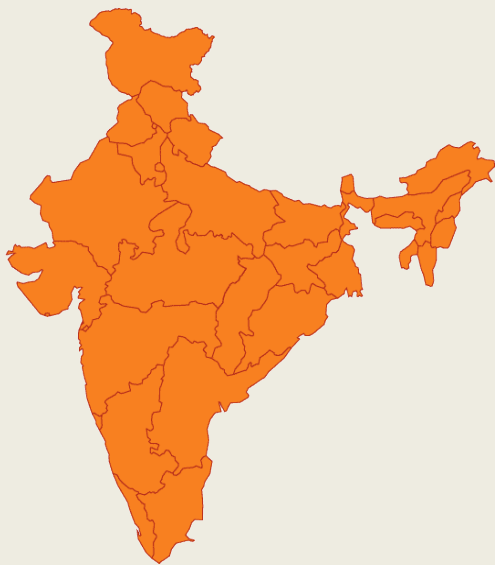




ANNUAL REPORT 2014



Delivered 4.01 Million CYPs



Family Planning and Safe Abortion services are required for reducing maternal mortality and morbidity, in addition to allow women to control her fertility.

PHSI provided 4.01million CYPs (couple year protection) in the year 2014 alone, to the population across India through its three main service delivery channels – Clinics, Outreach and Social Marketing.

Our Modern Long term Methods of Family Planning Services served 0.6 M clients with LARCs. Modern Short Term Methods such as IUD's, Condoms, and OCP's, ECP's and Injectables served about **1.18 Million**.

Family Planning services	: 0.62 Million
<i>(Permanent & Long Term Methods)</i>	
Family Planning Services	: 1.18 Million
<i>(Short Term Methods)</i>	
Safe Abortion Services	: 2.22 Million
Condoms Sold	: 81 M
OCP's Sale	: 6.3 M
ECP's Sale	: 0.44 M
Injectables	: 0.24 M

Major focus of delivering contraceptives through our largest division - Social Marketing sold over **81 Million** condoms through our well established sales outlets of 2,500 outlets in the country.

Our 2014 results show, that it was our most successful year ever, and we have helped

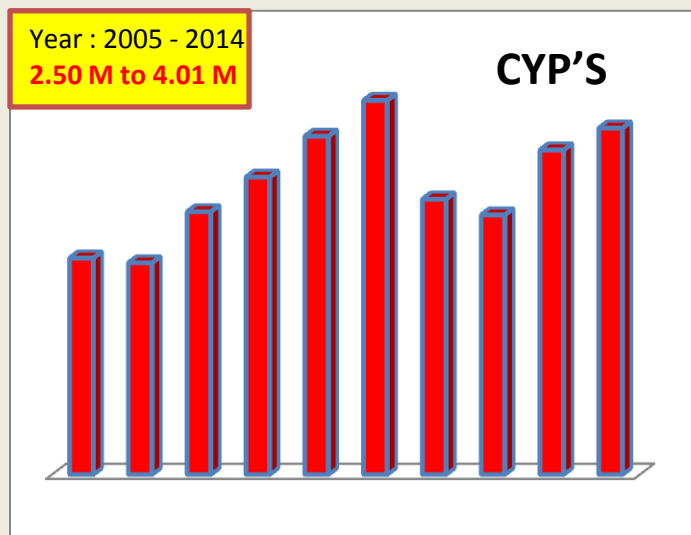
millions of women across the country to choose when they have children.

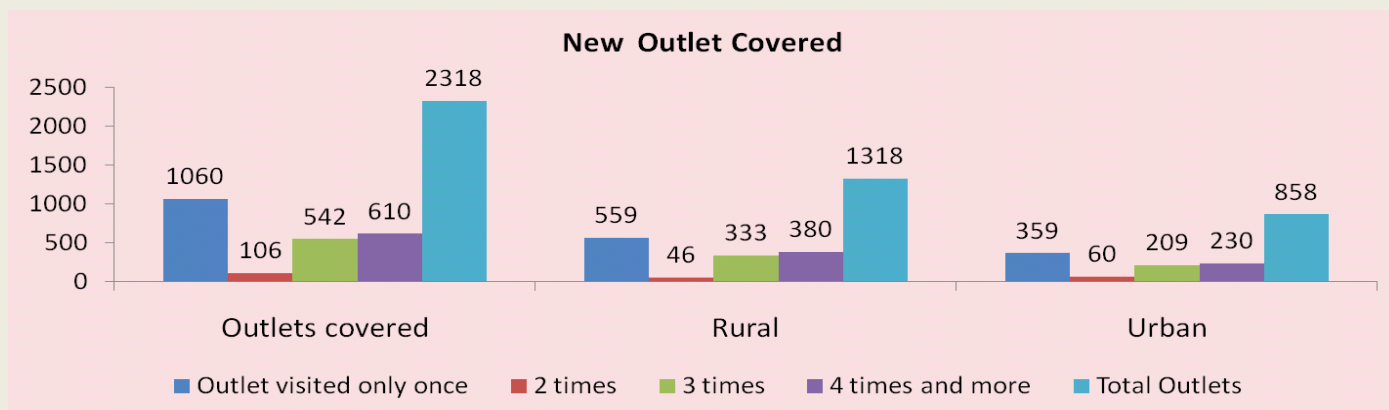
Projects:

NACO – NORTH EAST

NACO CSMP VI, in North East which was started from June, 2014 has covered huge volumes of Deluxe Nirodh in both urban and rural markets in six states of North east.

Communication targets of educating men about triple benefits of condoms in all the six states was not an easy task. A related skit show, promoter lead activities and van shows to cover rural population was successful. Installation of condom bulletin boards in all the offices of SACS came to know the work of SMO- PHSI in all the districts of North East





Feb, 2015, New outlet coverage, North East NACO CSMP

The table below gives the sale of condoms in six states upto February, 2015.

The non-availability of condoms by Ministry to the operational districts created a gap of sales.

Sale of Condom (State wise)

State	Sale of Condoms
Assam	1,899,156
Tripura	567,558
Manipur	674,528
Nagaland	441,375
Mizoram	163,977
Meghalaya	90,871
Total	38,37,465

Experience sharing workshops:



Chemist trainings in Madhya Pradesh covered around, **1,156 chemists** in 11 districts i.e Bhopal,

Indore, Gwalior, Jabalpur etc. Chemists after attending the workshops started selling Medical abortion pills and post abortion care advice to their customers with lot of confidence.

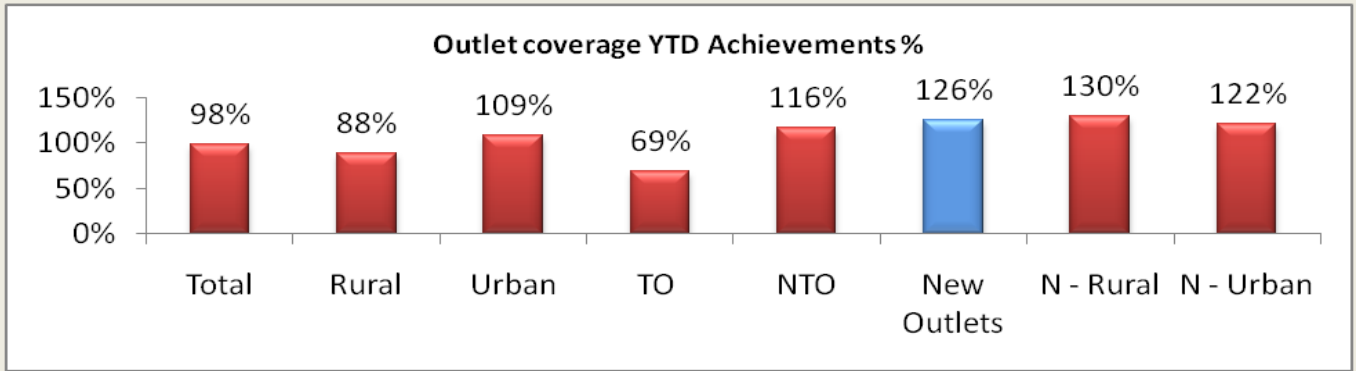
NACO – Jharkhand

PHSI have been a partner organization to provide the consultant services to the state of Jharkhand by undertaking the project **“Condom social marketing program for the high priority districts of Jharkhand”** since 2010 onwards.

In the year 2014 the set sales and communication targets were achieved successfully.

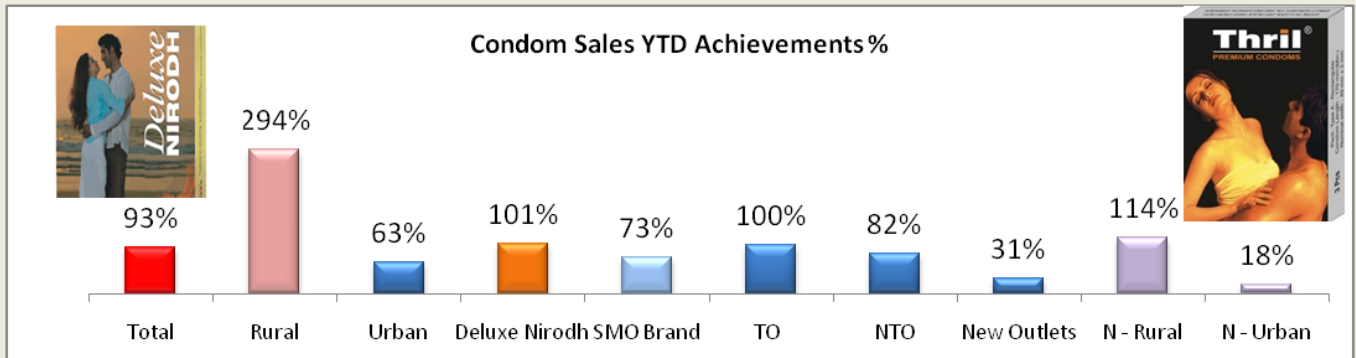
Year 2013-2014			
Jharkhand	NACO Target	Deliverables	% achievement
Total Condom secondary sale	22,596,145	20,759,275	91.87
Total Rural secondary sale	2,937,499	8,440	287.35
Total urban secondary sale	19,658,646	121,318	62.66
Total Nirodh Deluxe Sale	15,817,302	15,847	100
Contribution of SMO own brand	6,778,843	4,917	72.46

The table above illustrates the NACO targets and the deliverables of condom, rural and urban secondary sales and Nirodh and Thrill sales during the project’s operational period in Jharkhand.



**The new outlet coverage achievement was more than the target set by NACO.*

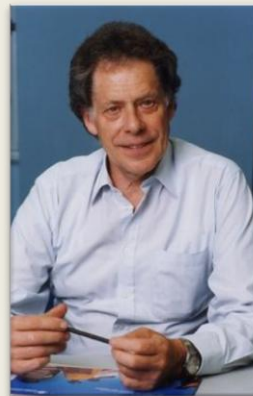
Communication Activity at Jharkhand



** Sales – NACO Jharkhand*

Communication team's Participation in WORLD AIDS DAY – 2014

Signature Campaign:



Untimely death of Dr. Tim Black – Founder of MSI and long term mentor of PHSI in the month of December, has been a shocking reality to all people who knew him and who worked with him. He is the pioneer in the field of Family Planning service provision across the globe.