

ANNUAL REPORT 2019-20



**global
development
initiative**



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DIRECTOR'S MESSAGE

Dear all:

A very warm greetings from Global Development Initiative!

I wish I did not have to do this report for the financial year 2019-20. We started the year on top gear and progressed as per our plan and then the disaster stuck...

With the TATAs, the short-term initiatives – the dispensary at Khondband mines, certification of their workforce and the MMU at Angul was brought to a closure. The 3 MMUs in Joda and the mega health camps continued. We were successful in negotiating the MMU cost reimbursements by approximately 20% from June 2019. We had been advocating the inclusion of preventive health care from Day-1. At last, they allowed us to include a dentist to provide consultancy in the MMU. The plan is to provide dental care for a couple of months and develop a proposition for dental care companies to participate in this initiative.

Social marketing efforts were consolidated and strengthened in all the three operating states; Odisha, Madhya Pradesh and West Bengal. The sales and CYP increased by 40% from the previous year achievements, which was mainly due to the increased share of oral contraceptive pills and combined medical abortion kits. The Social marketing operations became fully self-sustaining and in fact to a small extent cross subsidized our other initiatives.

But alas! The dreaded disease has struck bringing all activities to a griding halt. TATAs have advised us to suspend all operations till further notice. Social marketing team has been advised by us not to be in the field physically but to do business over the phone, till the situation improves. With our limited resources we have committed to the field team that we will try to keep the product supply lines open as long as we can. We are all looking towards the pharma world to give us a solution at the earliest. I personally haven't experienced a world-wide disaster like this and really cannot figure out the way forward. All I can say that we should stand by each other in whatever way we can, positively support policy makers and health providers and not just criticize them mindlessly. The media should also move very cautiously and report only with complete facts and figures and not just sensations and panic.

Very difficult times, so let us hold each other's hands and operate with extreme caution and compassion.

Best Regards,



Pradeepta Kumar Panda

Key Achievements:

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

GDI's effort to deliver affordable good quality reproductive health products following the social marketing principles continued and strengthened during the financial year. One new variant of oral contraceptive pills with a lower price band (Rs.20/-) was launched, keeping in mind the demand from the rural markets. To further boost the sustainability of the social marketing program, expansion of product basket to include few more fast-moving pharmaceutical products was decided. Manufacturers shortlisted and contacted for supply of the new products planned for expansion. But all these efforts were halted because of the onset of the greatest pandemic (COVID-19) of the century.

The SM operation in Odisha was strengthened further with expansion in the uncovered western districts of the state. As a result of the expansion in Odisha, the secondary sales in the state were doubled compared to the previous year. Similarly, the West Bengal team also increased the coverage within the districts covered by the present team and intensified the distribution. This boosted the sales achievement in the state. Madhya Pradesh, remains more or less static during the year.



Figure 1: A PAN (Beetle) shop in rural West Bengal selling GDI products.

We could increase the reach of our distribution network in Odisha and West Bengal through intensive efforts in these two states. The

number of outlets (both traditional and nontraditional) keeping our products in the three operational states increased to around 14,500 with a distribution network of more than 107 redistribution stockists. The table below gives the snapshot of achievements of social marketing program during the year.

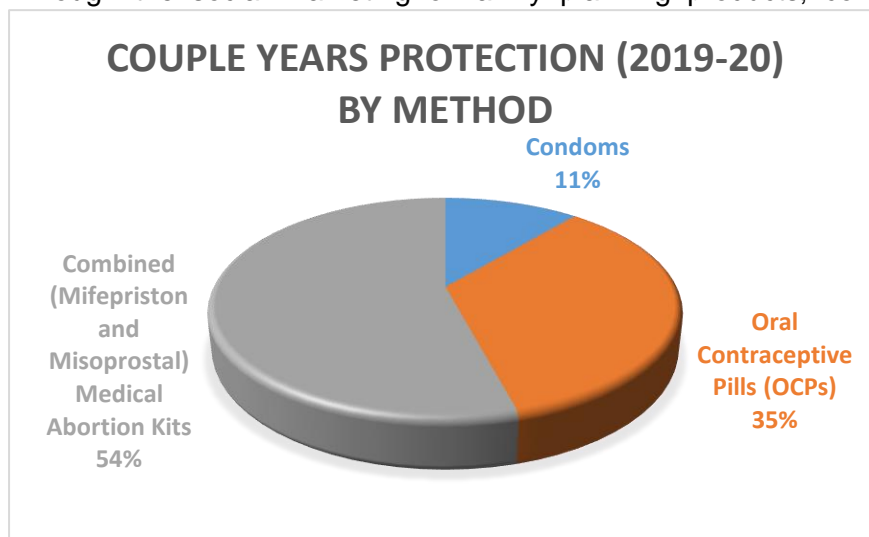
The social marketing program of GDI reached more than 21 lakhs pieces of condoms and 8.5 lakhs cycles of oral contraceptive pills to the people in need, in the implementation states. In addition to this, the program also delivered about 52 thousand combined medical abortion kits and 15 lakhs sanitary napkins to the beneficiaries in these states through chemist and non-traditional outlets.

TABLE-1: Product wise achievement during 2019-20

Products		19-20	CYP
Family Planning Products	Condoms	21,80,000	18,167
	Oral Contraceptive Pills (OCPs)	8,50,000	56,667
Combined (Mifepristone and Misoprostol) Medical Abortion Kits		52,000	88,400
COUPLE YEARS PROTECTION (CYP)		1,63,233	1,63,233
Other Reproductive Health Products	Sanitary Napkins	15,30,000	

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)

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 sixty thousand couples in the intervention states.

As shown in the alongside diagram, combined medical abortion kits provided about the majority of the couple years of protection (54% CYPs), whereas

one-third of the total CYPs delivered was through oral contraceptive pills and condoms contributed to 11% of the total CYPs.

- **Mobile Medical Units (MMUs)**

GDI, continued to provide primary health care services in the catchment area of the mines of Keonjhar and Sundergarh districts and the surrounding villages of the Bhusan Steel Ltd (BSL) plant in Angul district of Odisha through the Medical Mobile Units (MMUs) supported by the TATA Steel Rural Development Society (TSRDS). A tablet-based tracking system was introduced to record the beneficiary data and analyze the prevalence and intensity of diseases and manage them better. In collaboration with the community groups, we also have started providing OPD services from a fixed day facility designated by the community. Three such dispensaries were established during the year. The mega camps in Joda, also continued and we were able to provide consultancy and free medicines to approximately 15,000 beneficiaries.

The Joda unit of TATA sponge has approached to provide similar services in their operational area. The contract for the MMU in Angul was over by September 2020, therefore the MMU was discontinued from October 2020.

During the 2019-20, through the four MMUs, GDI could serve about **35,000 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 56% of the patients were women and **32% of the total patients**



Figure 2: The MMU team providing services in the field, in Joda, Keonjhar

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 financial year, 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. With the help of the Parivar Mitras our field team organized **204 awareness camps** in their catchment area where **more than 2,600 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.

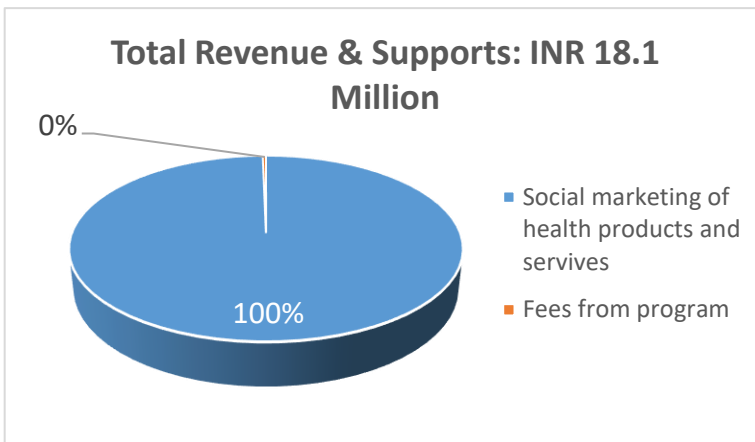


Figure 3: GDI field executives delivering sanitary napkins to the Parivar Mitra in Bhubaneswar Slum

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

Financial Highlights 2019-20:

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 fees from program.



Little more than half of the expenses were on procuring health products, whereas the next large portion of the revenue (43%) was spent on program activities including field staff salaries, promotional activities and awareness camps. About 4% of the total expenses was 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.

