



# Snapshot of Accomplishments India

October 2022 to September 2023

<b>ACTIVITY OBJECTIVES</b>	<ol style="list-style-type: none"> <li>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 FP2030 commitments.</li> <li>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.</li> <li>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.</li> </ol>
<b>GEOGRAPHIC FOCUS AREAS</b>	National focus for stewardship, and select cities across five states (Maharashtra, Delhi, Karnataka, Assam, and Meghalaya) for market development approach (MDA) partnerships
<b>HEALTH AREAS</b>	Family Planning: Sexual and Reproductive Health for women ages 19-29 <sup>1</sup>
<b>TECHNICAL AREAS</b>	Financing; Market Information; Rules, Regulations, and Norms; Stewardship; Supply and Demand
<b>REPORTING PERIOD</b>	October 2022 to September 2023 <sup>2</sup>

<sup>1</sup> 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.

<sup>2</sup> These dates reflect the period of performance for this reporting period. However, work this reporting period began in February 2023 when FHM Engage received a scope of work for the India activity.

# Select Accomplishments

## Developed a Market Description for India's Family Planning Market

Using core funds, FHM Engage developed a family planning (FP) market description for India which guided work plan investments. Key findings from the market description include:

- Mismatch between supply and demand for youth cohorts: Sterilization is often the first modern method of contraception offered to young girls and women. The alternative short-acting method that is currently available from both public and private health sectors, is an oral-contraceptive pill (OCP). However, young consumers are now demanding a range of contraceptive choice, improved means of purchasing, enhanced user experience, and better-quality benefits that enable them to become economically independent and to fulfill their career aspirations.
- Absence of market intelligence: The absence of a market intelligence unit hinders companies from understanding where demand is unmet and from understanding emerging trends in user preferences and behaviors. Currently only one type of OCP makes up approximately 82 percent of the market while different age groups have different contraceptive needs.
- Insufficient market development capital for domestic markets: India is world's largest manufacturer and exporter of a wide-range of OCPs and several types of long-acting reversible contraceptives (LARC). However, there is a lack of capital for manufacturers, distributors, and providers to invest in innovative models in India for youth, including for women of reproductive ages between the ages of 19-29.
- Lack of stewardship: Private sector actors lack clear signals through enabling rules and regulations and lack rewards for committing to invest in underserved segments or for spurring innovation. In addition, there is no stewardship platform or coalition which uses market intelligence and financing instruments to support the networking of entrepreneurs to align private sector actors and advocate for multi-sectoral policies and regulations that will benefit the consumer (i.e. young girls and women).

With guidance from USAID/India and through interactions with local market actors across the value chain, FHM Engage prioritized activities for a multi-year work plan that seeks to unlock the private sector's potential to provide the young population with a diverse range of short-acting methods (SAM) and LARCs that cater to contemporary needs. This India Mission initiative has gained increased importance among development partners, especially as donor funds for FP programming decline and the establishment of sustainable platforms that align consumer needs, market performance, and supportive regulations for youth and adolescents (who constitute one-third of India's population) become increasingly necessary.

## Established the Women's Health and Livelihood Alliance

After completing the market description analysis for FP product and service delivery, FHM Engage aimed to improve partnerships. On the demand-side, the project focused on partnerships for integrated women's health and livelihood interventions. As such, 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.

Recent progress made includes:

- WOHLA governance mechanisms were drafted, including technical assistance for market actors and health users. WOHLA teams were mobilized around strategic partnerships, financing instruments management, technical assistance, and monitoring, evaluation, and learning (MEL).
- A financing facility was established with principles organized for value chain financing and health users’ returnable grants for access to credit and grants.
- Building on above, activities for fiscal year 2024 were identified across five WOHLA thematic areas:
  - Theme 1: Increase uptake of health services among young girls and women in targeted geography.
  - Theme 2: Increase financial and non-financial resources for women’s health and livelihood.
  - Theme 3: WOHLA Innovations and Enterprises platform.
  - Theme 4: Women leadership and efficiency in the health workforce.
  - Theme 5: Strengthen advocacy for women’s health and livelihood priorities among stakeholders.

## Partnered with Manufacturers and Distributors to Address Market Weaknesses

In moving through the stages of the MDA, FHM Engage moved from Diagnosis to Design and identified and validated critical market constraints for private sector engagement in India. In an effort to improve supply-side partnerships, FHM Engage collaboratively designed solutions with FP commodity manufacturers, marketing agencies, aggregators for distributors, pharmacies, providers, youth agencies, civil society groups, development partners, corporate industry actors, convenors of alliances, and blended finance platforms. This was accomplished by organizing structured convenings and routine meetings with market actors in major cities across India, including Mumbai (state capital of Maharashtra, 900 miles from national capital Delhi), Guwahati in Assam and Shillong in Meghalaya (both state capitals, 1200 miles from Delhi), and in Bangalore (in the state of Karnataka where contraceptive manufacturers and other market actors are headquartered, 1300 miles from Delhi).

FHM Engage and USAID/India co-developed a portfolio of interventions. To begin, MDA partnership models were co-designed for category and product-specific action plans. This will address market weaknesses and supplier diversity and promote overall market health by facilitating local market actors (manufacturers, marketing agencies, aggregators for distributors/retailers)



PARTICIPANTS OF THE FHM ENGAGE-FACILITATED MARKET ACTORS MEETING GATHER TOGETHER ON AUG 8, 2023 IN MUMBAI. CREDIT: FHM ENGAGE

to increase availability and/or to launch new contraceptive methods (OCP and emergency contraceptive pills or ECP) for youth. The action plans also initiated steps for market development for LARCs.

Actions for public sector stewardship were identified, to build capacity required to improve leadership and coordination underpinning strategies to achieve FP2030 commitments, the USAID/India Country Development Cooperation Strategy's goal of Inclusive Development, and Government of India initiatives to improve health and wellness related decision-making power for women, across multiple ministries for women's economic empowerment. As envisaged in FP2030, FHM Engage is fostering feasible linkages to existing or new programs in health, education, skills, livelihood, and industry enterprise, to harness the private sector's ability to push social change and address FP and SRH needs among underserved segments.

*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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