

ANNUAL REPORT

Your Governing Body has the pleasure of presenting the Annual Report of Population Services International (PSI) together with the Audited Statement of Accounts for the year ended March 31, 2013.

YEAR UNDER REVIEW

Your Governing Body is pleased to report the Societies financials as under:

Financial Results	Year ended 31st March 2013 (Rs.)	Year ended 31st March 2012 (Rs.)
Total Revenue	888,584,909	962,973,843
Income over Expenditure	5,162,782	37,813,010

PROJECTS DURING THE YEAR

ORS-Zinc: Funded by UNICEF, June 2012 – May, 2013 (\$1,051,227)

The ORS Zinc project supported by UNICEF is being implemented across 19 districts in six states. The project strategies include influencing prescribing patterns of providers, particularly of the non-qualified providers who constitute the majority of health care providers and are the first line of contact for many rural and low income populations.

Waterworks: Funded by Unilever, July 2012 – June 2013 (\$472,000)

WaterWorks is an innovative initiative that empowers women through livelihood opportunities while also offering clean water to 15,000 bottom of the pyramid families. Partnering with Unilever and Facebook, this project aims to create global connections among people across the world. PSI is piloting the project in Bhopal district, Madhya Pradesh.

Improving Health Behaviors: Funded by USAID, Apr 2011 – July 2013

Through this project, PSI/India is subbing to FHI-360 (previously AED) to design and deliver a Family Planning campaign as well as a Maternal Health campaign to the Ministry of Health and Family Welfare (MOHFW).

UDAY: Comprehensive prevention and management programme for Diabetes and Hypertension : Funded by Eli Lilly, July 2012 – June 2017 (\$2,250,000)

PSI, in partnership with Project HOPE and the Public Health Foundation of India is implementing a comprehensive program aimed at prevention, screening and management of people with type II diabetes and high blood pressure in India funded by the Eli Lilly & company under NCD Partnership. The project is initially focused on two cities, one in north India in Haryana (Sonipat)

and another in south India in Andhra Pradesh(Vishakhapatnam) with operational research and innovate activities.

Tobacco Control Advocacy: Funded by the Bloomberg Initiative, Phase II, April 2013 - March,2015 (\$219,975)

PSI is implementing a project managed by The Union to support enforcement of the Cigarettes and Other Tobacco Products Act (COTPA) and initiate a 'Smoke Free' campaign in nine districts of Rajasthan.

ORS Zinc project: funded by CHAI, April 2013- March 2014 (\$503,601)

India has the world's highest incidence of diarrheal deaths among children below-5 (over 200,000 deaths per year) – of which, MP accounts for 21,000. Diarrhea incidence at 12.1% per the NFHS-III. While, Zinc supplements & ORS are medically potent treatments, their awareness and adoption remain very low. The ORS Zinc project aims to scale-up access to and rational use of ORS and zinc through both the public and private sectors.

Peהל – The Women's Health Project Phase III: Funded by LAD, Jan 2013 – Dec 2015 (\$26,304,085)

During Phase-I, activities were implemented in 10 districts in three states: Delhi, Uttar Pradesh and Rajasthan in 2008. Phase-II saw the addition of 10 more districts within those states. Based on the performance of Phase II, PSI/India has been awarded a three year program in Phase III. In this phase, PSI expands its coverage to additional 10 districts within the same states. PSI India has proposed to improve on the speed of information collection and sharing and will leverage the use of tablets for real time data collection and Client Flow Tracking System to capture project information. PSI is India actively working to co-create a mass media campaign on PPIUD with the Government

Gold Clinic: An Integrated Services Delivery Network Model: Funded by PSI/India

PSI/India has identified a gap in quality and affordable health care for urban slum dwellers in India. Noting the high percentage of urban poor that already use the private sector for health services, PSI has made attempts to address cost barriers with regards to accessing preventative healthcare. Under the initiative a clinic providing quality cost effective health services to the urban poor has been set up in Delhi (Tigri, South Delhi).

Better Birth: Funded by Gates Foundation, Sept 2011 – Apr 2015 (\$6,383,395)

The Better Birth Program is a large scale randomized cluster trial to test the efficacy of the WHO Safe Childbirth Checklist in reducing maternal and neonatal mortality and morbidity in the state of Uttar Pradesh (U.P.). The trial is a collaborative effort between PSI/India and Harvard School of Public Health (HSPH). The program is being implemented in 120 facilities (Primary Health Centers and Community Health Centers) across U.P. Ethical approval for the program has been obtained from two Indian and two international institutional review boards. A tripartite memorandum of understanding for rolling out the program has been signed between the Directorate of Family Welfare, Government of U.P., HSPH and PSI. The Indian Council for Medical Research has also cleared the program for implementation. The goals of the program are aligned to the Indian health program needs especially by addressing MDG 4 and 5.

3Si: Funded by Gates Foundation, July 2012 – June 2017 (\$8,522,912)

In the state of Bihar, PSI is working with the Gates Foundation, the Monitor Group and Water for the People to implement an innovative sanitation project called 3Si (Supporting Sustainable

Sanitation Improvements). This project is currently in the first year of activities and finished a landscaping analysis of the sanitation supply chain in Bihar as a prelude to launching the full program.

Category Promotion of Injectable Contraceptives: Funded by Packard Foundation, Oct 2011 – Sept 2013 (\$1,000,000)

PSI leads a two-year project to promote injectable contraceptives (IC) in Bihar. The program aims to increase awareness and access to Depot Medroxy Progesterone Acetate (DMPA), a progestin-only IC administered via an intramuscular injection that is given to women every three months.

Project AXSHYA: Funded by the Global Fund, Apr 2010 - Mar 2013 (\$7,221,000). Awaiting next phase finalization while continuing with activities till 30 June, 2013

The goal of this project is to decrease morbidity and mortality due to drug resistant TB (DR-TB) in India and improve access to quality TB care and control services through enhanced civil society participation. PSI /India is implementing the program as sub recipient to The Union in 30 districts across the six states of Bihar, Punjab, Haryana, Karnataka, Rajasthan and Maharashtra. The objectives of the program are to improve the reach, visibility and effectiveness of the Revised National TB Control Program through civil society support and engage communities and community-based care to improve TB care and control, especially for marginalized and vulnerable populations including TB-HIV patients. PSI launched the award winning “Balgam Bhai” (Mr. Mucus, at left) media campaign. The project is currently in discussions with The Union on the activities and budget for the next phase with an end date of Sep,2015.

CycleTel: Market Validation Testing: Funded by Institute of Reproductive Health, Georgetown University, 15th May-6th Sep, 2013 (\$ 43,280)

The Institute for Reproductive Health has been leading the conceptualization, research, and product development of CycleTel – an SMS mhealth service to provide Standard Days Method directly to women in India – since 2010. PSI is supporting a market validation testing to assess customer demand and willingness to pay in order to assess if CycleTel can be a viable direct-to-consumer market-based solution.

FUTURE PROSPECTS

A donor has signed a commitment letter for a 5 million \$ project on gender based violence for India and Trinidad and Tobago. PSI India is expected to receive 3.5 million \$ for India activities. As part of PSI India’s effort to increase the relevance of its project, PSI is actively exploring opportunities in pneumonia, cervical cancer and nutrition. In July, PSI submitted proposals to NACO for Condom Social Marketing Program and is expected to hear from NACO by October end.

PERSONNEL

On Pay roll	263
On STC	413
Consultants	64
SR/SSR	132
Volunteers	75
 Total Head count on 31 st March 2013	 947

AUDITORS

M/s. B.S.R & Co. Chartered Accountants was appointed as the statutory auditor of the society for financial year 2012-13. The Audit report and audited accounts are appended to the Annual Report.

**For and on behalf of the Governing Body
For Population Services International**

**Shankar Ghose
President**

**Pritpal Marjara
Secretary**

Place: New Delhi

Date: 11.9.2013.