



FPWATCH FOR PRIVATE SECTOR ENGAGEMENT IN FAMILY PLANNING



FPwatch India 2016 Outlet Survey Dissemination

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Background

In 2016, FPwatch, a project of Population Services International (PSI), implemented a family planning outlet survey in Uttar Pradesh and Bihar states of India to investigate the availability, price and market share of contraceptive commodities and services. The study results were presented at a dissemination event in New Delhi on April 26, 2017. Findings included the public and private sector readiness and capacity to deliver modern contraceptive methods and services in the selected districts. This evidence is key to help inform national strategies and policies aimed at achieving the FP2020 commitments.

Overview

The India 2016 outlet survey results was as part of the FPwatch for Private Sector Engagement in Family Planning Event, held on April 26th, 2017 at the Taj Mahal Hotel in New Delhi. Dr. Jyoti Vaypayee of the Bill & Melinda Gates Foundation (BMGF) gave the opening remarks and Dr. S K Sikdar, Deputy Commissioner of Family Planning for the Ministry of Health and Family Welfare, gave the keynote address. Data from the 2016 Over 100 event participants from 48 leading government departments, private organizations, and nonprofit institutions discussed the findings in the context of India's broader family planning environment. This document summarizes the event and its key outcomes.



Presentation Objectives

To understand the current contraceptive market landscape and to identify key recommendations to inform family planning strategies in India.

Specific meeting objectives include:

1. To present the FPwatch survey methodological approach
2. To discuss key findings of the 2016 survey regarding outlet availability, price, market share and service readiness in the contraceptive market.
3. To summarize what the evidence shows in the context of national policy and on-going strategies to address the family planning access.
4. To develop recommendations and suggested strategies and priority areas for funding based on the

Discussion Points

After the day's presentations, a short question and answer session was held to further explore the topics presented. The key discussion points are highlighted below:

- The FPwatch study will be integral to identifying supply chain needs and failures in India.
- There is a need for increased discussion around non-sterilization forms of family planning.
- It is critical to engage the private sector in India's family planning future.
- India needs to develop market entry strategies to introduce new products – the private sector should lead these efforts.
- There are opportunities for the private sector to:
 - Lead the way on innovating new methods of production
 - Offer differential pricing
 - Focus on male engagement
 - Increase demand for their services
- Stakeholders should work through the private sector to normalize contraceptive seeking behavior among youth – both married and unmarried.
- Social marketing has been a strong force in family planning promotion.
- A strategy is needed to ensure education on the full range of methods to younger women. Since women marry young, reversible contraceptive options need to be introduced at an early age through sex education in schools. Attention to both married and unmarried youth will be important for India's future.
- Medical staff need to be trained in the full range of methods so they will counsel younger women to use contraceptives and let the client choose rather than just proposing sterilization.
- Medical staff need improved training on IUD insertion.
- A strategy is needed to harness the RMP/AU network for family planning provision. These providers should be trained to provide short-acting methods and referrals for IUDs. Engaging RMPs and AUs in injectable provision may improve patient access, but task sharing in this way could be politically sensitive.
- Contraceptive services should be made a part of the full package of health services rather than siloed to avoid stigma associated with family planning and normalize contraceptive use.
- Certain challenges exist:
 - Promoting services for unmarried individuals could be controversial.
 - Quality and regulation of products, are a concern; this must be addressed for the injectable program.
 - It is difficult politically to introduce new methods – the injectable program took considerable framing and many years to launch, India is still a long way from political acceptability of implants.
 - Informal payment systems exist for some providers, which may undermine market forces.

Event Activities

The event highlighted the diverse range of PSI family planning projects in India. Additional detail from the day is shown below.

Agenda	
Activity	Facilitator
1. Welcome	Pritpal Marjara, Managing Director, PSI India
2. Opening remarks and keynote address	Dr. Jyoti Vajpayee, BMGF and Dr. S. K. Sikdar, Commissioner – FP, MOHFW
3. Family planning landscape study using the market development approach: Prioritized market failures and interventions arising from root cause analysis of market failures	Shankar Narayanan, Managing Director, PSI India
4. FPWatch dissemination of findings from the comprehensive assessment of contraceptive availability across the public and private sector in UP and Bihar	Kate Thanel, PSI
5. Hausala Sajheedari – Best practices and lessons from strategic purchasing of private sector family planning services in UP	Rajesh Bangia, DGM-Projects, SIFPSA
6. How are social marketers expanding the market for addressing FP2020 vision needs?	Shankar Narayanan, Managing Director, PSI India Vivek Malhotra, CEO, PSI Lauren Archer, Janani
7. Post-partum IUD Innovation – Findings from the randomized controlled trial and its implications for 3expanding the basket of choice in India and abroad	Ramesh Taparia, Managing Director, Pregna International Limited and PSI
8. Emerging pathways for the private sector to expand the FP market in India (panel discussion)	Chaired by Dr. S. K. Sikdar, MOHFW Moderated by Dr. Jyoti Vajpayee, BMGF Panel members: L. M. Singh, Project Director, IPE Global; Anand Sinha, Packard Foundation; S. Sridhar, Country Manager, Pfizer India; Dr. Maninder Ahuja, FOGSI; Aruna Narain, Advisor to MD-NHM, SIFSA



Dr Ipsita Parida (BMGF)



Dr S K Sikdar (MoHFW)

Organizations represented

Government: Directorate Health Services, Government of Madhya Pradesh, Ministry of Health & Family Welfare, National Health Mission (NHM) UP, Safdarjung Hospital, State Innovations in Family Planning Services Project Agency (SIFPSA).

Private: Global Health Strategies, IPE Global, Merck & Co., Mylan, Palladium Group, Pfizer India, Pharmaceutical Product Development (PPD), PharmAsia, Pregna International, Trilegal.

Not-for-profit: Population Services International (PSI), BBC Media Action, Bihar TSU, Center for Catalyzing Change (C3), Clinton Health Access Initiative (CHAI), DKT International, Engender Health, FHI360, Hindustan Latex Family Planning Promotion Trust (HLFPPT), International Center for Research on Women (ICRW), IntraHealth, JHPIEGO, Johns Snow International (JSI), Parivar Seva Sanstha, PATH, Pathfinder International, Population Council, Population Fund of India (PFI), Population Health Services India (PHSI), Project Concern International (PCI), Save The Children.

Donors: Bill and Melinda Gates Foundation (BMGF), Maternal Child Survival Program: USAID, Packard Foundation, USAID India, United Nations Population Fund (UNFPA).

Other: Federation of Obstetric and Gynaecological Societies of India (Fogsi).

Attendees: 111



Dr. Jyoti Vajpayee (BMGF)



An event participant discusses the results during Q&A



FPwatch findings on the family planning market suggest that there is potential to expedite progress toward FP2020 commitments, providing increased access and choice to women in India. *Learn more at FPwatch.info*