

Family Planning

6.1 INTRODUCTION

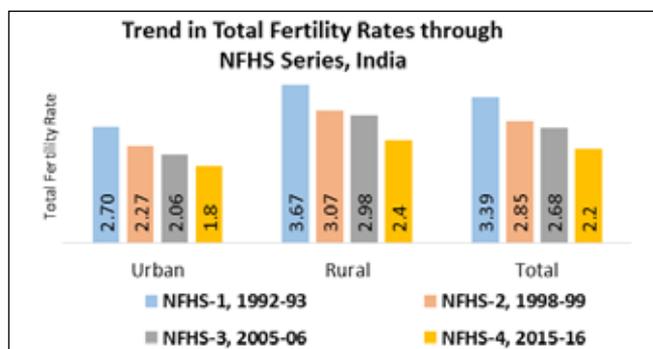
Initiated in the year 1952, the Family Planning program was the first of its kind National level program with a focus on population stabilization. Over the decades the program has evolved to the current holistic and target free approach. The National Population Policy 2000 redefined the program as a medium of intervention for promoting reproductive and child health. The Family Planning program focuses on assuring complete knowledge and access to reproductive rights and services and enables women and men to

make individual reproductive choice.

The objectives, strategies and activities of the Family Planning programme have been meticulously designed in line with goals and objectives of various policies (National Population Policy 2000, National Health Policy 2002 and National Health Mission) and compliments India's commitment at International Forums (viz. International Conference on Population and Development-ICPD, Sustainable Development Goals-SDG, FP2020 and others).



Over the years, the program has been expanded to reach every nook and corner of the country and has penetrated into PHCs and SCs in rural areas, Urban Family Welfare Centers and Postpartum Centers in the urban areas. Technological advances, improved quality and coverage for health care have resulted in a fall in the Total Fertility Rate and growth rate (2011 Census) showed the steepest decline in the decadal growth rate.



24 States and UTs have already achieved the replacement fertility level which accounts to almost 55% of the total India's population.

Uttar Pradesh has shown the largest decline in TFR followed by Nagaland. The TFR status for the States which have shown a decrease is mentioned below:

States	NFHS III	NFHS IV	Points change
UP	3.8	2.7	1.1
NG	3.7	2.7	1.0
AR	3.0	2.1	0.9
MP	3.1	2.3	0.8
RJ	3.2	2.4	0.8
SK	2.0	1.2	0.8
MG	3.8	3.0	0.8
JH	3.3	2.6	0.7
BH	4.0	3.4	0.6

States	NFHS III	NFHS IV	Points change
HR	2.7	2.1	0.6
MZ	2.9	2.3	0.6
TR	2.2	1.7	0.5
IN	2.7	2.2	0.5
UK	2.6	2.1	0.5
WB	2.3	1.8	0.5
DL	2.1	1.7	0.4
CG	2.6	2.2	0.4
GJ	2.4	2.0	0.4
JK	2.4	2.0	0.4
PJ	2.0	1.6	0.4
KN	2.1	1.8	0.3
KL	1.9	1.6	0.3
OR	2.4	2.1	0.3
MH	2.1	1.9	0.2
AS	2.4	2.2	0.2
MN	2.8	2.6	0.2
GO	1.8	1.7	0.1
TN	1.8	1.7	0.1

Factors That Influence Population Growth



India accounts for 17.5% of world's population with 2.4% of world's land mass.

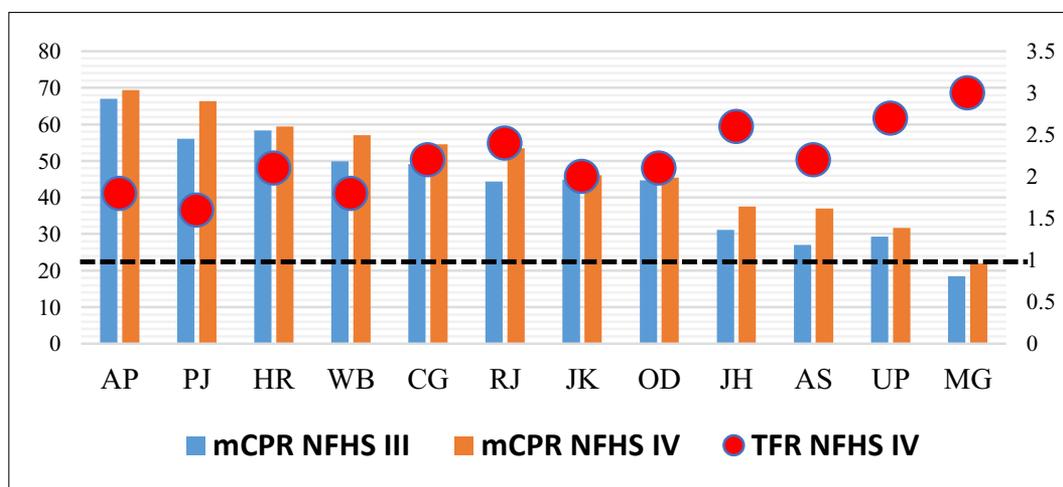
The country has witnessed a substantial decline in Teenage marriages and Teenage births from NFHS III to NFHS IV.

Sl. No.	Key Indicator	Current Status
1	Crude Birth Rate	20.4 (SRS 2016)
2	Total Fertility Rate	2.2 (NFHS IV)
3	Unmet Need for Family Planning	12.9% (NFHS IV)
4	Contraceptive Prevalence Rate	47.8% (NFHS IV)
5	Healthy spacing between births	51.9% (SRS 2016)
6	Teenage Marriages	26.8% (NFHS IV)
7	Teenage Births	7.9% (NFHS IV)

'Demand Satisfied' by modern contraceptives

'Demand Satisfied' calculates the need satisfied by modern methods out of total demand in the community (includes the cohort using modern contraceptive and traditional method and having unmet need for contraception). India's demand satisfied shows an increase from 69.1% in NFHS III to 72% in NFHS IV.

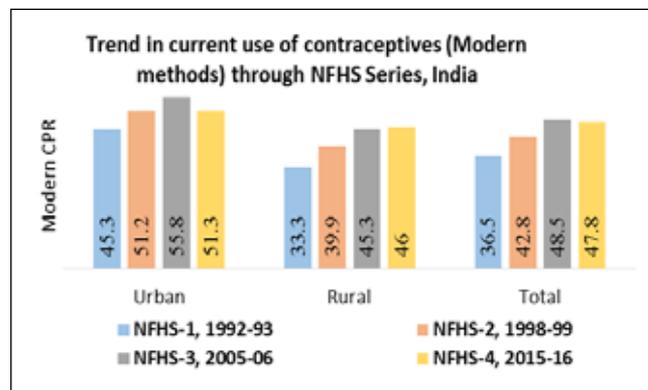
The graph below shows the State wise demand satisfied and modern contraceptive usage. 12 States show 'demand satisfied' of more than 75%.



Modern Contraceptive Prevalence

A steady increase in use of spacing methods has been noticed in rural areas and in total mCPR.

NFHS-4 estimates show a decline of 2.0% in limiting methods. In urban areas there is a decline of 2.9% whereas in rural areas the decline is 1.7%.

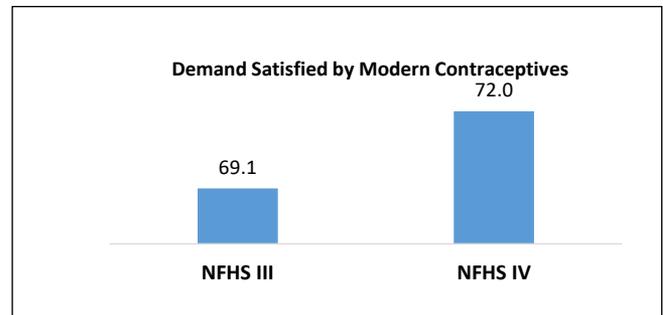


There has been a substantial decline in traditional methods by 2.1% which can be well correlated with the provision for quality FP services. As per NFHS III figures, 10.1% of female non-users reported that Health worker has talked to them about FP methods. This percentage has increased to 17.7% in NFHS IV.

12 States have shown an increase in modern contraceptive usage. The largest increase is in Punjab followed by Assam, Rajasthan, West Bengal and Jharkhand.

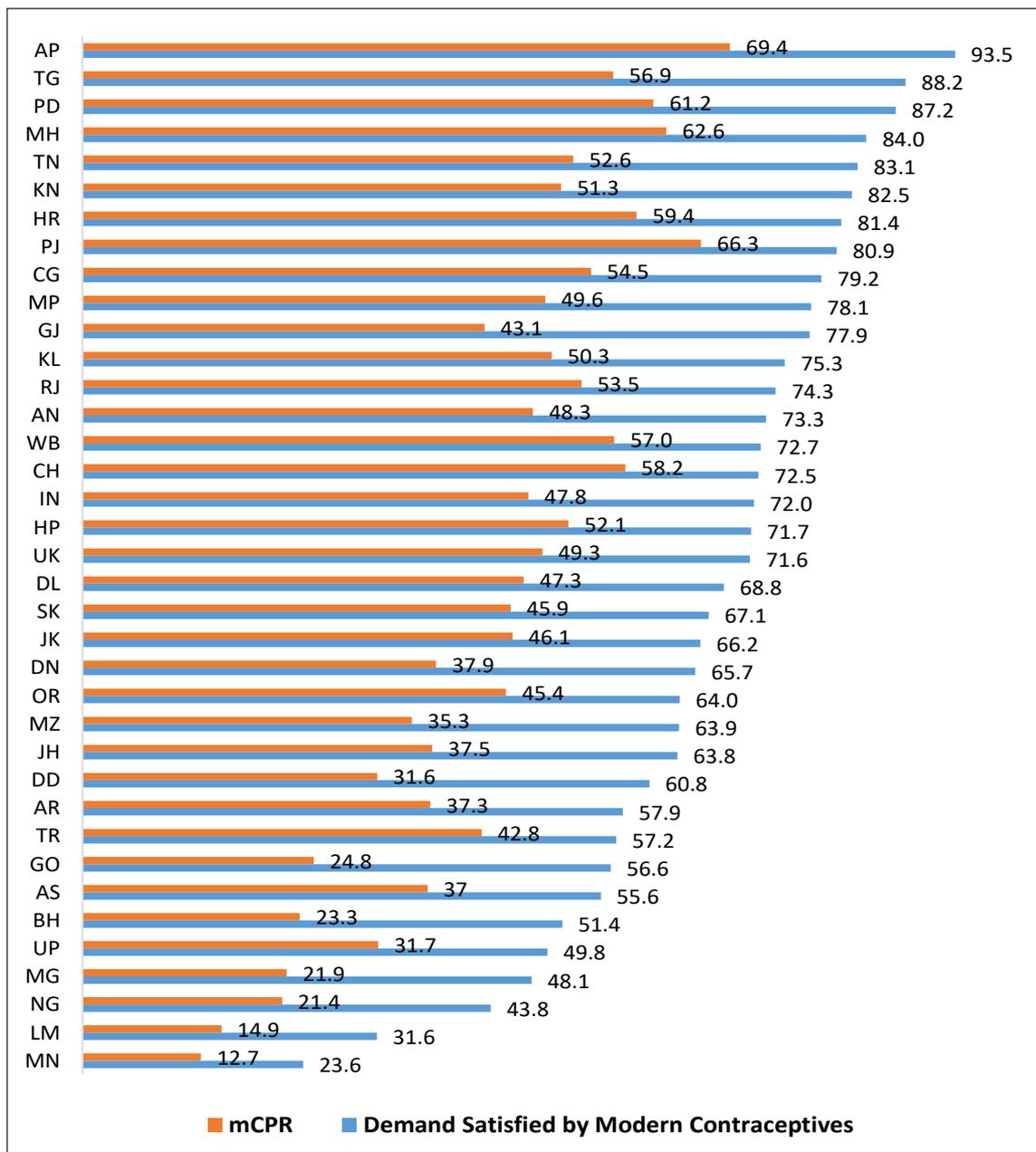
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The graph below shows the State wise demand satisfied and modern contraceptive usage.

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6.2 Current Family Planning Efforts

The past few years have seen a paradigm shift in family planning programme. The focus of the program is towards meeting the unmet need of contraceptives and increasing the use of modern contraceptive use which are directly linked to reducing maternal and child mortality across the nation.

The modus operandi is to enable both men and women to make responsible choices and thus help in averting unintended and mistimed pregnancies, achieve desired family size and promote the health of mother and child.

Services under the National Family Welfare Programme

Currently the Family Planning methods in India can be broadly classified in two categories –

Spacing Methods and Limiting/Permanent Methods.

- A) **Spacing Methods:** These are reversible methods which can be adopted and discontinued as per an individual's choice.
- Oral contraceptive pills (Combined oral Contraceptive pill (Mala N), Centchroman (Chhaya))
 - Condoms
 - Intrauterine Contraceptive Devices

(IUCD 380A – effective for 10 years, IUCD 375- effective for 5 years)

- Contraceptive Injectable MPA (Antara Program)

- B) **Permanent Method :** These methods are irreversible in nature

- Female Sterilization
 - Minilap
 - Laparoscopic
- Male Sterilization
 - Conventional
 - Non scalpel vasectomy (no incision no stitches)

- C) **Emergency Contraceptive Pills (ECPs)**

Progress under Family Planning Programme (Source: HMIS)

	2018-19 (till March, 2019)
Female Sterilization	33,14,768
Male Sterilization	48,241
Total Sterilization	33,63,009
Interval IUCD	55,17,384
PPIUCD	22,26,499
Injectable MPA	9,71,443

State wise Performance is as follows:

States/UTs	Total Sterilization	IUCD	PPIUCD	Injectable Contraceptive MPA
Bihar	3,95,560	4,08,752	1,76,427	2,40,759
Chhattisgarh	65,438	1,34,937	53,323	9169
Himachal Pradesh	10,878	14,766	3,199	3043
Jammu & Kashmir	10,184	18,773	5,292	16,281
Jharkhand	90,943	1,47,524	69,614	17,311
Madhya Pradesh	3,05,919	4,16,418	2,23,949	75,293

States/UTs	Total Sterilization	IUCD	PPIUCD	Injectable Contraceptive MPA
Orissa	75,507	1,59,556	86,346	18,225
Rajasthan	2,46,065	4,74,142	2,28,819	1,32,598
Uttar Pradesh	2,74,029	8,24,491	2,99,643	1,54,437
Uttarakhand	12,272	51,879	10,653	1873
Arunachal Pradesh	785	2591	554	769
Assam	35,090	1,34,088	55,653	24,787
Manipur	965	4196	952	56
Meghalaya	2,374	3212	534	2886
Mizoram	1391	1591	163	386
Nagaland	1170	3797	202	122
Sikkim	59	732	307	1153
Tripura	2551	1021	376	154
Andhra Pradesh	1,92,643	76736	10,026	1445
Goa	2369	1021	121	536
Gujarat	2,89,139	568633	61,766	30,991
Haryana	59,480	199656	83,197	16,368
Karnataka	2,78,427	208065	77,553	27,130
Kerala	73,422	40045	3,517	2082
Maharashtra	3,93,443	410283	1,19,957	16,524
Punjab	32,474	142337	41,620	7570
Telangana	76,310	45249	9,345	4406
Tamil Nadu	2,32,690	322476	1,81,405	28,939
West Bengal	1,73,164	6,16,694	3,76,989	1,11,101
A &N Islands	713	588	318	467
Chandigarh	2,266	5780	3,048	2019
Dadra & Nagar Haveli	1,139	533	161	1423
Daman & Diu	316	486	246	27
Delhi	17,146	73856	39,740	20034
Lakshadweep	49	3	1	17
Puducherry	6639	2477	1483	1062
All India	33,63,009	55,17,384	22,26,499	9,71,443

Key Strategies under Family Planning and Achievements

❖ Introduction of new contraceptive choices

- The new contraceptives Injectable MPA (under Antara programme) and Centchroman (Chhaya) were recently added in the contraceptive basket and are available across the country.
- In 2018-19, 9.71 lakh doses of Injectable MPA have been administered and 14.42 lakh Centchroman tablet shave been distributed all over the country.

❖ Mission Parivar Vikas: Mission Parivar Vikas (MPV) was launched in 2016 for substantially increasing access to contraceptives and family planning services in 146 high fertility districts of seven high focus States (Uttar Pradesh, Bihar, Rajasthan, Madhya Pradesh, Chhattisgarh, Jharkhand and Assam) with TFR of 3 and above.

The following Key Strategic Initiatives have been undertaken in MPV Districts:

➤ Delivering Assured Services:

- Roll out of Injectable Contraceptive
- Augmentation of PPIUCD services across all delivery points
- Augmentation of Sterilization services through HFD compensation Scheme
- Condom boxes at strategic locations in health facilities
- IEC campaigns

➤ Promotional Schemes:

- New Contraceptives have been made available till the Sub-center level.
- **Nayi Pehel Kit:** A family planning kit to the newlywed couple is being distributed through ASHA. 4,18,575

Nayi Pehel Kits have been distributed in the year 2018-19.

- **Saas Bahu Sammelans:** facilitates and encourages communication between young married women and their mother in laws, to freely discuss matters related to family planning and reproductive health. 1,86,991 Saas bahu Sammelans have been organized in the year 2018-19.

- **Saarathi:** Family planning mobile van offering information and services at community doorstep. The Saarathi vans have helped in counselling around 11.41 lakh beneficiaries on family planning and distributed 203.89 lakh pieces of condoms and 21.83 lakh oral pill cycles in MPV Districts in 2018-19.

- Ensuring Commodity Security through Family Planning Logistic Management Information System (FP-LMIS).

- Increasing Service delivery through clinical outreach teams (COT)

- The scheme provides family planning services through mobile teams from accredited organizations in far-flung, underserved and geographically difficult areas.

- Robust advocacy has been undertaken and guidelines have been released for assigning clinical outreach teams for providing services in Mission Parivar Vikas districts.

❖ Strengthening Logistics and Supply Chain Systems for Family Planning Commodities (FP-LMIS)

- A dedicated Family Planning Logistic Management Information Systems (FP-LMIS) to manage distribution

of contraceptives and strengthen the supply chain management system is operational.

- It is a web based, mobile based and SMS bases application providing instant access to stock information from National level to ASHA level.
- The software connects over 8 lakh ASHAs, 1.5 lakhs ANMs and over 46,000 facilities across all States and Union Territories in India.
- Out of a total of 712 districts, trainings have been completed in 685 districts (96%), ground stock entry has been done by 544 districts (76%), online indenting by 568 districts (80%), online issuance by 337 districts (47%). All States/UTs submitted their annual demand for 2018-19 through FP-LMIS. All States/UTs (except Lakshadweep & Nagaland) and 5 GMSDs have updated their stock.
- Online indenting has been initiated by all State warehouse and 97% District warehouses.

❖ **Sterilization Services**

- In 2018-19 there have been 33.63 lakh sterilizations. Interval female sterilization contributes to the maximum share of total sterilizations.
- In 2018-19, 55,198 post abortion sterilizations were reported.
- In 2018-19, 732,108 Post-partum sterilizations were reported.

❖ **Post-Partum IUCD (PPIUCD) Services**

The program was initiated in 2010 as a strategy to meet the unmet need of family planning specifically in the immediate post-partum period. The acceptance of PPIUCD

as method is on the rise across the country. At present India is a global leader in PPIUCD services. A total of 78.4 lakhs plus insertions have been reported across the country since its inception. In 2018-19 there have been 22.26 lakh PPIUCD insertions.

❖ **Post-Abortion IUCD (PAIUCD) Services**

GoI lays an emphasis on post abortion family planning. Post pregnancy contraception services covering both post-partum and post abortion contraception has been strengthened to mainstream post abortion family planning services. In line with the PPIUCD services an incentive package has also been conceived for PAIUCD services, which covers service provider and ASHA incentive and beneficiary compensation.

PAIUCD services are available in all States and UTs. Training and orientation of both nurses and doctors is also being carried out. 80,165 PAIUCD insertions have been reported across the country in 2018-19.

❖ **Enhanced Compensation Scheme for Sterilization services**

The Enhanced Compensation Scheme revised in the year 2014 facilitates and augments sterilization services in 11 high focus States (Uttar Pradesh, Bihar, Madhya Pradesh, Rajasthan, Chhattisgarh, Jharkhand, Uttarakhand, Odisha, Assam, Haryana and Gujarat) for addressing concerns due to increase in cost of living and transport while simultaneously mitigating the loss of wages incurred by the beneficiaries.

❖ **Post-partum IUCD (PPIUCD) and Post abortion IUCD (PAIUCD) Incentive Scheme:**

The service provider as well as ASHA who escorts the clients to the health facility for facilitating the IUCD insertion is paid Rs. 150 each per insertion. The scheme has

helped in providing a thrust to the PPIUCD/PAIUCD program. The scheme also includes beneficiary incentive of Rs. 300/insertion/client.

❖ **Family Planning Indemnity Scheme**

The scheme indemnifies clients with a compensation amount in the unlikely events of deaths, complications or failure following a sterilization process. The providers/accredited institutions are indemnified against litigations in those eventualities. The scheme was revised in 2013 and is now being operated by the State Governments directly with NHM funding.

❖ **ASHA Schemes**

- **Ensuring Spacing at Birth:** The scheme promotes spacing between the birth of first child and between two children through the medium of ASHAs. The scheme is for ensuring delay in 1st birth and spacing of 2 years after marriage, ensuring spacing of 3 years between 1st and 2nd births and adoption of limiting method after 1st or 2nd child.
- **Home Delivery of Contraceptives:** The scheme ensures doorstep delivery

of contraceptives to eligible couples through the medium of ASHAs.

- **Pregnancy Testing Kit:** The aim of the scheme is to make available the Pregnancy Testing Kits (PTKs) with ASHAs at the sub-centre level for early detection of pregnancy and availing of other RCH services. The PTKs are a part of ASHA drug kit and are distributed free of cost to the clients in field by ASHAs.

❖ **Scheme for ensuring drop back services to sterilization clients:**

The scheme was launched in 2015 whereby the States provision for the drop back to sterilization clients.

❖ **Observation of World Population Fortnight**

- The World Population Fortnight is held across all the States, districts and blocks every year from 24th June to 27th July
- This year the theme for World Population Day 2018 was *“Ek Saarthak Kal Ki Shuruat, Parivaar Niyojan Ke Saath”*.



- A total of 1.39 lakh sterilizations, 2.58 lakh IUC insertions, 1.01 lakh PPIUC insertions were done and 0.70 lakh injectable MPAs were administered during the WPD 2018.
- In WPD 2018 there was an increasing shift towards uptake of spacing methods, post additions of new spacing methods like PPIUCD, Injectable Contraceptive MPA (Antara programme) and Centchroman (Chhaya).

❖ **Observation of Vasectomy Fortnight for promotion of male engagement in Family Planning**

- National level workshop for male engagement in Family Planning is organized every year to deliberate upon strategies to enhance male engagement and participation. Vasectomy fortnights were initiated and organized across States in India in the month of November.
- A total of 8,195 vasectomies were conducted, 3,042 facilities were operationalized for rendering vasectomy services, 1,645 IEC mobile vans were deployed, 981 sensitization meetings at district and 12,590 meetings at block level were organised, 1,30,650 condom boxes and 75,30,402 condoms pieces were distributed within a span of a fortnight in 2018.

❖ **New Family Planning Media Campaign**

- A 360 degree holistic Family Planning campaign with a new Family Planning logo was launched with Shri Amitabh Bachchan as the brand ambassador.
- Phase 2 of media campaign was also developed and disseminated across

States. The multimedia campaign consists of TV spots, hoardings, posters and whatsapp messages. These are being played across the States for improving demand generation.

- A Radio Talk Show called “Hum Do” was aired on AIR and its primary channels for a period of 1 year till July, 2018 and website named www.humdo.nhp.gov.in has been developed for imparting information on family planning to the public.

❖ **Quality assurance in Family Planning**

Ensuring adherence to quality standards is one of the prime strategies under Family Planning Program. The FP division has augmented efforts for improving quality in sterilization service provision. In 2014, FP division updated the manual on Standards and Quality Assurance in Sterilization Services. The Quality assurance committees have been established across all States and districts.

As per the directives of the Hon’ble Supreme Court, detailed State and district wise reviews and orientation are being undertaken by FP Division. The State level reviews have been conducted in all States with active participation of State officials, district officials as well as State Development Partners in 2018-19.

6.3 PROCUREMENT AND SUPPLY OF CONTRACEPTIVES

Contraceptives in the National Family Welfare Programme

The Department of Health and Family Welfare is responsible for implementation of the National Family Welfare Programme by, inter alia, encouraging the utilization of contraceptives and distribution of the same to the States/UTs under Free Supply Scheme and through Public-

Private Partnership (PPP) under Social Marketing Scheme. Family planning allows people to have desired number of children and determine the spacing of pregnancies which is achieved through use of contraceptive methods. Under Free Supply Scheme, contraceptives, namely, Condoms, Oral Contraceptive Pills (OCPs), Intra Uterine Device (Cu-T), Emergency Contraceptive Pills (ECPs), Tubal Rings, Injectable Contraceptive (Antara Programme), Centchroman Contraceptive Pill viz. Chhaya and Pregnancy Testing Kits (P.T. Kits) are procured and supplied free of cost to the States/UTs.

Procurement procedures: Orders for 75% of the requirement in case of condoms and 55% of requirement for other contraceptives are placed on HLL Lifecare Ltd. (a PSU under the Ministry of Health & FW) for procurement of contraceptives being manufactured by them as per captive status awarded to them. In case of OCPs 15% is procured from IDPL for nomination basis. For the remaining quantities, open tenders are floated through Advertised Tender Enquiries for procurement from private firms. In case of Injectable Contraceptives 100% is procured from private firms through open

tender.

Quality Assurance: Manufacturers do in-house testing of stores before offering them for inspection. At the time of acceptance of stores, random samples from all the batches are picked up and tested in certified lab and in receipt of ok reports stores are supplied to the consignees.

Free Supply Scheme: Under Free Supply Scheme, contraceptives viz. Condoms, Oral Contraceptives Pills (OCPs) (Mala-N), Intra Uterine Device (Copper-T), Tubal Rings, Emergency Contraceptive Pills (ECPs), Injectable Contraceptive, Centchroman Contraceptive Pill, Pregnancy Testing Kits (PTKs) are procured and supplied to the states with the objective of making them available free of cost to those who cannot afford to pay for it. These are supplied free of cost to the users through dispensaries, hospitals, PHCs, Sub Centres etc.

Approximately, following quantities of condoms (brand name Nirodh) and Oral Contraceptive Pills (OCPs) (brand name Mala-N) were procured for supply to States during 2017-18 and 2018-19 (Including procurement by CMSS):

Item	2017-18		2018-19	
	Quantity	Value (Rs. in Crore)	Quantity	Value (Rs. in Crore)
Condoms (Million Pieces)	526.84	83.33	00.00 **	00.00 **
OCPs (Lakh Cycles)	275.25	15.74	394.37	15.88

** Sufficient stock was available at GMSDs and CMSS Warehouses to meet the requirement for the year 2018-19.

Copper-T (IUD)

Under the National Family Welfare Programme, Cu-T-200B was being supplied to the States/UTs. From 2003-04, advanced version of Intra Uterine Device i.e. Cu-T-380-A has been introduced in the programme. This Cu.-T has longer life of placement in the body and thus provides protection from pregnancy for a period

of about 10 years. From the year 2012-13 IUD 375 (improved version) are also procured by this Ministry for supplies to the States/UTs.

Approximately following quantity of Copper-T (IUD) was procured for supply to States during the year 2017-18 and 2018-19 (Including procurement by CMSS):

Item	2017-18		2018-19	
	Quantity	Value (Rs. in Crore)	Quantity	Value (Rs. in Crore)
Copper – T (Lakh pcs.) (IUD 380A, IUD 375)	22.62	5.43	64.33	15.39

Tubal Ring

Approximately following quantities of Tubal Ring were procured for supply to States during the year

2017-18 and 2018-19 (Including procurement by CMSS):

Item	2017-18		2018-19	
	Quantity	Value (Rs. in Crore)	Quantity	Value (Rs. in Crore)
Tubal Ring (Lakh Pairs)	14.57	2.61	12.39	2.24

Emergency Contraceptive Pills (ECP) (brand name Ezy Pill)

Department of Health & Family Welfare introduced 'Emergency Contraceptive Pills' (E- Pills) in the National Family Welfare Programme during the year 2012-13. This contraceptive is to be used

within 72 hours of un-protected sex and is supplied free of cost to the State/UTs.

Approximately following quantities of EC Pills were procured for supply to States during the years 2017-18 and 2018-19 (Including procurement by CMSS):

Item	2017-18		2018-19	
	Quantity	Value (Rs. in Crore)	Quantity	Value (Rs. in Crore)
ECP (Lakh Packs)	50.44	1.12	128	2.89

Centchroman Contraceptive Pill (brand name Chhaya)

The Centchroman Contraceptive Pill viz. Chhaya has been introduced in 2016-17 under Free Supply Scheme under the National Family Planning Programme. It is best known as a non-hormonal,

non-steroidal oral contraceptive which is taken once a week.

Approximately, following quantities of Centchroman Contraceptive were procured for supply to States during the year 2017-18 and 2018-19 (including procurement by CMSS):

Item	2017-18		2018-19	
	Quantity	Value (Rs. in Crore)	Quantity	Value (Rs. in Crore)
Centchroman Contraceptive Pill (Lakh Strips)	23.99	5.86	170.27	41.85

Injectable Contraceptive (brand name Antara Programme)

The Injectable Contraceptive has been introduced in 2016-17 under Free Supply Scheme under

the National Family Planning Programme. It is injected into a muscle (usually buttock or upper arm) to stop pregnancy by releasing progesterone into the body. It works for three months at a time.

Item	2017-18		2018-19	
	Quantity	Value (Rs. in Crore)	Quantity	Value (Rs. in Crore)
Injectable Contraceptive (Lakh Doses)	27.00	7.43	00.00 **	00.00 **

**Sufficient stock was available at GMSDs to meet the requirement for the year 2018-19.

Pregnancy Test Kits (PTKs) (brand name Nishchay)

The Pregnancy Test Kits are supplied free of cost for timely and early detection of pregnancy. The kits are home based and easy to use.

Approximately following quantities of PTKs were procured for supply to States during the year 2017-18 and 2018-19 (Including procurement by CMSS):

Item	2017-18		2018-19	
	Quantity	Value (Rs. in Crore)	Quantity	Value (Rs. in Crore)
PT Kits (Lakh Kits)	180.41	7.33	187.01	7.98

Social Marketing Scheme

The National Family Welfare Programme initiated the Social Marketing Programme of Condoms in 1968 and that of Oral Pills in 1987. On the advice of then Planning Commission (Now NITI Aayog) and Ministry of Finance, a study was conducted by UNFPA to evaluate the Social Marketing Scheme which submitted the report in December, 2015. The recommendations of UNFPA were examined in the Ministry and the Social Marketing Programme was rejuvenated. The price of the Social Marketing Organisation(SMO) brand contraceptives i.e. Deluxe Nirodh (Govt. Brand) was revised from Rs. 3/- for a pack of 5 pieces to Rs.5/- for a pack of 5 pieces and SMO brand condoms from Rs. 2.00 for one piece to a maximum of Rs. 3.33 per piece (Rs. 10.00 for a pack of 3 pieces). The price of the oral pills of Govt. Brand and SMO brand has also been

revised i.e. Mala -D (Govt. Brand) from Rs.3.00 per cycle to Rs. 5.00 per cycle while the SMO brand price range was retained at a maximum price of Rs. 10.00 per cycle. SMOs have the flexibility to fix the price of branded condoms and OCPs within the range fixed by the Government. Condoms and Oral Pills are made available to the people at highly subsidized rates, through diverse outlets. Promotional and Packaging incentives which were being reimbursed to the SMOs has been withdrawn after revision of prices of Condoms and Oral Contraceptive Pills (OCPs). The issue price of both Condom and OCP has been retained at Rs.0.40 per condom and Rs.1.60 per cycle of OCPs which can be remitted by the SMOs by paying 35% at the time of placement of orders and balance 65% at the time of issue of release orders to reduce financial burden on SMOs. The agreements with the SMOs are now signed for a period of three years to facilitate to

SMOs to plan their activities for a longer period. The extent of subsidy ranges from 70% to 85% depending upon the procurement price in a given year. Both these contraceptives are distributed through Social Marketing Organizations (SMOs). There are presently seven SMOs registered viz. M/s HLL Lifecare Ltd., M/s PHS(I), M/s PCPL, M/s Janani, M/s DKT(I), M/s PSS, M/s World Health Partner.

Presently, one Govt brand (Deluxe Nirodh) and

thirteen different SMOs brands of condoms (i.e. Rakshak, Ustad, Josh, Mithun, Style, Thril, Kamagni, Sawan, Milan, Bliss, Ahsaas and KLY-MAX) are sold in the market through SMOs. Similarly for Oral Pills, one Govt brand (Mala-D) and five SMOs brands of Pills (i.e. Arpan, Ecroz, Apsara, Khushi and Smartt Cycle) are sold.

SMOs have sold the following quantities during 2017-18 & 2018-19:

Sale of Condoms (Quantity in Mpcs.)

Sl. No.	Social Marketing Organization	2017-18	2018-19 *
1.	HLL Lifecare Ltd, Thiruvananthapuram	456.02	310.37
2.	Parivar Seva Sanstha, Delhi	00.00	08.00
3.	Janani, Patna	16.59	17.62
4.	Population Health services (I) Hyderabad	24.50	60.00
5.	Pashupati Chemical Pharmaceutical Ltd., Kolkata	03.00	05.00
6.	DKT (I), Mumbai	00.00	34.23
7.	World Health Partner	00.00	00.00
Total		483.21	435.22

*: Figures are Provisional

Sale of Oral Contraceptive Pills (Quantity in Lakh Cycles)

Sl. No.	Social Marketing Organisation	2017-18	2018-19*
1	HLL Lifecare Ltd., Thiruvananthapuram	131.89	32.50
2	Parivar Seva Sanstha, Delhi	6.25	9.68
3	Janani, Patna	21.17	19.86
4	Population Health services, Hyderabad	46.00	17.25
5	PCPL, Kolkata	NR	NR
6	World Health Partner, New Delhi	00.00	00.00
Total		205.31	79.29

*: Figures are Provisional

Centchroman (Oral Pills)

Since December 1995, a non-steroidal weekly Oral Contraceptive Pill, Centchroman (Popularly known as Saheli & Novex), to prevent pregnancy, is also being subsidized under the Social Marketing Programme. The weekly Oral pill is the result of indigenous research of CDRL, Lucknow. The pill is now available in the market at Rs. 3.125 per tablet (Rs. 25/- per strip of 8 tablets). The Government of India provides a subsidy of Rs. 2.51 per tablet towards product and promotional subsidy.

6.4 CENTRAL MEDICAL SERVICES SOCIETY (CMSS)

With a view to assure smooth and ontime procurement and distribution of supplies, an autonomous agency viz. Central Medical Services

Performance of Social Marketing Programme in the sale of contraceptives

Item	2017-18	2018-19*
Condoms (Million Pieces)	483.21	435.22
Oral Pills (Social Marketing) (Lakh Cycles)	205.31	79.29
SAHELI (Lakh Tablets)	321.76	0.04160

*: Figures are Provisional

Society (CMSS) has been setup. A statement showing the quantities of contraceptives procured from private manufacturers during 2017-18 and 2018-19 by CMSS is given below:

Sl. No.	Item	Quantity Procured in 2017-18	Value (Rs. in Crore)	Quantity Procured in 2018-19	Value (Rs. in Crore)
1.	Condoms (Million Pieces)				
	Free Supply	114.11	17.49	00.00	00.00
	Deluxe Nirodh	00.00	00.00	06.00	00.85
	SMO Brand	43.50	6.09	26.50	3.71
	Free Supply for NACO	68.04	9.19	37.78	5.17
2.	OCP (Lakh Cycles)				
	Free Supply	99.38	5.46	115.96	5.14
	Mala-D	00.00	00.00	00.00	00.00
	SMO Brand	04.28	00.16	00.00	00.00
3.	EC Pills (Lakh Packs)	25.77	00.58	20.18	00.48
4.	IUCDs/Copper-T (in Lakh Pieces)	00.00	00.00	27.37	11.52
5.	Tubal Rings (in Lakh Pairs)	12.01	2.17	05.57	01.01
6.	Pregnancy Test Kits (PTK) (in Lakh Pieces /Kits)	91.91	3.78	72.41	03.17

