



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

**SEMI-ANNUAL REPORT**

**1 AUGUST 2008 – 31 MARCH 2009**

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

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

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

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## EXECUTIVE SUMMARY

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### Compliance with US Government Policies

N-MARC attached significant importance to ensure 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 continues 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 is 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 – March 31, 2009, N-MARC achieved 245,307 CYP against an annual target of 388,475, representing a 63% achievement. While slightly below the expected achievement of 67% for the same period, N-MARC is confident that it will achieve its annual target. CRS partnered with the Nepal Red Cross Society to expand condom outlets in Jumla district. Expansion of the Sangini provider network is ongoing, with 2,689 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 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. Virex sales were

slightly lower than expected, due to the influence of a counterfeit version on the market in the early part of the reporting period. N-MARC assumed responsibility for USAID-funded zinc activities, and developed a comprehensive public-private partnership strategy for zinc.

**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 14,277,719 male condoms and Praxis Tradelink sold 30,455 units of female condoms. N-MARC is on track to achieve its annual target of 22,050,000. 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. Prior to N-MARC, USAID concentrated investment in three subsidized condom brands – Dhaal, Panther, and Number One. Utilizing AED’s Full Market Impact™ model, N-MARC has facilitated a diversification of USAID investment to include multiple fully-priced condom brands by March 2009, with unique features and positionings for specific MARP groups.

**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 marketing, communications, and business knowledge transfer and provided MIS technical assistance to all partners. 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 partnered with NIBL to sponsor the awards given to the top three directors in the *You Are No Exception* short film competition. CRS established a partnership for Avenues TV to establish a health news section. 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 provider networks, AC Nielsen’s retail market survey, and monitoring of Jadelle introduction in the Kathmandu valley. Major forthcoming initiatives including HIV/AIDS endline KAPB survey, OCP baseline and KAPB surveys, GIS mapping of hot zones – round three, and a zinc endline KAPB survey.

## Project Management

N-MARC plans to hire Ms. Arinita Maskey-Shrestha as Program Manager to assume day-to-day marketing and communications program responsibilities, as a replacement for the previous Deputy Resident Advisor. Commodity stock levels, especially for USAID-donated condoms, have stabilized within acceptable minimum and maximum levels. N-MARC continued efforts to promote USAID/Nepal's support to the country at international conferences.

## COMPLIANCE WITH US GOVERNMENT POLICIES

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N-MARC gave significant importance to ensure 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

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The operational environment continues 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

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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 is on track to achieve 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 – March 31, 2009, N-MARC achieved 245,307 CYP against an annual target of 388,475, representing a 63% achievement. While slightly below the expected achievement of 67% for the same period, N-MARC is confident that it will achieve its annual target. Three key factors have had an impact on CYP achievement:

- Frequent bandhs and road and market closures have reduced the ability of partners to market and distribute product
- CRS sales of long-term methods (e.g. IUD and implants) have been affected by GON policies for free distribution of product to the private and NGO sectors
- Delays in approvals of the contract between CRS and KfW resulted in a gap of support for OCP and ECP procurement; thus, stock levels had to be rationed.

The addition of Lomus Pharmaceuticals contraceptive portfolio to N-MARC helped to offset some of CRS's sales declines and fill a gap in product availability in the market.

### Major Activities and Achievements

#### Reaching Jumla with Condoms

CRS partnered with the Nepal Red Cross Society to expand condom outlets in Jumla district. CRS conducted a condom 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 HIV/ AIDS. These NTOs have started selling CRS condoms in Jumla. During the start-up, Nepal Red Cross Society procured the condoms from CRS and supplied them to the retailers; meanwhile, CRS established a linkage between the retailers and a distributor to supply condoms regularly to these new condom 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



*Matri Surakcha Chakki packaging*

project in coordination with FHD, NFHP, NFCC, and N-MARC. Introduction will take place in Bardiya district, and CRS will use the established *Sangini Didi Neighborhood* program and a network of 40 Sangini outlets to support activities.

## **Social Franchising**

### ***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 Dharding, Doti, Kailali, Bardia and Piuthan. All together, NFCC trained and certified 91 individuals to provide Sangini in these districts. According to CRS MIS, the Sangini network has increased to 2,689 providers in 69 districts in March 2009.

#### Training

NFCC trained 299 new providers and provided refresher training to 565 providers. Additionally, NFCC conducted TSV to 1,641 providers. This is a remarkable achievement given the challenging security situation and mobility demands placed on NFCC staff.

### ***OB/GYN Network***

N-MARC entered into a contract with OutreachNepal to provide management and marketing support to NESOG, as part of efforts to strengthen NESOG as a professional society and increase its role in advocating for greater OB/GYN provision of FP services. Initial activities have focused on understanding members' perspectives on and interests in expanding FP/RH service delivery. NFCC provided 19 members with IUD updates and conducted Jadelle training for 22 members. Seventy-nine members underwent STI orientations, and 50 support staff was trained. NFCC conducted 139 TSV visits among OB/GYNs.

### ***SEWA Network***

NFCC continued to provide training and TSV to the 101 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. With the launch of these three products in December 2008, Lomus establishes itself as being at the forefront of a new era in Nepal's family planning program and of Nepal's emerging pharmaceutical industry by providing a broad range of oral contraceptive options for women.

In addition, such domestic production ensures consistent availability to Nepali markets, in support of the GON's national family planning program. Initial sales for these products were promising, particularly for Feminor, as shown in the table below.

**Sales of Lomus Pharmaceuticals Contraceptive Brands, December 1, 2008 –March 31, 2009**

Brand	Dec 2008	Jan 2009	Feb 2009	Mar 2009	Total
Feminor (ECP)	11,088	10,414	14,921	18,486	54,909
Femitrone (POP)	1,750	1,720	1,915	1,895	7,280
Femicone (COC)			4,077	2,557	6,634

Additionally, Praxis Tradelink, one of N-MARC's commercial condom partners introduced Orcan-EC, an emergency contraceptive pill manufactured in India. While N-MARC is not directly supporting Orcan-EC, Praxis's initiative demonstrates the secondary benefits of N-MARC's matching funds approach to working with private Nepali companies.

**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
- Loadshedding had an impact on mass media placements for partners, as cost-efficiency was reduced

**Next Steps**

- N-MARC executes OCP communications campaign
- CRS launches new brand of ECPs – eCON
- Lomus, with technical assistance from MITRA Samaj, intensifies promotional efforts for OCP and ECP brands
- NFCC conducts QA endline survey
- NESOG explores potential of post-partum FP intervention among OB/GYNs

**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. Virex sales were slightly lower than expected, due to the influence of a counterfeit version on the market in the early part of the reporting period. CRS won legal action against the company selling the counterfeit product, and subsequently, sales were returning to expected levels.

## **Major Activities and Achievements**

### **CRS**

CRS continues to distribute its portfolio of maternal and child health products. CRS has initiated the redesign of *Sutkeri Samagri*, and expects to re-launch the product in June 2009.

### **ENPHO**

N-MARC concluded the first phase of its partnership with ENPHO for the social marketing of PIYUSH. ENPHO sold a total 215,457 units PIYUSH for the period of August 1, 2008 to February 28, 2009, which represents more than 100% of total annual PIYUSH target (211,094) for N-MARC. To accomplish this, ENPHO entered into strategic agreements with a number of partners, including CRS, CSED, New Loyal, GUTHI Nepal, UNICEF, Nepal Red Cross Society and others, to expand PIYUSH distribution. ENPHO executed a promotional campaign that included



PIYUSH-branded Momo Stall in Kathmandu

radio jingles, outdoor media (e.g. hoarding boards, branded momo stalls and microbuses), on-shop boards, and posters. AC Nielsen's RMS revealed notable increases in PIYUSH market share mainly in urban areas of the country, with significant contributions from traditional outlet sales. By the end of March 2009, PIYUSH emerged as the dominant chlorination product on the market, with 64% market share. The project aided in building in-house capacity in the area of social marketing. It provided the opportunity to expand networking with different agencies working in this sector and built confidence among staff to use social marketing in other project areas.

### **Chlorhexidine**

N-MARC coordinated with NFHP and Lomus Pharmaceuticals to facilitate the scale-up of chlorhexidine in Nepal. With technical guidance from N-MARC and NFHP, Lomus developed two formulations of chlorhexidine: aqueous solution and lotion gel. NFHP initiated a non-inferiority study to confirm the lotion gel was not inferior to the aqueous solution. Lomus produced and packaged 500 units of each formulation in preparation for pilot-scale introduction in two VDCs in Banke district. N-MARC participates on the chlorhexidine technical advisory group. Chlorhexidine offers a unique opportunity for the public and private sectors to jointly scale up a key neonatal health intervention.

### **Zinc**

N-MARC assumed responsibility for managing USAID-funded zinc activities. N-MARC's strategy for expanding the distribution and use of zinc tablets focuses on the following areas:

1. Continue working with existing and potential new commercial partners

2. Design and implement zinc promotional campaign
3. Technical backstopping to all program partners to effectively implement the activities.
4. Monitoring and tracking through the RMS and KAPB survey

All zinc-related activities are being undertaken in close coordination with CHD and other key GON stakeholders (e.g. DDA).

### **Challenges**

- Transition of zinc activities delayed ability to develop evidence-based strategy

### **Next Steps**

- Launch refined packaging and promotional activities for *Sutkeri Samagri*
- Establish partnership with ENPHO for phase 2 program for PIYUSH
- Execute N-MARC zinc program

## **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 14,277,719 male condoms and Praxis Tradelink sold 30,455 units of female condoms. N-MARC is on track to achieve its annual target of 22,050,000.

### **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. This was followed by a promotional tour and *Cinema on Wheels*, a series of open-air screenings, 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, partnered with USAID to sponsor prizes for the winners – a three-month intensive film directing course in Mumbai. Overall it is estimated that nearly 200,000 individuals watched the films in person, with significantly more watching through television. N-MARC is validating these estimates.



You Are No Exception: From the Filming to Public Showings and the Awards Ceremony

Following the campaign, N-MARC distributed copies of the films to a variety of INGO and NGO partners active in HIV/AIDS prevention activities. These organizations integrated the films into their routine programmatic activities, both expanding the reach and impact of this intervention.

### 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 2,076 (against an annual target of 5,000) during the reporting period. This is slightly below the expected achievement, primarily due to the significant number of bandhs in the Terai region. Some highlights of novel NTO activities include:

- Mobile Condom Kiosk in Dhangadi:** CRS launched a new mobile condom-selling kiosk in Dhangadi with the hope of increasing accessibility to condoms. The kiosk circulates around hot zones selling a variety of subsidized and commercial condom brands. CRS brands each kiosk with Panther imagery, and connects the kiosk owner to a commercial distributor. Women primarily are responsible for the kiosks, so this business opportunity offers them a chance to earn income. CRS has anecdotal evidence that more and more women are purchasing condoms from these mobile units.



CRS Condom-selling Kiosk in Dhangadi

- Saturating the Highways with Condom-selling NTOs:** CSED stretched its Health Highways project to cover the entirety of the east-west highway with 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 partnered 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



Condoms and Promotional Materials at Bus Ticket Counter

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.

### 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, among 3,927 (against an annual target of 5,000) transport workers.

### Diversifying Investment in Condom Brands

Prior to N-MARC, USAID concentrated investment in three subsidized condom brands – Dhaal, Panther, and Number One. Utilizing AED's Full Market Impact™ model, N-MARC has facilitated a diversification of USAID investment to include multiple fully-priced condom brands by March 2009, with unique features and positionings. This diversification has yielded some key strategic advantages for USAID, namely:

- USAID is able to ensure the product preferences of multiple MARP types are served

- Branded promotional efforts have intensified, with multiple companies conducting market efforts towards MARPs
- Commercial partners are responsible for commodity procurement and management, thus relieving USAID of this key liability while still expanding condom distribution and increasing sales

### Evolution of USAID-supported Condom Brands, 2005-2009

	2005-2006	2006-2007	2007-2008	2008-2009
<b>Subsidized</b>	Number One Panther Dhaal	Number One Panther Dhaal	Number One Panther Dhaal	Panther Dhaal
<b>Fully-priced</b>			Black Cobra Cobra Skinless Skin Inspiral Safety Family (2 brands)	Black Cobra Cobra Skinless Skin Inspiral Safety Family (4 brands) One Touch Feel Maya

### 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
- Explore and pilot condom selling initiative with beauticians and beauty parlour owners
- Verify quality of N-MARC-supported condom brands through quality testing with MEH Consultants (April-September 2009)

## 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 view themselves as coordinators of its partner organizations, facilitating the achievement of individual organizational objectives as well as those of N-MARC overall.

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 Seminar Series:** N-MARC initiated a seminar series to transfer cutting-edge business and marketing approaches to partners' staff. Key topics included: audience segmentation, global economic crisis, and the value of branding.
- **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 will provide technical inputs into CRS's organizational structure, product portfolio, distribution systems, and revenue stream diversification. This activity is expected to be completed in June 2009.
- **Social Marketing Training to Local Organizations:** N-MARC partners conducted a number of social marketing trainings to 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.
- **Management Information Systems:** N-MARC prioritized MIS and monitoring as a capacity building activity for partners. N-MARC's MIS partner, Color Arrows, conducted routine one-on-one coaching in information management and reporting with all partners. N-MARC has supported the upgrading of CRS's MIS, which 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.

- **International Procurement for CRS:** Following international standards for procurement, CRS successfully completed two important product procurements: OCPs and ECPs. Historically, CRS has used a local tender approach for product procurement; thus, this activity represents a shift towards CRS using international competitive bidding process as its standard procurement approach.

### **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
- Conduct *Executive Leadership Program* for N-MARC partners executive staff

## **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. ASHA provided technical input into the short films and utilized them as part of their routine IPC programs. N-MARC and ASHA initiated dialogue regarding the sharing of GPS coordinates to ensure both programs are targeting HIV/AIDS interventions to the greatest extent possible. Additionally, MITRA Samaj and Praxis Tradelink 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.

### Multi-sectoral Partnerships

- **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, Working Group for National FP/RH Guidelines Review, Chlorhexidine Technical Advisory Group, and National Commodity Forecasting 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 in the amount of NPR 500,000 to the NFWLHA.
- **Avenues for Health:** Following its successful partnership with Sagarmatha TV, CRS initiated another media partnership with Avenues TV to introduce its own health news segment.
- **Beauty, Condoms, and PIYUSH:** N-MARC's partners have launched a number of initiatives to move beyond clinics and medical shops as the primary distribution point to consumers. As part of this effort, MITRA Samaj initiated a partnership with the Beauticians Association of Nepal to establish members' parlors as key distribution points for condoms and point-of-use water chlorination solutions. Beauty parlors offer a female-friendly environment, where beauticians, with appropriate training, could have the potential to act as behavior change agents for women across socioeconomic classes. Currently approximately 25 beauty parlor owners have undergone social marketing training, and in April will initiate selling of male and female condoms and PIYUSH to clients.
- **Campaign for Women Empowerment, Chitwan (CFWE):** CFWE is a NGO outreach partner in Chitwan, which works to empower women who are suppressed and subject to violence. The organization has been instrumental in reaching the female sex workers in Chitwan and near by areas of Makwanpur and Nawalparasi. MITRA Samaj partnered with CFWE and trained its staff to social market condoms. Key elements of the training included outlet creation, correct and consistent use of condom, HIV/AIDS and STI, IPC, and BCC. This staffs now train FSWs to promote and sell condoms to other MARPs. In many cases, the trained staffs have left commercial sex work to sell condoms on a full-time basis. Not only do the staffs learn about the importance of condoms for the prevention of HIV/AIDS, but also enjoy an alternative income source that allows greater independence.

### **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
- Establish zinc working group, under the leadership of MOHP
- Facilitate business to business partnerships among partners

## **MONITORING, EVALUATION, AND RESEARCH**

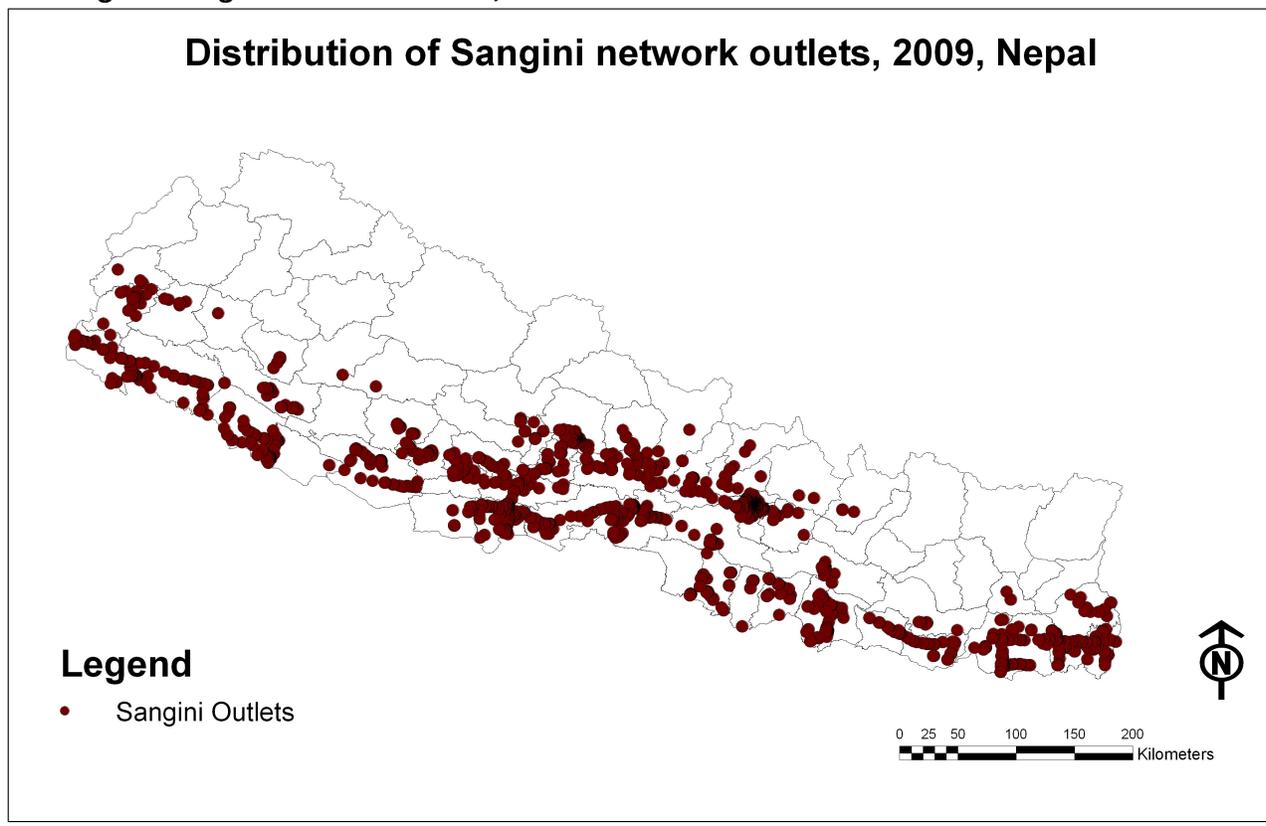
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### **Major Activities and Achievements**

#### **GIS Mapping of Provider Networks**

As a follow on to N-MARC's breakthrough work with GIS mapping for measuring the performance of condom partners to reach high-risk geographic areas, N-MARC embarked on a GIS mapping study of the USAID-supported Sangini network of pharmacy providers. The objective of the study was to estimate and monitor service coverage and quality of service coverage. A census of Sangini outlets using geo-reference was completed, and every 10<sup>th</sup> outlet was sampled to conduct an audit related to quality of service coverage (e.g. availability of FP/RH products/services, physical facility, presence of IEC/BCC materials), flow of clients for children under 5 years, and availability of products to treat childhood diseases. During the study period, GIS coordinates were taken for 2,327 outlets in 55 districts. Overall, stocking for key USAID-supported commodities at the time of survey was approximately 90%. IEC/BCC materials were visible at approximately two-thirds of outlets. On average, eight children are examined at a Sangini outlet each day. Results of this study will be shared with relevant partners in April.

## Coverage of Sangini Network Outlets, 2009



### 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. The overall condom market continues to grow; as of March 31, 2009, USAID-supported commercial brands had 23% of the condom market, with the overall commercial sector now holding 29% of the market. In the zinc market, on average, 13,620 treatments per month were sold between January and March 2009.

### Jadelle Monitoring

Per guidance from the FP Sub-committee, CRS initiated a product trial monitoring study for Jadelle in the Kathmandu valley to help inform the scale up of this intervention in the rest of the country. Field activities were initiated in July 2008 at OB/GYNs clinics where a service provider had received training to insert Jadelle. The study sought to gain acceptor insights into product benefits and product usage satisfaction for Jadelle as compared to other family planning methods. Twelve clients who received Jadelle were included as study participants. Overall, users found Jadelle to be a highly acceptable family planning option. Users perceived Jadelle to have fewer side effects than other contraceptives used, and all participants would recommend it to others. However, no menstruation at all or irregular menstruation and pain in

arm were observed as major issues faced by most of the respondents. Results of the study will be shared at the next FP Sub-committee meeting.

### **Challenges**

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

### **Next Steps**

- Conduct GIS mapping of ‘hot zones’ round three
- Finalize HIV KAPB survey results
- Conduct baseline and endline OCP KAPB surveys
- Conduct endline zinc survey

## **PROJECT MANAGEMENT**

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### **Major Activities and Achievements**

#### **Revenue generated from AED/USAID Products (August 1, 2008 – March 31, 2009)**

In this reporting period, CRS generated total revenue of **NPR 24,224,198** from the sale of USAID-donated commodities.

#### **Revenue generated from USAID-funded products, August 1, 2008 to March 31, 2009**

<b>Products</b>	<b>Unit</b>	<b>Amount</b>
Dhaal Deluxe	5,177,520	3,059,560
Panther	3,562,160	5,800,478
No. 1 Condom	51,508	32,142
Nilocon White	552,420	8,178,216
Postinor	12,971	428,865
Sangini	276,492	6,570,686
IUD	433	43,300
Norplant	239	83,650
Jadelle	78	27,300
<b>Total</b>		<b>24,224,197</b>

### **Commodity Stock Levels**

Stock of PSI/Nepal’s Number One condoms was exhausted in January 2009. Stock levels for Sunaulo Gulaf and ECPs (Postinor 2 is going to be replaced by eCON) are low because of delays in receipt of KfW funding and DDA approvals for these brands.

**Commodity Stock Levels for CRS (Through March 31, 2009)**

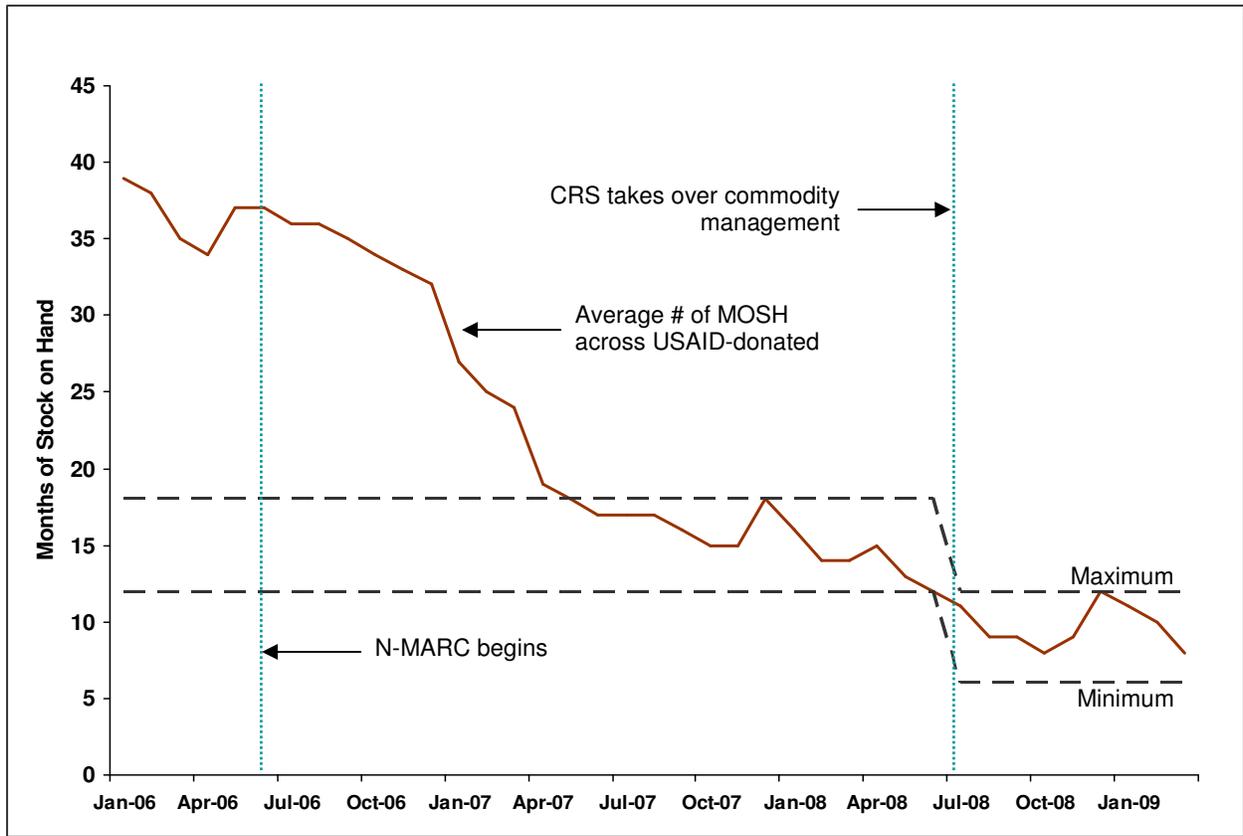
<b>Product</b>	<b>Stock Level as of March 31, 2009</b>	<b>Months of stock on hand</b>	<b>Remarks</b>
<b>Dhaal Deluxe</b>	4,981,030	9	
<b>Panther</b>	4,034,499	8	
<b>Number One</b>	0	0	
<b>Sangini</b>	700,733	20	
<b>Nilocon white</b>	730,574	11	
<b>IUD</b>	3,177	10	
<b>Jadelle</b>	1,776	16	
<b>Norplant</b>	106	3	
<b>Postinor-2</b>	31	0	Phasing out; to be replaced by eCON
<b>Virex</b>	7,688	1	
<b>Nava Jeevan</b>	394,250	2	
<b>Clean Delivery Kits</b>	27,003	2	
<b>Sunaulo Gulaf</b>	3,458	0	Awaiting new shipment from HLL

Over the course of the last two-and-a-half years, condom stock levels have balanced out to acceptable levels, as found in the below graph. Upon taking over warehouse management in July 2006, N-MARC found on average of 37 months of stock on hand across the three USAID-donated condom brands. As of March 30, 2009, the average has been reduced to 8 months of stock on hand, which is within acceptable limits according to the minimum (6 months) and maximum (12 months) stock levels established for N-MARC.<sup>1</sup> This achievement is due to the tremendous collective effort by CRS, AED, and USAID/Nepal.

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<sup>1</sup> Please note that prior to July 2008 when CRS took over warehouse commodity management, the minimum was 12 months and maximum was 18 months. The levels were reduced in order to create greater efficiencies and reduce stock build-up at the warehouse.

## Average Number of Months of Stock on Hand of Condoms, January 2006 to March 2009



### 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 plans to hire Ms. Arinita Maskey-Shrestha as Program Manager to assume day-to-day marketing and communications program responsibilities.

### 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.

Satyral, 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.

## ANNEX I: N-MARC PERFORMANCE MONITORING PLAN (AUGUST 1, 2008 – MARCH 31, 2009)

			2008-2009			DATA SOURCE
			Target	Actual (Through March 31, 2009)	% Achieved	
<b>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</b>						
<b>PR 11.1.3</b>	<b>1.1</b>	Increased use of quality family planning services - Annual CYP, private sector	388,475	<b>245,307</b>	63%	Partners' Sales Reports
	<b>1.2</b>	Private sector market size <ul style="list-style-type: none"> <li>• Condoms</li> <li>• Oral Contraceptives</li> </ul>	22,490,253 958,334	<b>15,775,269</b> <b>807,928</b>	70% 84%	AC Nielsen
	<b>1.3</b>	Market share for commercial sector <ul style="list-style-type: none"> <li>• Condoms</li> <li>• Oral Contraceptives</li> </ul>	22% 18%	<b>30%</b> <b>11%</b>	135% 63%	AC Nielsen
	<b>1.4</b>	Sales of socially-marketed long-term contraceptives <ul style="list-style-type: none"> <li>• Sangini</li> <li>• IUD</li> <li>• Implants</li> </ul>	415,428 3,000 1,667	<b>276,492</b> <b>433</b> <b>317</b>	67% 14% 19%	CRS
	<b>1.5</b>	Number of outlets in N-MARC private sector provider networks (possible to disaggregate by district) <ul style="list-style-type: none"> <li>• OB/GYN Network</li> <li>• Sangini</li> <li>• SEWA</li> </ul>	2,755 200 2,455 100	<b>2,962</b> <b>160</b> <b>2,689</b> <b>100</b>	86% 110% 101%	NFCC TSV Data
	<b>1.6</b>	Percentage of franchise outlets offering high-quality FP products and services <ul style="list-style-type: none"> <li>• OB/GYN Network</li> <li>• Sangini</li> </ul>	25% 75%	<b>TBD (endline survey)</b> <b>TBD (endline</b>		NFCC TSV Data

		<ul style="list-style-type: none"> <li>• SEWA</li> </ul>	25%	TBD (endline survey)		
	1.7	Percentage of franchise network providers that meet minimum quality of care standards <ul style="list-style-type: none"> <li>• OB/GYN Network</li> <li>• Sangini</li> <li>• SEWA</li> </ul>	75% 90% 90%	TBD (endline survey) TBD (endline survey) TBD (endline survey)		NFCC TSV Data
PR 11.1.5	1.8	Number of people trained in FP/RH with USG funds <ul style="list-style-type: none"> <li>• Male</li> <li>• Female</li> </ul>	1000 600 400	965 579 386	97% 97% 97%	Partners Reports
PR 11.1.6	1.9	Number of people that have seen or heard a specific USG-supported FP/RH messages* <ul style="list-style-type: none"> <li>• Male</li> <li>• Female</li> </ul>	75,000 15,000 60,000	30,093 18,767 11,326	40% 125% 19%	Partners Reports
<b>INTERMEDIATE RESULT 2: Increased quality, supply, and use of maternal and child health products and services among target groups</b>						
	2.1	Private sector market size, using ORS as a proxy	2,894,003	2,158,493	75%	AC Nielsen
	2.2	Sales of socially-marketed MCH products <ul style="list-style-type: none"> <li>• Nava Jeevan</li> <li>• Clean Delivery Kit</li> <li>• Virex</li> <li>• Zinc Sales</li> <li>• PIYUSH</li> </ul>	3,000,000 133,334 100,000 211,094	1,816,300 63,385 47,296 215,457	61% 48% 47%	CRS CRS CRS 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)

	<b>2.4</b>	Number of pharmacy outlets stocking ORS	5,200	<b>3,579</b>	69%	AC Nielsen
<b>INTERMEDIATE RESULT 3: Increased HIV/STI prevention practices, products and services among the most-at-risk groups</b>						
	<b>3.1</b>	Sales of USG-supported condom brands	22,050,000.00	<b>14,308,174</b>	65%	Partners Reports
		Panther	5,950,000	<b>3,562,160</b>	60%	
		Dhaal	6,600,000	<b>5,177,520</b>	78%	
		Number One	0	<b>51,508</b>		
		Gayatra	4,900,000	<b>2,707,062</b>	55%	
		Pioneer	1,400,000	<b>735,264</b>	53%	
		Praxis	3,200,000	<b>2,074,660</b>	65%	
		Male Condon	3,171,200	<b>2,044,205</b>	64%	
		Female Condom	28,800	<b>30,455</b>	106%	
	<b>3.2</b>	Number of targeted condom outlets opened in “hot zones”	5,000	<b>2,076</b>	42%	Partners Reports
<b>PR 9.1.6</b>	<b>3.3</b>	Coverage of condom distribution in geographically defined populated areas	88%	<b>TBD (July study)</b>		MITRA Samaj
<b>PR 9.1.7</b>	<b>3.4</b>	Sales of STI treatment kits for male urethritis	9,000	-		CRS
<b>PEPFAR 5.2</b>	<b>3.5</b>	Number of individuals reached through community outreach that promotes HIV/AIDS prevention through other behavior change beyond abstinence and/or being faithful	50,000	<b>41,820</b>	84%	Partners Reports
		• Men	37,500	<b>26,169</b>	70%	
		• Women	12,500	<b>15,651</b>	125%	
<b>PEPFAR 4.2</b>	<b>3.6</b>	Number of individuals trained to promote HIV/AIDS prevention through other behavior change beyond abstinence and/or being faithful	5,000	<b>8,349</b>	167%	Partners Reports
<b>TBD</b>	<b>3.7</b>	Number of franchised health providers trained to provide STI treatment.	1,000	<b>988</b>	99%	NFCC

<b>INTERMEDIATE RESULT 4: Increase capacity of local partners to design, implement and manage state-of-the-art social marketing and social franchise programs</b>						
	<b>4.1</b>	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	6	86%	Partners Reports/ N-MARC MIS
	<b>4.2</b>	Number of local implementing partners completing work plan activities on time	7	5	71%	Partners Reports/ N-MARC MIS
	<b>4.3</b>	Number of partners' staff trained in development and implementation of social marketing communication strategies	60	55	92%	Partners Reports/ N-MARC MIS
<b>PEPFAR 2.1</b>	<b>4.4</b>	Number of local organizations provided with technical assistance for strategic information activities.	8	9	113%	AED/MITRA Samaj
<b>PEPFAR 3.2</b>	<b>4.5</b>	Number of local organizations provided with technical assistance for HIV-related institutional capacity-building	8	8	100%	AED/MITRA Samaj
<b>PEPFAR 4.9</b>	<b>4.6</b>	Number of individuals trained in strategic information (includes M&E, surveillance, and/or HMIS)	50	56	112%	AED/MITRA Samaj
<b>PEPFAR 4.11</b>	<b>4.7</b>	Number of individuals trained in HIV-related institutional capacity-building.	50	50	100%	AED/MITRA Samaj
<b>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</b>						
	<b>5.1</b>	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	3		N-MARC Reports

	<b>5.2</b>	Number of policy incentives created to increase private sector participation in RH/FP service delivery	1	<b>0</b>		N-MARC Reports
	<b>5.3</b>	Total resources leveraged from the private sector as a result of public/private partnership agreements	\$335,000	<b>\$202,613</b>	60%	Commercial Sector Partners

**PMP Table Note:** Please note these figures are provisional, and will be validated in preparation for the official submission of the N-MARC PMP report on August 31, 2009.