructure at the Base of the Economic Pyramid (BOP)
 - Address health needs using limited USAID funds
 - Leverage resources of commercial sector
 - Look for innovative, sustainable solutions
 - Demonstrate potential to serve dual objectives
 - Improve health outcomes
 - Show significant return on investment at the BOP

Context for Partnership with HLL: What's in it for USAID?

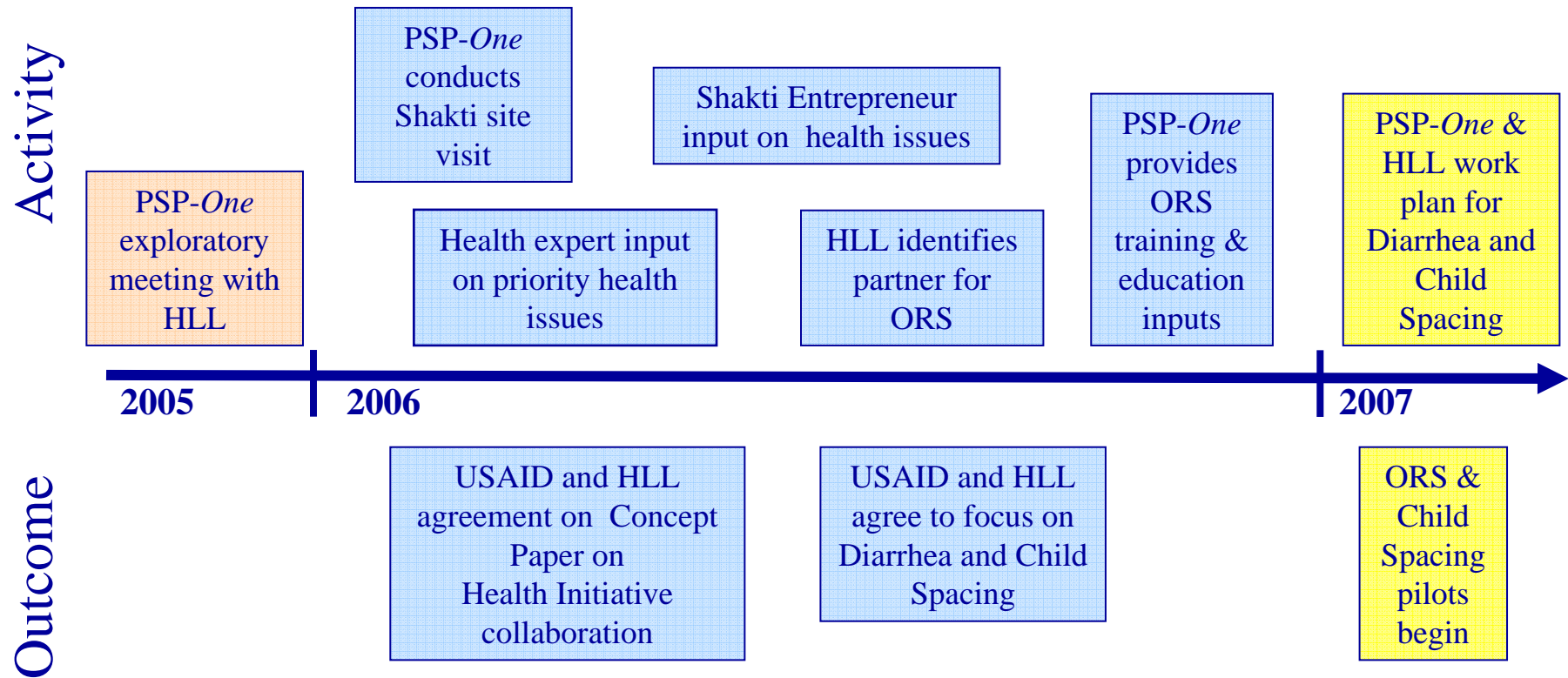
- HLL is building a unique capability
 - Sustainable commercial channel to women in rural areas (over 634,000 villages with under 2,000 people)
- HLL has been successful in changing health behavior in rural areas
 - Improve hand washing
 - Introduce iodized salt
- HLL has a history of successful partnerships
 - Self-help groups (SHG's) with micro-credit
 - UNESCO
 - DRDA (Andhra Pradesh government)

Context for Partnership with USAID: What's In It for HLL?

- Strengthen Shakti Entrepreneur's role in her community through health initiatives
 - Raise Shakti Entrepreneur's sense of self-worth by enhancing her stature and deriving respect within the community
 - Link to HLL brands where possible (i.e. health/hygiene and Lifebuoy)

- Leverage USAID health expertise
 - Knowledge of rural health issues and effective strategies for improving health outcomes
 - Links to government and NGO health programs to support health initiative
 - Expertise monitoring health impact in rural areas

The Partnership Process



Strengths of Partnership

- Common Goal
 - Improved rural health
 - Long term sustainability
 - Create a scalable model

- Clear roles and responsibilities
 - HLL provides infrastructure for product distribution, training, communication and education
 - USAID provides expertise in health, content for training, communication and education, links to public health programs, and evaluation of health impact
 - Third party manufacturers provide health products (ORS, birth spacing)

- Good relationships
 - Team approach
 - Open dialogue between partners

On-going Challenges

- **Priorities**
 - HLL interest in diarrhea
 - USAID interest in Birth Spacing

- **Timeframes**
 - Coordination of activities
 - Approvals from key stakeholders (HLL management, Shakti, USAID/India, USAID/Washington)

- **Expectations**
 - May take time and require creativity and compromise to meet commercial and public health objectives

Expected Results

- Establish a sustainable commercial infrastructure that expands access to ORS and birth spacing products to women in rural India
- Develop a scalable model for incorporating health products into the HLL Shakti network, that can be applied globally
- Demonstrate the viability of improving health outcomes while realizing a return on investment at the BOP