



GOVERNMENT OF KERALA

Abstract

Local Self Government Department – Proposal for promotion of Health Care products of HLL Life care Limited through Grama Panchayats - Orders issued.

LOCAL SELF GOVERNMENT (IA) DEPARTMENT

G.O.(Rt)No. 1999/2012/LSGD. Dated,Thiruvananthapuram, 21/07/2012.

ORDER

The HLL Life Care Limited, as part of their social marketing programme has furnished a proposal for promotion of HLL Life Care Products through an incentive based sound marketing programme with collaboration of National Rural Health Mission and Panchayat Raj Institutions in the State. The main objective of the programme is to improve the quality of health care system and easy accessibility, availability and affordable of various ranges of contraceptives and health care products to the rural population.

Government have examined the proposal and are pleased to authorize Individual Gramapanchayats to take up the proposal for marketing Health care products of HLL Life care Limited (Appended) through Community Development Society.

By order of the Governor

M. Shahul Hameed

Under Secretary to Government

To

The Principal Accountant General (Audit), Kerala, Thiruvananthapuram

The Accountant General (A&E), Kerala, Thiruvananthapuram.

The Director of Panchayats, Thiruvananthapuram.

All Secretaries of Grama Panchayats (Through Director of Panchayats,
Thiruvananthapuram).

The Assistant Manager, HLL Life Care Limited, Thiruvananthapuram.

The Director, Information Kerala Mission, Pangappara. P.O.,

Thiruvananthapuram (for uploading the website of LSGD)

SF/OC.

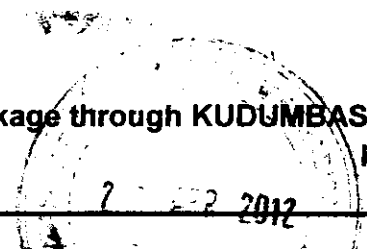
Forwarded/By Order

Section Officer

To The Managing Director, KUDUMBASHREE, KERALA

Proposal for promoting health care products package through KUDUMBASHREE Kerala

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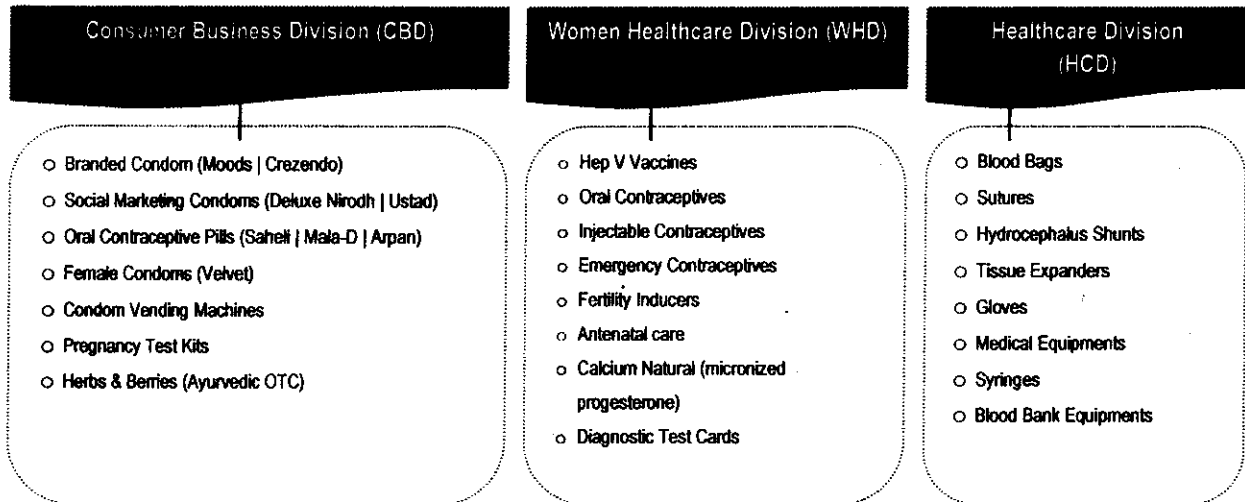
**"REACHOUT" – HLL Lifecare Limited Social Marketing Program initiative
[A Plan for promoting health care products package through
KUDUMBASHREE Kerala]**

This proposal discusses the possibility of Contraceptive market development in Kerala through the model developed by HLL using Health Entrepreneurs along with Existing Distribution Model.

ORGANIZATION PROFILE

HLL LIFECARE LIMITED - (Formerly Hindustan Latex Limited) - With the commencement of the National Family Planning Program, the need for an indigenous supplier was well appreciated among the health policy planners in India. HLL Lifecare Limited (Formerly Hindustan Latex Limited) was incorporated as a Government of India Undertaking in 1966 for the manufacture of condoms of international standards. The manufacturing facility was set up in 1968. Till 1990, HLL has been focusing on its core area of competence of being a manufacturer supplying condoms for the National Family Planning Programs. The diversification program of HLL was based on the GOI policy, of expanding the choice for family planning, by introducing IUDs and Oral Contraceptive Pills. The economic liberalization of the early 1990s opened enormous opportunities and challenges to HLL.

HLL had invested in building a marketing network for the commercial marketing of contraceptives and health care products. HLL has been implementing its various programs with the aim of achieving its vision of being a competent organization offering products and services for building a healthier and happier India. With impressive brand shares and successful product launches, HLL has carved its niche of being an Innovative and Diversified marketing organization. The major products are:



Resources for the Program: HLL has the capability and expertise to provide the total range of design and implementation of Social Marketing Programs, Training of health workers / retailers, BCC activities etc. HLL has the varied and rich experience of working with NACO / SACs and international funding agencies, across various states in India. HLL's vast pool of qualified technical and managerial manpower is well supported by excellent infrastructure facilities to deliver customer value through Time, Quality and Cost standards meeting the global standards. HLL executives have had the opportunity of working in close association with several international consultants and funding agencies UNFPA, WHO, IDA, PSI, USAID, Bill and Melinda Gates Foundation etc .,

Today, HLL has over 1700 employees on its rolls and of these nearly 600 Professionals are spread across the country to meet the Challenging requirements of Marketing and Consultancy assignments. Also we have Consultants with International exposure and rich experience in their respective fields who guide us in Market Research, Monitoring and Evaluation, Product Development and other related services, on a case-to-case basis.

Proposal for promoting health care products package through KUDUMBASHREE Kerala

The competence of HLL in various spheres is as follows:

Social Sector Programme Competence of HLL: With the objective of filling the void created by private sector, HLL has ventured to be the programme partner of GOI in marketing of Deluxe Nirodh and Mala D. Over the years HLL has been using Social Marketing and Social Sector Programming as a key strategy driving the expansion of use of condoms, pills and other RCH commodities. HLL is the lead marketer of GOI social marketing brands- Deluxe Nirodh Condoms and Mala-D OCP, which has over 40% and 51% of market share. HLL, with assistance from NACO from 2009, has been implementing Condom Social Marketing Program with focus on Rural Marketing in West Bengal, Chhattisgarh and Punjab, Haryana & Chandigarh. The initial project focused on expanding the access and demand of condom in rural areas and villages reaching 2000+ populations. The project was successful and the various innovative programs implemented were well received by the consumers and various stake holders. HLL has been successful in drawing technical assistance from the State TSUs in implementing targeted interventions programs. Besides this, HLL has been undertaking various State Specific Condom Promotion Programs which include:

- *West Bengal - Awareness Programs undertaken include regional activities like KABIGAN / BAUL GAN / MAGIC SHOW, Van promotion, football match sponsorship (for community participation), WORLD AIDS DAY stall program, Durga Pooja Parikrama of CSW's in Kolkata and NGO / SHG training on Condom Social Marketing.*
- *Chhattisgarh - Innovations in awareness program implementation has been the highlight of the CSMP in Chhattisgarh. World population Day Program in ZEE TV, Haat bazaar Canopy activity, Chandan Das Ghazal Night, and Dance Competition among Youth, State Creation Day Celebrations, World AIDS Day Program, NUKAD NATAK, and Rashtriya vyapar mela helped reach all the 750 project villages in a record 8 months into the project. These coupled with consumer schemes helped create a consumer pull for Deluxe Nirodh.*
- *Punjab, Haryana & Chandigarh - Van Promotion Activity, Mobile Hoarding Van, Canopy & Promoter Table events, Haat Bazaar Activity, Local Flock Events, Puppet Show, Community Events – FSW's and World AIDS Day stalls and Transport Area (Truckers Events) were implemented for community interactions and awareness creation among the TGs and general public.*

Innovative approach in Condom Programming: The various Communication creative's developed by HLL, like Point-of-Purchase material, has been the reference standard for SMOs implementing similar programs in other states. Through path breaking innovations and creative team effort, HLL has set a benchmark in Condom Social Marketing in the country. Innovation in approach has been the key to the success of the program in all the program states. Innovation in consumer schemes, Creating HIV / AIDS awareness among the public through MOVIE SHOW / GHAZAL NIGHT etc. has brought HLL closer to the various stake holders like TSU, State Health Department, NGOs and general public, at large. The other initiative that has shown encouraging results has been our partnership with CII, corporate initiatives with IOCL, Airtel, SAIL and Howrah Jute Mill. They have shown willing to partner with HLL, in various promotional and awareness campaigns.

Significant achievements of HLL in diversified fields / Program Implementation include:

- Implemented the Targeted Condom Social Marketing Programme in West Bengal, Punjab, Haryana & Chandigarh and Chhattisgarh, funded by NACO.
- Projects for community based condom distribution in the States of Tamil Nadu, Karnataka etc.
- Development of Condom Vending Machine for increasing condom availability and distribution and implementation of National CVM Project across India.
- Technical consultancy assignment on formation of National Blood Transfusion Council for National AIDS Control Organization (NACO).
- Transfer of technology & know-how to M/S Polar Latex Ltd., Kolkata for manufacture of high quality condoms.
- Transfer of technology & know-how to M/S Electro Medical & Allied Industries Ltd., Kolkata (a company of West Bengal Govt.) for manufacture of Blood Bags.
- HLL has been acting as Procurement Consultant for the IDA/World Bank funded prestigious Government of India Integrated Disease Surveillance Project (IDSP), a one of a kind project in the world.

In 20 districts of the above program states, HLL has made available Subsidised condoms in 76,734 outlets, of which 35,937 have been new outlets. Under the program 92 new stockists were appointed to service semi-urban and rural outlets. In the project period a total of 64.14 Million Pcs (Deluxe & Ustad) were sold to retail outlets.

Apart from the above, in the past HLL has implemented several Social Marketing Programs in Tamil Nadu, Karnataka, Assam & Sikkim. In the Health Sector Services, HLL has expertise in other key areas like: -

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- Procurement and Delivery of Drugs and Equipments: This is another core area and we have consistently outperformed our clients' expectations. We procure these either from indigenous sources or import them at economical prices from our associates and not to mention the after sales service in case of equipments.
- Capacity Building of Personnel in the Health Sector: We have in the past trained personnel in the field of Blood Banking and continuously update people on the various developments in the field of health care.
- Construction and Maintenance: HLL has the expertise for complete Hospital Project Consultancy and setting-up Infrastructure facility of Blood bank / Hospital, procurement, erection, commissioning and Maintenance of all equipments and currently implementing several Projects for Govt. of India.

Marketing Competence of HLL: Since 1992, HLL invested significantly in building a marketing organization and focused on building powerful brands and vibrant distribution system. The efforts in the marketing of contraceptives bore fruit and HLL emerged as the major player in contraceptive marketing. MOODS, the commercial brand of HLL, have made tremendous progress and have been awarded "SUPER BRAND", in the category. Currently MOODS is the market leader in markets like Kerala and challenges other players for the top spot in other major Commercial Condom Markets. With 16 depots / CFAs spread across the country and nearly 1400 stockists, today MOODS is available in nearly 1.32 Lac outlets. HLL's commercial brands have 12% all India market share. HLLs' International marketing network reaches 72 Countries and the leading suppliers of Condoms to UNFPA globally in order to meet the demand from the international market.

Manufacturing Competence of HLL: Currently, HLL manufactures over 1000 million condoms annually and has the largest Condom Manufacturing capacity in India. The condom manufacturing facility of HLL has been set up with technical assistance from Okamoto Japan. HLL has been supplying consistently to various global procurement initiatives of UNFPA and WHO. HLL, with technical support from SPIC and CDRI, has set up a Contraceptive Pill tableting unit with an annual capacity of 38 million tablets. This unit tablets Saheli Oral Contraceptive Pills and other hormonal pills for the National Family Planning Programme. With technical Collaboration from M/s Finishing Enterprises USA, HLL commissioned the manufacturing of IUDs with a capacity of 4 million IUDs (CuT 200 B and 380 A). HLL commercialized indigenous technology of SCTIMST, for manufacture of Blood Bags and Hydrocephalus Shunts. These indigenously manufactured products have been able to replace the costly imported brands. HLL has also ventured into the marketing of products like Sanitary Napkins, IFA, ORS, Syringes, Blood Banking Equipments and Medical Disposables. For these products, HLL has identified manufacturers and evolved a long term supply arrangement. HLL manufactured products and manufacturing processes have been accredited by various international quality standards.

RATIONALE

The National Family Welfare Programme provides condoms and pills through free distribution and social marketing schemes. Condoms with the brand name Nirodh and pills with the brand name Mala N are distributed free of cost. Since 1968, Deluxe and Super Deluxe varieties of

Current use of Contraception	Kerala			India		
	Urban	Rural	Total	Urban	Rural	Total
Female sterilization	45.6	50.3	48.7	37.8	37.1	37.3
Male sterilization	1.8	0.6	1.0	1.1	1.0	1.0
Pill	0.0	0.6	0.4	3.8	2.8	1.7
IUD	2.4	2.2	2.3	3.2	1.1	0.1
Injectables	0.1	0.0	0.0	0.1	0.1	5.2
Condom	8.5	4.0	2.3	9.8	3.2	0.0
Other modern method	0.0	0.0	0.0	0.1	0.0	7.8
Other traditional method	10.4	10.8	1.4	8.1	7.6	4.9

Source: NFHS - 3

condoms have been sold under the social marketing scheme. A social marketing scheme for pills was launched in 1987. Through this scheme, the Government of India procures Mala D and supplies these pills to marketing companies. Fertility continues to decline in Kerala. At current fertility levels, women will have an average of 1.96 children each throughout their childbearing years, one of the lowest levels in India. The total fertility rate has fallen only slightly since NFHS-1 when, at 2.00 children per woman, it had already reached

below the replacement level of just over two children per woman. Higher replacement level fertility is found in Kerala only among the Muslim population which has a fertility rate of 2.46 children per woman.

The use of social marketing brand pills and condoms is presented in the below mentioned table. According to women's reports, at the national level, 61.9 percent of pill users and 43.9 percent of condom users who knew the brand name were using social marketing brands. Almost half (47.1 percent) of men who used a condom the last time they had sex used a social marketing brand. In Kerala the use of social marketing brand condoms is very low comparing with the National level and according to men's report it shows just 8.8 percent only.

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Use of social marketing brand pills and condoms	Women		Men
	Percentage of pill users using a social marketing brand	Percentage of condom users using a social marketing brand	Percentage of condom users using a social marketing brand
India	61.9%	43.9%	47.1%
Kerala	42.1%	16.8%	8.8%

Unmet need for family planning is an important indicator for assessing the potential demand for family planning services. Currently married women who are not using any method of contraception but who do not want any more children are defined as having an unmet need for limiting and those who are not using contraception but want to wait two or more years before having another child are defined as having an unmet need for spacing. The sum of the unmet need for limiting and the unmet need for spacing is the unmet need for family planning. Current contraceptive users are said to have a met need for contraception. The total demand for family planning is the sum of unmet need and met need. The below mentioned table shows the unmet need, met need, and total demand for family planning, according to whether the need is for spacing or limiting births, by background characteristics.

	Unmet need for Family Planning			Met need for Family Planning (currently using)			Total demand for Family Planning		
	for spacing	for limiting	total	for spacing	for limiting	total	for spacing	for limiting	total
India	6.2%	6.6%	12.8%	4.8%	51.5%	56.3%	11.0%	58.1%	69.1%
Kerala	6.0%	2.9%	8.9%	8.9%	59.7%	68.6%	14.9%	62.6%	77.5%

Source: Data from NFHS - 3

According to these definitions, 8.9 percent of currently married women in Kerala have an unmet need for family planning. The unmet need for spacing (6.0 percent) is slightly higher than the unmet need for limiting (2.9 percent). More than half of women (68.6 percent) have a met need for family planning. Including unmet and met need, 77.5 percent of currently married women in Kerala have a demand for family planning, of which 82 percent is satisfied. Rural women have a higher unmet need than urban women for spacing as well as limiting. The unmet need for spacing increases with increasing education through 8-9 years of completed education, but the unmet need for limiting is highest for women with no education. As a result, total unmet need is practically the same for women with different levels of completed education. Unmet need for family planning is particularly high for Muslim women. Unmet need for both spacing and limiting decreases with an increase in wealth quintiles.

The rural populations of Kerala need to grow with economic and social development. The synergetic health care systems carry out by National Rural Health Mission. The AWW, ASHA, SHG and health volunteers are working in remote areas to improve the health system and treatment seeking behaviour of the population. Still we found there is a huge unmet need and this shows very clearly that subsidized market is declining gradually and there is need for intervention to reduce the unmet need for Family Planning.

To improve the scenario of the rural market for family planning HLL Lifecare Limited - an undertaking of ministry of health and family welfare Govt, propose an incentive based social marketing programme with collaboration of National Rural health Mission (NRHM) and Panchayat Raj Institution in Kerala. The main objective is to improve the quality of health care system and easy accessibility, availability and affordable of various ranges of contraceptives and health care products to the rural population.

Simultaneously the incentives based social product could help to improve health workers and ASHA, SHG, AWW economically with sustainable social development.

OBJECTIVE OF THE PROGRAMME

- To reach interior remote areas with most affordable and quality proofed product.
- To ensure population stabilization by increase in accessibility of family planning methodologies via social health activist.
- To reduce infant mortality rate and maternal mortality ratio through the mechanism of gap between child birth and corrective method of family planning.
- To attain millennium developmental goal to combat with HIV/AIDS and sexual diseases.

To The Managing Director, KUDUMBASHREE, KERALA

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- o To attain the income generation by social marketing of HLL product.
- o To attain the health awareness and treatment seeking behavior among the beneficiaries through various activities in field level to ensure healthy behavioral changes.

PRODUCT RANGE AND PRICING

1	Arpen	Contraceptive pill	Rs 4.75 per strip	28 tablets per strip	Rs.10.00
2	Plast Aid	First Aid plaster	Rs.1.20 per plaster	25 Pcs per jar	Rs 2.00
3	Moods regular	Branded condom	Rs.6.00 per wallet	3 Pcs per wallet	Rs 10.00
4	Make Sure	Pregnancy test card	Rs 12.00 per card	1 test cards per wallet	Rs. 50.00
5	Ferropius	Iron & Folic acid tablets	Rs.6.00 per strip	10 tablets per strip	Rs.12.00
6	ORS	Oral Rehydration Salt	Rs.5.00 per sachet	20.1 gms per sachet	Rs.12.00

Local Taxes as applicable extra.

MODE OF OPERANDI

Launch of Product and Social Marketing Training: On the very first launching the social marketing project with NRHM and PRI, HLL would conduct a sales and promotional meeting with all District Health Society. The objective of the meeting would be to launch the product and discuss the mode of operandi with district concern officials. The district wise one day training for health staffs would be organized by HLL. Health staff would be sensitized on sales and marketing strategy by expertise staff of HLL. The HLL would provide marketing and technical support and monthly follow up of each health staff associated with social marketing to improve their sales and incentives. The monthly requirement and on field response would be follow up by HLL representative and scope of improvement for better performance would be initiated with NRHM & PRI partnership. Considering the field level product accessibility HLL would arrange various ground level product promotional IEC and BCC activities, Like Window display, Lucky draw contest, drama show, stakeholder meeting, retailers meeting, product scheme etc.

PROCUREMENT AND PURCHASE

The procurement and purchase can be done in two methodologies, as mentioned below:

- o **Mode-1:** The distribution of products can be delivered to district at the cost of HLL Lifecare Limited. The Health worker and volunteer staff of district health society need to collect from the CMOH office. Each package product range kit would be given to individual health staff. The cost of the package would be bear by the procuring Dept.
- o **Mode-2:** The purchase process would be centrally done. The HLL Lifecare Limited would deliver the whole range of product kit to Department central office and on demand basis the product would be delivered to the concerned district health Dept.

As per the rule of HLL Lifecare Limited - Public Sector Unit all payment would be done in advance of product delivery. The HLL Lifecare Limited is eligible for DD or cheque. No cash transaction would be done with any staff of HLL Lifecare Limited.

CONCLUSION

HLL Lifecare Limited believed to change the health status of India with most unconventional and innovative field intervention. The HLL Lifecare Limited - a Mini Ratna PSU under administrative control of ministry of Health and Family Welfare Govt has done several social marketing projects all over the India to improve the structural health system and behavioural changes among the population. HLL Lifecare Limited like to start social marketing project with full of innovation in rural areas of Kerala.

For HLL LIFECARE LTD.,

Asst. Manager - MKTNG

Mobile - 0934 9019013,

एचएलएल लाइफकेअर लिमिटेड / HLL Lifecare Limited
(एकता सङ्घर्ष का समर्थन) / (A Govt. of India Enterprise)
(पूर्व हिन्दुस्तान लेटर लिमिटेड) / (Formerly Hindustan Latex Limited)
कॉर्पोरेट एवं रीटेल ऑफिस / Corporate & Retail Office
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