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Indigenous Systems of Medicine Practitioners (ISMP) Contraceptive Sales Motivation in India

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PRIME II
India

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Acronyms

CMO	Chief Medical Officer
CSM	Contraceptive social marketing
FP	Family Planning
GOI	Government of India
ISMPs	Indigenous Systems of Medicine (Ayurveda, Unani, etc) Practitioners
M&E	Monitoring and Evaluation
OCP	Oral Contraceptive Pill
PI	Performance Improvement
PMU	Project Management Unit (of SIFPSA)
PNA	Performance Needs Assessment
PSI	Population Services International
SIFPSA	State Innovations in Family Planning Services Project Agency, in UP
UP	Uttar Pradesh state of India
USAID	United States Agency for International Development

Executive Summary

Background

In 1995 USAID in India and SIFPSA (State Innovations in Family Planning Services Project Agency), the autonomous state society responsible for implementing the USAID-funded Innovations in Family Planning Services program in the state of Uttar Pradesh began a program to train indigenous systems of medicine and homeopathic practitioners to do FP counseling, to provide contraceptive pills and condoms, and make referrals for long-term FP methods such as sterilization and IUD. Results showed that the ISMPs' knowledge and skills in FP counseling improved dramatically. A rapid assessment conducted in 1998 revealed, however, that while the quality of FP counseling was good when it occurred, the percentage of eligible clients being counseled was low. A performance needs assessment (PNA) conducted in 1999 revealed that in addition to good training, ISMPs required additional motivation to provide counseling, better access to FP supplies, and better linkages to referral sites. These improvements formed a new strategy for training and supporting ISMPs. This new strategy has not yet been fully implemented.

ISMP Motivation Intervention: To help meet the first of these additional needs, a program of FP commodity marketing and sales was introduced into the ISMP training curriculum and follow-up support. It was hypothesized that if the ISMPs could sell FP commodities (condoms and oral contraceptive pills (OCPs)) as a result of FP counseling in the same way they sell other medicines, which the resulting monetary gains would serve as a self-sustaining motivator to provide FP counseling. Even before the entire new strategy has been implemented, this training and support for selling contraceptives has begun in some districts.

Study Purpose

The purpose of this qualitative evaluation is to explore whether the sale of FP commodities has served as motivation for ISMPs to provide FP counseling. The study also examines if there appears to be a relationship between commodity sales and increases in FP client load. In addition, the study seeks to identify factors that allow for the success of the commodity sales program, to better implement it in new districts. The global PRIME II project will use these results to aid in the design of financial incentive programs in other countries and regions.

Study Methodology

The study focused on the two intervention districts of Sultanpur and Meerut where the sales component was implemented, and one control district of Allahabad where the sales component was not implemented. From each district, three blocks were selected, one near the district headquarters and two away from the district headquarters. From each selected block, approximately 10% of the trained ISMPs, proportionately distributed between qualified and unqualified, were selected for interviews. A total of 56 ISMPs were selected for interviews, of which 49 were interviewed. During data collection, ISMPs were tested for FP counseling knowledge and interviewed about their experiences selling contraceptives, profits realized from

sales, perceived impact on their practices, and support received from the implementing agencies. ISMPs were given the opportunity to express their opinions and suggestions for improving the program. Where FP clients were available, investigators interviewed them to obtain their opinions and experiences purchasing contraceptives from ISMPs.

Results and Recommendations

The results suggest that there are even more positive effects of selling FP commodities than expected. The ISMPs are motivated by monetary profits to provide FP counseling. An additional important motivator for ISMPs to continue FP counseling is that new clients who come for FP counseling return for other services, thereby increasing the general practice of the ISMPs. The results also indicate that ISMPs who sell socially marketed FP commodities may gain more clients than those who simply give away free government supplies. FP clients see value in commercial contraceptives as opposed to free government contraceptives and are willing to pay for commodities if they are able. The study results also show that in order for ISMPs to be successful in selling contraceptives, implementing agency involvement is important. That implementing agencies emphasize how to market and sell contraceptives during the training was found to be an important success factor. As a final component of the training sessions, implementing agency staff should send ISMPs home with a ready stock of salable commodities to get them started. Agencies should also establish linkages between social marketing agencies and the ISMPs to assure ongoing supply. Finally, agency staff should follow up with ISMPs to provide support and encouragement until service provision becomes self-sustaining through motivation from profit.

Introduction

Background

In the state of Uttar Pradesh (UP), Indigenous Systems of Medicine Practitioners (ISMPs) provide primary healthcare to the majority of rural and urban clients. These healers commonly practice a blend of indigenous systems such as Unani, Ayurveda, and Homeopathy and modern allopathic medicine. In the normal course of their daily practices, ISMPs charge their clients for medicines and other tangible items dispensed, but not for counseling or advice alone. A survey done in 1993 by the *Social Research Institute* and the *Options Project* found that ISMPs provide some FP counseling, and also showed that they were interested in being able to provide more FP services to their clients.

To increase access to FP counseling and delivery of services in UP through this group of health providers, USAID and SIFPSA, the autonomous state level society responsible for implementing the GOI and USAID's bilateral Innovations in Family Planning Services Project, planned and initiated in 1995 a program for training and supporting ISMPs in providing modern birth spacing methods and referrals for permanent ones. To support the technical aspects of the project, USAID and SIFPSA requested PRIME, a USAID project-funded technical assistance project, to assist in a pilot effort and later in the expansion of this program. The program emphasized building strong counseling skills among these practitioners to assure informed choice by clients. The findings of a later rapid assessment showed that the training was highly successful in improving the quality of FP counseling. It also revealed that while they were highly skilled, many of the ISMPs were not counseling a high percentage of eligible clients.

In 1999 PRIME conducted a PNA to determine what, in addition to training, would enable ISMPs to provide FP services to a high percentage of eligible women and couples. The needs assessment revealed four additional needs: 1) the ISMPs' motivation to provide these services, 2) the benefits that the ISMPs perceive in the work for themselves, 3) the ISMPs' regular and reliable access to supplies of contraceptives, and 4) the strength of the ISMPs' linkages with the public sector for meeting their referral needs. Of particular interest to this report, it was thought that if ISMPs were taught, supplied, and supported in marketing and selling commercial contraceptive supplies, the resulting profits might provide sustainable motivation to do FP counseling. While some components of this new strategy are yet to be implemented, promotion of selling FP commodities has begun in the districts of Meerut and Sultanpur, where a total of 2,250 ISMPs were trained.

Study Purpose

The present qualitative evaluation seeks to determine the likely impact of selling FP commodities on ISMPs' interest and willingness to provide FP services. In particular the study seeks to answer the following questions:

- Does selling FP commodities provide sufficient motivation for ISMPs to provide FP services?

- Has selling contraceptives increased FP client load?
- Are monetary incentives affecting intrinsic motivation to do FP counseling for the good of the community?
- How do FP commodity sale profits compare to profits from selling other medicines?
- Why do clients buy contraceptives rather than using free government supplies?
- Why do clients buy contraceptives from ISMPs rather than other private vendors?
- Have clients complained about having to pay for contraceptives?
- Why are some ISMPs *not* selling FP commodities?

The answers to these questions will help us to better understand the role of monetary earnings for future program design, as well as for ongoing refinement of the ISMP program strategy.

PRIME's Assistance

Since the beginning of the ISMP program in 1995, PRIME has provided technical assistance (TA). This TA consisted of curriculum design, training materials development, training of trainers, development and implementation of a management information system, on-site assistance to the training team, program follow-up and monitoring, orienting implementing agency staff in contraceptive social marketing, and referral linkages. After a mid-term evaluation, PRIME II conducted a PNA and helped design additional interventions. PRIME II plays a continuing role in the ISMP program follow-up, monitoring and refinement as it is rolled out to additional districts in Uttar Pradesh.

Methodology

Study Design and Sample Strategy

Based on a pre-designed questionnaire, a qualitative study was conducted to elicit information from individual ISMPs on their experience in selling contraceptives. A convenience sample of practitioners from different areas was drawn and in-depth interviews were carried out on selected providers. The focus of the interviews was on the impact of the profit from selling on their willingness to counsel their eligible clients about FP and to determine from them if their clients were agreeable to buying commercial supplies when free government supplies were also available from public service points.

The ISMP training intervention was implemented in 15 SIFPSA districts. Though contraceptive social marketing (CSM) was proposed to be part of the program in at least eight ISMP training districts, CSM was implemented only in the two districts of Sultanpur and Meerut. The total number of ISMPs trained in FP service delivery including counseling, referral in FP and CSM is 750 in Sultanpur and 1,500 in Meerut. This study focused only on these two districts. As the study is qualitative in nature and was not intended to derive any quantitative estimates, the sample size and distribution of respondents was set and designed only to capture the diversity of information from the study respondents, the ISMPs.

In addition to the two intervention districts, Allahabad was selected as the "control" district, where the CSM component had not been implemented.

Selection of Blocks and ISMPs

There are 22, 12 and 25 blocks in Sultanpur, Meerut and Allahabad, respectively. (A block is a decentralized development geographical unit. There are multiple blocks within a district.) From the selected two intervention and one control districts, three blocks each were selected for sampling. One block near the district headquarter and two away from the district headquarter from each district were selected, in order to capture any variation in the performance of ISMPs that distances might cause. A map of each study district marking the selected blocks appears in Appendix 9.

From each study block approximately ten percent of trained ISMPs were selected for interviews. The sample size for each block was proportionately allocated between qualified (certificate holders) and unqualified (not certificate holders) ISMPs. Further, one in ten ISMPs were systematically selected from the available list of trained ISMPs in the block. A total of 56 ISMPs became eligible for interviews. However, because of time constraints, the study team could only interview a total of 49 ISMPs: 25 in Meerut, 14 in Sultanpur, and 10 in Allahabad.

In addition to the selected ISMPs, seven clients who were available during the visits were also interviewed to obtain their opinions and experiences purchasing socially or commercially marketed brands of contraceptives from trained ISMPs. Of the total clients interviewed, six were clients for condoms and one for OCPs.

Data collection

Development of data collection instruments

The India Monitoring and Evaluation (M&E) Manager along with the Performance Improvement (PI) and M&E Units at PRIME II headquarters developed data collection instruments with inputs from the ISMP India Program Manager. All instruments were shared with SIFPSA and the USAID India Mission and modified to incorporate their input. The ISM India Program Manager translated the instruments into Hindi. Instruments include the following:

1. Provider (ISMP) interview questionnaire
2. Brief client exit interview questionnaire
3. Provider performance observation checklist
4. Record review form

The instruments appear in the appendices.

Selection of field teams

One interviewer with post graduate degree in Women Studies was selected from Lucknow, Uttar Pradesh to conduct interviews. A team of one interviewer and a supervisor (PRIME India Program Manager) collected data from all the three districts.

Orientation of the interviewer

The PRIME, India Monitoring and Evaluation Program Manager and ISMP India Program Manager conducted a two-day orientation of the interviewer in Lucknow. The orientation package included discussion with interviewer on salient features of in-depth interview, and orientation during field testing via role-play with the ISMPs.

Field testing instruments

The instruments were field tested in Sidhauli and Mohammadabad blocks of Sitapur district. Necessary modifications were made in the language and sequencing of the instruments based on the field-testing findings from three different ISMP interviews.

Developing data collection schedule

Once the design was finalized, the ISMP India Program Manager developed the data collection schedule. The Administration and Finance department organized logistics for the field visit, including cars and hotel reservations. SIFPSA was requested to advise their Project Management Units (PMUs) and Chief Medical Officers (CMOs) of the study/schedule. The PMUs and the ISMP training intervention implementing agency assisted in reaching out to the ISMPs' clinics. Approximately 5-6 informant-interviews were conducted per day for a total number of 12 days of field work.

Data Analysis and Report Writing

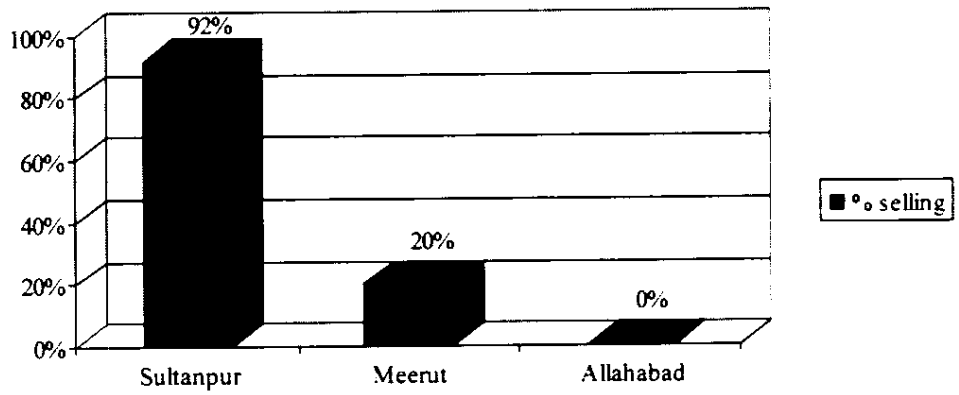
The PRIME India ISMP Program Manager and an external consultant were responsible for translation of data from Hindi to English. The PRIME Performance Improvement Director, PRIME India Program Manager, PRIME India Monitoring

Evaluation Program Manager, and PRIME CH Senior Monitoring and Evaluation Specialist analyzed data and prepared the report.

Findings and Discussion

In general we found that the majority of ISMPs in Sultanpur district were selling commodities (13 out of 14 interviewed), while a minority of ISMPs in Meerut were selling commodities (5 of 25), and – as expected, no ISMPs were selling commodities in the control district of Allahabad. We also found that most ISMPs who were selling contraceptives in Sultanpur had maintained uniformity of brands. ISMPs in Meerut were found to be selling a wide range of socially and commercially marketed brands of condoms and oral contraceptives.

Figure 1: Percent of interviewed ISMPs selling FP commodities, by district



Has selling contraceptives increased FP client loads?

Our interviews with ISMPs indicated that those who were selling had indeed increased their FP counseling. In the two years since training began, some increased their number of regular clients from none to 50 or 60 per month. Other increases were more modest. While increases were seen in Meerut (an average of 23 clients per month prior to the training to 66 clients per month at the time of the study), where contraceptive selling was relatively low, far more drastic increases were seen in FP clientele in Sultanpur (an average of five clients per month prior to the training to 36 clients per month at the time of the study), where commodity selling was almost ubiquitous.

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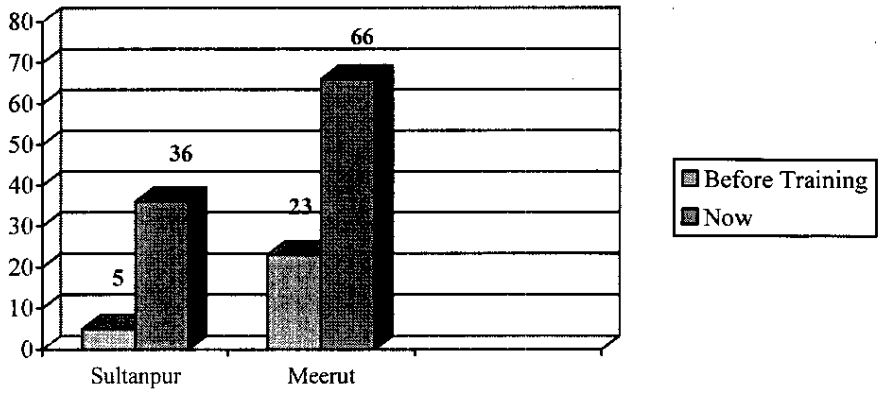
Figure 2: Number increase in monthly client load



An ISMP from Sailkha Tajuddinpur, Dostur Block, Sultanpur noted the increase in FP clients: "The number of clients is increasing daily. Before, the clients for FP counseling were 30-35 and now we have almost 70 regular clients." The change took place over approximately two years since training.

There may be another reason why the relative FP client increase was less where selling was lower: when ISMPs giving away free supplies ran out of stock, they were not motivated to get more. By contrast, ISMPs who were selling supplies sought out resupply. This ISMPs experience with free supply stock was common:

> *"In the beginning we received free supply, we distributed to people free of cost. And it was stopped, I also stopped distributing. We have not received free supply for the last one year."*

In many cases those who were selling went to some effort to get re-supply from the general marketplace when none were forthcoming from the implementing agency.

The process of selling initiated more formal and regular provider-client relationship. Driven by this development, more and more ISMPs who had begun selling were encouraged to buy and sell more regularly than before.

Is selling FP commodities motivating ISMPs to offer FP services?

The profit seen from selling FP commodities provided an incentive to do FP counseling and to sell contraceptives. An ISMP from Kudebhar, Sultanpur District said "after training I decided to sell, in order to get some monetary benefit." Another ISMP, from Motigarpur in Sultanpur stated "It provides us with extra income." An unexpected benefit to the ISMPs is that some new clients will come to buy FP commodities, and then become clients for other services the ISMP offers. It was initially thought that FP clientele would come from the ISMPs' existing clients. The reverse, however, is also supported by the data. But why were increases in client load not seen when distributing free government supplies? As discussed later, clients perceive free supplies to be of low quality and many will not come to the ISMP when only free supplies are available. The following quotes from ISMPs illustrate the dual benefit they see from counseling and the resulting sales.

"There is double benefit in selling the contraceptives. one is selling condoms and pills, and the other is that if the [FP] clients need some other medicines. then there is profit in selling those medicines. Family planning clients also bring in some other patients, which increases the number of patients."

"The first [benefit] is the monetary benefit, and the second is that we develop new contacts with new persons. The biggest benefit is that we meet new clients."

"Villagers appreciate that we are working like this [selling FP commodities]. With this the number of clients has increased. If someone is benefited. he conveys it to another person. This is the way the number of clients has increased."

"It has benefited in several ways. The number of patients has increased. with which our economic benefits have also increased. With the increase in number our income has also increased."

Are monetary incentives effecting intrinsic motivation to do FP counseling?

As shown above, the results suggest that profits and increased client load have indeed provided motivation to do FP counseling and provide contraceptives. An initial fear of many involved in the ISMP project was that an increased profit motive may reduce ISMPs' intrinsic motivation to do FP counseling for the good of their community. While there is no doubt that the external motivation of contraceptive sales is having an effect on the ISMPs, they appear to retain intrinsic motivation to assist their communities by making medicines and contraceptives readily available.

"We decided to sell for the benefit of the people and also for us."

"So that we also contribute to check the rate of population growth and finally the country is benefited. We also have some monetary benefit. And I have a different aim. I sell it to poor laborers and encourage them to plan their families and make them responsible."

"I decided to sell it because I thought it will be beneficial for society as well as for me also."

"The matter of money is secondary, but the interest of the people should be seen first. That is why we started selling it."

We found that both monetary incentive and intrinsic motivation went up. In some cases, monetary incentives came first, as it was driven by training content: trained ISMPs started selling and found it useful. For some other ISMPs, intrinsic motivation was the primary motivator that subsequently resulted into monetary gains. However, training content remained a common driving force in most cases.

How do commodity sale profits compare to selling other medicines?

In order to know whether the sales of FP commodities would be a sustainable incentive, it was important for us to know whether selling contraceptives has been as profitable as selling other medicines. It was feared that if the profit margin was too low, that ISMPs might quit selling FP commodities. Information collected from the

ISMPs was not straightforward. While the profit margin in selling FP commodities was the same or often much higher than that of other medicines, the volume of FP commodity sales was lower. This lower volume means that FP commodity sales do not represent a large portion of the ISMPs total income.

"There is more profit in selling condoms and pills, percentage is more. But sales of medicines is more, and sales of condoms and pills is less. Therefore the profit is more in medicines than in condoms and pills."

"The profit on contraceptives is more, it is sufficient, almost 25-30% and the profit on other medicines is 5-10%."

"There is much profit in selling contraceptives [compared to] other medicines. There is separate profit of 20-25%."

"There is equal profit in both."

Having understood the importance of high margin of profit on contraceptives, most ISMPs either buy contraceptives from their local stockists at the block level or get re-supply through a social/commercial marketing van operation (company van that brings products to the ISMPs' door-steps). In Meerut, most ISMPs (4 out of 5) buy contraceptives from stockists, whereas, almost 50% of ISMPs in Sultanpur get re-supply from stockists. The remaining 50% in Sultanpur get resupply through van operations.

Why do clients buy contraceptives rather than using free government supplies?

Clients often perceive that free government supplies are of lower quality than contraceptives which are purchased. Clients complain of free condoms leaking, breaking, and of being less pleasurable than purchased condoms. Many clients would often not come to the ISMP site if they thought only free contraceptives were available; interviewed ISMPs held the opinion that it was commercial supplies that attracted clients. The opinions of the clients we interviewed about free government supplies were well illustrated by these quotes from ISMP clients:

"Purchased ones are always better in quality. There is no doubt of breakage and variety is available in purchased products."
"I purchase from here [ISMP]. This is better than free supply. It is softer and has lubrication. It increases the pleasure. We were using free supply condoms, but when I used the purchased one, then realized that it is better."
"Lubrication is more, quality is better. Plain Nirodh [free condom] breaks but this [purchased condom] does not break."
"Initially I was using plain Nirodh, but once it was broken and my wife became pregnant. After her third unintended delivery, I started using purchased one."
"Purchased condoms are better, because they are softer and well lubricated."

Why do clients buy contraceptives from ISMPs rather than other sites or providers?

In many cases clients have a choice about where to buy contraceptives. Chemist shops and other vendors regularly sell condoms and OCPs. In order to assure the sustainability of the ISMP program, it is important for us to understand if and how

ISMPs could be competitive in the market. The results seemed to indicate that while in some cases ISMPs are the only available outlet, where there is choice: clients have reasons to buy from the ISMPs. Data from our ISMP and client interviews suggest that clients went to ISMPs for commodities because of the convenient ISMP location, the counseling expertise of the ISMPs, and the reliability of supply at the ISMP shop.

"The market is nearby. The ISMP has done counseling in this field. For the first time positive and negative points were explained. Since then, we purchased from here [ISMP shop] only. The point is that it is near and purchasing is easier and the stock is always available. Therefore it is convenient to purchase from here."

"We have good contact with them and they are good counselor also. We take from here because he has got variety."

"She [a female ISMP] stays in the neighborhood and she always has a stock of it. Her supplies have never failed [broken]."

"The clinic of ISMP is in my neighborhood and that's why I take from him."

"Since breakage, the ISMP had advised to use good quality condoms. Since then I started buying from him only."

Have clients complained about having to pay for contraceptives?

As to the common impression that clients will resist paying for contraceptives, the results are somewhat perplexing. ISMPs who are not selling commodities either have experienced resistance or imagine they would if they tried to sell. "We do not sell it now because people do not give money for it. They give money to shopkeepers but not to us." Also typical was "When we asked for money, they said that you have got free supply, why should we give you money. That's why we never thought of selling." Some clients thought the ISMPs received all contraceptives for free. It is sometimes difficult to discern from the interviews whether the resistance is real or imagined. In two cases, however, ISMPs had tried to sell and met resistance, such as this ISMP from Rd, Mawana Block, Meerut District: "Once we tried to sell, but people refused to pay, because initial free supply was available."

ISMPs who were selling commodities, on the other hand, reported no such resistance. Often, ISMPs cited the availability of both free and commercial contraceptives as a reason for lack of complaint. A typical comment was "No, no one has complained, as both types of contraceptives are available, purchased and free. That's why there was no complaint." "As we keep both types, free supply and priced ones, we provide according to their requirement" again typified this sentiment. Most interviewed ISMPs who sell contraceptives simply report that they don't ever get complaints about charging for commodities. Most responses to this question were similar to this one: "No, we have never received such complaints."

Why are some ISMPs not selling FP commodities?

Based on our findings some ISMPs are not selling commodities, and the reasons for not selling may include the kind and amount of implementing agency support, and the cultural barriers based on the ISMPs' relationships in the community where they

work. One explanation for this might lie in that community members are often the friends and family of the ISMP, hence the ISMPs sometimes feel uncomfortable discussing FP matters with them.

Implementing Agency Support

Implementing agency support takes three forms: emphasis on selling during training, giving an initial and continuing supply of commodities, and general follow-up visits and encouragement.

As is clear from the results above, ISMPs in Meerut were far less likely to sell contraceptives than ISMPs in Sultanpur, even though selling was part of the ISMP program in both districts. When interviewing ISMPs the reasons were clear: the implementing agency in Sultanpur stressed more during training that selling was an important part of FP counseling. It should be mentioned that the implementing agency in Sultanpur was highly experienced in marketing and selling commercial products. An ISMP from Sultanpur said "after the training, we then decided to sell." Many of the interviewees from Sultanpur started their stories about selling contraceptives with "after the training." One stated "it was explained during training that we should sell them." By contrast, while FP commodity selling was part of the program in Meerut, many ISMPs did not remember ever hearing the idea of selling contraceptives. Comments such as "during training, we are told to give free supply, therefore we give free supply" were typical.

In addition, while in both districts ISMPs received an initial supply of commercial contraceptives, ISMPs trained in Meerut seemed confused about the use of the supplies, thinking they were to give away free. ISMPs trained in Sultanpur were very clear about the purposes of the initial supply. An ISMP from Sailkha in Sultanpur explained "initially the agency had given the supply of [salable] condoms and pills. Then the agency from Sultanpur has also given supply regularly. This has helped to start the process of selling."

Finally, the implementing agency in Sultanpur, Gram Vikas Sansthan, also provided continuing follow up and support for selling FP commodities. A comment from a Motigarpur ISMP in Sultanpur illustrated the support: "They monitored and followed up continuously, so we paid proper attention and were also cautious for resupply. Then gradually we felt the difference and realized the benefits." A trainer who was doing follow up said "I talked to them, as in the beginning they were very reluctant. I said 'just try it, just keep one and try it.' I kept the pressure on, to have one sold before I came back." In the matter of selling, even the Meerut ISMPs who are selling commodities clearly did not experience an adequate level of support. Rather they are selling by their own initiative.

"There was no benefit from the agency. They have not helped us. If they would have helped us get supply, it would have been a good job."

"No help was given. I got free supply... but I thought how long will they give us free supply, and then I decided to start selling."

"No, [implementing agency] had never helped. I started purchasing from

the market and selling them."

In Sultanpur, the implementing agency's support for initiating trained ISMPs' into selling contraceptives was significant right from the time of training, followed by support for selling during follow-up and monitoring. The level of effort is illustrated by this quote from a Gram Vikas Santhan, Sultanpur staff member:

> *"It took us a long time for initiating most ISMPs into the process of selling contraceptives. In the beginning most of them were not ready to sell. However, with frequent follow-up and monitoring, they [ISMPs] started to agree for selling. We used to carry CSM products with us during our monitoring and follow-up visits. Gradually, when they started selling, more and more clients contacted them for better quality products. And, this led them to buy not only from us [implementing agency staff] but also from the local stockists. Later, we contacted district level HLL distributor and provided the list of trained ISMPs. Now, as the program is being phased out, some of the ISMPs have already started buying from HLL's van operation."*

Thus, the implementing agency's support in Sultanpur was crucial for encouraging most trained ISMPs to sell contraceptives. While talking to the agency staff we learned that most of the training and program staff either came from marketing background or were given thorough orientation on sales. Starting from Program Director to Program Assistant, every staff put in his/her best to educate and encourage ISMPs to sell contraceptives. The agency staff carried forward the concept of selling all throughout the project period (training and follow-up). The study team also had the chance to interact with ISMPs, who were not in the interview sample. During discussion and observation of about six more ISMPs, it was found that all of them were selling CSM brands of contraceptives. Their statement, "yes, we are selling", was in most cases substantiated by the position of stock of condoms and OCPs at the time of visit.

Relationship With Community Members

In addition to lack of implementing agency support, some ISMPs cited their relationship with and position in the community as a deterrent to selling contraceptives, or even distributing them free. Some ISMPs have familial or close friendly relations with many of their clients, which makes clients reluctant to talk about FP and to seek contraceptives from the ISMP. An ISMP from Kainthi, Kharkhauda Block, Meerut District said "Because I am a resident of this place they hesitate in taking any means of contraceptives from us. They take it from others." Finally, two ISMPs suggested better publicity about FP in the community. An ISMP from Dvkali Pashchim in Sultanpur said "If more publicity is done in villages, then the number of users will increase."

Recommendations

Based on the interviews we conducted, we recommend that future ISMP training and support programs should:

- Select implementing agencies that have some background in commodity marketing and sales, or provide orientation to the agencies on these subjects
- Include commodity sales as an important part of training
- Give an initial supply of commercial contraceptives immediately following training
- Make follow up visits to help with any problems in selling, and to provide ongoing marketing-oriented encouragement.
- Foster relationships between the implementing agencies and district-level social marketing organizations (e.g., PSI).
- Use successful implementing agencies to train and support new implementing agencies.

Select or orient implementing agencies for social marketing experience

Clearly, if implementing agencies are to pass along to the ISMPs information and expertise in marketing and selling contraceptives, they should have some expertise of their own to start with. Perhaps the easiest way to assure this expertise is to include this criterion when selecting implementing agencies. If this is not possible, attention should be paid to orienting the implementing agency and developing this expertise within the staff who will train ISMPs.

Include commodity sales as an important part of training

The training received by ISMPs in Sultanpur clearly better emphasized the importance of selling commercial contraceptives, as well as techniques for doing so. The trainers emphasized the high profit margins and potential economic gains. In this way the training satisfied two critical performance factors: 1) it created in the ISMPs a clear expectation that selling was part of the program, and 2) it provided the skills and knowledge needed to successfully sell contraceptives. Future ISMP curricula must include commodity sales as an important part of training.

Give an initial supply of contraceptives immediately following training

The interviews revealed that in many cases it took some time for the ISMPs to see the benefits of selling contraceptives. Meerut interviews suggest that some ISMPs may have been skeptical that clients would pay for contraceptives. Sultanpur interviews showed that the initial supply of commodities received at the end of training was an important interim step. When clients started buying this initial supply, ISMPs began to recognize the benefits, and were then motivated to seek out re-supply, from either the

implementing agency or commercial suppliers. Without this jump-start, the self-sustaining cycle of sales and supply might never have started. For these reasons, the initial supply should be an integral final step to all ISMP training.

Make follow up visits to help with any problems and to provide encouragement.

For ISMPs in Sultanpur, the follow-up support and encouragement they received was an important part of their interest in continuing commodity sales. This can be contrasted with the Meerut ISMPs' feelings that the agency was absent. This difference most likely explains the difference in the two districts with regards to the ISMPs' willingness to provide counseling and sell commodities. Implementing agencies in future districts should formulate and carry out a clear plan of follow-up. Follow-up visits should include problem solving help and encouragement for early counseling and commodity sales efforts. From the interviews in Sultanpur, we can say that after a few weeks or months, the self-sustaining motivation of commodity sales takes over. Follow-up visits are an important way to nurture nascent skills until that time.

Foster relationships between implementing agencies and district-level social marketing organizations

Interviews revealed clearly that initial supply of commercial contraceptives and availability of re-supply are critical components to the success of this intervention. To assure supply is secure from the outset, implementing agencies should partner with district-level social marketing organizations. In Sultanpur, the agency gave the names and addresses of the ISMPs to Hindustan Latex Limited, a condom supplier. These organizations will be able to carry out the ongoing supply needs of ISMPs, long after implementing agencies' roles are over.

Have successful implementing agencies train and support new implementing agencies

Our results suggest strongly that the actions of the implementing agency in Sultanpur led to the gains in FP service provision. Interviews within the agency revealed careful management procedures, curriculum items, and follow-up procedures that allowed the gains. The agency represents an important resource to the ISMP program, and their successful methods should be captured for future application.

Conclusions

Based on the interviews we conducted, we can say that among respondents, selling FP commodities did serve as a self-sustaining motivational factor for them to provide FP counseling to clients. ISMPs were motivated by the monetary gain of commodity sales as well as the new customers these services attracted, who then came back for other services. We also learned that for the sales to be the most effective incentive possible, the initial ISMP training, supply, and follow-up support are important factors. As an ISMP from Motigarpur in Sultanpurt said, "As per our experience there is every possibility to increase the prevalence of contraceptives. I am ready to provide every support and help for this, if I can."

Appendix 1: Study Design

October 17, 2002

A Qualitative Study of the Effect of Earnings from the Sale of Contraceptives on the Trained ISMPs' Interest in Providing Services

Objective

To understand the extent to which money earned as a result of selling contraceptives has served as encouragement for trained ISMPs to do FP counseling.

Method

Based on a pre-designed questionnaire, a qualitative study will be conducted to elicit information from individual ISMPs on their experience in selling contraceptives. The focus of the interviews will be on the impact of the profit from selling, on their willingness to counsel their eligible clients about FP and to determine from them if their clients are responsive, agreeable to buying these supplies which are also available free from public service points.

Selection of Districts

Of the 15 districts where ISMP training project has been implemented, only two districts, Meerut and Sultanpur demonstrated good CSM linkages as evident from the assessment report. As the purpose of the study is to know whether the monetary gains from the sale of CSM acts to encourage the ISMPs to provide FP counseling to eligible clients who visit their clinics, the selection in districts where CSM component was strong make a good case for sampling. In Sultanpur 750 and Meerut 1500 ISMPs have been trained in the regular training project. Both these districts were granted follow-on projects. Meerut's follow-on project began in March 2001 and 1350 trained ISMPs were to be followed up for a period of 12 months. Sultanpur, which began its follow-on activity in February 2002, on the other hand had a total of 750 ISMPs to be followed up for a period of 12 months. Both projects' follow-on activity had strongly proposed that the agencies would establish linkage with HLL to ensure regular supply to the ISMPs.

In addition to the two intervention districts, one control district will also be selected where CSM component was not strong. In the control district the study will sample trained ISMPs who have not been doing CSM.

Sampling of Trained ISMPs in Selected Districts

The two intervention districts selected for this study have a total of 2250 trained ISMPs distributed in 34 blocks. Three blocks from each of these districts will be selected which will have 60-70 trained ISMPs. One block near the city and two away from the city will be identified and a representative 10% sample of the total trained ISMPs from the selected blocks will be chosen for the interview. A third district as

PREVIOUS PAGE BLANK

control district will also be identified and sample of ISMPs will be chosen similarly to the above process.

We need to select the most representative cases ISMPs. The criteria for selection will be:

1. Popularity as a service provider (large number of clientele)
2. Well established.
3. Recommended by implementing agency as having provided FP counseling and services to a larger number of clients than other providers.

Sample of trained ISMPs will be based on the following:

- two intervention and one control district
- three blocks per districts (one near the city/township and two away from the township)
- 10% trained ISMPs per block per district approximately six to seven ISMPs to be interviewed per block.
- Approximately five to six informants (trained ISMPs) per day per interviewer
- two weeks in the field

Instruments

PRIME Performance Improvement (PI) Director in consultation with an expert from M&E unit at Chapel Hill has developed data collection instruments with inputs from ISM India Program Manager. The instruments have been shared with State Innovations in Family Planning Services Project Agency (SIFPSA) and USAID, India. The instruments are being modified based on inputs from SIFPSA and USAID. ISM India Program Manager will translate the instrument into Hindi once these are finally approved by Chapel Hill staff.

The instrument will be field tested in one of the blocks of Sultanpur district. Necessary modifications will be made in the language and sequencing of the instruments based on the field-testing findings.

Field work implementation ingredients

Reaching out to trained ISMPs

- **List of ISMPs'** and their addresses will be taken out of the existing training reports.
- **District and block maps** that can give us some indication of distances and geographical distribution of our informants should be collected. District and bock maps will be collected from the ISMP project implementing agencies.
- Review with **implementing agency** criteria and looking at their monitoring data, select ISMPs to be interviewed.
- SIFPSA's project Management Units' **(PMUs) assistance** will be sought in reaching out to the ISMPs' clinics.

Data collection team

- **Selection of field teams**: one interviewer will be selected from Uttar Pradesh to conduct interviews. A team of one interviewer and a supervisor (from PRIME India office) will collect data from all the three districts.
- **Orientation of interviewers and field testing of instruments:** PRIME, India staff will conduct a two-day orientation of the interviewers in Lucknow. The orientation package will include classroom discussion with interviewers on salient features of in-depth interview.

  The instrument will be field tested in one of the blocks of Sultanpur district. Necessary modifications will be made in the language and sequencing of the instruments based on the field-testing findings.
- **Develop schedule for data collection:** Once the design is finalized by Chapel Hill, ISM India Program Manager will develop data collection schedule in consultation with Chapel Hill and Administration and Finance department will organize logistics for the field visit, including cars and hotel reservations.
- SIFPSA will be requested to advise **PMUs/CMOs** of study/schedule
- **Have sufficient survey copies and other stationary items,** such as pencils and a writing tab. All should be together in a bag (plastic in case of rain) with a list of a weekly interview plan. The plan should include more samples of ISMPs per day just in case one of them is not available or cannot be found or the person has more time to conduct interview.

ISMP Monetary Earning Evaluation

Question, Rational and Purpose

Question	Rational/Purpose
1. Have you been selling contraceptives (pills and condoms) at your clinic? Yes/No *If yes: Why have you decided to sell contraceptives at your clinic?* *If no: Have you heard that you can sell contraceptives at your clinic?*	It will tell us if they sell or not. If they do, it will give us information with regards to motivation and other factors useful for planning. If they don't, answers will give us some information about awareness levels and information campaign results.
2. Tell us about the help you received, if any, when you first started selling contraceptives. Who helped you? What help did they give?	Answers will help us to see whether motivation was through agency staff members or self. In case of motivation through staff credit goes to project and strategy.
3. Compared to other medicines you sell, would you say you make a fair profit on contraceptives you sell?	Lets us compare Rupees incentive to do FP counseling as opposed to other kinds of diagnoses. It would give an insight into the perception of ISMPs regarding profit margin on contraceptives.
4. Have your customers ever complained about paying for commercial contraceptives rather than getting free government contraceptives? *If not, why do you think they are willing to pay instead of getting free commodities?*	Answers will help us to understand demand behaviors with regards to contraceptive pricing as well as convincing ability of the ISMPs that they should be gained from training.
5. Compared to two years ago, would you say you see more FP clients, fewer, or about the same? How many more (or fewer)?	Information will help us to interpret findings about the impact selling has had on FP practice proportions.
6. Is selling contraceptives helping you? If yes, in what ways:	Answers will help us to redesign the assistance operational or conceptual planning.
7. Have you encountered any problems with the agency's assistance in establishing CSM linkages? If yes, please explain:	Specific information will help us to find solutions to problems interfering with its effectiveness or efficiency.
8. Is there anything else you would like to tell us about your experience selling contraceptives?	Open-ended question to capture other thoughts important to the ISMP which may not be on the questionnaire.

Appendix 2:
ISMPs Questionnaire - Blank

Name of Interviewer: Last: _____ First: _____
Date: _____
Village: _____
Block/Tahsil: _____
District:: _____
Province: _____

Tool # 1: ISMP Interview

ISMP Background Information

ISMP: Last: _____ First: _____

Full Address of Clinic:

Period in which received training from SIFPSA:
from: _____ to: _____, year: _____

Questions

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes/No

   If yes, why you have decided to sell contraceptives from your clinic? Since how long have you been selling contraceptives?

   _____
   _____

   If no, reasons for not selling.

   _____
   _____
   _____
   _____

2. Tell us about the help you received, if any, when you first started selling contraceptives. Who helped you? What help did they give?

   _____
   _____
   _____
   _____

3. Compared to other medicines you sell, would you say you make a fair profit on contraceptives you sell?

4. Have your customers complained about paying for commercial contraceptives rather than getting free government contraceptives?

   Yes/No

   If yes, what type of complaints?

5. After you received training, have your family planning clients, increased, decreased, remained the same? How many? (quantify)

6. Has the sale of contraceptives helped you? If yes, in what ways:

7. Have you encountered any problems with the assistance? If yes, please explain:

8. What suggestions do you have? Suggestions for improvement about its implementation, organization, etc.

9. What is the current stock position? (condom, oral contraceptive pills, amount in number)

10. Source of supply?

    Initially _____

    Now _____

11. Number of CSM client/month (number).

Appendix 3:
ISMP interview records

AQ01 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 15/__/02		
Village: Dhumanganj		
Block/Tahsil: Kaushambi		
District: Allahabad		

Information of regarding ISMP

Name of ISMP: Last: Shrivastava First: Ashok Kumar

Full Address of Clinic: Dhumanganj, Allahabad

Trained From SIFPSA during:

Date: from: _____ to: _____

Perhaps the training was held in 1996. Certificate is not available. It is in the almirah.

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   There is no special reason . Always referred after counseling. Advised to go the market for sterilization, condoms, or pills. Still I am doing it. I have never thought of selling contraceptives, because I do not sell other medicines also.

AQ02 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 20/12/02		
Village:		
Block/Tahsil: Phulpur		
District: Allahabad		

Information of regarding ISMP

Name of ISMP: Last: Shaha First: Animesh Chandra

Full Address of Clinic:

Trained From SIFPSA during:

Date: from: _____ to: _____

AQ03 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 20/12/02		
Village: Sahson		
Block/Tahsil: Phulpur		
District: Allahabad		

Information of regarding ISMP

Name of ISMP: Last: Vishwas First: Kartik Chandra

Full Address of Clinic: Sahson Bazar, Sahson, Phulpur, Allahabad

Trained From SIFPSA during:

Date: from: _____ to: _____Date 1996

Cannot tell exact date of training.

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   I have never thought of selling it. I have given free samples to some people initially, but stopped after some time.

AQ04 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 20/12/02		
Village: Kathara		
Block/Tahsil: Dhanupur		
District: Allahabad		

Information of regarding ISMP

Name of ISMP: Last: Patel First: Daan Bahadur

Full Address of Clinic: Kathara, Dhanupur Block, Allahabad

Trained From SIFPSA during:

Date: from: _____ to: _____ Date in 1998

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   I have never sold it, because it is available on medicine shops. After counseling I have been advising them to buy it from medical Store. The other reason of not selling it, is that it was not mentioned in the training, that it is necessary to sell it.

AQ05 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 20/12/02		
Village: Kajipur Chak Abdulla		
Block/Tahsil: Handia		
District: Allahabad		

Information of regarding ISMP

Name of ISMP: Last: First: Surya Bali

Full Address of Clinic: Kajipur, Chak Abdulla, Handia, Allahabad

Trained From SIFPSA during:

Date: from: _____ to: _____ Date in 1998

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   The provision of selling was not explained to us. It was available free of cost and we distributed it without any money. Some operation was done but it has not been sold. Because we have never thought of selling it.

AQ06 ISMP Questionnaire

Name of Interviewer:	Last: Gaur	First: Shalini
Date: 20/12/02		
Village: Puralai		
Block/Tahsil: Phoolpur		
District: Allahabad		

Information of regarding ISMP

Name of ISMP: Last: Vishwas First: Jogesh Chandra

Full Address of Clinic: Sikandara Road, Puralai, Phoolpur, Allahabad

Trained From SIFPSA during:

Date: from: 20/4/98 to: 25/4/98

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   It is available in Rs.2/- at medical store, all users buy it from there only. We give free supply, which we get free of cost. We distribute only this contraceptive. All residents know that we get it free of cost and nobody will buy it from us.

AQ07 ISMP Questionnaire

Name of Interviewer:	Last: Gaur	First: Shalini
Date: 20/12/02		
Village: GT Road		
Block/Tahsil: Handia		
District: Allahabad		

Information of regarding ISMP

Name of ISMP: Last: Vishwas First: Ram Chandra

Full Address of Clinic: GT Road, Handia, Allahabad

Trained From SIFPSA during:

Date: from: 13/10/97 to: 18/10/97 Date in 1997

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   After training we received some free supply, which we distributed it. After some time those residents stopped coming here and we did not pay attention to it. We only counsel them; we have no concept of selling it.

AQ08 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 20/12/02		
Village: Laksha Griha Road, Handia		
Block/Tahsil: Handia		
District: Allahabad		

Information of regarding ISMP

Name of ISMP: Last: Yadav First: Ram Bahadur

Full Address of Clinic: Raj Clinic Road, Handia, Allahabad

Trained From SIFPSA during:

Date: from: _____ to: _____ Date in 1999

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   The reason behind not selling it was not that we were receiving free supply from PHC/CHC, that's why we did not thought of selling. It was not mentioned in the training also. Presently we are neither distributing it nor counseling them.

AQ09 ISMP Questionnaire

Name of Interviewer:	Last: Gaur	First: Shalini
Date: 20/12/02		
Village: Junedpur		
Block/Tahsil:		
District: Allahabad		

Information of regarding ISMP

Name of ISMP: Last: Verma First: Meva Lal

Full Address of Clinic: Junedpur, Hanumanganj, Allahabad

Trained From SIFPSA during:

Date: from: 27/4/98 to: 02/05/08 Date in 1998

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   After training we did sold neither oral pills nor condoms. We only distributed free supply of it, because there was no demand for it.

AQ10 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 21/12/02		
Village: Jagatpu		
Block/Tahsil: Handia		
District: Allahabad		

Information of regarding ISMP

Name of ISMP: Last: Verma First: Ramesh Pratap

Full Address of Clinic: Jagatpur, Handia, Allahabad

Trained From SIFPSA during:

Date: from: _____ to: _____ Date in 1998

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   PHC is in my neighborhood, people take from there, and therefore question does not arise of selling it. People will not buy it, that's why we don't sell it and moreover we do not sell medicines and also never thought of selling oral pills or condoms.

MQ01 ISMP Questionnaire

Name of Interviewer:	Last: Gaur	First: Shalini
Date: 10/12/02		
Village: Rahawati		
Block/Tahsil: Mawana		
District: Meeret		

Information of regarding ISMP

Name of ISMP: Last: Singh First: Rajni (Mrs.)

Full Address of Clinic: Vill Rahawati, Tahsil Mawana, Disstt Meerut

Trained From SIFPSA during:

Date: from: _____ to: _____ Date November 2000, at Mawana Health Centre

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   When got the free supply, distributed in the village. Dr. Archana, Urvarshi use to bring, I received from them. Had register also, but it was not filled up since long time. Never sold purchased contraceptives.

   If no, then give reason of not selling contraceptives?

   Because of the atmosphere in the village; never thought to sell - being from a particular caste, never thought of selling it.

MQ02 ISMP Questionnaire

Name of Interviewer:	Last: Gaur	First: Shalini
Date: 10/12/02		
Village: Tarawawali		
Block/Tahsil: Mawana		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Kashyap First: Ramesh Chandra

Full Address of Clinic: Tarwawali, Mawana Road, Disstt Meerut

Trained From SIFPSA during:

Date: from: 15/11/1999 to: 18/11/1999

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   When received free supply, distributed it. They are not required. When received ANM, distributed free of cost. Always distributed free supply.

   Condoms - 4 (Oct)

   10 regular clients for pills since June/6 regular clients for condoms since June } free supply

   200 pc of free supply condoms in stock at present

MQ03 ISMP Questionnaire

Name of Interviewer: Last: Gaur First: Shalini
Date: 13/12/02
Village: Bana
Block/Tahsil: Mawana
District: Meerut

Information of regarding ISMP

Name of ISMP: Last: Singh First: Mahendra

Full Address of Clinic: Vill - Bana, Block - Mawana, Disstt Meerut

Trained From SIFPSA during:

Date: from: 24/11/1999 to: 27/11/1999

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   We want to serve free of cost. We do not think for our self interest. We bring pills and condoms from ANM and distribute them free of cost to serve them. Many poor people reside in villages, to serve them we distribute free of cost. There are 10 users of condoms and 8 of pills of free supply.

MQ04 ISMP Questionnaire

Name of Interviewer:	Last: Sinah	First: Prabhakar
Date: 14/12/02		
Village: Khandawali		
Block/Tahsil: Kharkhauda		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Tyagi First: Raghuvansh

Full Address of Clinic: Vill: Khandawali, Post Office: Kharkhauda, Block Kharkhauda, Disstt: Meerut

Trained From SIFPSA during:

Date: from: _____ to: _____ Date in 2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   We give free supply, not decided to start selling. We only counsel and when the free supply is available, we get it, otherwise we suggest purchasing from market. Due to the atmosphere of village, we never decided to sell.

MQ05 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 14/12/02		
Village: Kainthi		
Block/Tahsil: Kharkhauda		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Tyagi First: Om Prakash

Full Address of Clinic: Vill. Kainthi, Block Kharkhauda, Disstt Meerut

Trained From SIFPSA during:

Date: from: 4/9/2000 to: 7/9/000 Date in 2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   Was never interested in selling, therefore never sold - whosoever comes for counseling, after that, we suggest to purchase from medical shop or if free supply is available with us, then we give it to them. We have not received free supply for quite long time. Because I am a resident of this place, so they hesitate in taking any means of contraceptives from us. They take it from others.

MQ06 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 14/12/02		
Village: Bijauli		
Block/Tahsil: Kharkhauda		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Kumar First: Shailendra

Full Address of Clinic: Vill. Bijauli, Block Kharkhauda, Disstt Meerut

Trained From SIFPSA during:

Date: from: 4/9/2000 to: 7/9/2000 Date in 2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   Selling it for the last one year. To give benefits to people, we decided to sell. It was also decided, because it prevents the spread of AIDS, etc.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   They (Subhariti) gave us first supply of contraceptives and thereafter no help was given, but the process of selling has been started just after the first supply. Thereafter, they did not help.

5. Has the number of clients of family planning increased after your training or is it same as before? What is the number?

   Before training, 6-7 clients and after training, the number has become 25. Out of it, 15 are condom users and 10 are pill users.

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   In society, our recognition has increased. If more persons are benefited, we feel satisfied.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   We never wanted any help. I purchased myself the condoms and pills and started selling.

9. What is the present situation of your stock? (No. of condoms and oral pills)

   Presently we have very less stock

   Condoms (No. of pieces) 4

   Oral pills (in cycle) for 2 cycles

10. Mode of supply?

    Before

    Present From disstt (from Khairnagar)

11. No. of clients/per month (No.)

    Total 25

    Condoms 15

    Pills 10

Client's Questionnaire

Name of Client:	Last: Tyagi	First: Ram Bharose
Date:		
Village: Bijauli		
Block/Tahsil: KharKhauda		
District: Merrett		

1. Are you using CSM brand of contraceptives? If yes, then how long?

   For 8-9 years I have used condoms (Nirodh Deluxe)

2. Do you find CSM brand of contraceptives are better than Government contraceptives?

   Because purchased product is always better and there are less chances of breakage and it is cheaper also.

3. From where do you buy contraceptives?

   - ISMP ____√____
   - Others (Give names) _____

   If you buy from ISMP, what are the reasons of it?

   Because it is in neighbourhood and easily available.

MQ08 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 13/12/02		
Village: Bhainsa		
Block/Tahsil: Mawana		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: First: Rajkumar

Full Address of Clinic: Bhainsa, Block Mawana, Disstt Meerut

Trained From SIFPSA during:

Date: from: _____ to: _____

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   We want to serve free of cost. We do not think for our self interest. We bring pills and condoms from ANM and distribute them free of cost to serve them. Many poor people reside in villages, to serve them we distribute free of cost. There are 10 users of condoms and 8 of pills of free supply.

MQ09 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 12/12/02		
Village: Ataura Road		
Block/Tahsil: Mawana		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Ali First: Sharafat

Full Address of Clinic: Ataura Road, Block Mawana, Disstt Meerut

Trained From SIFPSA during:

Date: from: _____ to: _____ Date November 1999

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   We give free supply. We supply Nirodh and pills and sell. Stock of condoms is 75 pieces. We do not have stock of pills, but I have told ANM to give us supply. We do not sell it now, because people do not give money for it. They give money to shopkeeper but not to us.

MQ10 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 12/12/02		
Village: Atura Road Kalyan Singh		
Block/Tahsil: Mawana		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Ali First: Liyakat

Full Address of Clinic: Ataura Road, Kalyann Singh, Block Mawana, Disstt Meerut

Trained From SIFPSA during:

Date: from: _____ to: _____ Date November 1999

Does not have the certificate with him. But recalls that he was trained in November 1999

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   People buy from market, but expect free supply from us. That's why we do not sell it, we always gave free supply. The supply has always been irregular, therefore there is always crisis. There is no stock available at the moment.

MQ11 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 12/12/02		
Village: Bahadurpur		
Block/Tahsil: Mawana		
District: Meerut		

Information of regarding ISMP

Name of ISMP:	Last: Ali	First: Liyakat
Full Address of Clinic:	Vill Bahadurpur, Post Office Sarla, Block Mawana, Disstt Meerut	

Trained From SIFPSA during:

Date: from: 15/11/1999 to: 18/11/1999 Date November 1999

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   We never sell it, we got free supply from PHC and distributed. Never sold because always received free supply and distributed it free of cost. This is a public service, that's why never sold.

MQ12 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 12/12/02		
Village: Khakhauda		
Block/Tahsil: Khakhauda		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Kashyap First: Mahendra Singh

Full Address of Clinic: Main Road, Khakhauda Bazar, Khakhauda, Disstt Meerut

Trained From SIFPSA during:

Date: from: 4/9/2000 to: 7/9/2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   After counseling when demand came from public, then we decided to sell. After the training, for sometime free supply was coming and when it was stopped, then we purchased from Market and started selling.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   No, Subharti had never helped - I started purchasing from market and selling them.

3. Do you have profit in selling contraceptives in comparison to medicines?

   We sell only condoms.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   No, never.

   If yes, what kinds of complaints were received?

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

   It has increased. Before training, there were 2-4% clients and after training there is 20% increase in the number of clients.

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   There is no financial benefit, but for the sake of welfare of society, I do it and it has helped in gaining the faith of people.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   I never tried to take any help. Therefore, there was no problem.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   Yes, monitoring and follow-up should not be stopped suddenly. Agency should help the sellers in supply of condoms and pills. Only training will not help in its implementation.

9. What is the present situation of your stock? (No. of condoms and oral pills)

   Presently there is no stock. I have to bring.

   Condoms (No. of pieces)

   Oral pills (in cycle)

10. Mode of supply?

    Before

    Present Local Stockiest

11. No. of clients/per month (No.)

    Total

    Condoms 40-60/ Pills 8-10 } Regular users (monthly).

12. Would you like to give some more information on the basis of your experiences? (Probe)

    No, nothing special, it has given a chance to serve the society.

Client's Questionnaire

Name of Client:	Last: Tyagi	First: Surendra Kumar
Date: 13/12/02		
Village: Arauda		
Block/Tahsil: Hapud		
District: Ghaziabad		

1. Are you using CSM brand of contraceptives? If yes, then how long?

   Yes, I am using Nirodh Deluxe for the last one year.

2. Do you find CSM brand of contraceptives are better than Government contraceptives?

Lubrication is more, quality is better. Plain Nirodh breaks but this does not break.

3. From where do you buy contraceptives?
   - ISMP ____√____
   - Others (Give names) _____

   If you buy from ISMP, what are the reasons of it?

   The clinic of ISMP is in my neighbourhood, that's why I take from them.

   I have 3 children - 2 girls and 1 boy.

MQ13 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 13/12/02		
Village: Bana		
Block/Tahsil: Mawana		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Dhama First: Beerendra
s/o Shri Ishwar Singh

Full Address of Clinic: Vill Bana, Block Mawana, Disstt Meerut

Trained From SIFPSA during:

Date: from: _____ to: _____ Date November 1999

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   Since some boys from good families like good brands of condoms. that's why we sell. There are some people who do not like free supply. and they do not want to pay more money also, we give them Nirodh Deluxe, which is not very costly. and to some people we give costly. like Moods.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help. just explain it. How did it help you?

   No, except training no co-operation.

3. Do you have profit in selling contraceptives in comparison to medicines?

   Not much profit.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   No

   If yes. what kinds of complaints were received?

   No, as we keep both types, free supply and priced one. we provide according to requirement.

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

It has increased and we are benefited also. Almost 10% increase in the number of clients. Presently we have 25 regular clients of FP measures. There are 3-4 clients of pills and remaining of condoms.

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   There is growth in practice. There is not much benefit in terms of profit, but otherwise the number of patients has increased, through which practice has improved.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   No help was given; therefore, there was no problem.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   Agency should supply priced contraceptives, so that who are not selling it now, will start selling it. And if you leave them free, they are unable to take initiative.

9. What is the present situation of your stock? (No. of condoms and oral pills)

Condoms (No. of pieces)	Nirodh Deluxe 150 pieces, Nirodh 250 pieces, Moods - At present no stock (has to bring).
Oral pills (in cycle)	for 20 cycles

10. Mode of supply?

    Before

    Present Started sale after training, we bring from local market. Sometimes from Meerut or Mawana.

11. No. of clients/per month (No.)

    Total 25

    Condoms 21-22 / Pills 3-4 } Regular users.

12. Would you like to give some more information on the basis of your experiences? (Probe)

    Experiences of selling are that initially some people complained that it breaks, but since then I have started selling, there is no complaint.

    Same thing is with pills. In the beginning, people did not get correct counseling, and they used to discontinue the pills. It had affected the sale, but now, with correct counseling the number of continuous users has increased.

Client's Questionnaire

Name of Client:	Last: Kumar	First: Vinod
Date: 13/12/2002		
Village: Bana		
Block/Tahsil: Mawana		
District: Meerut		

1. Are you using CSM brand of contraceptives? If yes, then how long?

   I was using Nirodh, but now I am using Moods. I am using for 3-4 years.

2. Do you find CSM brand of contraceptives are better than Government contraceptives?

   Because initially I was using plain Nirodh, but once it was broken, my wife became pregnant. After her third delivery, I started using purchased one.

3. From where do you buy contraceptives?

   - ISMP ____√____
   - Others (Give names) _____

   If you buy from ISMP, what are the reasons of it?

   Because after breakage, ISMP had advised to use good quality condoms, since then I started buying from them only.

MQ14 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 12/12/02		
Village: Arora Road		
Block/Tahsil: Mawana		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: First: Deen Mohammad

Full Address of Clinic: Arora Road, Mawana, Disstt Meerut

Trained From SIFPSA during:

Date: from: _____ to: _____ Date November 1999

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   We were receiving free supply from the hospital, which we distributed. At present we do not have any free supply. As we getting free supply, we distributed it. Once we tried to sell, but people refused to pay, because initially free supply was available.

MQ16 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 11/12/02		
Village: Bangali Market		
Block/Tahsil: Hastinapur		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Singh First: Tejveer

Full Address of Clinic: Bangali Market, Hastinapur, Disstt Meerut

Trained From SIFPSA during:

Date: from: 2/8/2000 to: 5/8/2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   We do not sell, we distribute free of cost. Who want buy, they buy from medical store - they do not take from us. Free supply, which we got at the training, we distributed it. At the time of SIFPSA, we got some supply and distributed it. Health workers of health center give us only condoms for free supply.

MQ17 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 11/12/02		
Village: Bangali Market		
Block/Tahsil: Hastinapur		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Vishwas First: RN

Full Address of Clinic: Bangali Market, Hastinapur, Disstt Meerut

Trained From SIFPSA during:

Date: from: _____ to: _____ Date 2000.

Does not have certificate in the clinic, kept at home.

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   We get free of cost, we distributed it. We do not sell, people think that if it is available free of cost, why we should buy. That's why we never thought of selling it.

MQ18 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 11/12/02		
Village: Bangali Bazar		
Block/Tahsil: Hastinapur		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Nagar First: Gajraj Singh

Full Address of Clinic: Bangali Bazar, Hastinapur, Disstt Meerut

Trained From SIFPSA during:

Date: from: 15/12/1999 to: 18/12/1999

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   We do not sell, because it is available in medical stores, we tell them to buy from there. Although, once it was explained in SIFPSA training that we should sell the free supply condoms, I never thought in this direction that I should sell contraceptives. We have always given free supply. Still we have stock, which we get from PHC, 30 cycles of pills and 5 pieces of condoms. There are 5 regular users of OCP and 1 of condoms.

MQ19 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 11/12/02		
Village: Hastinapur (Jambu Dweep)		
Block/Tahsil: Hastinapur		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Kumar First: Sunil

Full Address of Clinic: Hastinapur (Jambu Dweep), Hastinapur, Disstt Meerut

Trained From SIFPSA during:

Date: from: 24/9/2000 to: 24/9/2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   We tell them to buy from medical store of neighborhood and as we have sign board of trained FP Counselor so free supply will be available here, therefore we distributed free supply until we had it. Now, after it has stopped, we tell them to buy from medical store.

MQ20 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 11/12/02		
Village: Saifpur, Firozpur Hastinapur Road		
Block/Tahsil: Hastinapur		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Singh First: Kishori

Full Address of Clinic: Saifpur, Firozpur Hastinapur Road. Ram Raj. Disstt Meerut

Trained From SIFPSA during:

Date: from: 2/8/2000 to: 5/8/2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   During training, we are not told to sell and we are told to give free supply. Therefore we give free supply. Still we are giving free supply. ANMs give regularly the supply of condoms and pills. Therefore, we never thought of selling it, my wife is also having OCP.

MQ21 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 11/12/02		
Village: Ramraj		
Block/Tahsil: Hastinapur		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Chaudhari First: Jasveer Singh

Full Address of Clinic: Main Road, Hastinpur, Disstt Meerut

Trained From SIFPSA during:

Date: from: 15/12/1999 to: 18/12/1999

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   After training, we gave free supply. People thought that after training, we will give free supply. Whatever we received during training, we distributed. When we asked for money, they said that you have got free supply, why we should give you money. That's why we never thought of selling.

MQ22 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 11/12/02		
Village: Ramraj		
Block/Tahsil: Hastinapur		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Man First: Jasvinder Singh

Full Address of Clinic: Hastinapur Road, Ramraj, Hastinapur, Disstt Meerut

Trained From SIFPSA during:

Date: from: 2/8/2000 to: 5/8/2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   I do not know that there is a provision of selling also. Agency has not told us about CSM.

MQ23 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 12/12/02		
Village: Ramraj (Bahsuma*)		
Block/Tahsil: Hastinapur		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Sharma First: Kushal Kumar

Full Address of Clinic: Meerut, Hastinpur, Ramraj (Bahsuma) Disstt Meerut

Trained From SIFPSA during:

Date: from: 2/8/2000 to: 5/8/2000

*He has shifted his clinic from Ramraj to Bahsuma and this interview was given there.

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   After training, when we received free supply, we distributed to people, when it was stopped, then we send them to medical stores after counseling. But when ANM gives us, we distribute it free of cost. But, the supply by ANM is not regular.

MQ24 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date:		
Village:		
Block/Tahsil:		
District:		

Information of regarding ISMP

Name of ISMP: Last: Tomar First: Kamlesh

Full Address of Clinic: Kamlesh Tomar, Main Bus Stand, KharKhauda, Disstt Meerutt

Trained From SIFPSA during:

Date: from: _____ to: _____ Date 2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   In the beginning, we received free supply, we distributed to people free of cost. And it was stopped, I also stopped distributing. People do not pay for the purchased one, that's why never sold it. We have not received free supply for the last 1 year.

MQ25 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 11/12/02		
Village: Rahawati		
Block/Tahsil: Mawana		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Singh First: Rajkumar

Full Address of Clinic: Rahawati, Mawana, Disstt Meerut

Trained From SIFPSA during:

Date: from: _____ to: _____ Date September 1999

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   I decided to sell it because I thought it will be beneficial for the society as well as for me also, but there are people who prefer to take free supply in place of buying. I am selling it for the last 2-3 years. I have started just after training and when we get free supply, we distribute it also.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   Yes, in the second phase they helped and told that it is profitable to sell and they had given several informations regarding it. But they did not help us in getting supply, etc.

3. Do you have profit in selling contraceptives in comparison to medicines?

   Yes, of course it is - it has more percentage of profit. If we have 20 to 15% profit on other medicine, we get 20-25% on it, if it is sold.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   Yes

   If yes, what kinds of complaints were received?

Yes, sometimes people say that if it is available free of cost, give us that only. Of course who are slightly richer, they buy good quality condoms. But still there are more, who prefer to take free supply items.

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

   It has slightly increased but the number has not increased much. The number of clients for counseling has increased. And I feel that due to the atmosphere of village, they buy it from somewhere else after counseling instead of us.

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   Till date we do not see any special benefit, but I feel that after some time people will become aware and then we will see the difference.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   There was no benefit from agency. They have not helped us, if they would have helped us in getting supply, it would have been a good job. Now I become neutral in bringing the supply from market.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   Yes, agency should ensure the supply, so that there is a pressure on every practitioner that he has to purchase and sell. Until practitioner will not sell, people will not buy. You see, how a shopkeeper is selling it.

9. What is the present situation of your stock? (No. of condoms and oral pills)

Condoms (No. of pieces)	25 piece Nirodh Deluxe
Oral pills (in cycle)	Mala-D for 10 cycle

10. Mode of supply?

Before	Initially and now bring from Block/Tahsil
Present	

11. No. of clients/per month (No.)

    Record is not maintained, but almost 4-5 ladies come for pills every month and 2-3 gents take condoms.

12. Would you like to give some more information on the basis of your experiences? (Probe)

    No, nothing special.

SQ01 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 17/12/02		
Village: Kudebhar		
Block/Tahsil: Kudebhar		
District: Sultanpur		

Information of regarding ISMP

Name of ISMP: Last: Singh First: Tej Prakash

Full Address of Clinic: Kudebhar, Main Bazar, Kudebhar, Sultanpur

Trained From SIFPSA during:

Date: from: 16/10/2000 to: 19/10/2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   After training I am selling it. It was decided to get some monetary benefit and also, because people don't rely on free supply. They rely on contraceptives, which we sell. Before training we used to give some free supply.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   Initially, the people from Agency proposed to help, but I preferred to buy it from medical store and still we are buying from there only.

3. Do you have profit in selling contraceptives in comparison to medicines?

   Because we do sell other medicines, it is not the idea to get profit in other medicines. But, we have condoms and pills so that people always get everything here.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   No

   If yes, what kinds of complaints were received?

   No, we have never received such complaints.

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

   Before training, 4-6 persons were regular clients.

35-40 people are regular clients

7 clients are taking pills regularly

33 clients are using condoms regularly

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   There is a lot of profit, because the number of clients has increased through this and indirect benefit is that business has expanded.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   No, we have not faced any problem.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   No, nothing special.

9. What is the present situation of your stock? (No. of condoms and oral pills)

   Condoms (No. of pieces) 100

   Oral pills (in cycle) 5 cycles of Mala D

10. Mode of supply?

    Before buying from medical store since beginning, local only.

    Present

11. No. of clients/per month (No.)

    7 clients are taking pills regularly

    33 clients are using condoms regularly

12. Would you like to give some more information on the basis of your experiences? (Probe)

Client's Questionnaire

Meeting any client is not possible as there has been a death in the neighborhood. He has to attend the funeral.

SQ04 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 17/12/02		
Village: Motigarpur		
Block/Tahsil: Sostpur		
District: Sultanpur		

Information of regarding ISMP

Name of ISMP: Last: Parjapati First: Arjun Parsad

Full Address of Clinic: Shukla Medical Centre, Motigarpur, Dostpur, Sultanur

Trained From SIFPSA during:

Date: from: 18/9/2000 to: 21/9/2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   We are selling before the training since about last 8 years. There is difference in selling earlier and now. Earlier it was sold for us only while now we sell it in view of SIFPSA's programme to do something new for the society. It also provides us some extra income. Due to display of board, people come to get good quality of condoms and pills, so we keep these things.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   Initially they gave condoms and pills and provided information for its selling. They monitored and followed up continuously, so we paid proper attention and were also cautious for continuous supply. Then we felt the difference and realized the benefits.

3. Do you have profit in selling contraceptives in comparison to medicines?

   No, we don't sell other medicines but we keep only emergency medicines and the remaining on are almost nil. Therefore it does not matter, but the sale of contraceptives always provides extra income.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   No

   If yes, what kinds of complaints were received?

No, we don't receive such complaints. See, we purchase and sell them and people know it very well. People also know that we don't sell other medicines and we provide only contraceptives, because we are SIFPSA trained counselors. So they never complain.

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

   It has increased substantially. Before training, only 1 or 2 clients were coming and now about 28-30 persons are coming regularly. This number is continuously increasing. Sometimes the number of clients in a particular season is less. If I give you the figure of oral pills, it was 15 in November 2002 and about 8-9 clients were using condoms.

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   First is the monitory benefit and the second is that we develop contacts with new persons. With these new persons, we are also attached with several new items. The biggest benefit is that we meet new people and more important is that clients/patients join us. They have come to take our services.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   No, we don't have any complained, as we have not faced any problem. Agency is maintaining regular contacts and we also involved in their all activities. This has developed our interest in these activities and it could be possible due to continuous help of the agency only. The agency has also cooperated a lot in the process of their sale. Other persons should also feel their responsibilities. This programme will be successful.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   The rates of pills and condoms should remain same so as to make them available at the fare price to the people. Another suggestion is that the good quality of condoms and pills should be maintained, as this is an important factor in gaining the faith of the people. Therefore the quality as it is needs to be maintained.

9. What is the present situation of your stock? (No. of condoms and oral pills)

   Condoms (No. of pieces) Nirodh Delux - 175 pieces

   Oral pills (in cycle) Mala D - 5 cycles

10. Mode of supply?

    Before

    Present We bring supply from Sultanpur. We replenish it every week.

11. No. of clients/per month (No.)

    15 OCP clients and 7-8 condom users.

We don't get time to maintain record register. We run who nursing home so no time.

12. Would you like to give some more information on the basis of your experiences? (Probe)

    As per our experience there is every possibility to increase the prevalence of contraceptives. I am ready to provide every support and help for this, if I can. Because there is a lot of possibility and people are becoming aware gradually.

SQ05 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 17/12/02		
Village: Bagiya Choraha, Jaisinghpur		
Block/Tahsil: Dostpur		
District: Suntanpur		

Information of regarding ISMP

Name of ISMP: Last: Verma First: Uday Raj

Full Address of Clinic: Bagiya Choraha, Jai Singhpur, Dostpur, Sultanpur

Trained From SIFPSA during:

Date: from: 10/2/2001 to: 13/2/2001

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   We are selling them before training. Almost 5 years have been completed. We sell because free supply is not regular, so we decided that to sell so that people can get regular supply. Although, when we get free supply, we give it. But, usually we sell them.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   At the time of training, we received first supply from Agency and it was said that these are for selling, so it has helped in continuing the job and then we purchased from market and started selling them.

3. Do you have profit in selling contraceptives in comparison to medicines?

   There is more profit in selling condoms and pills, percentage is more, but sale of medicines is more and sale of condom and pills is less. Therefore, the profit is more in medicines than condoms and pills.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   No

   If yes, what kinds of complaints were received?

No one has made such complaint, because they know that it is cheaper and it is available at shops. Because it is cheaper, they do not have problem in giving money.

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

   It has increased a lot. Before training, 1 or 2 persons used to come, but after training, lots of people are coming. The number of clients has become 25-30 since last one year. They are regular, but sometimes the number is more or less. After training, for 4-5 months the number of clients was increasing, but then it has become stable and there are 25-30 users, who are buying them regularly. There are 12-15 regular clients of condoms and 12-15 clients of pills.

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   We have little bit of profit and clients have more profit. They can plan their families. The situation in society is better.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   No, no problems.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   If there is awareness in people and it improves, then the demand will increase. We should do something for it. Still they have confusions, which have to be removed. There are lots of people, to whom we can not reach. Therefore, it is necessary to reach them.

9. What is the present situation of your stock? (No. of condoms and oral pills)

   Condoms (No. of pieces) Nirodh Deluxe 65 pieces

   Oral pills (in cycle) Mala-D for 3 cycles

10. Mode of supply?

    Before

    Present Bring from Block Headquarter. Earlier we used to bring from there only and presently also we are bringing from there. We received supply from Agency only ones, during training time.

11. No. of clients/per month (No.)

    We have 25-30 regular clients of condoms and pills. (According to him record register is filled up regularly, but can not find register, that is why not shown.)

12. Would you like to give some more information on the basis of your experiences? (Probe)

There are some people, who are using them for the last 5-6 years (condoms and pills both). But, there is no any problem and these two measures are quite helpful. this is my experience.

Client's Questionnaire

He said that it is difficult to meet clients, because many users are not from nearby village, they are from distant villages, therefore, it is difficult to meet clients.

SQ06 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 16/12/02		
Village: Sailkha		
Block/Tahsil: Dostpur		
District: Sultanpur		

Information of regarding ISMP

Name of ISMP: Last: Yadav First: Nirhu

Full Address of Clinic: Sailkha, Dostpur, Sultanpur

Trained From SIFPSA during:

Date: from: 18/9/2000 to: 21/9/2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   Because it was explained in training that we should sell them. It happens that after counseling, they get supply from us and number of clients for other times has also increased and the profit is more in selling. We are selling these for the last 2 years.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   Initially Agency had given the supply of condoms and pills. Then the Agency from Sultanpur has also given supply regularly. This has helped to start the process of selling.

3. Do you have profit in selling contraceptives in comparison to medicines?

   There is equal profit in both. There is double benefit in selling the contraceptives, one is in selling condoms and pills and the other is that if the clients need some other medicines, then there is profit in selling those medicines.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   No

   If yes, what kinds of complaints were received?

No, no one has made any complaint, because they know that the quality of purchased items is better, therefore they have no complaint.

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

   It has increased. Before training, there were no clients for Family Planning and after training, every month we have 20 clients. And the number of clients has increased regularly. Every month, 1-2 clients are added. There are 14 clients of condoms and 6 clients of pills.

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   First benefit is that, with the sale of these, the number of clients has also increased. Monetary benefit is also there and the clients of family planning also bring some other patients, which increases the number of clients or patients.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   No, we do not have any problem, whenever we need any help we get it from Agency.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   Agency should provide some supply regularly. People should visit also, so that our interest in Agency is maintained.

9. What is the present situation of your stock? (No. of condoms and oral pills)

Condoms (No. of pieces)	Nirodh Deluxe 135
Oral pills (in cycle)	Mala-D for 12 cycles

10. Mode of supply?

Before	We use to get supply from Agency.
Present	Sometimes bring from Block Headquarter.

11. No. of clients/per month (No.)

12. Would you like to give some more information on the basis of your experiences? (Probe)

SQ08 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 16/12/02		
Village: Tajuddinpur		
Block/Tahsil: Dostpur		
District: Sultanpur		

Information of regarding ISMP

Name of ISMP: Last: Ahamad First: Ali

Full Address of Clinic: Tajuddinpur, Sailakha, Dostpur, Sultanpur

Trained From SIFPSA during:

Date: from: 18/9/2000 to: 21/9/2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   We thought of selling it for the welfare of the society, we have never thought of any profit out of it, only thought that the society will be benefited. There was another point in it, we thought that if we do it now, in future, perhaps the government will give us the responsibility to expand the programme.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   Yes, Agency has helped us in selling the supply of condoms and pills. They helped us in the process of selling them.

3. Do you have profit in selling contraceptives in comparison to medicines?

   No, there is less profit in selling contraceptives. There is great difference in the profit of both.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   No

   If yes, what kinds of complaints were received?

   No complaints. After finishing first lot we started bringing second and third lot from the market.

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

   It has increased after training. Before training, people did not know that we know about family planning. But after training, such people made contacts with us. There were no clients before training, and now we have 12 regular users of condom and 8 of pills.

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   There is no monetary profit, but we have social and political benefits.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   No, we never had problems.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   Practitioners like us should get some economic benefits so that our interest is maintained in the programme to run it.

9. What is the present situation of your stock? (No. of condoms and oral pills)

Condoms (No. of pieces)	Nirodh Deluxe 85 pieces
Oral pills (in cycle)	Oral pills for 6 cycles

10. Mode of supply?

    Before

    Present Instead we take supply from stocks of block Headquarter.

11. No. of clients/per month (No.)

    Condoms - 12 regular users

    OCP - 8 regular users

12. Would you like to give some more information on the basis of your experiences? (Probe)

SQ09 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 16/12/02		
Village: Pratappur		
Block/Tahsil: Dostpur		
District: Sultanpur		

Information of regarding ISMP

Name of ISMP: Last: Goud First: Angad Kumar

Full Address of Clinic: Vill: Pratappur, Block: Dostpur, Dist: Sultanpur

Trained From SIFPSA during:

Date: from: 18/9/2000 to: 21/9/2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

   There are 2-4 medical shops in the village and people buy condom or pill from there. If I get free supply from ANM, we distribute them free of cost.

ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 16/12/02		
Village: Dostpur		
Block/Tahsil: Dostpur		
District: Sultanpur		

Information of regarding ISMP

Name of ISMP: Last: First: Kapor Chand

Full Address of Clinic: Vill: Dostpur, Block: Dostpur, Dist: Sultanpur

Trained From SIFPSA during:

Date: from: 18/9/2000 to: 21/9/2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   We are selling for the last 10 years. We decided to sell because this is the easiest way. Because we can provide them at low dost so that they are benefited. The matter of money is secondary, but interest of people should be seen first, that is why we started selling it.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   The help at the time of training was in the form of information; it has not helped in the process of selling.

3. Do you have profit in selling contraceptives in comparison to medicines?

   Yes, almost same. But the sale of contraceptives is less than the other medicines; therefore the percentage of profit is more from the sale of medicines.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   No

   If yes, what kinds of complaints were received?

   No, because we never give free supply. If someone asks for free supply we counsel them to buy it from the market.

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

   The number of clients has increased 15%. Presently we have total 10 family planning regular clients. Out of them 6 are condom users and 4 are using OCP. They are regular customers, who take supply every month.

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   In selling contraceptives, economic and social. both types of benefits are there. When people got to know that now I am trained family planning counselor, they began to come and started taking advise and supply. It has given me the recognition in the society and with this the number of clients has also increased and some monetary benefit is also there.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   I do not think that there is any possibility of any difficulty. Although, in the beginning, they had given lot of information, for that I am grateful.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   No, follow-up and monitoring should be done regularly, so that our interest is maintained.

9. What is the present situation of your stock? (No. of condoms and oral pills)

   Condoms (No. of pieces) Nirodh Deluxe 150 pieces

   Oral pills (in cycle) Mala-D for 8 cycles

10. Mode of supply?

    Before From several stockiest

    Present Now, take from Block level stockiest district level

11. No. of clients/per month (No.)

    Total 10 regular clients

    6 of condoms, 4 of pills

12. Would you like to give some more information on the basis of your experiences? (Probe)

    See, awareness among people has increased, secondly, initially the source of information was only Health Centre, but now it has become easier for the, because persons like us are trained. They get information from us very easily.

SQ11a ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 18/12/02		
Village: Raniganj		
Block/Tahsil: Jagdishpur		
District: Sultanpur		

Information of regarding ISMP

Name of ISMP: Last: Mishra First: Harish Chandra

Full Address of Clinic: Raniganj, Jagdishpur, Sultanpur

Trained From SIFPSA during:

Date: from: 14/2/2000 to: 17/2/2002

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   We are selling them for the last 10 years. After training, we are selling it more seriously. Due to inspiration of training, we started selling. And we thought that if our society is getting benefits, we would also be benefited.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   Yes, they helped us. Initially they gave supply and that has helped us in making it faster. I use to bring supply from local market.

3. Do you have profit in selling contraceptives in comparison to medicines?

   Yes, profit is same. Although, the profit on contraceptives is more, it is sufficient, almost 25-30% and the profit on other medicines is 5-10%.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   Yes

   If yes, what kinds of complaints were received?

   Yes, some people say that this is free supply, and then we tell them that I have purchased them, this is not free, and then they pay for it.

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

Number is increasing. Before training, the number was almost negligible and the number is increasing gradually, and we having 12 regular clients and there are several persons who have got counseling and got sterilized.

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   Economic benefit is more. There is no other benefit.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   No, no such problems.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   No, nothing special.

9. What is the present situation of your stock? (No. of condoms and oral pills)

   Condoms (No. of pieces) Rahshah - 114 pieces, Nirodh 200 pieces.

   Oral pills (in cycle) Mala-D for 16 cycle.

10. Mode of supply?

    Before Initially once or twice, supply from Agency.

    Present Now, we take from the local stocks.

11. No. of clients/per month (No.)

    Total 12

    Regular users: 7 Condoms, 5 Pills

12. Would you like to give some more information on the basis of your experiences? (Probe)

    After becoming counselor, several people are coming to me. Initially, it was available with me, but people were shy in taking. But when I am open to them, they are also open with me and this is the beginning of new era.

SQ12 Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 1812/02		
Village: Raniganj		
Block/Tahsil: Jagdishpur		
District: Sultanpur		

Information of regarding ISMP

Name of ISMP: Last: Sanjay First: Singh

Full Address of Clinic: Raniganj, Jagdishpur, Sultanpur

Trained From SIFPSA during:

Date: from: _____ to: _____ Date February 2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   We started selling them after training, we are selling it for the last 20 years. We decided to sell because people use purchased products and they do not give value to the free of cost items. People who come to us for counseling, they take measures also and we get some money that is why we sell.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   Help was provided. We received first supply of condoms and pills after that, either buy from market or get from Agency.

3. Do you have profit in selling contraceptives in comparison to medicines?

   We do not sell other medicines.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   No

   If yes, what kinds of complaints were received?

   No, never.

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

Before training the number of clients was negligible. But after training, the number of clients has increased. There are 2 regular users of OCP and 12 of condoms.

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   The number of other patients has increased.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   No, no problems.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   No suggestion.

9. What is the present situation of your stock? (No. of condoms and oral pills)

   Condoms (No. of pieces) Nirodh 5 pieces

   Oral pills (in cycle) Mala-D for 5 cycle

10. Mode of supply?

    Before First supply from Agency

    Present From Medical Store/local market.

11. No. of clients/per month (No.)

    Total 14

    Regular users: 12 Condoms, 2 pills.

12. Would you like to give some more information on the basis of your experiences? (Probe)

    No. Nothing special, I do not know how to tell you.

SQ13 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 12/12/02		
Village: Raniganj		
Block/Tahsil: Jagdishpur		
District: Sultanpur		

Information of regarding ISMP

Name of ISMP: Last: Khan First: Karam Ali

Full Address of Clinic: Raniganj, Jagdishpur, Sultanpur

Trained From SIFPSA during:

Date: from: 24/12/2000 to: 27/12/2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   We have started selling them after training, we are selling it for the last 2 years. When it was mentioned in training, we realized that it is in favour of ourself and of society; it is good to sell these items. We get some monetary profit from it. Several other people have come in contact and the number of other patients has also increased.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   First supply of condoms and pills we received from there only. And then if I was not taking interest, person from Agency were monitoring and they always inspired me and I started keeping a regular stock. All this is very good and today also people come.

3. Do you have profit in selling contraceptives in comparison to medicines?

   No, there is not much profit, but it is beneficial for people, that is why we sell it and with this, we sell other medicines also

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   Yes

   If yes, what kinds of complaints were received?

Yes, some have complaints. But then I told them that when we have purchased it how can we give free of cost. Whenever we get free supply, we distribute it freely. Although, very few people make complaints, but they said it because they thought that we are getting free of cost government supply.

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

   No, the number has increased after training and before training we did not have knowledge of its methods, and we could not tell them. But after training, we started counseling people and now we have 8-10 clients for FP counseling.

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   With the sale, the benefit is that people are benefited, they come to tell us that our services are benefiting them and we also feel satisfied. It has also increased the number of other patients gradually. That means there are lots of benefits.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   No, no problems. They are helping us continuously.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   I would lie to suggest that we should get continuous free supply, so that we can give to the person who are poor and cannot buy.

9. What is the present situation of your stock? (No. of condoms and oral pills)

   Condoms (No. of pieces) Nirodh 45 pieces

   Oral pills (in cycle) Mala-D for 6 cycle

10. Mode of supply?

    Before First supply from Agency

    Present From Medical Store/local market.

11. No. of clients/per month (No.)

    Total 7

    Regular users: 5 condoms; 2 pills

12. Would you like to give some more information on the basis of your experiences? (Probe)

    No. Nothing special.

Client's Questionnaire

Name of Client:	Last: Ahmed	First: Taufeek
Date: 18/12/02		
Village: Berahim, Bazgarh		
Block/Tahsil: Thudal Bazar		
District: Sultanpur		

1. Are you using CSM brand of contraceptives? If yes, then how long?

   Using Nirodh Deluxe for 6 months. Has 10 children, 8 boys and 2 girls and is a tailor and shopkeeper.

2. Do you find CSM brand of contraceptives are better than Government contraceptives?

3. From where do you buy contraceptives?

   - ISMP ____√____
   - Others (Give names) _____

   If you buy from ISMP, what are the reasons of it?

   Because it is in neighborhood and they are relative also, therefore we buy from them only.

   Eldest child is 18 years old and is a girl, she is not married. Youngest is a girl of 3 years.

Appendix 4:
ISMP Counselling Observation Checklist

Summary Observation Checklist for Assessing Quality of FP Counseling

Skill	Yes (1)	No (1)	Comments
Established Setting			
- Provider ensures privacy (i.e., closes door, draws curtain, puts method in bag)			
Non-verbal Communication Skills			
- Provider uses appropriate non-verbal communication: ▪ Maintains friendly posture/manner			
▪ Treats client with respect			
Verbal Communication Skills			
- Provider uses appropriate verbal communication: ▪ Invites/entertains questions			
▪ Uses clear and simple language			
- Provider uses visual aides effectively **(If provider does not have visual aides to use, leave blank and go to next observation)**			

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Skill	Yes (1)	No (1)	Comments
Information Provided to Client			
- Provider gives accurate and up-to-date information and feedback to the client			
- Provider gives information to client on: ▪ Instructions and use of method			
▪ Side effects associated with method			
▪ Seeking help in the event of problems associated with use of method			
Ensures client understanding			
- Provider verifies client has understood information provided			
Follow-up and Referral			
- Provider refers client or invites client for re-supply of method			
Documentation and Records			
- Provider records outcome of client visit			

Appendix 5:
Client questionnaire - Blank

Client Questionnaire

1. Are you using CSM brand contraceptive? If yes, for how long?

2. Do you prefer CSM brand to government supply? If yes, why?

3. Where do you purchase your contraceptives from?
   - ISMP
   - Others (specify)

   - If ISMP, reason?

Appendix 6: Client interview records

CMQ07 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 13/12/02		
Village: Phitkari		
Block/Tahsil: Mawana		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: Sinha First: Jaipal

Full Address of Clinic: Vill. Phitkari Block: Mawana Disstt: Meerut

Trained From SIFPSA during:

Date: from: _____ to: _____ In November 1999 (recall)

Could not find the certificate

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   Decided to sell to get some profit. Before training, we used to keep sometimes but after training we keep them regularly. We are selling after the training.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   Initially we purchased from Subharti Sewa Sanstha, but after some time I started buying from Mawana. That's how they helped that they had given supply to sell but later on we obtained supply at the same rate, then we started buying from there.

3. Do you have profit in selling contraceptives in comparison to medicines?

   Profit is same, percentage of profit is same.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   No

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If yes, what kinds of complaints were received?

No. No one has complained, as both types of contraceptives are available, purchased and free supply – that's why there was no complaint.

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

   It has increased after training, it has surly increased, and there is no question of decreasing. The number of FP clients has become four times. The number of FP clients has now... Only 10% take condoms free but 90% use purchased one.

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   First is that income has increased and the other is, if the villagers want the difference between their children, they get the benefit. Our clinic is always open, whenever they need it, they take it.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   No. We have no problem. We got chance to purchase condoms and OCP from Agency, three times. But when we found that at the same rate, condom and OCP are available in the market, we started buying from market, because it is nearer.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   See, the most important thing is we should get proper respect in society, we are already working, but we do not get proper respect. Therefore, there should be some provision of respect in whole project - like if we refer people to PHC for sterilization, or we go with them, we never get respect, then we think what is the use of training. Then we refer them to private clinic for sterilization.

9. What is the present situation of your stock? (No. of condoms and oral pills)

   Presently we have very less stock

Condoms (No. of pieces)	Zaroor 90 pieces, Moods 15 pieces, Rakshak 12 pieces, imported 9 pieces, Nirodh Deluxe 25 pieces,
Oral pills (in cycle)	Mala N for 10 cycles.

10. Mode of supply?

Before	
Present	ANM gives the pills and condoms come from the stockiest of market. And we bring the supply once in a month.

We keep imported condoms and there are almost 15 users, they take regularly

11. No. of CSM clients/per month (No.)

    Total

No. of clients of Condoms is 50 and they take condoms regularly

No. of clients of Pills is 10.

12. Would you like to give some more information on the basis of your experiences? (Probe)

Some people have told us that the condoms of free supply break, and therefore they started buying them. And now, I sell almost 450 pieces of condoms and I get the profit of Rs. 200/-.

Client's Questionnaire

Name of Client:	Last: Sharma	First: Vineet
Date: 13/12/02		
Village: Phitkari.		
Block/Tahsil: Mawana		
District: Meerut.		

3. Are you using CSM brand of contraceptives? If yes, then how long?

Yes, for 3 years

4. Do you find CSM brand of contraceptives are better than Government contraceptives?

Purchased condoms are better, because they are softer and well lubricated. Some are dotted also, which give more pleasure.

5. From where do you buy contraceptives?

- ISMP ____√____
- Others (Give names) _____

If you buy form ISMP, what are the reasons of it?

We have good contact with them, they are good counselors also, and we take from here only because he has got variety.

CMQ15 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 12/12/02		
Village: Mawana		
Block/Tahsil: Mawana		
District: Meerut		

Information of regarding ISMP

Name of ISMP: Last: First: Faraim

Full Address of Clinic: Vill. Mawana Block: Mawana Disstt: Meerut

Trained From SIFPSA during:

Date: from: _____ to: _____ November 1999

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   We are selling since March 2001. Free supply was not as per demand, that is why decided to sell and then I started taking from the company of CSM and commercial supply condoms and pills. We get profit by selling it to the people. We are selling Kohinoor, Jassor, Moods, etc. In the symposium of Sukhi Sansar project, detailed information on the use of condoms was given. SDM, Mawana was the chief guest, Prof. VK Sharma was there. Dr. Fahim was special guest. In that symposium, they explained about Copper T, sterilization, OCO and AIDS. Information on polio was also given. Since when I am working with SIFPSA, I work for polio programme also.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   No help was given. I got card from SIFPSA for free supply, but nothing has happened. Then I thought how long they will give us free supply and then we decided to start selling. I have been awarded for selling condoms and pills by Sukhi Sansar HLL. Without the help of SIFPSA, I have sold a lot and was awarded.

3. Do you have profit in selling contraceptives in comparison to medicines?

   No, not that much, but I get some extra income by selling contraceptives.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   No

   If yes, what kinds of complaints were received?

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

   25-30 clients for condoms regularly Muslim/25-30 clients for condoms regularly Hindu

   35 Muslim regular OC clients/25 Hindu regular OC clients

   Muslims use mostly on Thursday/Hindu use mostly on Saturday

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   Yes, of course, we are benefited.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   No, I never expected anything, therefore no problem. I have started selling these items myself. Initially I kept one or two brands. After training, I sell several other brands.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

9. What is the present situation of your stock? (No. of condoms and oral pills)

   Sufficient stock

   Condoms (No. of pieces) almost 750 pieces of each brand

   Oral pills (in cycle) almost 300 cycles of each brand

10. Mode of supply?

    From where I get more profit, I take from there.

    Before

    Present From Pearl Pharmaceuticals.

    Tax tour people supply. Different people from taxi tour supply.

11. No. of CSM clients/per month (No.)

12. Would you like to give some more information on the basis of your experiences? (Probe)

Client's Questionnaire

Name of Client:	Last:	First: Mohammad Isar
Date: 12/12/02		
Village: Mawana		
Block/Tahsil: Mawana		
District: Meerut		

1. Are you using CSM brand of contraceptives? If yes, then how long?

   For almost 5 years I am using condoms. Usually I use Kohinoor, but sometimes Masti also.

2. Do you find CSM brand of contraceptives are better than Government contraceptives? If yes, then why?

   Yes, purchased ones are better in quality. There is no doubt of breakage and variety is available.

3. From where do you buy contraceptives?

   - ISMP ____√____
   - Others (Give names) _____

   If you buy form ISMP, what are the reasons of it?

   We buy from them because they have variety and they are never out of stock. Whenever we need, we take from here.

CSQ02 ISMP Questionnaire

Name of Interviewer: Last: Sinha First: Prabhakar
Date: 17/12/02
Village: Sudanapur
Block/Tahsil: Kudebhar
District: Sultanpur

Information of regarding ISMP

Name of ISMP: Last: Ansari First: Mrs. Rubiya

Full Address of Clinic: Sudnapur, Kudebhar, Sultanpur

Trained From SIFPSA during:

Date: from: _____ to: _____ in December 2000

Do not have certificate.

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   Yes, we are selling for the last 4 years. We decided to sell for the benefit of the people and also of us. The number of clients has increased because of this. This is the reason we have started selling it.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   After training, agency had given us first lot and after finishing that we bought from medical store and sold to clients. Agency has helped us by giving that first lot to start the process of selling of contraceptives.

3. Do you have profit in selling contraceptives in comparison to medicines?

   No, not that much profit.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   Yes/No

   If yes, what kinds of complaints were received?

   No one has complained and the most important thing is that we have never given free supply. That's why people do not refuse to give money for it.

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

   Before training, the number of clients was 10, but after training this number has reached 30. There are 20 regular clients of condom and 10 regular users of oral pills. (Figures are based on memory, record register is at home.)

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   By selling of it, the numbers of clients has increased. The general practice has also increased. There is some monetary gain also and it will increase with the number of clients.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   No, no problems.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   No, no suggestions. It is good that we are trained and we have been given so much information and a chance to serve people.

9. What is the present situation of your stock? (No. of condoms and oral pills)

   Condoms (No. of pieces) Nirodh Delux 25 pieces

   Oral pills (in cycle) Mala-D for 5 cycle

10. Mode of supply?

    Before: Initially we received first supply from agency and after that we started buying from market. If we go outside, we buy from there also. It is not fixed.

    Present

11. No. of CSM clients/per month (No.)

    Total regular clients are 30. There are 20 condom users and 10 clients are regularly using pills.

    Figures are based on recall (Record register is at home).

12. Would you like to give some more information on the basis of your experiences? (Probe)

Client's Questionnaire

Name of Client:	Last: Gupta	First: Hare Ram
Date: 14/12/02		
Village: Sudnapur		
Block/Tahsil: Kudebhar		
District: Sultanpur		

1. Are you using CSM brand of contraceptives? If yes, then how long?

   Using condoms for almost 10 years.

2. Do you find CSM brand of contraceptives are better than Government contraceptives? If yes, then why?

   Yes, because quality of purchased condom is better than the free supply. Free supply condoms are of bad quality.

3. From where do you buy contraceptives?

   - ISMP ____√____
   - Others (Give names) _____

   If you buy form ISMP, what are the reasons of it?

   Because she stays in neighborhood and she always has stock of it. Her supplies have never failed. (breaking/leaking)

CSQ03 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 17/12/02		
Village: Kudebhar		
Block/Tahsil: Kudebhar		
District: Sultanpur		

Information of regarding ISMP

Name of ISMP: Last: Yadava First: Yagya Narayana

Full Address of Clinic: Vill. Rampur Partap, Block: Kudebhar, Sultanpur

Trained From SIFPSA during:

Date: from: 16/10/2000 to: 19/10/2002

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   After training, we are selling it. We get some money and with this the number of clients has also increased, that is why we sell.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   Initially after training, they helped us by giving first supply. Later on we have started buying it from local medical shop.

3. Do you have profit in selling contraceptives in comparison to medicines?

   I make teeth, I do not sell other medicines but always sell condoms and pills.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   No

   If yes, what kinds of complaints were received?

   No, they do not have any problem in paying money. No one has complained for it.

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

   Number is always increasing, not decreasing. People come by watching this board, they want counseling and then they ask for supply. At least 100 persons

are coming regularly every month. 15-16 clients are taking pills and 84-85 are taking condoms.

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   Villagers appreciate that we are working like this. With this the number of clients of teeth has also increase. If someone is benefited, he conveys it to other person. This is the way, the number of clients has increased daily.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   No, no such problems. They are coming regularly and they are helping us in all matters.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   It should be monitored regularly, so that our interest is maintained. Touring of Agency people is beneficial for us, as we remain alert for supply, etc.

9. What is the present situation of your stock? (No. of condoms and oral pills)

   Condoms (No. of pieces) Nirodh 200 pieces

   Oral pills (in cycle) Mala-D for 20 cycle

10. Mode of supply?

    Before: Bring supply from Sultanpur.

11. No. of CSM clients/per month (No.)

    84-85 condoms/15-16 pills, regular every month.

12. Would you like to give some more information on the basis of your experiences? (Probe)

CSQ07 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 16/12/02		
Village: Sailkha Tajuddinpur		
Block/Tahsil: Dostpur		
District: Sultanpur		

Information of regarding ISMP

Name of ISMP: Last: Verma First: HL

Full Address of Clinic: Sailkha, Tajuddinpur, Dostpur, Sultanpur

Trained From SIFPSA during:

Date: from: 9/20/2000 to: 12/10/2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   So that we can also contribute to check the rate of population growth and the country is benefited. We also have some monetary benefit. And I have a different aim, I sell it to poor laborers and encourage them to plan their families and make them responsible.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   We have been receiving help. Initially, the Agency had given us the first lot of condoms and pills and after that whenever I went to Sultanpur, I brought the supply from Agency. In the meantime, ANM has also helped by giving supply in between.

3. Do you have profit in selling contraceptives in comparison to medicines?

   It is same as in other medicines. Percentage of profit is same.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   Yes/No

   If yes, what kinds of complaints were received?

   No complaints, not yet. Persons for free supply are not coming here. We are selling them after training.

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

   The number of clients is increasing daily. Before training, the clients for family planning counseling were 30-35 and after training we have 70 regular clients. Out of which 40 are condom users and 30 pills users.

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   Through the sale of it we get our pocket money and we are respected in society. We have got opportunity to win the faith of people. After training more and more people, ladies and gents and people from all sections of society are coming here for family planning counseling.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   We do not have any problem.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   In this programme, every ISMP has to improve herself/himself, become aware and understand their responsibility, then only the programme will be successful.

9. What is the present situation of your stock? (No. of condoms and oral pills)

   Condoms (No. of pieces) Nirodh Deluxe 20 pieces

   Oral pills (in cycle) Oral pills (Mala-D) for 11 cycles

10. Mode of supply?

    Before: We have been receiving supply from implementing agency for quite long period.

    Present When we do not receive from Agency then we purchase it from Block Head Quarter.

11. No. of CSM clients/per month (No.)

    Total 70

    Condom users 40

    Pills regular 30

12. Would you like to give some more information on the basis of your experiences? (Probe)

Client's Questionnaire

Name of Client:	Last: Khan	First: Shakil Ahmad
Date: 16/12/02		
Village: Ssilakha Tajuddinpur		
Block/Tahsil: Dostpur		
District: Sultanpur		

1. Are you using CSM brand of contraceptives? If yes, then how long?

   My wife is using Mala-D for almost 5 years.

2. Do you find CSM brand of contraceptives are better than Government contraceptives? If yes, then why?

   Yes, because the value of purchased item is different. Therefore, we never take free supply. We buy them from him (ISMP).

3. From where do you buy contraceptives?

   - ISMP ____√____
   - Others (Give names) _____

   If you buy form ISMP, what are the reasons of it?

   Yes, because they have regular stock and are never out of stock, the other reason is that they are in neighborhood, so we buy from them.

CSQ14 ISMP Questionnaire

Name of Interviewer:	Last: Sinha	First: Prabhakar
Date: 18/12/02		
Village: Devkali Pashchim		
Block/Tahsil: Jagdishpur		
District: Sultanpur		

Information of regarding ISMP

Name of ISMP: Last: Tiwari First: Radhey Shyam

Full Address of Clinic: Devkali Pashchim, Jagdishpur, Sultanpur

Trained From SIFPSA during:

Date: from: 4/12/2000 to: 7/12/2000

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   Along with clients, we also have benefits. We have more benefits and the client get quality products at cheaper price. We have decided to sell because ultimately we will be benefited, if more people take it. After training, we are selling them for two to two and half years.

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

   They have helped in several ways. First they have given training and then they gave first supply after training. And then we started bringing from market. So, the second one is that they have helped us in starting the process.

3. Do you have profit in selling contraceptives in comparison to medicines?

   There is much profit in selling contraceptives than other medicines, there is separate profit of 20-25% and the sale of other medicines also increases through the sale of contraceptives. Therefore, in the sale of contraceptives, the overall benefit is that it is more profitable and along with this some other benefits are also there.

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   Yes/No

   If yes, what kinds of complaints were received?

No, no one has complained. Because they know that I do not keep Government supply and even if I keep it they know the difference between free supply and the purchased items. And usually people do not like free supply and we have very little number of persons asking free supply..

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

   The number has increased. Before training the number of clients for PF counseling was negligible. But, today the number of clients, after training, has increased. Presently, the number of clients is 50-0. We do not record all clients, because there are some users who take directly from the medical store and we can not record their name.

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

   It has benefited in several ways. The number of patients has increased, with which our economic benefits have also increased. With the increase in number, the income has also increased. There are more benefits in selling FP methods. We get a wallet of condom in 80 paisa and we have 80 paisa profit on it and you can estimate that how much profit we have in selling only condom.

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

   No, no problems. We are always benefited.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

   If the Agency provides the help at time to time, be in touch always, they will also start this work, who are not doing it presently.

9. What is the present situation of your stock? (No. of condoms and oral pills)

   Condoms (No. of pieces) Nirodh 60 pieces

   Oral pills (in cycle) Mala-D for 52 cycles

10. Mode of supply?

    Before: Initially, once or twice supply from Agency.

    Present Later on from Medical Store/local market.

11. No. of CSM clients/per month (No.)

    The number of clients is 50-60, but there are several ladies and gents, who take from medical store and we cannot record their number. But, now I have three clients of pills and 17 of condoms, who are regularly taking from my clinic.

12. Would you like to give some more information on the basis of your experiences? (Probe)

No, nothing special, but if more publicity is done in villages, then the number of users will increase.

Client's Questionnaire

Name of Client:	Last: Singh	First: Rajest nee "Dadwal"
Date: 18/12/02		
Village: Madwa		
Block/Tahsil: Bazar Shuka		
District: Sultanpur		

1. Are you using CSM brand of contraceptives? If yes, then how long?

   Using Nirodh Deluxe for one and half years.

2. Do you find CSM brand of contraceptives are better than Government contraceptives? If yes, then why?

   We purchase from here. This is better than the free supply. It is softer and it has lubrication - it increases the pleasure. Was using free condoms, but when used the purchased one, then realized that it is better. Since the, using only this.

3. From where do you buy contraceptives?

   - ISMP ____√____
   - Others (Give names) _____

   If you buy form ISMP, what are the reasons of it?

   Market is near by. ISMP has done counseling in this field. For the first time, positive and negative points were explained. Since then, we purchase from here only. The point is that, it is near and purchasing is easier and the stock is always available. Therefore, it is convenient to purchase from here.

CSQ15 ISMP Questionnaire

Name of Interviewer:	Last:	First:
Date:		
Village:		
Block/Tahsil:		
District:		

Information of regarding ISMP

Name of ISMP: Last: Tiwari First: Radhey Shyam (female client)

Full Address of Clinic: Devkali Pashchim, Jagdishpur, Sultanpur

Trained From SIFPSA during:

Date: from: _____ to: _____

Question

1. Have you been selling contraceptives (oral pills and condoms) from your clinic?

   Yes/No

   If yes, why you have decided to sell contraceptives from your clinic? How long you have been selling contraceptives?

   If no, then give reason of not selling contraceptives?

2. When you started selling contraceptives, if you had received any kind of help, just explain it. How did it help you?

3. Do you have profit in selling contraceptives in comparison to medicines?

4. Have your customers complained of buying commercial contraceptives instead of free availability of government supply?

   Yes/No

   If yes, what kinds of complaints were received?

5. Has the number of clients of family planning increased after your training or it is same as before? What is the number?

6. Do you have any kind of profit through selling of contraceptives? If yes, then what kind of profit?

7. Have you ever faced any problem in receiving aid from Agency for selling of contraceptives? If yes, please explain it.

8. Would you like to give some suggestions? Suggestion regarding its execution, organizational issues etc.

9. What is the present situation of your stock? (No. of condoms and oral pills)

   Condoms (No. of pieces)

   Oral pills (in cycle)

10. Mode of supply?

    Before:

    Present

11. No. of CSM clients/per month (No.)

12. Would you like to give some more information on the basis of your experiences? (Probe)

Client's Questionnaire

Name of Client:	Last:	First: Anjum
Date: 18/12/02		
Village: Devkali		
Block/Tahsil: Jagdishpur		
District: Sultanpur		

1. Are you using CSM brand of contraceptives? If yes, then how long?

   Yes, having for almost four and half years. When the youngest child was 5 years old, since then having pills (Lady is more than 35 and still having pills).

2. Do you find CSM brand of contraceptives are better than Government contraceptives? If yes, then why?

   Yes, because it is easily available here and I like this Mals-D. My husband brings it

3. From where do you buy contraceptives?

   - ISMP Dr. Redhey Shyam
   - Others (Give names) Vani Medical Store

   If you buy form ISMP, what are the reasons of it?

   I do not know, my husband knows it, because he only brings it. It is always available.

Appendix 7:
Record Review Form

Type of Method	2001																																															
	Months																																															2002
	Nov '01			Dec '01			Jan '02			Feb '02			Mar '02			Apr '02			May '02			Jun '02			Jul '02			Aug '02			Sep '02			Oct '02		
	N	C	TL	N	C	TL	N	C	TL	N	C	TL	N	C	TL	N	C	TL	N	C	TL	N	C	TL	N	C	TL	N	C	TL	N	C	TL	N	C	TL
Pills																																															
Condoms																																															
Other (specify)																																															
Total																																															

Comments:

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Appendix 8:

Response tabulations for ISMP questions 1, 3, 5, 9 and 11

District-wide tabulation of range and averages of Q1, Q3, Q5, Q9 and Q11 from ISM questionnaires

District	Total No. Interviewed	Q1	Range/ average	Q3	Q5: Before training			After training			Q9		Q11		
		No. selling contraceptives		Profit in selling contraceptives	General client	Pill client	Condom client	General client	Pill client	Condom client	Present situation of stock		No. of clients/per month		
					Average	Average	Average	Average	Average	Average	Oral pills (in cycle)	Condoms (No. of pieces)	Total	Pill	Condom
Allahabad	10	0													
			N												
Meerut	25	6	Range		6-51	2-7	12-44	25-115	4-60	15-55	0-900	0-3750	7-64	3-10	5-55
			average		23	4	25	66	19	39	157	180	36	7	29
			N												
Sultanpur	14	13	Range	22%-28%	0-33	3	5	9-100	2-30	6-85	3-52	5-314	10-101	2-30	
			Average	25%	5	3	5	36	12	24	12	111	36	12	
			N												
Total (Meerut and Sultanpur)	49	19	Range for Meerut and	22%-28%	0-51	2-7	12-44	9-115	2-60	6-85	0-900	0-3750	7-101	2-30	5-85
			average for Meerut & Sultanpur	25%	10	4	20	45	14	29	60	134	36	10	26

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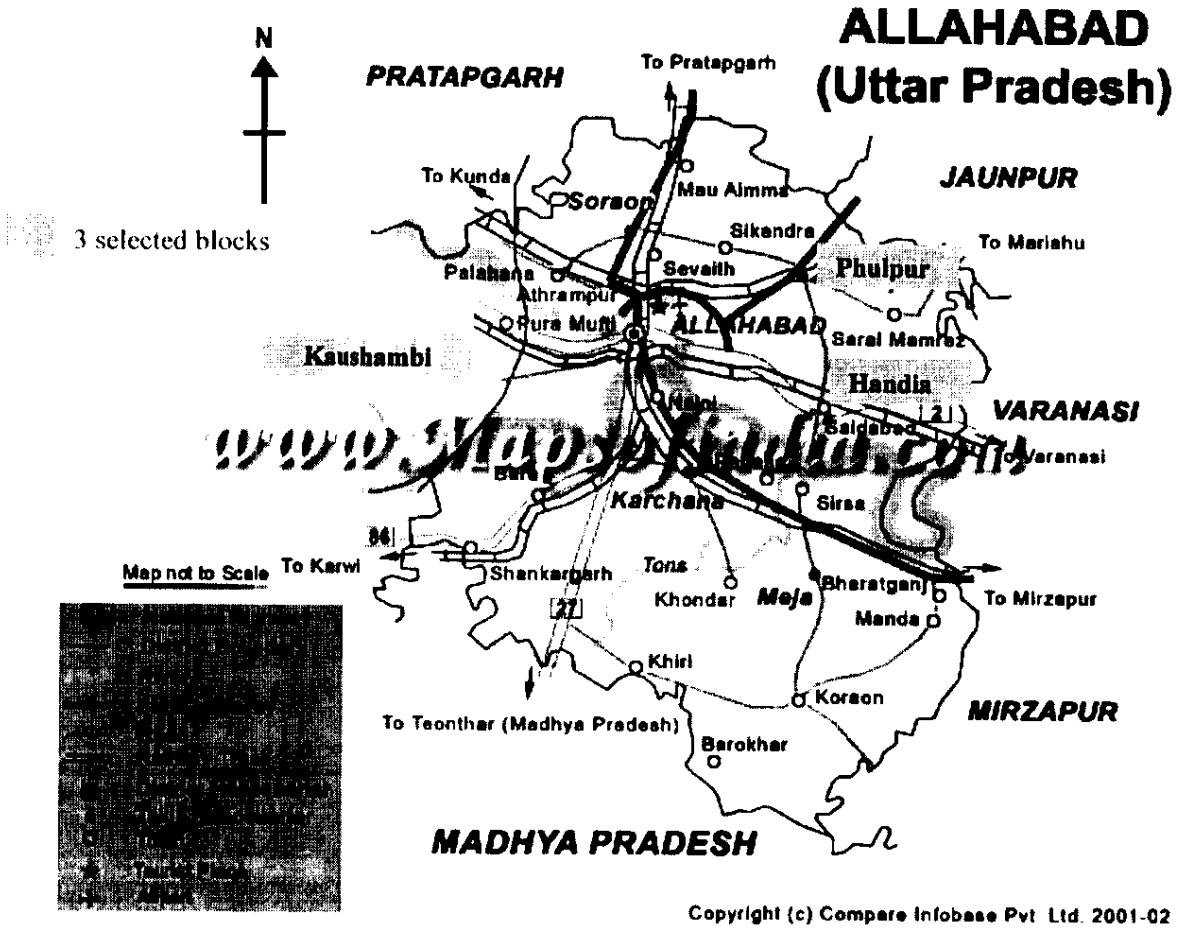
Appendix 9:
Maps of Interview Districts



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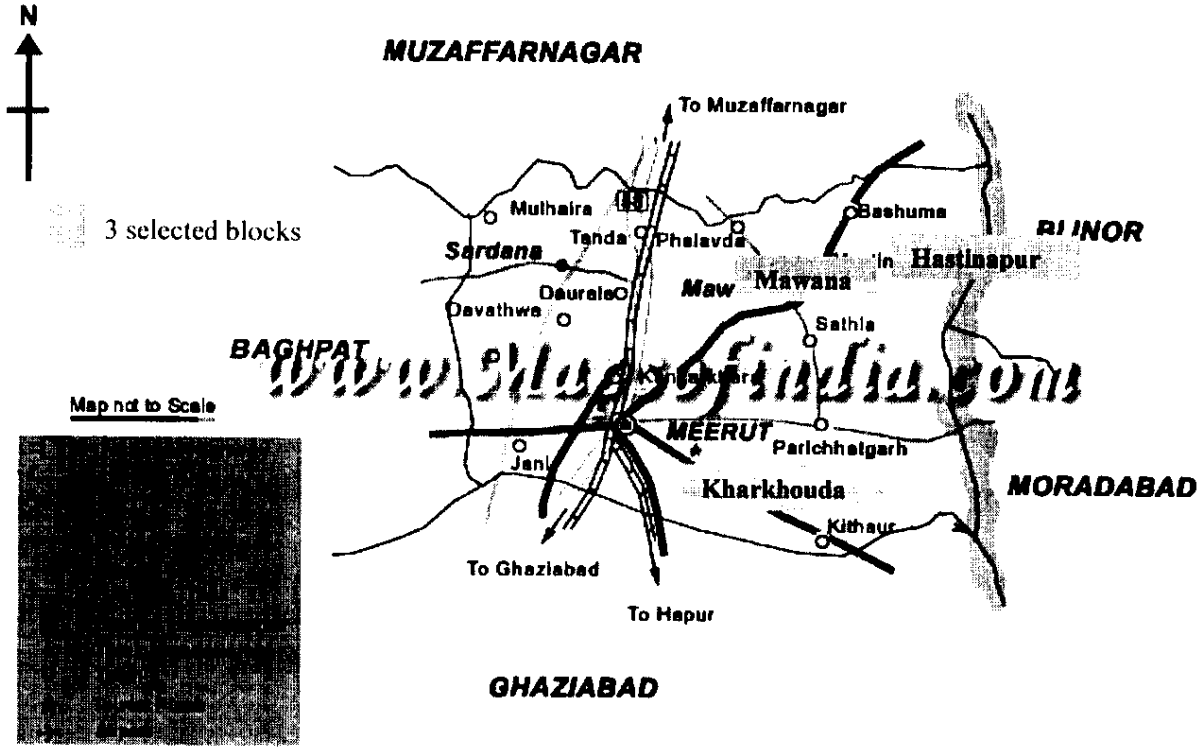
MEERUT
(Uttar Pradesh)



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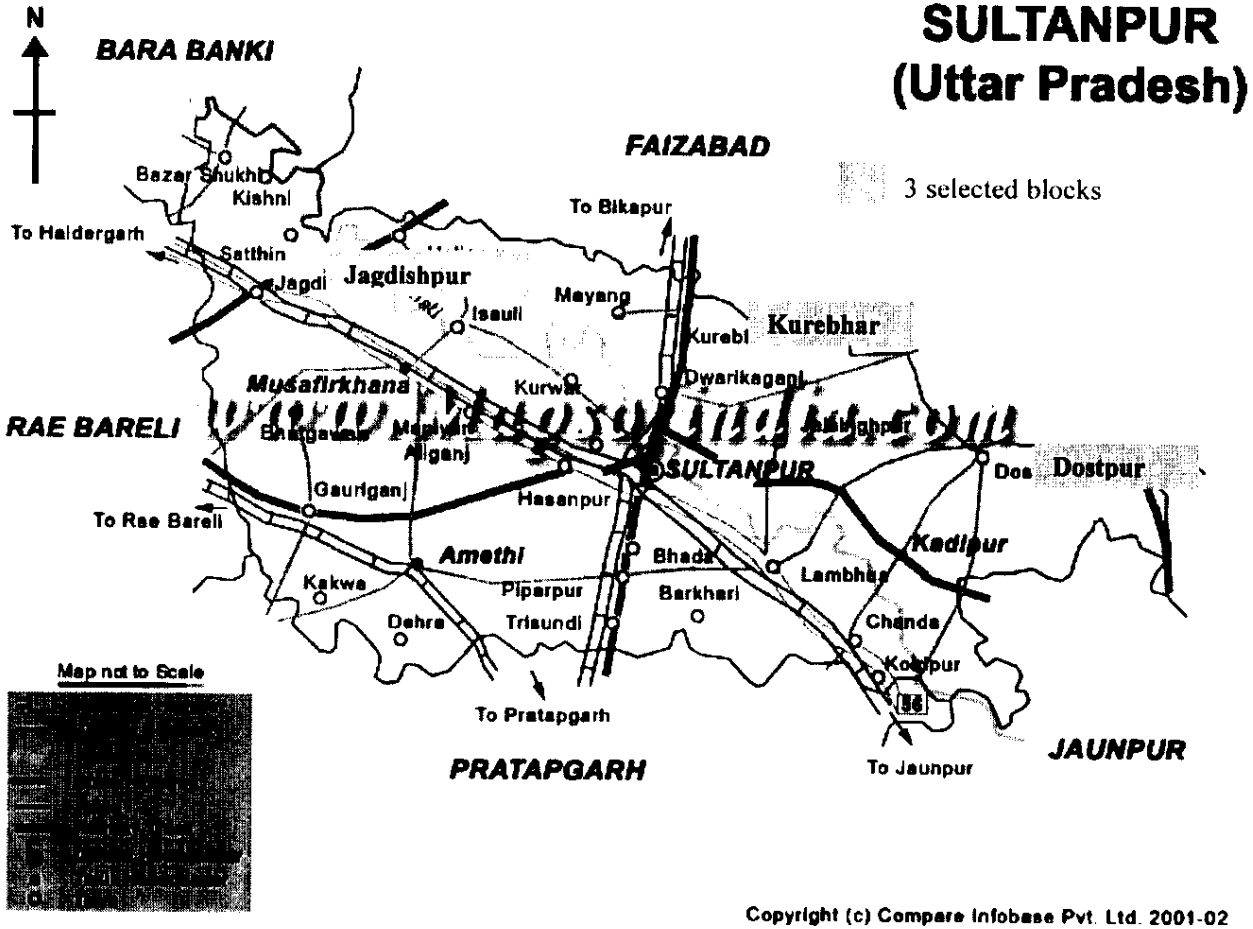
Kharkhoud



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