

N-MARC is committed to improving availability throughout Nepal of products and services that improve people's health, particularly for those at the "base of the pyramid." Through the use of innovative distribution mechanisms – such as rickshaws as mobile condom-selling units, rural sales representatives in mountain areas, and "market days" for promotion and selling – N-MARC increases access to health-related products even in the country's most remote areas.

For more information on the N-MARC project please contact:

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N-MARC

Nepal Social Marketing and Franchising Project: AIDS, Reproductive Health, and Child Survival



IMPROVING PUBLIC HEALTH THROUGH PARTNERSHIPS

The Nepal Social Marketing and Franchising Project (N-MARC) forges public-private partnerships to increase availability and sustained use of products and services in Nepal for family planning (FP), maternal and child health (MCH), and HIV/STI prevention.

With funding from USAID and leadership from the Academy for Educational Development (AED), N-MARC seeks to increase the use of condoms, short and long-term contraceptives, clinical family planning and sexual health services, diarrhea treatment products, point-of-use water chlorination solutions, and other public health products and services.

ACHIEVING FULL MARKET IMPACT™

Using AED's Full Market Impact™ (FMI) as a framework, N-MARC engages multiple partners from the private and public sectors, NGOs, and professional bodies in comprehensive efforts to address the supply, promotion, distribution and affordability of public health products and services. By leveraging these diverse resources and capacities, N-MARC increases use of new and existing products and services to improve the health status of at-risk, poor, hard-to-reach, and vulnerable populations. For example, N-MARC:

- More than doubled the condom market share of the commercial sector (from 13 percent to 28 percent) over a one-year period while boosting revenue in a growing condom market, working in partnership with small trading firms using a unique "matching funds" scheme. (Nepal historically has

depended on international donors for its supply of condoms for family planning and HIV prevention, so the growing role of the commercial sector in meeting consumer demand for affordably priced condoms is a promising trend that will increase prospects for market sustainability.)

- Established a "state-of-the-art" quality assurance (QA) monitoring and quality improvement system for three service provider networks in Nepal. The QA monitoring system includes a self-assessment tool, which is necessary given limited resources for sustained monitoring of the growing number of network service providers throughout the country.
- Supported the expansion of the Nepal Contraceptive Retail Sales Company's pioneering Sangini ("Woman's Friend") contraceptive injection service to over 2,000 pharmacy outlets throughout Nepal.

N-MARC efforts to expand access to essential public health products and services throughout Nepal include initiatives for poor and "at-risk" populations that comprise the "base of the (socioeconomic) pyramid." Such initiatives include the following:

Invigorating Dialogue on HIV/AIDS Prevention: In 2008, N-MARC launched the *You Are No Exception* Short Film Competition as a central component of a broad HIV/AIDS awareness and prevention campaign. Following a competitive selection process, N-MARC funded nine emerging Nepali directors to produce eight short films focused on increasing self-risk perception and correct and consistent use of condoms among most-at-risk populations. The films premiered in over 150 theatres and reached target groups directly through *Cinema on Wheels* – a series of mobile open-air screenings in 22 districts along the highly traveled east-west highway in Nepal. All told, more than 200,000 people viewed the films in a three-month period. The campaign culminated with an award ceremony hosted by the US Ambassador Nancy J. Powell. Along with USAID, N-MARC attracted the support of the Nepal Investment Bank as a principal sponsor of the award ceremony and prizes for the top directors.

Evidence-Based and Targeted Social Marketing: HIV/STI interventions for most-at-risk groups face particular challenges due to the difficulty of reaching the target populations. To combat these challenges, N-MARC uses global information systems (GIS) mapping to identify geographic areas known for high-risk sexual activity and direct HIV/AIDS interventions to those in need. N-MARC's partners use the GIS maps to focus marketing and distribution activities and saturate identified areas with condoms and other HIV/STI prevention products and services. N-MARC is expanding these mapping activities to additional products and services in order to target interventions more efficiently.

About N-MARC

N-MARC designs and implements innovative partnerships for health



N-MARC has worked with a broad range of partners in public health initiatives, including the following:

Ministry of Health and Population
United States Agency for International Development
Centre for Socio-Economic Development
EngenderHealth
Environmental Public Health Organization
Gayatra Store Enterprises
Hukum Pharmaceuticals

Lomus Pharmaceuticals
MITRA Samaj
Nepal Contraceptive Retail Sales Company
Nepal Federation of Women Living with HIV/AIDS
Nepal Fertility Care Center
Nepal Investment Bank Ltd.
Praxis Tradelink
Pioneer Trading

N-MARC Partners

