



Frontier Health Markets (FHM) Engage

India

November 2024

PROJECT OVERVIEW

Frontier Health Markets (FHM) Engage is a United States Agency for International Development (USAID) project that provides technical support to governments, donors, implementing partners, and private sector actors to strengthen local health markets and ensure more equitable and sustainable provision of and access to family planning (FP) and maternal, newborn, and child health (MNCH) products and services. USAID India and FHM Engage have also co-designed a five-year LARC (long-acting reversible contraceptives) market expansion plan with Children’s Investment Fund Foundation (CIFF)

OBJECTIVES IN INDIA

1. *Facilitate market stewardship* that encourages greater private sector engagement for improved access to quality comprehensive family planning/reproductive health (FP/RH) products and services through alliances and collaborations to support India’s FP 2030 commitments.
2. *Improve young people’s access to FP/RH* in India by expanding the range and reach of contraceptives with an expanded basket for contraceptive choices.
3. Strengthen focus on adolescents and youth to *catalyze increased demand* for priority sexual and reproductive health (SRH) products and services in the private sector for improved health outcomes among young people.

GEOGRAPHIC FOCUS AREAS

National focus for stewardship and select cities across eleven states (Assam, Delhi, Karnataka, Maharashtra, Meghalaya, Jharkhand, Odisha, Haryana, Punjab, Andhra Pradesh, and Telangana) for market development approach (MDA) partnerships.

TARGET DEMOGRAPHIC

Youth, women with unmet need, and men, all ages 19-29, are critical groups in shaping future reproductive health trends and practices in India.

HEALTH AREAS

Family planning; sexual and reproductive health for women ages 19-29¹

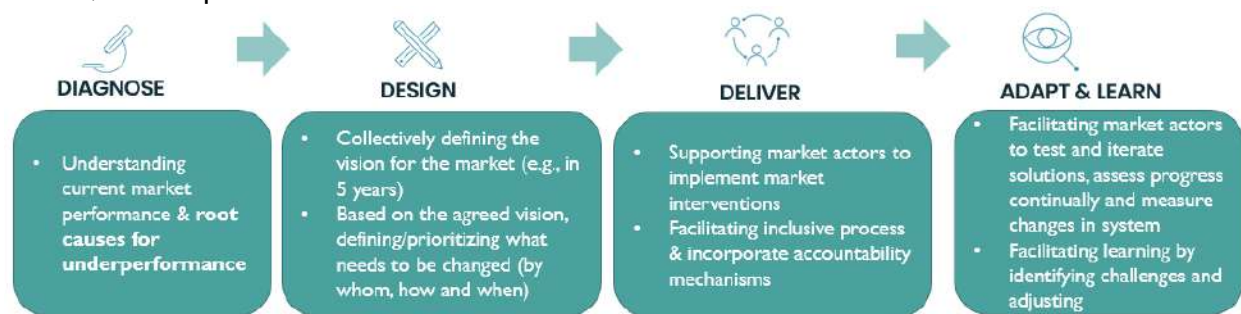
TECHNICAL AREAS

Core market functions of supply and demand. Supporting market functions of financing; market information; rules, regulations, and norms; stewardship.

¹ Reproductive health and wellbeing are viewed in the context of integrated health and wellness solutions for young girls and women, especially for enabling livelihood opportunities and financial independence.

Market Diagnosis

FHM Engage uses a market development approach (MDA) that focuses on identifying and addressing the root causes of underperformance of core market functions to achieve sustainable changes to supply and demand. In applying the MDA, FHM Engage views health challenges and priorities – and the programs that respond to them – from the perspective of market systems. The project follows the Pathway to Impact process for effective market system interventions, which has four phases: Diagnose, Design, Deliver, and Adapt and Learn.



In India, FHM Engage completed a diagnosis of health market underperformance, including a market description and analysis, from February to April 2023. Findings identified constraints that hindered the private sector from serving the reproductive health needs of Indian youth. These included:

- **Lack of stewardship** of the private sector to invest in underserved segments or innovations
- **Absence of market intelligence** for companies, inhibiting their awareness of emerging trends in user preferences and behaviors
- **Insufficient market development capital** for manufacturers, distributors, and providers to invest in innovative models for youth and women of reproductive age.

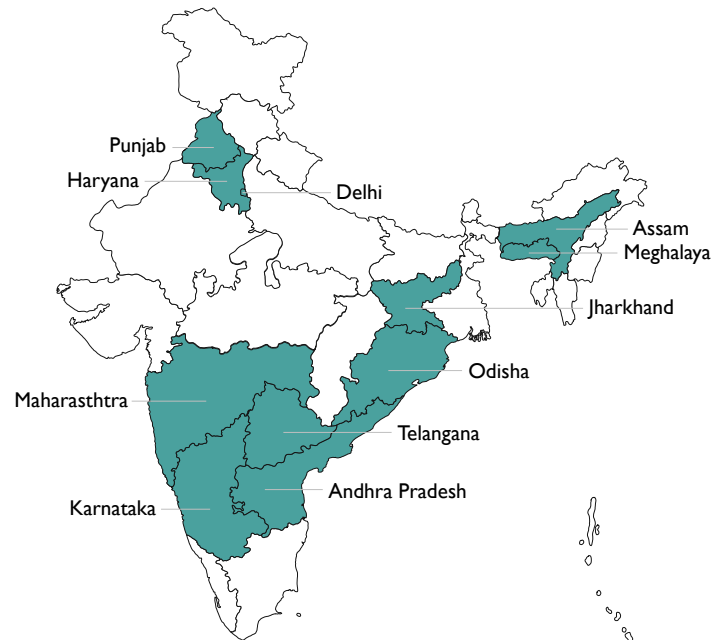
Findings also showed that many women in India, particularly young women, are unable to find the FP products and services they prefer in local markets, such as newer generation methods that tend to have fewer side effects. Therefore, discontinuity of use is high among young women using a modern method, and market development toward broader availability of newer products is a much-needed solution. In parallel, young girls and women are seeking autonomy, agency, economic security, and empowerment to make their own choices and have greater control over their fertility.

Key Focus Areas for Multi-Year Interventions

As a result of the market diagnosis, FHM Engage is focusing on the following areas for its interventions in India:

- **Youth Engagement:**
 - Specifically cater to urban youth, acknowledging their unique challenges, aspirations, and influence in society. Design strategies and campaigns that resonate with their lifestyles, preferences, and aspirations, which are inclusive of access to digital/financial literacy, access to livelihoods, and market linkages.
- **Promotion of Gender Equality:**
 - Aim to uplift women not just through access to reproductive health solutions but also by empowering them with improved agency and autonomy in their lives.

- Advocate for the right of women to make decisions about their bodies, health, and futures, positioning contraceptive choices as an integral aspect of this empowerment.
- Sensitize men holding positions of responsibility within the workplace, banking and financial sectors, distribution and retail, and provision of information and services, to support policies that support wellness solutions for women.
- **Enhanced Livelihood Opportunities:**
 - Build on the interconnectedness of reproductive health and economic empowerment. Work toward ensuring that women have access to opportunities that enhance their employment prospects and managing businesses, thereby giving them greater control over their reproductive choices.
 - Support and promote women's leadership in healthcare services sectors and inter-connected sectors. Work with men within these same sectors for the inclusion of women in decision-making processes and leadership roles.



FHM ENGAGE IS PRIORITIZING INTERVENTIONS AND CAMPAIGNS IN URBAN CITIES OF INDIA, STARTING IN 19 CITIES IN FIVE STATES (ASSAM, DELHI, KARNATAKA, MAHARASHTRA, MEGHALAYA) AND WILL SCALE IN SUBSEQUENT YEARS.

Market Development Partnerships

FHM Engage interventions in India will facilitate a process of market system change that leads to:

1. Enhanced Core Market Functions

- **Product Diversity:** Scale up 10 brands from nine suppliers of hormonal methods (OCP, EC, DMPA, Implants) with market affordability primed for varied pricing
- **Digital Business Models:** Utilize digital strategies through AI enabled Nivi chatbot to improve coverage, and expand access to women's healthcare products /services
- **Strategic Investments:** Promote high-quality contraceptive options through existing CGF-Samhita facilitated channels targeting youth engagement in job skills, education, and financial inclusion, through network of village level entrepreneurs (VLE) and women's livelihood NGO champions and more than 10 NGO partners. Suppliers such as Organon, Pregna, Senador Labs / Exeltis attract new users by investing on demand and supply side actions

2. Strengthened Market Support Functions

- **Market Intelligence:** Leverage demand estimation, consumer segmentation, and market sizing to inform market actors investments in FP market development. Customized the Pharrack platform to track trade in contraceptive products between distributors and chemists, enabling data extraction on sales volume, stock levels, and pricing for contraceptives in the focus areas
- **Innovations and Enterprises Platform:** Continue to position WOHLA as a hub for blended financing, coordination, and fostering demand-supply partnerships
- **Financial Accessibility:** Improve access to credit and savings mechanisms for youth-focused products, with supply side financing through commercial retail banking products for contraceptive SME distributors

3. Improved Regulatory Functions

- **Government Policies:** Streamline contraceptive regulations, harmonization and promotional and distribution policies for newer contraceptives.
- **Market Stewardship:** Build government capacity through ACCESS Health to operationalize the Market Development Approach (MDA) for demonstrating Total Market Approach (TMA) for youth-focused interventions and facilitate private sector partnerships through WOHLA.
- **Method Availability at New Supply Points:** Scale up two new and five existing hormonal methods with expanded guidelines for availability to include new service delivery points like AYUSH providers

More on the FHM Engage Co-Established Women's Health and Livelihood Alliance

In 2023, FHM Engage partnered with the Collective Good Foundation (CGF)-Samhita to create the Women's Health and Livelihood Alliance (WOHLA) in India. WOHLA was designed to serve as a health marketplace catalyst and to mobilize resources for improved access to women's healthcare services and products (including FP), livelihood opportunities, and economic empowerment for young girls and women. CGF-Samhita will leverage its experience in developing alliances – such as REVIVE, the India Protectors Fund, Indian Pharmaceutical Alliance, and the Corporate WASH platform – and its corporate social responsibility (CSR) initiatives to engage foundations, other CSR funders, and implementation partners to support market development approaches that address the 'will-skill gap' among FP value chain stakeholders.

Cover banner photo: Social inclusion facilitators and women entrepreneurs speak together in Mumbai during a Women, Incubation, Skilling, and Entrepreneurship (WISE) meeting. WISE is supported by FHM Engage partner Samhita's ecosystem of women empowering projects. Credit: FHM Engage.

FHM ENGAGE

Healthy Markets for Healthy People



@FHMEngage



@FHMEngage



fhm-engage@fhm-engage.org

<https://healthmarketlinks.org/fhm-engage>

Frontier Health Markets (FHM) Engage works to improve the market environment for greater private sector participation in the delivery of health products and services and to improve equitable access to and uptake of high-quality consumer driven health products, services, and information. FHM Engage is implemented by four core consortium partners: Chemonics International (prime and co-technical lead), Results for Development (co-technical lead), Pathfinder International, and Zenysis Technologies, and a host of network implementation partners (NIPs).

In India, FHM Engage is partnering with Samhita's Collective Good Foundation (CGF) to initiate the Women's Health and Livelihood Alliance (WOHLA) as a health marketplace catalyst to mobilize resources and improve access for young girls and women to healthcare services and products and livelihood opportunities for economic empowerment. Additional partners for this activity include Access Health International, Nivi Inc., and Pharmarack Technologies.

This material is made possible by the generous support of the American people through the United States Agency for International Development (USAID) under the terms of cooperative agreement no. 7200AA21CA00027 (2021-2026). The contents are the responsibility of Chemonics International and do not necessarily reflect the views of USAID or the United States Government.