



**NEPAL SOCIAL MARKETING AND FRANCHISING PROJECT:
AIDS, REPRODUCTIVE HEALTH, AND CHILD SURVIVAL**

ANNUAL REPORT

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This report was produced for review by the United States Agency for International Development/Nepal. It was prepared by the Academy for Educational Development for the Nepal Social Marketing and Franchising Project: AIDS, Reproductive Health, and Child Survival (N-MARC).

ABBREVIATIONS

AED	Academy for Educational Development
ASHA	Advancing Surveillance, Policies, Prevention, Treatment, Care and Support to Fight HIV/AIDS
BCC	Behavior Change Communication
CDK	Clean Delivery Kit
CHD	Child Health Division
COC	Combined Oral Contraceptive
CRS	Nepal Contraceptive Retail Sales Company
CYP	Couple Years Protection
DDA	Drug Development Authority
ECP	Emergency Contraceptive Pill
ENPHO	Environment and Public Health Organization
FHD	Family Health Division
FHI	Family Health International
FP	Family Planning
FSW	Female Sex Worker
GIS	Geographic Information System
GON	Government of Nepal
INGO	International Non-governmental Organization
IPC	Interpersonal Communication
KAPB	Knowledge, Attitudes, Practices, Behaviors
MARP	Most-at-risk population
MER	Monitoring, Evaluation, and Research
MCH	Maternal and Child Health
MIS	Management Information System
MOHP	Ministry of Health and Population
MOU	Memorandum of Understanding
MSM	Men who have sex with men
NESOG	Nepal Society for OB/GYNs
NFCC	Nepal Fertility Care Center
NFHP	Nepal Family Health Program
NFWLHA	Nepal Federation of Women Living with HIV/AIDS
NIBL	Nepal Investment Bank Ltd.
NGO	Non-governmental Organization
N-MARC	Nepal Social Marketing and Franchising Project: AIDS, Reproductive Health, and Child Survival
NSV	Non-Surgical Vasectomy
NTO	Non-Traditional Outlet
OCP	Oral Contraceptive Pill
ORS	Oral Rehydration Salts
PLWHAs	People living with HIV/AIDS
POP	Progesterone-only Contraceptive Pill

POP	Point-of-purchase
PMP	Performance Monitoring Plan
POUZN	Social Marketing Plus for Diarrheal Disease Control: Point-of-Use Water Disinfection and Zinc Treatment
PPH	Post-partum Hemorrhage
PSP	Private Sector Program
QA	Quality Assurance
RH	Reproductive Health
RMS	Retail Market Survey
STI	Sexually Transmitted Infection
TSV	Technical Support Visit
UCAAN	Universal Access to Children Affected by AIDS in Nepal
USAID	United States Agency for International Development
VDC	Village Development Committee
VSH	Venture Strategies for Health
WAD	World AIDS Day
WHO	World Health Organization

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Compliance with US Government Policies

N-MARC attached significant importance to ensure compliance with US Government Policies. NFCC trained 1,234 service providers and monitored the placement of informed choice and clients' rights posters in outlets – N-MARC training activities include a briefing on US Government Policies. NFCC monitored 1,116 Sangini, 100 SEWA, and 109 OB/GYN outlets to ensure availability of products & BCC materials, counseling, clients' assessment prior to providing service, standard service procedure, and infection prevention.

Operational Environment

The operational environment continued to challenge N-MARC partners' abilities to plan and implement routine activities. Ethnic unrest in the Terai, and lack of law and order increased the already frequent road blockades and city closures, often through violent means. Intermittent shortage of fuel and load shedding up to 16 hours per day made this situation worse. The Koshi River flooding in the eastern Terai had a significant impact on the ability to transport products both to and from the eastern part of the country.

Project Progress

Overall, for this reporting period, N-MARC succeeded in delivering on key project performance indicators. For the majority of indicators, N-MARC was on track to achieve annual targets, despite significant challenges in the operational environment of the country.

INTERMEDIATE RESULT 1: Increased target group use of high-quality FP and RH products and services obtained through private health providers and outlets

During the period August 1, 2008 – July 31, 2009, N-MARC achieved 445,801 CYP against an annual target of 388,475, representing a 115% achievement. This greater than expected achievement was due to the growth in contribution from N-MARC's commercial partners. CRS launched eCON, its new brand of emergency contraceptive, which it procured internationally on its own. Expansion of the Sangini provider network was completed, with 2,784 providers in 69 districts. N-MARC achieved a significant milestone for Nepal through its support to Lomus Pharmaceuticals in the manufacturing, marketing, and distribution of hormonal contraceptives. Lomus launched a new portfolio of contraceptives: Femicon (COC), Feminor (ECP), and Femitrone (POP).

INTERMEDIATE RESULT 2: Increased quality, supply, and use of MCH products and services among target groups

Overall, sales of MCH products were relatively strong. Nava Jeevan sales were 2,957,275 against an annual target of 3,000,000. CDK sales were lower than expected, though with the revamping of packaging and a new promotional campaign anticipated, sales are expected to

increase. N-MARC supported the redesign of *Sutkeri Samagri* packaging and worked with FHD, NFHP, Lomus Pharmaceuticals, and CRS to design a pilot program to introduce CHX in four districts. N-MARC's partners provided product and behavior change support to the MOHP's response to the outbreak of diarrhea in Jajarkot and surrounding districts. N-MARC designed and implemented a public-private partnership for the rationale treatment of diarrhea under the leadership of CHD.

INTERMEDIATE RESULT 3: Increased HIV/STI prevention practices, products, and services among the most-at-risk groups

Overall, the sales of USAID-supported condom brands, both male and female, were strong during the reporting period. N-MARC partners sold 23,268,500 male condoms, and Praxis Tradelink sold 44,515 units of female condoms. N-MARC exceeded its target of 22,050,000 by 6%. N-MARC executed the *You Are No Exception* HIV/AIDS communications campaign, using short films as the central communications medium. N-MARC partners continued to expand availability through NTOs, such as mobile condom kiosks and bus ticket counters. N-MARC contracted MEH Consultants to conduct quality testing on all N-MARC-supported condom brands, with results to be finalized in the coming months.

INTERMEDIATE RESULT 4: Increased capacity of local partners to design, implement, and manage state-of-the-art social marketing and social franchise programs

N-MARC staff held routine meetings with leadership from all key partners to discuss program achievements and challenges, program strategy development, and to conduct coaching sessions. N-MARC initiated a seminar series focused on marketing, communications, and business knowledge transfer and provided MIS technical assistance to all partners. N-MARC contracted MART to provide business planning technical assistance to CRS. The outcome of this was a draft 5-year business plan and 1-year operational plan. USAID/Nepal, CRS, and AED signed a MOU that approves CRS to use revenue generated from sales of contraceptive during the period of July 1, 2006 to September 30, 2009.

INTERMEDIATE RESULT 5: Increased collaboration between private sector, USAID partners, and GON public sector health services in FP, MCH, and HIV prevention

N-MARC continued project coordination with ASHA and NFHP, and strengthened relationships with the relevant MOH divisions. N-MARC collaborated with NIBL to sponsor the awards given to the top three directors in the *You Are No Exception* short film competition. N-MARC and its partners facilitated a number of key partnerships to leverage the expertise from multiple sectors.

Monitoring, Evaluation, and Research

N-MARC initiated a number of MER activities, including GIS mapping of hot zones – round three, GIS mapping of provider networks, AC Nielsen's retail market survey, and OCP KAP survey.

Project Management

In June 2009, USAID/Nepal requested AED to proceed with a six-month no-cost extension for the N-MARC project, which took the project through June 30, 2010. In order to ensure continuity of core activities, certain planned programs were cancelled (e.g. OCP generic communications campaign). N-MARC's Deputy Resident Advisor resigned from the project, and Ms. Arinita Maskey-Shrestha was hired as Program Manager to assume day-to-day marketing and communications program responsibilities.

COMPLIANCE WITH US GOVERNMENT POLICIES

N-MARC gave significant importance to ensuring compliance with US Government Policies. NFCC trained 1,086 service providers and monitored the placement of informed choice and clients' rights posters in outlets – N-MARC training activities include a briefing on US Government Policies. NFCC monitored 1,116 Sangini, 100 SEWA, and 109 OB/GYN outlets to ensure availability of products & BCC materials, counseling, clients' assessment prior to providing service, standard service procedure, and infection prevention.

OPERATIONAL ENVIRONMENT

The operational environment continued to challenge N-MARC partners' abilities to plan and implement routine activities. Ethnic unrest in the Terai, and lack of law and order increased the already frequent road blockades and city closures, often through violent means. Intermittent shortage of fuel and load shedding up to 16 hours per day made this situation worse. The Koshi River flooding in the eastern Terai had a significant impact on the ability to transport products both to and from the eastern part of the country.

Per N-MARC standard procedures, Kathmandu-based staff closely monitored the security situation and sent communications to partners on the ground as necessary. Routine meetings with partner leadership ensured close coordination and contingency planning. Partners adopted a *task-shifting* approach allowing field staff to shift immediate tasks as per the operating environment of their area. This enabled greater efficiency of resources in a safe way that ensured progress along key programmatic objectives.

The operational environment had some specific impacts on activities:

- **Loadshedding:** Extensive load shedding caused delays in administrative activities, because of lack of routine power supply and diesel to run generators. Lomus's ability to manufacture product was delayed because of the routine power outages, with operational costs increased by as much as 30% at times.
- **Non-scheduled Strikes:** Non-scheduled strikes had a significant impact on programmatic activities, particularly as it related to product distribution and promotion

and increased operational costs (e.g. additional storage costs, importation costs). For NFCC, these strikes restricted mobility of field staff to carry out TSV and training activities in affected areas.

- **Koshi River Flood:** The Koshi River flood was a tremendous natural disaster affecting thousands of Nepalis. For N-MARC, this flood cut off transportation routes to and from the eastern part of the country, resulting in decreased ability to move product to and from the area. Product transportation costs increased substantially as vehicles had to be routed through India. The flood had substantial impact on product sales for all partners.

PROJECT PROGRESS

Overall, for this reporting period, N-MARC delivered on key project performance indicators. The N-MARC PMP is included in Annex I. For the majority of indicators, N-MARC achieved the annual targets, despite significant challenges in the operational environment of the country. Details of achievements are found below according to Intermediate Results.

INTERMEDIATE RESULT 1: Increased target group use of high-quality FP and RH products and services obtained through private health providers and outlets

During the period August 1, 2008 – July 31, 2009, N-MARC achieved 445,801 CYP against an annual target of 388,475, representing a 115% achievement. This achievement was due primarily to increased sales of CRS's condom and OCP brands and greater-than-expected achievements by Lomus Pharmaceuticals. N-MARC however did not deliver on indicator 1.9. This shortfall was due to the cancellation of the planned OCP generic marketing campaign and modifications in how partners' calculate this indicator.

Major Activities and Achievements

Village Marketing Program

With N-MARC support, CRS embarked on a Village Marketing Program in Jumla, Makwanpur, and Rautahat. This initiative sought to further extend CRS's distribution reach through local NGOs, which are contracted to open new outlets selling CRS's products and restock existing ones. Products distributed included condoms, *Sutki Samagri*, Nava Jeevan, and PIYUSH. Additionally, the NGOs conducted various "infotainment activities" to generate product demand at the village level. In Jumla, CRS collaborated with the Nepal Red Cross Society to expand CRS product outlets. CRS conducted a social marketing training to 20 general retailers (grocery shops, small hotels, and fruit sellers) from 3 VDCs. Held in Lamara Bazaar, the training focused on condom selling, promotion, merchandising, and information on the products. During the start-up phase of these partnerships, the local partners procure the products from CRS and they supplied them to the retailers; meanwhile, CRS established a linkage between the retailers and a distributor to supply products regularly to these new retailers.

Matri Surakchya Chakki

With a grant from VSH, CRS initiated introduction of misoprostol for PPH under the brand name *Matri Surakcha Chakki* (Safer Motherhood Pills) as a pilot project in Bardiya district, in coordination with FHD, NFHP, NFCC, and N-MARC. Following the initial pilot, social marketing of *Matri Surkach Chakki* has expanded to Banke, Rupandehi, Nawalparasi, and Chitwan. This has resulted in the product being available at 116 Sangini outlets across the five districts. This product and diversification will contribute to greater sustainability for CRS.



Matri Surakcha Chakki packaging

CRS's Launch of eCON

In June 2009, CRS launched its new brand of emergency contraceptive pills, eCON. This product will replace Postinor-2, and offers consumers a high quality, locally branded emergency contraceptive. CRS used an international tender process to procure this product, and it is fully cost-recoverable. The eCON product represents a step forward for CRS in terms of product diversification and increased profitability.

Social Franchising

Assessment of Franchise Network Providers

NFCC, with guidance from EngenderHealth, conducted an assessment of franchise health network providers to determine progress made in improving the quality of service delivery. Data are under analysis, and results will be shared following the completion of the final report.

Sangini Network

Expansion of Sangini Network to Hard-to-Reach Areas

In order to extend accessibility in hard to reach areas, CRS expanded its Sangini network to Dhading, Doti, Kailali, Bardiya and Piuthan. All together, NFCC trained and certified 91 individuals to provide Sangini in these districts. According to the CRS MIS, the Sangini network has increased to 2,784 providers in 69 districts by July 2009.



Additionally, CRS continued its efforts to extend reach beyond Sangini providers through the *Sangini Didi Chhar Chhimek* (Sangini Didi Neighborhood) Program in Bardiya district. This initiative has become a platform for CRS to explore new rural social marketing approaches, and has been instrumental for the social marketing of misoprostol



Sangini Didi Chhar Chhimek logo

Training

NFCC trained 362 new providers and provided refresher training to 733 providers. Additionally, NFCC conducted TSV with 1,641 providers. This is a remarkable achievement given the challenging security situation and mobility demands placed on NFCC staff.

OB/GYN Network

NFCC provided 20 members with IUD updates and conducted Jadelle training for 22 members. Seventy-nine members underwent STI orientations, and 58 support staff was trained. NFCC conducted 139 TSVs among OB/GYNs.

N-MARC had embarked on a partnership with NESOG in 2008 to increase their role in the stimulating greater provision of quality FP/RH services through private sector OB/GYNs. After significant work with the NESOG Secretariat to design program, conduct provider attitude research towards the organization, and lay out society priorities for the coming year, NESOG leadership changed in April 2009 as part of their election cycle. Due to political challenges within NESOG and ongoing internal hurdles, N-MARC determined it would be prudent not to proceed further with the partnership.

SEWA Network

NFCC continued to provide training and TSV to the 93 SEWA outlets in Rupandehi district. NFCC trained 45 members in RH and in the syndromic management of STIs. Routine review meetings were held with 49 members. NFCC provided TSV to 100 SEWA providers.

Commercial Sector

N-MARC's commercial sector condom partners expanded promotional and distribution activities (to be addressed in more detail under IR 3). N-MARC achieved a significant milestone for Nepal through its support to Lomus Pharmaceuticals in the manufacturing, marketing, and distribution of hormonal contraceptives. Lomus launched a new portfolio of contraceptives: Femicon (COCs), Feminor (ECPs), and Femitrone (POP). Lomus is the first Nepali pharmaceutical company to manufacture oral contraceptives. Lomus is working closely with USP to ensure the product meets international quality standards, and has plans to build a separate, dedicated hormonal manufacturing facility with the ultimate goal of international distribution.

Challenges

- Bandhs, market closures, and security in the Terai greatly affected N-MARC partners' sales

- Free distribution of IUDs and implants to NGOs and private providers by the GON had an impact on CRS's sales of both products, resulting in less than optimal CYP achievement

Next Steps

- Finalize results from assessment of franchise health networks

INTERMEDIATE RESULT 2: Increased quality, supply, and use of MCH products and services among target groups

Overall, sales of MCH products were relatively strong. Nava Jeevan is on track to achieve its annual target. CDK sales were lower than expected, though with the revamping of packaging and a new promotional campaign anticipated, sales are expected to increase.

Major Activities and Achievements

Private Sector Response to Diarrhea Outbreak

In June 2009, the diarrheal disease outbreak in Jajarkot and surrounding districts had consumed the country, and specifically the MOHP. N-MARC facilitated private sector participation in the national response to the outbreak at both the national and district levels. At the national level, N-MARC partners donated medicines to support the MOHP's response, as indicated in the following table. MITRA Samaj played a key role in leading this effort on behalf of N-MARC.

N-MARC Partners' Product Contributions to Diarrheal Disease Outbreak Response

Partners	Items	Quantity/Unit
Lomus Pharmaceutical Pvt. Ltd	Zinep (10 and 20 mg)	2,000 tablets
	Metronidazole (200 mg)	5,000 tablets
	Curecip (250 mg)	2,000 tablets
	Nalcid (60 ml)	20 bottles
Center for Socio-Economic Development (CSED)	Aquatab (water chlorination tablets)	50,000 tablets
Environment and Public Health Organization (ENPHO)	PIYUSH (water chlorination solution)	1,000 bottles
Nepal CRS Company	Nava Jeevan (oral rehydration salts)	1,000 sachets

At the district level, MITRA Samaj, CRS, and ENPHO led teams of staff to support the various DHO's in affected districts. These teams led orientation sessions with private providers and mother's groups on ORS, zinc, and the proper use of PIYUSH for the treatment of water.

CRS

CRS continues to distribute its portfolio of maternal and child health products. After 14 years, the *Sutkeri Samagri* (CDK) finally got a makeover. N-MARC supported CRS in leading the makeover process, which included new packaging, packaging insert redesign, and field-testing.

The new packaging will be launched in 2010, and will incorporate CHX in the new package on a pilot scale in four districts (Banke, Parsa, Bajhang, and Jumla).

ENPHO

ENPHO continued to lead the water purification market with its PIYUSH brand of point-of-use water chlorine solution. During the reporting period, ENPHO sold 317,038 units of PIYUSH against a target of 211,094. ENPHO expanded distribution through strategic agreements with a number of partners, including CRS, CSED, New Loyal, GUTHI Nepal, UNICEF, Nepal Red Cross Society and others. ENPHO executed a promotional campaign that included radio jingles, outdoor media (e.g. hoarding boards, branded momo stalls and microbuses), on-shop boards, and posters. ENPHO contracted FAITH Nepal, a PLWHA organization, to produce a new television commercial for PIYUSH. A noteworthy activity was the strong leadership role that ENPHO played during the diarrheal disease outbreak in Jajarkot. Besides its donation of PIYUSH to the MOHP to support ongoing public sector efforts, ENPHO developed the Paschim Paaila campaign, a youth-led initiative to respond to the epidemic. ENPHO mobilized, trained, and funded youth organizations to coordinate outreach activities with the DHO in Jajarkot and other districts. More than 5,000 PIYUSH bottles were distributed at various diarrhea affected districts during “Paschim Paaila” campaign, and hundreds of people reached with PIYUSH messages.



New Sutkeri Samagri Packaging



Paschim Paaila Logo and Youth Mobilizers

Chlorhexidine

N-MARC coordinated with NFHP and Lomus Pharmaceuticals to facilitate the scale-up of chlorhexidine in Nepal. Following the completion of NFHP's non-inferiority study between the aqueous solution and lotion gel and pre-pilot introduction in Banke, it was decided to continue forward with the lotion gel formulation of chlorhexidine. Lomus has acquired the required packaging materials and developed a brand name and packaging design. Production is underway, and will be introduced on a pilot basis in a single-use form and in conjunction with *Sutkeri Samagri* in November 2009.

Public-Private Partnership for the Rationale Treatment of Diarrhea

N-MARC assumed responsibility for managing USAID-funded zinc activities, with the ultimate goal of increasing use of zinc, in conjunction with ORS and supplemental feeding, to ensure the rationale treatment of diarrhea in children under the age of five years. N-MARC, in

coordination with CHD, selected 26 focus districts with the highest diarrhea prevalence (based on the NDHS 2006). The target group for the campaign was mothers and caregivers of children under five years. N-MARC's strategy for expanding the distribution and use of zinc tablets focuses on the following areas:

- Continue working with existing and potential new commercial partners
- Design and implement zinc promotional campaign
- Technical backstopping to all program partners to implement the activities effectively
- Monitoring and tracking through the RMS and KAPB survey

N-MARC contracted ANS Creations Pvt. Ltd. to develop the promotional campaign for the partnership and MITRA Samaj to lead coordination and conduct community-level programs. Key activities during the reporting period included:

- 1. Establishment of Zinc Technical Working Group:** Under the leadership of the Director, CHD, N-MARC supported the establishment of the zinc technical working group to guide the partnership. Members included relevant MOHP officials, USAID/Nepal, NFHP, N-MARC staff, private sector manufacturers, and MITRA Samaj. All key partnership decisions and promotional campaign execution were endorsed by this working group, which ensured buy-in from partners and MOHP leadership.
- 2. Mobilizing the Private Sector:** N-MARC enlisted MITRA Samaj to coordinate and to provide technical assistance to the private sector manufacturers of zinc. This ensured their active participation in the campaign, and resulted in Lomus Pharmaceuticals initiation of zinc sulfate table manufacturing. Currently there are four zinc manufacturers involved in the partnership. Two of these manufacturers (Lomus Pharmaceuticals and Deurali-Janta Pharmaceuticals) are currently working with N-MARC and USP to seek WHO pre-qualification of their products.
- 3. Building Demand:** N-MARC undertook the following activities to promote the use of zinc, coupled with oral rehydration therapy, for improved diarrhea treatment and mitigation of future diarrhea cases:
 - **Mass Media:** Focusing on the rationale treatment of diarrhea (ORS + zinc + supplementary feeding), N-MARC created and launched an integrated marketing campaign. Using multiple communication channels (e.g. television, radio, outdoor advertising, point-of-purchase materials, training and orientation materials), the campaign sought to stimulate behavior change. As part of campaign, N-MARC refined the existing logo for “baby zinc”.



- **Community-level:** MITRA Samaj was contracted to conduct community-level orientation programs among healthcare providers and mothers and caregivers in the 26 districts. Thirty-nine detailing programs in 22 districts, resulting in 785 chemists, druggists, and pediatricians detailed on the rationale treatment of diarrhea. MITRA Samaj conducted twenty trainings in 22 districts to orient 107 doctors. Ninety-three activation programs held in 22 districts to orient 3,218 caretakers on rationale treatment of diarrhea.



Health provider and mother's group activations for the rationale treatment of diarrhea

Challenges

- Implementation of community-level activities, due to bandhs and market closures
- Coordination between multiple sectors for the inclusion of CHX into Sutkeri Samagri

Next Steps

- Conduct zinc KAP survey to evaluate impact of zinc program
- Launch Sutkeri Samagri with CHX in pilot districts

INTERMEDIATE RESULT 3: Increased HIV/STI prevention practices, products, and services among the most-at-risk groups

Overall, the sales of USAID-supported condom brands, both male and female, were strong during the reporting period. N-MARC partners sold 23,268,500 male condoms against a target of 22,050,000, and Praxis Tradelink sold 44,515 units of female condoms against a target of 28,800.

Major Activities and Achievements

You Are No Exception

In September, the *You Are No Exception* short-films premiered in over 150 cinema theatres covering 70% of the country. A promotional tour and *Cinema on Wheels*, a series of open-air screenings followed the premier where each film crew (including the celebrities involved) traveled to 22 high-risk districts along Nepal's east-west highway to interact with audiences and media.

The *You Are No Exception* campaign culminated on December 13, 2008, with an award ceremony hosted by the U.S. Ambassador Nancy J. Powell where the top three films were announced and honored. Nepal Investment Bank, a private financial institution, collaborated with USAID to sponsor prizes for the winners – a three-month intensive film directing course in Mumbai.

Expanding Availability through NTOs

N-MARC prioritized increasing access to condoms through opening NTOs and creating novel condom selling points. Overall, N-MARC partners opened approximately 5,222 against a target of 5,000 during the reporting period. Some highlights of novel NTO activities include:

- **Woman-managed Condom Kiosk in Atari:** CRS continued its innovative use of kiosks and mobile kiosks to expand accessibility to condoms in hot zones. In many areas of the country, CRS created income-generating opportunities for women through the establishment of condom kiosks. Besides condoms, the women running the kiosks sell noodles, shampoo, soap, and other household items.
- **Saturating the Highways with Condom-selling NTOs:** CSED stretched its “Health Highways” project to cover the entirety of the east-west highway, conducting NTO opening activities and IPC activities among transport and migrant workers. NTOs play a central economic role in many of the highway communities, and thus have the potential for having a significant influence on individual behaviors.
- **Bus Tickets and Condoms:** MITRA Samaj collaborated with Parsa Sakriya Samaj, an organization run by PLWHA, to expand condom access in Bara and Parsa. With technical assistance from MITRA Samaj, Parsa Sakriya Samuha successfully converted bus ticket counters into condom-selling outlets. Particularly for migrant and transport workers, selling condoms through bus-ticket counters increases accessibility and ease of purchase. MITRA Samaj helped to link the counters with N-MARC commercial partners, and encouraged them to keep promotional materials visible. The individuals selling tickets (and condoms) received an orientation on the correct and consistent use of condom and the various types of condoms available. This unique condom selling point has not only catered to the transport workers but also to hundreds of passengers who come to buy tickets.



CRS Condom Kiosk in Atari

Behavior Change among MARPs

Besides *You Are No Exception*, N-MARC partners conducted a number of MARP-focused BCC activities. Overall, these activities reached approximately 41, 820 (against a target of 50,000) individuals through community outreach that promotes HIV/AIDS prevention through other behavior change. Two key highlights include:

- **CRS:** As part of CRS objective to provide messages on correct and consistent use of condoms to transport workers (Drivers & Rickshaw Pullers), restaurant waiters/waitresses, local youth, students and homemakers, 57 sessions of infotainment games including the electric circuit and blind game were held.
- **Transport BCC:** CSED has undertaken to make transport workers aware of HIV/AIDS and the use of condoms to mitigate the risk of transmission of HIV/AIDS. For this purpose, IPC/TAP is being carried out. CSED conducted BCC activities, primarily through local clubs and community-based organizations.

Investing in Quality

As part of N-MARC's capacity-building efforts with condom partners, MEH consultants was contracted to conduct quality testing of all of the N-MARC partners' condom brands. Using methods and standards established by WHO, MEH collected samples of each partner's brands for submission to testing at a laboratory in India. Besides the actual testing, MEH consultants provided technical inputs into procurement processes, maintaining quality standards, and suggested actions to be taken if condom batches do not meet the required specifications. An initial findings document has been completed, and final review is underway. A detailed report, which includes future courses of action, will be completed in November 2009.

Challenges

- Bandhs restricted movement of staff and product distribution, which had a significant affect on opening new outlets in hot zones and product distribution
- Koshi river flooding hampered product distribution to and from eastern Nepal and increased commodity transportation costs
- Delays with DDA issuance of a marketing license for CRS's treatment kit for male urethritis prevented timely launch

Next Steps

- Continue focus on opening up new outlets in hot zones
- Finalize quality testing of condoms report
- Graduate to phase out stage of support to condom partners, with only provision of technical assistance

INTERMEDIATE RESULT 4: Increased capacity of local partners to design, implement, and manage state-of-the-art social marketing and social franchise programs

Major Activities and Achievements

Building the leadership capacity of local partners is a core element of N-MARC's overall design. The cornerstone of this approach has been to promote creative, enabling leadership and good coordination among all key N-MARC partners to enable a sense of shared responsibility for the achievement of N-MARC goals and objectives.

N-MARC staff held routine meetings with leadership from all key partners to discuss program achievements and challenges, program strategy development, and to conduct coaching sessions.

Some highlights of key capacity-building activities include:

- **N-MARC Executive Leadership Program:** N-MARC supported and facilitated a three-day executive leadership program for senior staff from all N-MARC organizations. The program focused on strengthening inter-personal soft communication skills to stimulate greater personnel performance.
- **Management Assistance to CRS:** N-MARC contracted MART, a rural-focused consulting firm from India, to work with CRS in the development of a 5-year business plan. MART produced a draft 5-year business and one-year operational plan, which are currently being adapted for submission to the Board of Directors for approval. As part of this, N-MARC also supported and participated in a three-day annual retreat for CRS where they assessed programmatic and organizational progress and laid out a roadmap for change.
- **Social Marketing Training to Local Organizations:** N-MARC partners conducted a number of social marketing training sessions for individuals and organizations. N-MARC utilizes the expertise of CRS, MITRA Samaj, and CSED to provide these trainings in order to push the concept of social marketing to organizations working at the community level.
- **Procurement, Contracts, and Finance:** N-MARC's Finance and Administration Director provided routine coaching to partners' finance and administration staff. With the execution of all new agreements and contracts, the Director orients partner staff on USAID and AED guidelines to ensure compliance.
- **New CRS Website and MIS:** N-MARC supported CRS in the upgrading of its MIS and website. CRS will now use an online platform for its MIS, and the new website is up and running. The MIS will include a comprehensive electronic logistics management component, online sales input and reporting system, and multi-user online access to key information elements for CRS. It is anticipated this will create greater operational efficiencies, evidence-based business decision-making, and increased transparency. The updated website will enhance CRS's overall public profile.
- **Partners' Attendance at Inclusive Marketing Course:** Two CRS staff and one staff from MITRA Samaj participated in the Certificate Program in Inclusive Marketing (CPIM), organized by the Birla Institute of Management Technology and MART. These N-MARC staff persons were joined by the N-MARC COTR at the program.

Setting a Future Course for CRS

USAID/Nepal, CRS, and AED signed a MOU that approves the release of revenue generated from sales of contraceptives from July 1, 2006 to September 30, 2009. CRS anticipates approximately NPR 100 million will be generated during this period. CRS has the ability to utilize this revenue for the procurement of contraceptive commodities, a first in its 30-year history. This milestone marks another step towards CRS achieving greater organizational independence and becoming a more sustainable social marketing organization.

Next Steps

- Finalize CRS's revenue utilization and 5-year business plan
- Continue N-MARC seminar series

INTERMEDIATE RESULT 5: Increased collaboration between private sector, USAID partners, and GON public sector health services in FP, MCH, and HIV prevention

Major Activities and Achievements

Coordination with ASHA and NFHP

N-MARC continues to work with USAID/Nepal's lead family planning and HIV/AIDS prevention programs (NFHP and ASHA), and USAID/Nepal's technical team advisors. These mutually beneficial collaborations create efficiencies in resource utilization, allowing each organization to leverage the unique expertise of the others.

N-MARC and ASHA collaborated on the implementation of the *You Are No Exception* HIV/AIDS prevention campaign. N-MARC's MER Advisor has provided routine consulting services to ASHA's MIS team for utilizing GPS coordinates collected by N-MARC within its own GIS mapping activities. Additionally, MITRA Samaj, Praxis Tradelink, Gayatra Store Enterprises, and Lomus Pharmaceuticals joined the UCAAN partnership, and MITRA Samaj is playing an active role in engaging the private sector as part of the partnership.

During the reporting period, N-MARC and NFHP have collaborated on three key areas: chlorhexidine, misoprostol, and private sector sick child-care. In product areas, NFHP provides technical leadership, whereas N-MARC provides product introduction, sustainability, and private sector leadership.

Building New Partnerships for Public Health

- **Participation on GON Health Technical Working Groups and Committees:** N-MARC team members and partners participated in a broad range of technical working groups and committees in HIV/AIDS, FP/RH, and MCH technical areas. Such groups included National Family Planning Subcommittee, National Safe Motherhood Subcommittee, Working Group for National FP/RH Guidelines Review, Chlorhexidine Technical Advisory Group, National Commodity Forecasting meetings, and various HIV/STI Control Board meetings. Additionally, N-MARC has secured representation from Lomus

Pharmaceuticals on both the National Safe Mother Subcommittee and National Family Planning Subcommittee, the first time a pharmaceutical company has participated in these meetings.

- **Banking for HIV/AIDS Prevention:** N-MARC established a partnership with the NIBL to sponsor the awards given to the top three directors in the *You Are No Exception* short film competition. NIBL provided NPR 2MM (approximately \$27,000) in funding to cover the costs of the top three directors to attend a 3-month long film course in Mumbai. Additionally, NIBL provided a donation for NPR 500,000 to the NFWLHA.

Challenges

- Given the breadth of partnership under N-MARC, staff must adapt to various organizational dynamics in order to ensure progression at all levels of the partnership

Next Steps

- Continue private sector advocacy efforts with GON

MONITORING, EVALUATION, AND RESEARCH

Major Activities and Achievements

GIS Mapping of High-Risk Areas

In July 2008, N-MARC initiated the third round of GIS mapping of high-risk areas, as part of its monitoring of the performance of condom-selling partners. The results were promising showing that coverage is at 90% overall, with coverage reaching 95% in some study areas.

In the area of GIS mapping, N-MARC's MER Advisor provided technical support to CRS for mapping misoprostol availability in Bardiya district and product availability in Jumla district, as part of CRS's efforts to expand its distribution system into mountain districts.

Retail Market Survey

N-MARC continues to procure AC Nielsen's RMS data to monitor the overall private sector market. N-MARC procured data for zinc, in addition to the existing products – condoms, OCPs, and ORS. N-MARC multi-pronged approach of continued support to CRS and new support for the private sector brands is working. The overall condom market grew to 23,546,381 – a remarkable 33% increase over the market size of 17,715,356 prior to N-MARC's inception. This staggering result demonstrates the potential of stimulating both subsidized and fully priced products, in combination with generic communications. The OCP market also continued to grow to 1,197,012 cycles, as compared to 695,955 in 2005-2006. This increase is the result of new brand introductions by Marie Stopes International and Lomus Pharmaceuticals as well as renewed branded marketing efforts by CRS.

Challenges

- The security situation in the Terai continues to pose a challenge for data collection and dissemination of research

Next Steps

- Finalize OCP survey results
- Conduct endline zinc survey

PROJECT MANAGEMENT

Major Activities and Achievements

No-cost Extension for N-MARC

At the request of USAID/Nepal, the N-MARC project was granted a six-month no-cost extension through June 30, 2010. Following discussions with USAID/Nepal, N-MARC changed the planned programmatic activities to ensure a core set of partners would be able to continue activities. The planned OCP communications campaign was cancelled and further support to N-MARC's commercial condom partners will not be provided.

Commodity Stock Levels for CRS (Through July 31, 2009)

Product	Stock Level as of July 31, 2009	Months of stock on hand	Remarks
Dhaal Deluxe	6,218,470	11	
Panther	4,987,563	10	
Number One		0	
Sangini	503,430	14	
Nilocon white	930,920	14	
IUD	5,775	17	
Jadelle	358	3	
Norplant	4	0	Transitioned to Jadelle
eCON	43,357	1	Shipment in process
Virex	5,707	1	
Nava Jeevan	149,575	1	
Clean Delivery Kits	19,400	2	
Sunaulo Gulaf	164,085	3	
Matri Surakchya Chakki	25,651	N/A	

Overall Project Management and Staffing

In February 2009, Mr. Kapil Tamot resigned from N-MARC as Deputy Resident Advisor/Marketing and Communications Director. N-MARC hired Ms. Arinita Maskey-Shrestha as Program Manager to assume day-to-day marketing and communications program responsibilities.

Disposal and Disposition of Unusable Packaging and PSI/Nepal Assets

N-MARC completed the disposal and disposition of unusable packaging/promotional materials and PSI/Nepal assets during the reporting period. N-MARC conducted an auction of non-expendable property items with a total value of \$20,621.46. The auction resulted in revenue of approximately \$700, which will be used to offset the costs of holding the auction.

Participation in International Meetings, Trainings, and Conferences

During this reporting period, N-MARC continued efforts to promote USAID/Nepal's support to the country at international conferences. There continues to be significant global interest in N-MARC's approach to engaging the commercial sector in social marketing activities and GIS mapping activities.

N-MARC had the following papers accepted and/or presented at international conferences:

Pant, P. D., Shrestha, M. and Oyloe, P., GIS for Measuring Product Performance and Strategic Planning: Mapping Condom Coverage, Quality of Coverage and Access to Condoms among Women Working in HIV Risk Zones in Nepal, Poster Presentation, World Social Marketing Conference, 29-30 September 2008.

Satyaj, R., Oyloe, P. and Ramlow, R., Increasing Condom Accessibility and Choice (and Use) in Nepal through Partnerships with the Commercial Sector, World Social Marketing Conference, 29-30 September 2008.

Shakya, K.L., Oyloe, P., Assessing and Improving Quality of Care, Counseling, and Informed Choice Among Private Practitioners in Nepal, Poster Presentation, American Public Health Association Annual Meeting, 25-29 October 2008.

Oyloe, P., Bus Stops, Beauty Parlors, and Bangle Shops: Shifting Nepal's Private Condom Distributors beyond the Urban Comfort Zone, PSP-One End of Project Conference, 16 September 2008.

ANNEX I: N-MARC PERFORMANCE MONITORING REPORT (AUGUST 1, 2008 – JULY 31, 2009)

Result		Indicator	Target	Achievement	% Achieved	Data Source
INTERMEDIATE RESULT 1: Increased use of high-quality family planning and reproductive health products and services by target groups through private sector private health providers						
PR 11.1.3	1.1	Increased use of quality family planning services - Annual CYP, private sector	388,475	445,801	115%	Partners' Sales Reports
	1.2	Private sector market size <ul style="list-style-type: none"> • Condoms • Oral Contraceptives 	22,490,253 958,334	23,546,381 1,197,012	105% 125%	AC Nielsen
	1.3	Market share for commercial sector <ul style="list-style-type: none"> • Condoms • Oral Contraceptives 	22% 18%	30% 11%	135% 64%	AC Nielsen
	1.4	Sales of socially-marketed long-term contraceptives <ul style="list-style-type: none"> • Sangini • IUD • Implants 	415,428 3,000 1,667	473,100 2,029 1,335	114% 68% 80%	CRS
	1.5	Number of outlets in N-MARC private sector provider networks (possible to disaggregate by district) <ul style="list-style-type: none"> • OB/GYN Network • Sangini • SEWA 	2,755 200 2,455 100	3,014 160 2,754 100	86% 112% 100%	NFCC TSV Data
	1.6	Percentage of franchise outlets offering high-quality FP products and services <ul style="list-style-type: none"> • OB/GYN Network • Sangini 	25% 75%	5% 77%		NFCC TSV Data

Result		Indicator	Target	Achievement	% Achieved	Data Source
		• SEWA	25%	87%		
	1.7	Percentage of franchise network providers that meet minimum quality of care standards • OB/GYN Network • Sangini • SEWA	75% 90% 90%	30% 49% 74%		NFCC TSV Data
PR 11.1.5	1.8	Number of people trained in FP/RH with USG funds • Male • Female	1000 600 400	1,302 825 477	130% 138% 119%	Partners Reports
PR 11.1.6	1.9	Number of people that have seen or heard a specific USG-supported FP/RH messages* • Male • Female	75,000 15,000 60,000	36,287 19,362 17,692	48% 129% 29%	Partners Reports
INTERMEDIATE RESULT 2: Increased quality, supply, and use of maternal and child health products and services among target groups						
	2.1	Private sector market size, using ORS as a proxy	2,894,003	3,383,838	117%	AC Nielsen
	2.2	Sales of socially-marketed MCH products • Nava Jeevan • Clean Delivery Kit • Virex • Zinc Sales • PIYUSH	3,000,000 133,334 100,000 211,094	2,957,275 102,562 82,685 815,453 317,038	99% 77% 83% 150%	CRS CRS CRS Zinc Partners ENPHO
	2.3	Percentage of Sangini outlets offering full range of high-quality MCH products (including ORS and Zinc)	75%	ORS: 84% Zinc: 71%		NFCC Monthly Reports (TSV)

Result		Indicator	Target	Achievement	% Achieved	Data Source
	2.4	Number of pharmacy outlets stocking ORS	5,200	5,019	97%	AC Nielsen
INTERMEDIATE RESULT 3: Increased HIV/STI prevention practices, products and services among the most-at-risk groups						
	3.1	Sales of USG-supported condom brands	22,050,000.00	23,268,500	106%	Partners Reports
		Panther	5,950,000	6,374,160	107%	
		Dhaal	6,600,000	8,414,240	127%	
		Number One	0	51,508		
		Gayatra	4,900,000	3,817,554	78%	
		Pioneer	1,400,000	1,291,559	92%	
		Praxis	3,200,000	3,363,994	105%	
		Male Condon	3,171,200	3,319,479	105%	
		Female Condom	28,800	44,515	155%	
	3.2	Number of targeted condom outlets opened in "hot zones"	5,000	5,222	104%	Partners Reports
PR 9.1.6	3.3	Coverage of condom distribution in geographically defined populated areas	88%	90%	102%	MITRA Samaj
PR 9.1.7	3.4	Sales of STI treatment kits for male urethritis	9,000	N/A	N/A	CRS
PEPFAR 5.2	3.5	Number of individuals reached through community outreach that promotes HIV/AIDS prevention through other behavior change beyond abstinence and/or being faithful	50,000	77,708	155%	Partners Reports
		• Men	37,500	48,407	129%	
		• Women	12,500	29,301	234%	
PEPFAR 4.2	3.6	Number of individuals trained to promote HIV/AIDS prevention through other behavior change beyond abstinence and/or being faithful	5,000	19,990	400%	Partners Reports

Result		Indicator	Target	Achievement	% Achieved	Data Source
TBD	3.7	Number of franchised health providers trained to provide STI treatment.	1,000	1,214	121%	NFCC
INTERMEDIATE RESULT 4: Increase capacity of local partners to design, implement and manage state-of-the-art social marketing and social franchise programs						
	4.1	Number of partners submitting semi-annual and annual (project) performance reports, and other report deliverables on time and meeting quality standards (accuracy, presentation, quality of writing)	7	8	114%	Partners Reports/ N-MARC MIS
	4.2	Number of local implementing partners completing work plan activities on time	7	8	114%	Partners Reports/ N-MARC MIS
	4.3	Number of partners' staff trained in development and implementation of social marketing communication strategies	60	89	148%	Partners Reports/ N-MARC MIS
PEPFAR 2.1	4.4	Number of local organizations provided with technical assistance for strategic information activities.	8	10	125%	AED/MITRA Samaj
PEPFAR 3.2	4.5	Number of local organizations provided with technical assistance for HIV-related institutional capacity-building	8	9	113%	AED/MITRA Samaj
PEPFAR 4.9	4.6	Number of individuals trained in strategic information (includes M&E, surveillance, and/or HMIS)	50	112	224%	AED/MITRA Samaj
PEPFAR 4.11	4.7	Number of individuals trained in HIV-related institutional capacity-building.	50	85	170%	AED/MITRA Samaj
INTERMEDIATE RESULT 5: Increase collaboration between private sector, USAID partners and GON public sector health services in family planning, maternal and child health and HIV prevention						

Result		Indicator	Target	Achievement	% Achieved	Data Source
	5.1	Number of NEW private sector interventions that increase the supply of quality FP, MCH, and HIV/AIDS/STI products and services to target populations established, expanded or strengthened	5	5	100%	N-MARC Reports
	5.2	Number of policy incentives created to increase private sector participation in RH/FP service delivery	1	0	0%	N-MARC Reports
	5.3	Total resources leveraged from the private sector as a result of public/private partnership agreements	\$335,000	\$866,155	259%	Commercial Sector Partners