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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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 capabilities, 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 the 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 an assessment tool and processes for self-assessment to ensure service quality, monitoring of the quality of care provided, and resource utilization and sustainability.
- 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.