

ANNUAL REPORT 2018-19



global
development
initiative



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DIRECTOR'S MESSAGE

Dear all:

Wish you all a very happy and prosperous year ahead! I have a confession to make, every year I have to bother my colleagues to gather data to put this annual report together, however, this year we have so much to report that I am at loss to figure out what can be excluded to keep the report concise.

To start with, in social marketing we launched a number of new products and strengthened the distribution system by piloting the last mile reach in sustainable distribution. During the year, our own brand oral contraceptive pills (TrySukhi), two new variant of sanitary napkins and a premium brand of square pack condom were launched. We purchased three delivery vans for creating a direct linkage with our retailers. We applied for enlistment as a beneficiary under the contraceptive social marketing program (CSMP) of Government of India. It's a long journey however once listed we will be entitled to receive subsidized condoms and oral contraceptive pills from the Government of India.

Though it is a major challenge for an organization like ours to deal with a gigantic bureaucratic mammoth like the TATAs, especially when there is revenue loss, we still made some great inroads in number of areas in our MMU project. They have reached out to us to partner with them in holding mega health camps in their operational areas. During the year, four mega health camps were organized, where more than 13,000 beneficiaries were treated and medicines distributed to them. This year, in our regular MMU services we started home visit for the pregnant women and home delivery of medicines for the older and sick people who couldn't come to the service delivery points. A fourth MMU was also launched in the catchment area of their newly acquired Angul plant to set up their outreach program.

In the coming financial year, we will have to tighten our belts and consolidated all these activities and see that there are no more losses and all our operations are sustainable.

Thank you.



Pradeepta Kumar Panda

Key Achievements:

- **Promoting small family norms and hygienic menstrual practices through increased use of family planning products and sanitary napkins**

GDI continued to focus on strengthening its social marketing activities in Odisha and Madhya Pradesh during 2018-19. The product basket was expanded with introduction of our own brand oral contraceptive “TrySukhi”. GDI partnered with Pharmasia Ltd. – the leading oral contraceptive pills manufacturer in India for launching TrySukhi. The decision to launch TrySukhi was taken to counter the sale of illegally imported OCPs from Bangladesh in Odisha and make available the best quality oral contraceptive pills to the people. The response was very good and this product added to the sustainability of the social marketing operations. In addition to this, we also launched one new variant of premium condoms “Try Slam” and two new variants of sanitary napkins, to the product basket during the year.



Figure 1: A provision store in Madhya Pradesh selling GDI products.

We introduced three more mobile sales vans during the year to strengthen the distribution of products. Initial analysis shows, there is a straight 22% cost saving by bypassing the trade and reaching the retailers directly. Besides, it ensured much better and wider distribution, regular supplies with no shortages and increased visibility of our products at the retail point – a total win-win situation.

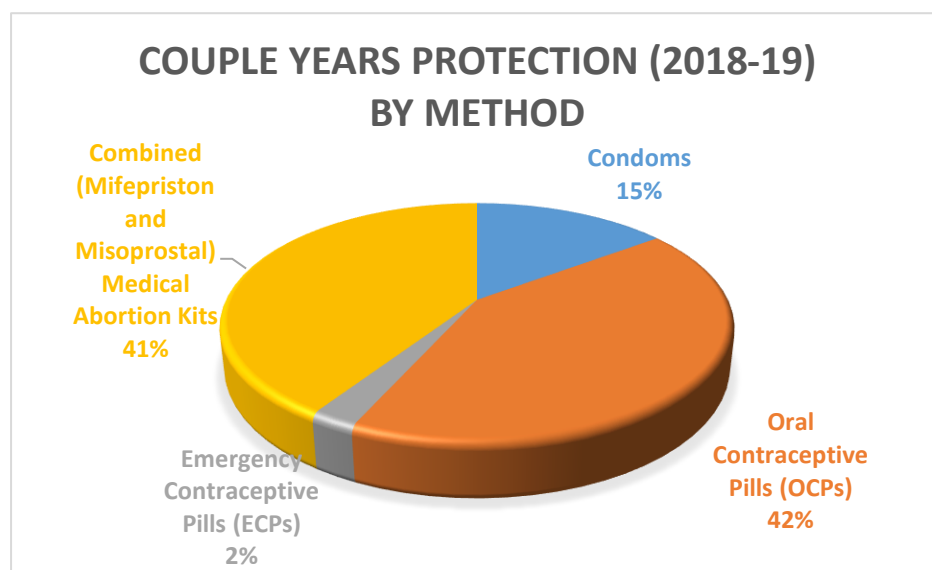
The Social marketing operation in West Bengal (WB) was restarted during the year with expanded product basket and an experienced field team. In WB, a robust distribution network was created with Super Distributor in Howrah (Kolkata) and distributors in selected districts. The distribution network in Odisha and Madhya Pradesh was also expanded to penetrate deeper in the rural areas. The number of outlets (both traditional and nontraditional) stocking our products in these two states increased to around 9,200 with a distribution network of more than 86 redistribution stockists. The table below gives the snapshot of achievements of social marketing program during the year.

TABLE-1: Product wise achievement during 2018-19

Products		18-19	CYP
Family Planning Products	Condoms	20,50,000	17,083
	Oral Contraceptive Pills (OCPs)	7,25,000	48,333
	Emergency Contraceptive Pills (ECPs)	58,000	2,900
Combined (Mifepristone and Misoprostol) Medical Abortion Kits		27,600	46,920
COUPLE YEARS PROTECTION (CYP)		1,15,237	1,15,237
Other Reproductive Health Products	Sanitary Napkins	8,56,000	
	Pregnancy Test Cards	24,800	

CYP conversion factors: 1 CYP equals 120 Condoms; 15 Pill cycles; 20 Emergency Contraceptive Pills; 0.59 Combined Medical Abortion Kits (Medical abortion (MA) = mifepristone and misoprostol sold in combination)

The social marketing program of GDI reached more than 20 lakhs pieces of condoms, 7 lakhs cycles of oral contraceptive pills and 58 thousand emergency contraceptive pills to the people in need, in the implementation states. In addition to this, the program also delivered about 27 thousand combined medical abortion kits, 8 lakhs sanitary napkins and more than 24 thousand rapid pregnancy test cards to the beneficiaries in these states through chemist and non-traditional outlets.



Through the social marketing of family planning products; condoms, oral contraceptive pills and emergency contraceptive pills, GDI could meet the annual family planning need of more than one lakh fifteen thousand couples in the intervention states.

As shown in the alongside diagram, oral contraceptive pills (OCPs) provided about the majority of the couple years of protection (CYPs), whereas almost equal portion of the of the total CYPs delivered was through combined medical abortion kits, condoms were the third largest contributor of CYPs, which contributed to 15% of the total CYPs.

- **Mobile Medical Units (MMUs)**

GDI, continued to provide primary health care services in the catchment area of the mining areas of Keonjhar and Sundergarh districts of Odisha through the Medical Mobile Units supported by the TATA Steel Rural Development Society (TSRDS). On request of the TATA Steel authority in Joda, GDI also supported the emergency health service delivery to the



Figure 2: Launch of MMU services by Bhusan Steel, Angul

mining team in Joda, Keonjhar. The TSRDS team were very much impressed with the success of the 3 MMUs in Keonjhar and offered us to expand the MMU services in the catchment of Bhusan Steel Ltd (BSL) in Angul district, which was taken over by the TATAs. Another MMU with the full team of doctor and paramedics was launched in Angul in July 2018.

In Joda, the TATAs stepped up their mining operations to 1 million tons a month from their Khondband mines. Added medical facility were required within the mines in a 24X7 basis. GDI took up the challenge and committed to provide service till the TATAs set up their own units. 1 million tons means tripling of their frontline work force, who, by government stipulations are required to take a fitness certification by a trained medico. GDI once again provided these backups to the TATAs. We went to the extent of getting a doctor, an ex-employee of the TATAs, certified to conduct stipulated test from institute of management and social welfare, Kolkata.

During the 2018-19, through the four MMUs, GDI could serve about **43,000 beneficiaries** in the **234** service delivery points identified in collaboration with the TSRDS and the BSL team in the catchment area of the mines and steel plant. Almost 62% of the patients were women and **35% of the total patients treated were children below five years**. All the beneficiaries were given free medications (supplied by TSRDS) and in case required the patients were referred to the TATA Steel Hospital located in JODA, Keonjhar.

- **Parivar Mitra – A network of social entrepreneurs for promoting healthy lifestyle and small family norms**

During the current FY, GDI continued to implement the innovative social enterprise model in the urban slums of Cuttack and Bhubaneswar to promote healthy lifestyle among the urban poor and also to create self-employment among the unemployed youth. Our field team visited the networked **Parivar Mitras** on a monthly basis for replenishment of stocks and organizing health awareness camps.



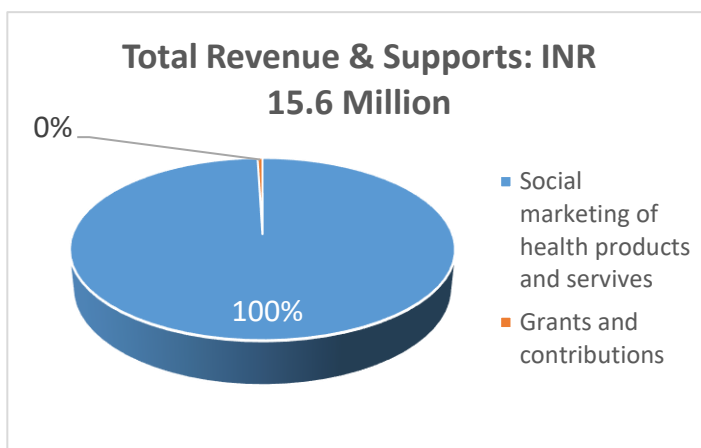
Figure 3: GDI field executives organizing the health campaigns in urban slums.

With the help of the Parivar Mitras our field team organized **262 awareness camps** in their catchment area where **more than 3,200 beneficiaries** were educated on different benefits of small family, availability of different family planning methods and their sources, menstrual hygiene and use of sanitary napkins during menstruation.

Almost half of the Parivar Mitras bought products on a bimonthly basis, whereas around one-third bought products regularly on a monthly basis. The remaining one-third were infrequent buyers as the uptake from their point was slow.

- **Financial Highlights 2018-19**

All most all the revenue during the year was from social marketing of health products and services, which contributed 99% of the total revenue. This includes supports from TATA Steel Rural Development Society (TSRDS) against operationalization of the 4 Medical Mobile Units (MMUs) in Odisha. A small portion (less than 1%) of the total revenue was received as grants.



More than half of the expenses were on program activities; including field staff salaries, promotional activities, day today expenses on running the MMUs, and organizing health awareness camps. The next large portion of the revenue (36%) was spent on procurement of health products whereas about 5% of the total revenue was spent on Head office including the office rent, office running expenses and auditor fee etc. It has been a consistent effort in the part of the management to keep the HO expenses at the lowest possible and achieve self-sustainability.

