



# Frontier Health Markets (FHM) Engage

## India

December 2023

### 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.

### 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 five states (Assam, Delhi, Karnataka, Maharashtra, and Meghalaya) 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 19-29<sup>1</sup>

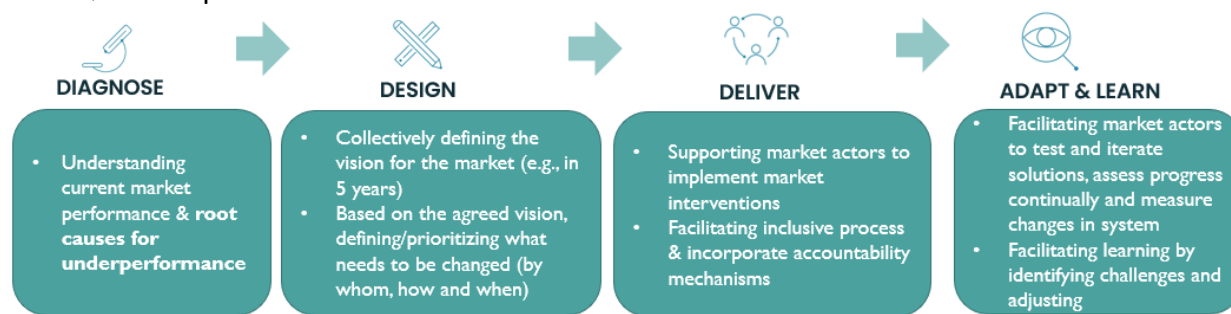
### TECHNICAL AREAS

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

<sup>1</sup> 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. Improved Core Market Functions (Supply and Demand)

- **Product Diversity:** Expansion of available contraceptive technologies better suited to young populations, including domestic manufacturers and marketers that offer a broad spectrum of products (brands and variants) with varied pricing.
- **Business Models with Digital Strategies:** Marketers harness models that employ digital means for extended access to women's healthcare products/services, aggregating intermediaries (such as distributors and chemists) and mitigating effects of climate change.
- **Strategic Commercial Investments:** Suppliers, such as Mylan/Viatris, and social marketers, such as Population Health Services India (PHSI), attract new users and support them by partnering with related businesses.

### 2. Strengthened Market Support Functions

- **Generate Market Intelligence:** Increase availability and utilization of market information, such as use/need analysis, demand estimation, consumer segmentation for understanding purchase patterns and place preferences, and market sizing for crafting policies and interventions and encouraging growth in private sector investment.
- **Innovations & Enterprises Platform:** The Women's Health and Livelihood Alliance (WOHLA, see text box below) positioned for communications and advocacy, support for blended financing, market coordination, and formation of demand-supply partnerships.
- **Financial Accessibility:** Increased access to credit and savings mechanisms to augment the accessibility and availability of youth-centric quality products.

### 3. Improved Rule Functions

- **Governmental Policies:** Harmonization of registration and scheduling policies for private sector to include online and offline information and service delivery points.
- **Market Stewardship:** Strengthening of government capacity through FHM Engage's local implementing partner, ACCESS Health, to enable youth-focused interventions; WOHLA facilitates private sector coalitions and partnerships across various sectors, informed by segmented consumer understanding.
- **Method Availability:** Commitment to nurture and upscale newer methods, supported by guidelines for enhanced availability enabled by digital technologies.

#### **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.*

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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.

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