

Janani Delivers Quality Family Planning Services across North India



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Janani

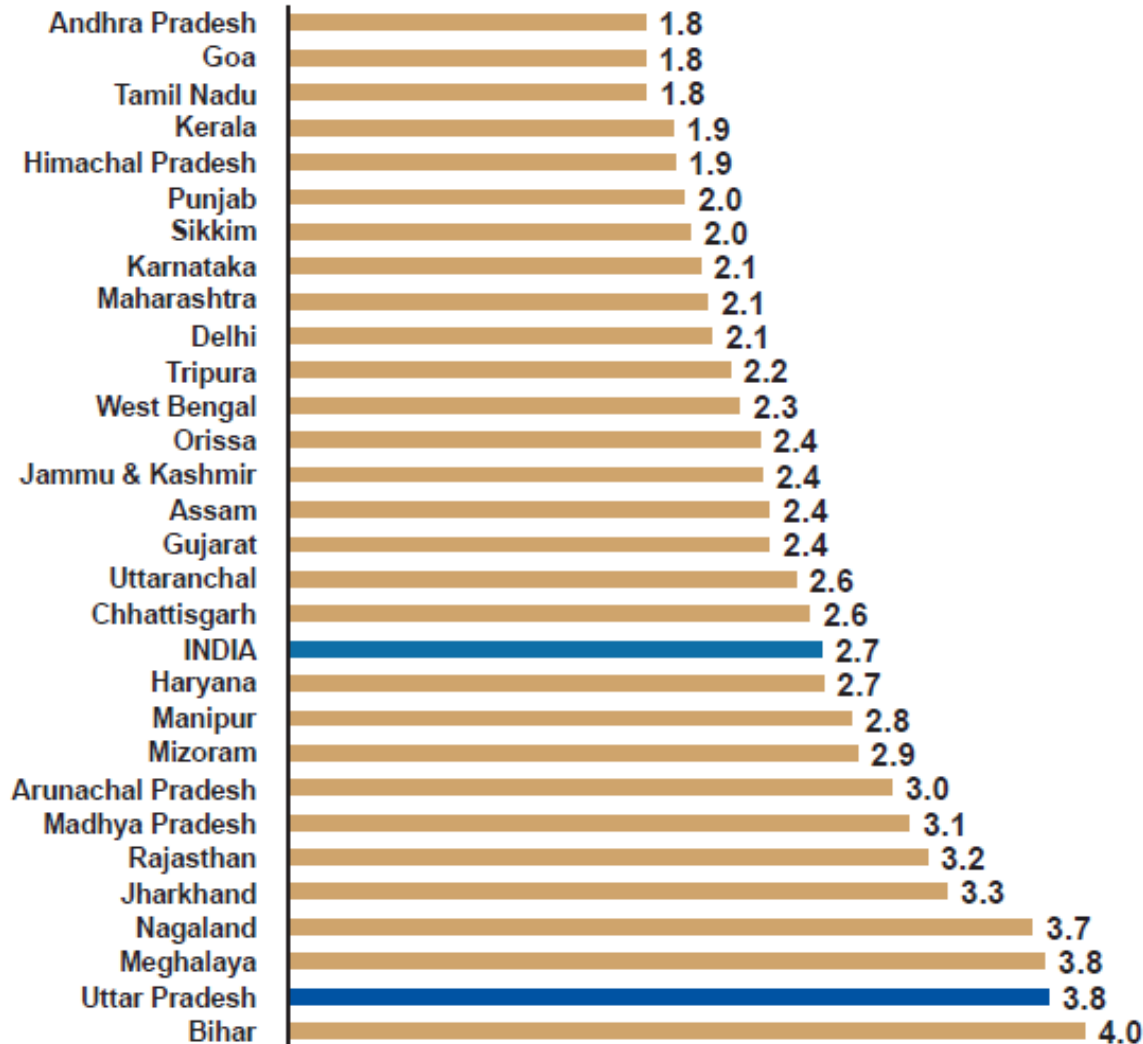


Facts about Family Planning in North India

Total Fertility Rate

Total Fertility Rate by State

Children per woman

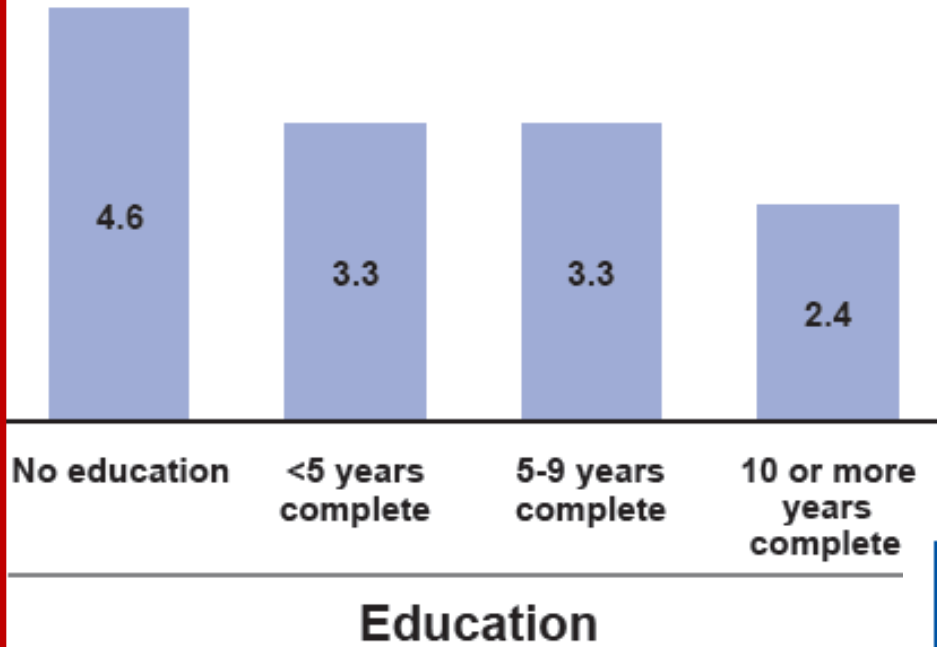


Average marriage age for women is 16,2 yrs while 20,1 for men

TFR is now 3,8 children per woman, 0,3 drop from NFHS-2 (rural 4.1 against 3,0 in urban; 4.5 in scheduled caste (25% of the entire population), against 3,8 backward (50% of the entire population) classes and 3.2 for other groups) is the second highest, just after Bihar with 4,0

The total fertility rate for Muslims (4.3) is about half a child higher than the rate for Hindus (3.7).

Fertility and Education and Wealth

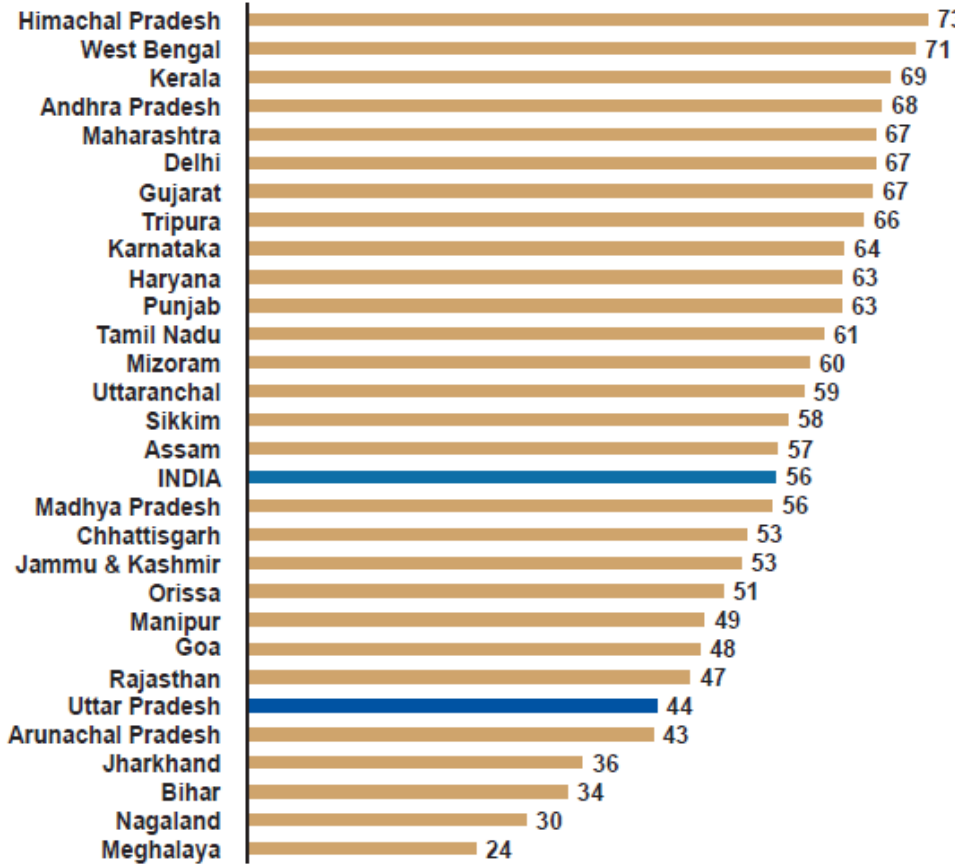


At current fertility rates, women with no education will have 2.2 children more than women with 10 or more years of education. When compared with 5 years or less, these women will have 1.3 children more.

There are great differentials in fertility by wealth and education. At current fertility rates, women in the lowest wealth quintile will have 2.6 children more than women in the highest wealth quintile.



Unmet Need for Family Planning



Unmet need for family planning is defined as the percentage of currently married women who either want to space their next birth or stop childbearing entirely but are not using contraception.

According to this definition, 21 percent of currently married women have an unmet need for family planning (9% for spacing and 12% for limiting), down from 25 percent in NFHS-2. Currently, 67 percent of the demand for family planning is being satisfied, up from 53 percent in NFHS-2.

Contraceptive Prevalence Rate

Despite a 17 percentage point increase in current contraceptive use among currently married women since NFHS-2, Uttar Pradesh continues to lag behind most other states in its contraceptive prevalence rate.



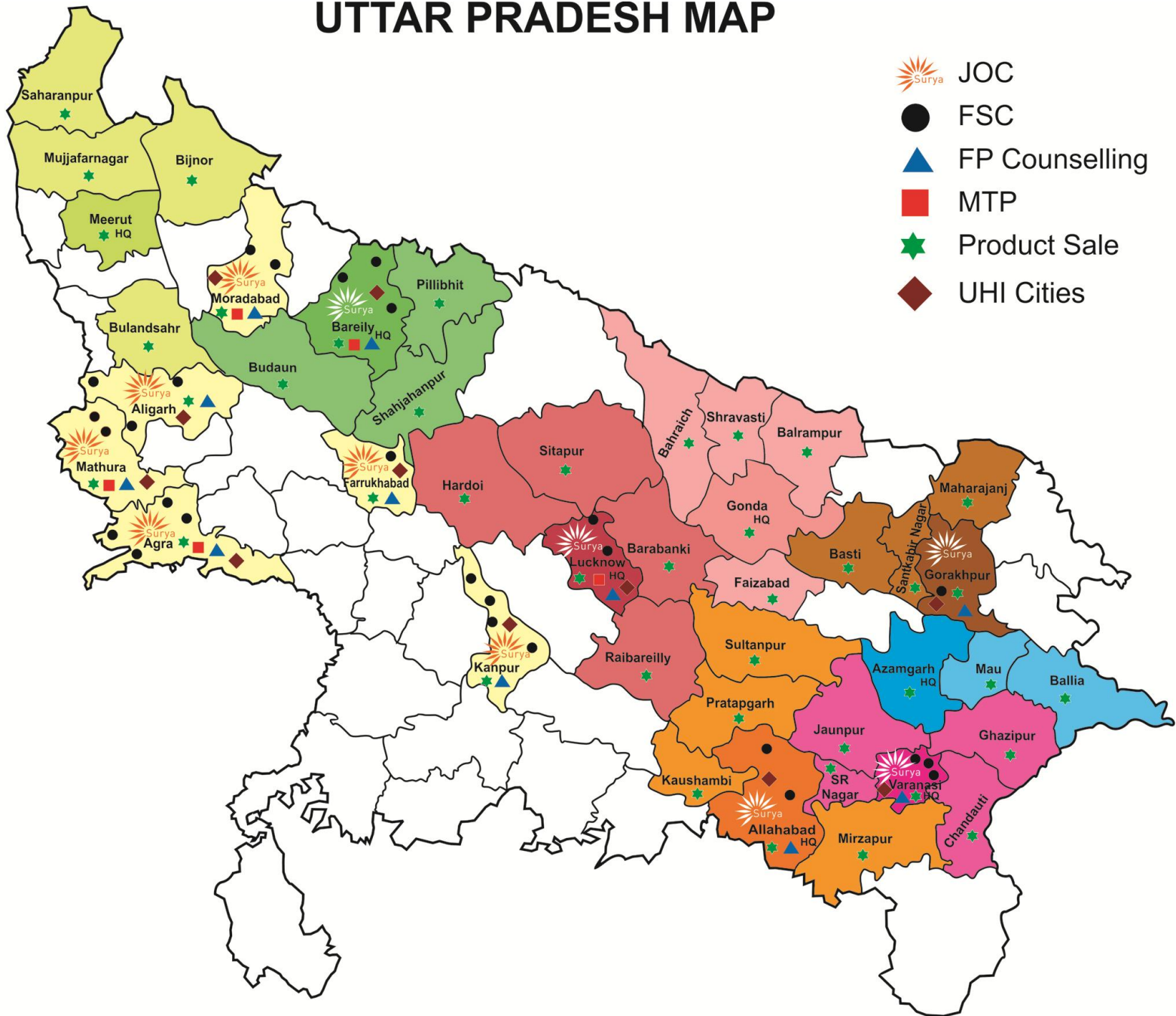
Janani (DKT North India)



Eighteen Years of Service in North India

- Janani provides services across four states – Bihar, Jharkhand and Uttar Pradesh with 45 Janani-owned Family Planning Clinics, and a network of 96 franchisees, 5,000 private-sector doctors, 70,000 sales outlets, and some 7,000 Surya Health Promoters (SHP).
- We provide FP services to over 200 million people with over 1,400 beds in our own clinics alone with a staff of over 500 employees.
- Bihar, Jharkhand, Uttar Pradesh and Madhya Pradesh are the most populated and underdeveloped states in India, and together are home to some 336 million people, with a per capita income of just over \$200. Female literacy is 56.2 percent, and the average number of children per couple is 3.4. Only 36% of married women use modern contraceptive methods compared to the national average of 57%.
- The Janani model combining its own and franchise clinical services in a public/private partnership with government along with contraceptive social marketing is unique in India.

UTTAR PRADESH MAP



Janani's operations (i/ii)



Janani own
Clinics

- 45 registered clinics across 4 States

Franchise
Network

- Currently 38 accredited under NRHM

Contracted-in
Counselors

- 110 Franchise clinics across 4 States
- 40 contracted-in counselors across 38 facilities in 2 States
- 36 in government & 2 in private facilities



Counseling in progress during a community health day in Agra



Lucknow's JOC waiting/counseling area



A community health day in progress in Allahabad

One of Janani's Franchise Clinic

Janani' s operations (ii/ii)



Outreach

- IEC activities
- Marketing of Janani services and products
- Increasing access to services by providing transport facilities
- Network of community motivators
- Community Health Days/Pari Diwas (Injectable Days)

Social Marketing

- Clinical and non-clinical products
- Traditional and non-traditional outlets and service providers



Community Days Organized in UP by Janani

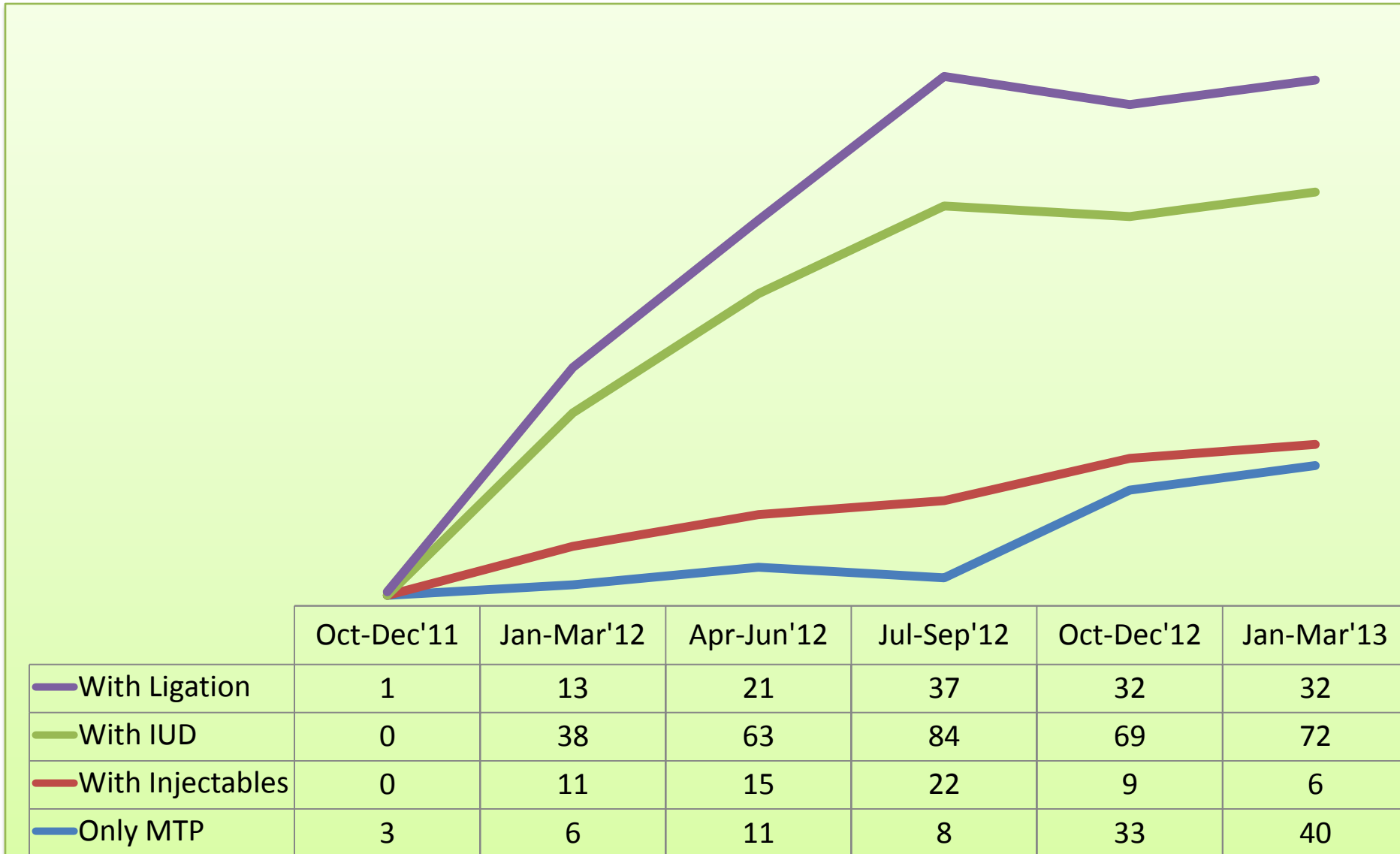


District Manager making a chemist call in Lucknow



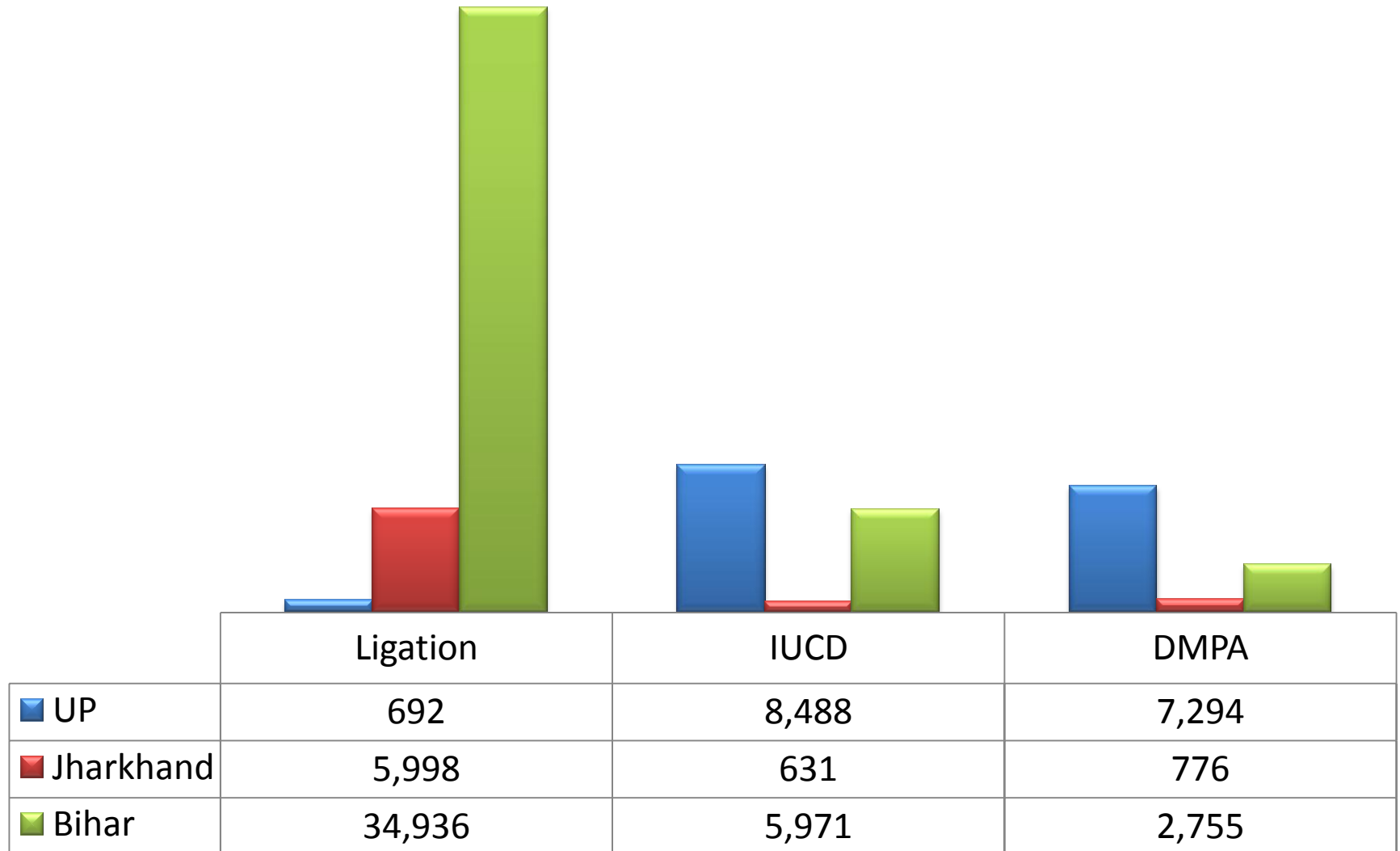
ASHAs enquiring about Surya products at the Janani stall during a women day celebration in Moradabad

Post Abortion by FP Method



FP Acceptors - 3 Janani' s States Comparison

(Jan-Dec 2012)



Marketing events and mid-media activities



Janani conducted several activities in UP last year:

- 2000 autos were branded
- 500 traffic barriers given to Traffic Police
- 87,000 handouts distributed
- 409 Community Health Days at chemist points & in slum area's, administering 2030 shots



Auto rickshaws with Surya Stickers



Surya customized traffic barriers donated to the traffic department

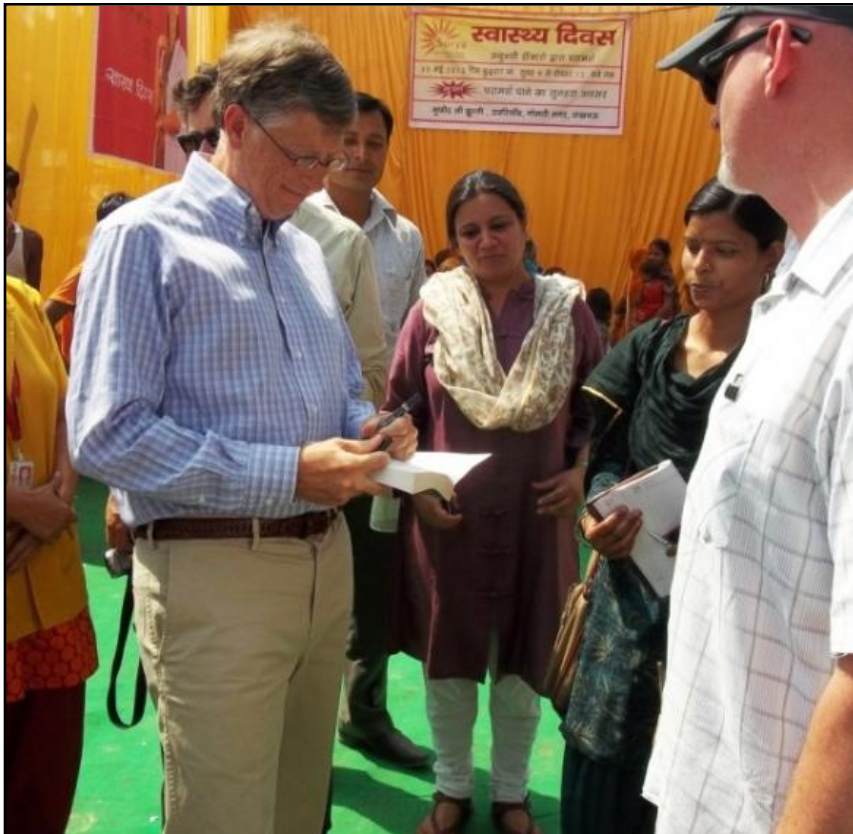


Thela Publicity in Agra

Marketing events and mid-media activities



Bill Gates visited a Janani *Community Health Day* in UP in 2012. Mr. Gates asked penetrating questions about services and costs of our operations and to the people we serve.





Surya

Family Planning Centers
and Contraceptives

जब बेफिक्र हो मन...
तो मन को क्यों मारें!

परिवार नियोजन के सरल उपाय

बंध्याकरण	-	₹ 1500 मुफ्त
बिना चीरा बिना टांका नसबंदी	-	₹ 1500 मुफ्त
कॉपर-टी Cu 380A	-	मुफ्त
कॉपर-टी Cu 375	-	₹ 50
कॉपर-टी लगाने का शुल्क	-	₹ 30 मुफ्त
गर्भनिरोधक सुई	-	₹ 50
सुई लगाने का शुल्क	-	₹ 30 मुफ्त
गर्भनिरोधक गोली	-	मुफ्त
कण्डोम	-	मुफ्त
गर्भपात (12 सप्ताह तक)	-	₹ 500
परिवार नियोजन सलाह	-	₹ 5
सेवा उपरान्त जाँच	-	₹ 1



एश्वर्या सिन्हा
डॉ एश्वर्या सिन्हा
(स्त्री रोग विशेषज्ञा)



Janani

Services delivered through our Clinics



Janani Products



- Mithun & Style – Condoms
- Apsara – Oral Contraception Pill
- Postpil – Emergency Contraceptive Pill
- Pari – Injectable Contraceptive
- Urvashi – Cu-375 IUCD
- Safe-t Kit – Medical Abortion Kit

Surya is the umbrella brand for Janani's contraceptive social marketing program, but also the name of clinical service delivery component

New launches – Pregnancy Test Strip & Ofloxacin + Ornidazole tablets & Surgical Gloves

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Thank you!