

ANNUAL

REPORT

2022 - 2023



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Financial Report

Annual Report 2022-2023

The Governing Body is pleased to share Population Services International, India's Annual Report, together with the audited statement of accounts for the year that ended on March 31, 2023.

Year Under Review

We are pleased to share PSI India's financials for the society as shown below:

Financial Results	Year ended March 31, 2023 (Rs.)	Year ended March 31, 2022 (Rs.)
Total income	33,66,29,556	25,30,03,578
Excess of income over expenditure	3,45,60,750	-1,93,99,873

Project Snapshots



The Challenge Initiative- TCI



Location: Uttar Pradesh, Bihar, Madhya Pradesh, Jharkhand, Odisha

Thematic Area: Sexual reproductive health and family planning

Duration: 2019-2025

Donor: The Bill & Melinda Gates Institute for Population and Reproductive Health (GI)

Description: TCI empowers local governments to rapidly and sustainably scale high-impact interventions/high-impact practices (HIIIs/HIPs) on family planning (FP) and AYSRH. With these, the project creates master coaches within the health system and marks the journey of resilience which addresses the health needs of the vulnerable population.

Achievements: TCI India's coaching and mentoring support towards strengthening health systems has resulted in cumulative 7,08,257 additional FP clients. The net contraceptive uptake (NCU) for the initiative is 1.79%, for the 12 month period ending March 2023. Additionally, the 20 graduated cities of Uttar Pradesh continue to deliver strong results on both the process and outcome level indicators and continue to demonstrate sustained results in terms of mCPR, thereby indicating the health system strengthening impact delivered through the TCI program.

Saral (UAQ)

Location: Uttar Pradesh initially, and expand to Madhya Pradesh and Odisha

Thematic Area: Sexual reproductive health and family planning

Duration: 2020-2024

Donor: Population Services International

Description: The UAQ project enables a comprehensive, client-centric, consumer-empowering environment focusing on youth and low-income clients by creating a network of pharmacies to supply FP products to the beneficiaries of the FP benefit package and establishing a verification mechanism for FP beneficiaries, products and service providers.

Achievements: Till date, the program has enrolled 2290 non-user clients, and approximately 450 clients have availed FP services. 7 UPHCs and 65 Hausala Sajheedari accredited private providers have been identified for the project's Family Planning Only (FPO) and Family Planning Programs (FPP) package. Twenty-six hospitals have agreed to associate with UAQ, and 64 pharmacies have been selected for FPO and FPP and their geo-mapping is complete.



CARE



Location: Bihar

Thematic Area: Family Planning

Duration: 2023

Donor: CARE India

Description: Scale up evidence-based reproductive, maternal, newborn and adolescent health interventions, leading to sustained improvements in urban health systems focussing on increased use of modern contraceptives.

Achievements: The program intervention in the districts kicked off, with the District Consultation Workshop which is a multi-stakeholder gap analysis meeting to develop prioritised action plan with specific focus on HII and HIP. Setting a strong foundation, the project has built the capacity of Community Health Workers (Urban ASHAs) in 10 new districts of Bihar on FP, to increase their efficiencies for generating demand for FP. The project team has initiated technical coaching of the city government officials and an important landmark of the City Coordination Committee (CCC) formation is complete under the leadership of Civil Surgeons.

Swachh Uday

Location: Lucknow, Uttar Pradesh

Thematic Area: Water, Sanitation and Hygiene (WASH)

Duration: 2020-2024

Donor: HCL Foundation

Description: This project focuses on building a sustainable enabling environment of faecal sludge, and waste segregation practices in Lucknow, improving access to potable water supply systems, and increasing segregation of waste (dry and wet) at the household level per the Swachh Bharat Mission norms.

Achievements: Over, 51,298 people were reached through Behaviour Change Communication and Infection Prevention and Control (BCC/IPC) activities on WASH improvements in the slums. Forty-nine Mahila Arogya Samiti (MAS) have been activated, and 640 MAS members trained to support the Lucknow Nagar Nigam (LNN) in improving the WASH situation of their respective slums. In coordination with LNN, sewer cleaning services and safe drinking water are provided in slums.



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After The Flush



Location: Uttar Pradesh & Madhya Pradesh

Thematic Area: Water, Sanitation and Hygiene (WASH)

Duration: 2019-2024

Donor: HCL Foundation

Description: The project addresses the sanitation and waste disposal challenges in Uttar Pradesh and Madhya Pradesh by scaling up Faecal Sludge Septage Management (FSSM) intervention model. The intervention strengthens all the stakeholders, ensuring sustainability, empowering the government to set and enforce norms and regulations and allowing private sectors to run a non-exploitative sustainable business.

Achievements: PSI India's ATF model has increased the safe disposal of faecal sludge by 30 times in Lucknow, 22 times in Kanpur, and six times in Pithampur. A fully functional Faecal Sludge Management (FSM) Helpline cum Call Centre '14420' has been established in LNN, Kanpur Nagar Nigam (KNN) and Pithampur Municipal Council (PMC), and 101 desludging vehicles equipped with a GPS tracking system deployed in Lucknow, Kanpur and Pithampur.

Samagra

Location: Madhya Pradesh

Thematic Area: Health services

Duration: 2021-2022

Donor: USAID

Description: Aims to strengthen the existing urban health system to deliver quality, affordable, accessible, and equitable health services to the urban poor, including adolescents and vulnerable marginalized populations.

Achievements: The overall footfall of the beneficiaries at the facilities increased by 30%. Hepatitis vaccination increased by 41%, while OPV and BCG increased by 29% and 18%, respectively. Similarly, child immunization for DPT1, DPT3, Pentavalent, and Measles also increased significantly. DPT1 vaccination increased by 100%, DPT3 by 11%, and Pentavalent and BCG vaccination increased by 33% and 61%, respectively. 25 primary facilities started providing iron sucrose as Anaemia management which was at 4 facilities earlier. Antara started at 4 new facilities, and IUCD at 4 new facilities.



Srijan



Location: Uttar Pradesh

Thematic Area: Increase contraceptive use post-pregnancy

Duration: 2017-2022

Donor: IPAS Development Foundation

Description: Aims to increase uptake and one-year continuation of the post-pregnancy contraceptive method of choice among women and adolescent girls.

Achievements: Around 30,000 beneficiaries have been reached through the SRIJAN project, and 3769 eligible calls were received at the helpline centre. 95 urban health facilities (63 in Lucknow & 32 in Agra) were enrolled in the program. Supplied reading materials on FP methods and their effectiveness to 636 Accredited Social Health Activists (ASHAs). 1200 chemists were enrolled, 655 from urban and 545 from rural areas. 55 accredited Hausala Sajheedari private facilities were registered.

07



The Challenge Initiative-TCI

“TCI India’s total footprint increased to 52 cities, of which 41 are active. TCI India fostered self-reliance in graduated cities by strengthening their systems. The ownership by government master coaches gave an encouraging dimension to the whole TCI model of enabling governments to scale up HIs and increase the uptake of modern contraceptives.”

TCI takes the Business Unusual approach that is pragmatic and creative. Gender inclusiveness, encouraging adolescent and youth participation, and addressing gender-specific needs are some recent approaches added to the coaching and mentoring model of the project.

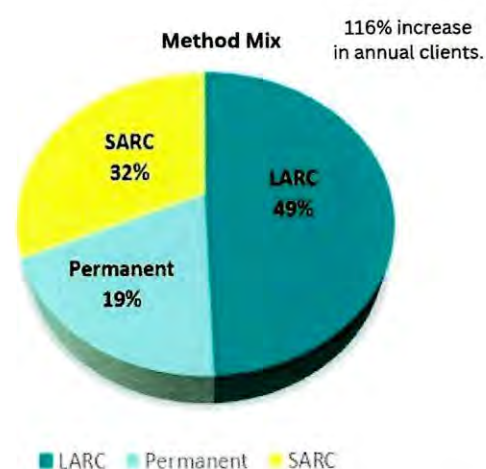
The project empowers local governments to rapidly and sustainably scale HIs/HIPs on FP and AYSRH. It addresses the health needs of the vulnerable population, by strengthening the existing government healthcare system.

TCI India began on a promising note under the Nextgen phase, as two new state governments, Bihar and Jharkhand displayed interest in partnering. Following the EOI process, the governments nominated seven cities from Bihar and five cities from Jharkhand to receive technical assistance on scaling up HIs.

This year, TCI with the Confederation of Indian Industry (CII) brought up important aspects for government and private sector to look at opportunities for the uptake of FP services. The National Health Mission invited TCI India to disseminate its learnings at the Marketplace under the National FP Summit 2022. At the prestigious International Conference for Family Planning (ICFP), the team presented its learnings through three panel discussions, three oral flash and four poster presentations.

Key Achievements:

- Between Jan.2022-Dec.2022, 101% change was observed from baseline of 333,265 annual clients to 669,489 clients in latest month Dec 2022 across 52 cities.
- Excellent gain of 135% was achieved in adding additional FP clients as the combined data from 52 cities added 1,74,033 additional FP clients against the projected benchmark of 128,544 FP clients.



Uptake of various family planning methods from 25 TCI supported cities in Uttar Pradesh

- Additional FP clients is an indicator that informs about the absolute increase in the no. of clients availing modern FP method. Overall, the project's coaching and mentoring support towards strengthening health systems has resulted in cumulative 7,08,257 additional FP clients. While for the annual reporting period, it was 150,309 in year 2022.
- The NCU for TCI India closed at 1.50%, which again had mega contribution of 1.76% NCU from the phase-1 36 cities while the 16 nextgen cities contribution was 0.78%.



Saral (UAQ)

“A strong public and private sector partnership builds mechanisms for delivering quality health services to a broader population and communities and scaling up contraceptive usage. Under UAQ, PSI India is working towards expanding the package of FP services available through the Hausala Sajheedari platform to two additional states – Madhya Pradesh and Odisha.”

UAQ or SARAL (meaning ‘simple’ in Hindi) is a PSI India project in Agra, UP, which enables a comprehensive, client-centric, consumer-empowering environment focusing on youth and low-income clients. As part of the commitment towards Sustainable Development Goal 5.6, the project focuses on ensuring and addressing women’s sexual and reproductive health and rights.

UAQ creates a network of pharmacies to supply FP products to the beneficiaries. The primary outcomes are demonstrating a strategic purchasing model for reversible short-term contraception and establishing a client-centred outreach model using selected health and wellness centres/UPHCs.

Key Achievements:

- The program has enrolled 2290 non-user clients, and approximately 450 clients have availed FP services. 7 UPHCs each have been identified for the project's FPO and Family FPP package.

- On the private sector front, 65 Hausala Sajheedari accredited Private providers have been identified for FPO and FPP clusters in the catchment areas of the UPHCs and have been geotagged, and 26 hospitals have agreed to associate with UAQ. 100 pharmacies have been identified in totality and out of which 64 Pharmacies have been selected in the catchment areas of the UPHCs for FPO and FPP clusters and have been geotagged.
- A web app known as EXTEND has been initiated, and initial testing has been carried out in Agra, facilitated by the RIINE team. Works are being done to advance the process of approving the services of IUCD and injectables at private hospitals through the app. Tests are being done for client service booking.





CARE

“The program aims to develop a dynamic learning environment shaped to support the government in its journey to scaling up and sustaining FP HLLs/HIPs and practices and increasing the use of modern contraception in 10 districts of Bihar. The program will adapt some key elements of TCI's knowledge exchange and learning strategy, like urban reproductive health community-of-practice (CoP), to address unique challenges related to providing accessible and high-quality FP services in poor urban areas.”

PSI India, in partnership with CARE, works in Bihar to scale up evidence-based reproductive, maternal, newborn and adolescent health interventions, leading to sustained improvements in urban health systems. It also focuses on the increased use of modern contraception, especially among the urban poor, focusing on First-Time Parents (FTP), adolescents and youth. The project strengthens district-level health systems to improve health services and end preventable child and maternal deaths among the vulnerable population in the districts.

Key Achievements:

- PSI India advocacy with Civil Surgeons resulted in successful conduct of the 'City Consultation Workshop' (CCW) in each city. The CCW is a 'Know Your City' exercise, where all the stakeholders from all the health dimensions come together on a single platform and identify the strengths, weaknesses, threats and opportunities for the health system to improve as a whole and to provide quality FP services.

- Additionally, the project has built the capacity of Community Health Workers (Urban ASHAs) on FP, generating demand for FP, government schemes, referral mechanisms etc.
- It has demonstrated key HII, that is, the 'Fixed Day Static' approach at the urban primary health centre level.
- Also, the project has initiated technical coaching of the city government officials and the facility-in-charge to form a CCC under the leadership of a Civil Surgeon, and bring a cadence of meeting regularly and adhere to action plans with follow-up.





Swachh Uday

“

In WASH initiatives, behaviour change is integral to the work. The government has invested in behavioural change outcomes over the years and has collaborated with private sectors who work in the same field. Under the 'Swachh Uday' public-private strategy, over 51000 individuals were reached through BCC/IPC activities on WASH improvements and it has the potential of scale-up by the government.”

PSI India implements the Swachh Uday program in coordination with LNN in 16 wards of Lucknow city. It focuses on building a sustainable enabling environment of faecal sludge, and waste segregation practices in Lucknow, improving access to potable water supply systems, and increasing segregation of waste (dry and wet) at the household level as per the Swachh Bharat Mission norms. PSI India is also working with LNN to improve the WASH infrastructure and services for marginalized communities. Simultaneously PSI India is working with the slum dwellers to improve their WASH behaviour and WASH services demand, and community groups are formed and strengthened to demand WASH services from LNN.

Key Achievements:

- At present, 49 Mahila Arogya Samiti (MAS) have been activated, and 640 members trained to support the- LNN in improving the WASH situation of their respective slums. 51,298 people were reached through BCC/IPC activities on WASH improvements in the slums.

- 141 sewer choking and overflow-related issues resolved in coordination with LNN. Nine submersible water stand posts got repaired in coordination with LNN, which gave access to 900 households.
- Three new submersible water stand posts have been installed and will benefit 300 families. In 22 mohallas, water repair and maintenance work were undertaken, supplying around 1320 households with clean water.



- Door-to-door waste collection services have been initiated in 12 slums by LNN, helping 2400 households safely dispose of their solid waste.
- 101 desludging vehicles are equipped with a GPS tracking system in Lucknow, Kanpur and Pithampur, which is tracked for safe disposal by the FSM call centre using specialized vehicle tracking software.
- A fully functional FSM helpline cum call centre for 14420 has been established in LNN, KNN and PMC. The records of daily customer requests for septic tank cleaning and execution are maintained in the FSM call centre.





After The Flush

“Through this model, PSI India works with local government bodies to ensure the sustainability of Faecal Sludge Septage Management (FSSM) by strengthening the private sector operators and ensuring the safe disposal of faecal sludge. It also created an FSM helpline cum call centre for desludging vehicles equipped with a GPS tracking system. The ATF model can be replicated in around 4000 cities where local government infrastructure exists and is open to implementation.”

The ATF program address the sanitation and waste disposal challenges in two cities of Uttar Pradesh and Madhya Pradesh by scaling up FSSM intervention model. The intervention strengthens all the stakeholders, ensuring sustainability, empowering the government to set and enforce norms and regulations, and allowing private sectors to run a non-exploitative sustainable business.

Key Achievements:

- Private Tank Operators (PTOs) associations in Lucknow and Kanpur signed MOU with Jalkal Vibhag, LNN and KNN, respectively. The total number of licensed desludging tankers registered with LNN and KNN are 56 and 48, respectively.
- A fully functional FSM helpline cum call centre to 14420 has been established in LNN, KNN and PMC, and 101 desludging vehicles equipped with a GPS tracking system deployed in Lucknow, Kanpur and Pithampur. The project has enrolled 519 FSM and Sanitation workers under the social security schemes per the SBM norms.
- Sanitation workers are enrolled under Pradhan Mantri Suraksha Bima Yojna (PMSBY), Pradhan Mantri Jeevan Jyothi Bima Yojna (PMJJBY), and Atal Pension Yojna (APY) and E-Shram. Through these Social Security Schemes, Sanitation workers are entitled to accidental insurance, life insurance, and pension schemes.



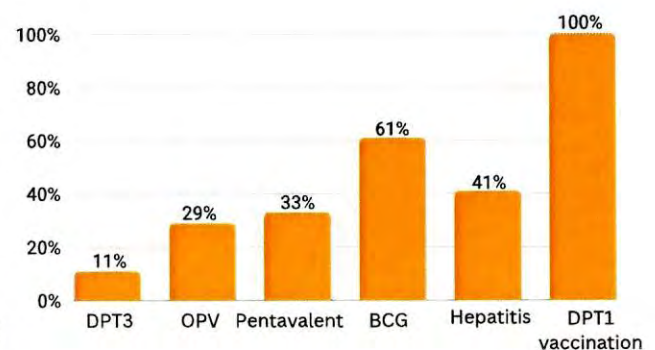
Samagra

“Through project Samagra, there's been considerable improvement in FP, MCH and child vaccination indicators. It has also strengthened UPHCs to start anaemia management. 19 UPHCs facilities have received the state-level Kayakalp Certification and NQAS accreditations.”

Project Samagra is a USAID-supported project, which aims to strengthen the existing urban health system to deliver quality, affordable, accessible, and equitable health services to the urban poor population, including adolescents and vulnerable, marginalized people. PSI India's model of technical assistance supports the local government in reshaping the entire health system, which had been disarrayed in the times of the COVID-19 pandemic, which had negatively affected Maternal Child Health, FP, and outreach services.

Key Accomplishments:

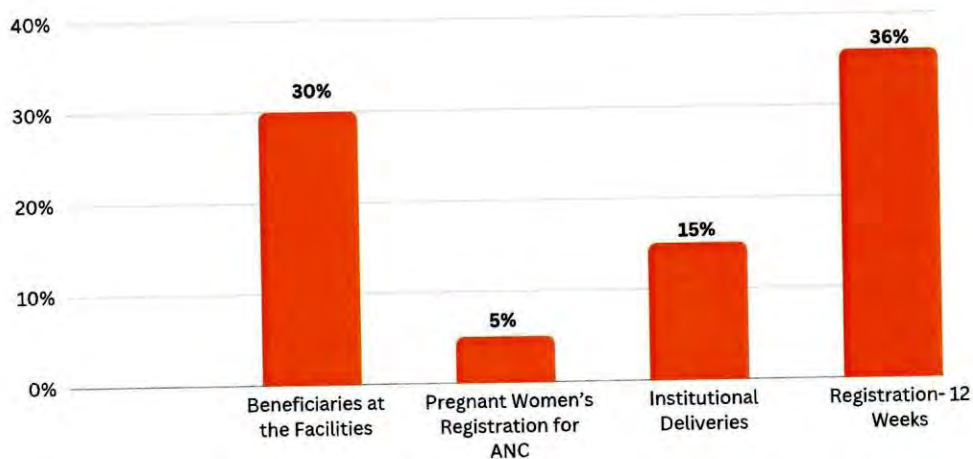
- PSI India works on improving the quality and standards of health facilities and services and upgrading maternal and child health services at the facility and outreach level. Another critical component is organizing various outreach activities involving the community, frontline workers, and counsellors.



Child vaccination shows significant increase during the project implementation.

- Based on the priority of the State and Indore Health Department, the focus was establishing 85 new facilities in Indore in line with the 15th Finance Commission recommendations. Municipal Corporation and Health Department have finalized a total of 74 sites. A total of 56 sites have been approved by District Administration and approval of the remaining 18 sites is expected soon. Municipal Corporation has initiated the construction process on 29 sites.
- Hepatitis vaccination increased by 41%, while OPV and BCG by 29% and 18% respectively. DPT1 vaccination increased by 100%, DPT3 by 11%, and Pentavalent and BCG vaccination increased by 33% and 61% respectively.
- 25 primary facilities started providing iron sucrose as anaemia management which was at 4 facilities earlier. Antara started at 4 new facilities and IUCD at 4 new facilities.
- Four facilities cleared the state-level NQAS verification process and five facilities received Kayakalp Certification in 2020-21. The number increased significantly in 2022, and 19 facilities received this award.
- There has been a considerable improvement in Maternal Child Health (MCH) indicators in the short duration of the project.

Maternal Child Health



The overall footfall of the beneficiaries at the facilities increased from the baseline of 2021.



Srijan

“Project Srijan increased the uptake and continuation of post-pregnancy contraception by engaging and working with chemists and private sector health service providers. SAKSHAM Helpline was established for counselling help. Uttar Pradesh has a share of 15% of chemists out of more than 800,000 chemists across the country. Agra and Lucknow, the intervention cities under Srijan, have 1200 chemists registered, 0.01%-0.02% of the total chemist stores. At any given point in time, each of these stores reaches roughly 1500 people in a month.”

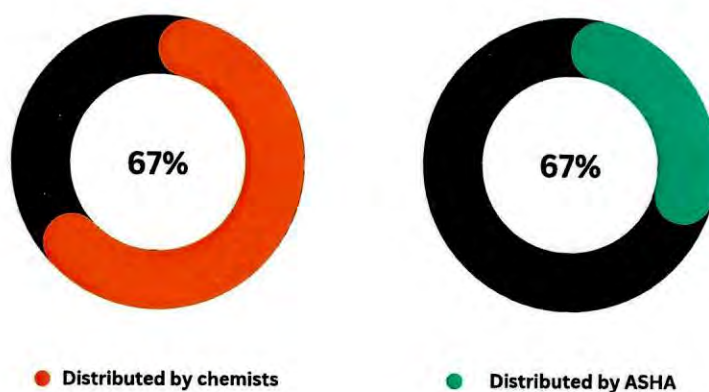
With support from the IPAS Development Foundation, PSI India designed an implementation solution for the uptake and continuation of post-pregnancy contraception in Agra and Lucknow, Uttar Pradesh, to prevent unintended and closely spaced pregnancies in the first 12 months after giving birth. The project targets medical abortion drug self-users' women, and men, especially pharmacists, partners, and husbands, forming secondary target groups.

Through SRIJAN, PSI India enrolls urban health facilities and trains ASHA workers and chemists on post-pregnancy contraception. The ASHA workers and chemists then provide post-pregnancy contraceptives and medical abortion (MA) counselling through public and private sector engagements. The project successfully closed in 2022 with all these achievements in the closing period.

Key Achievements:

- A helpline number was established, and the chemists led the awareness drive to avail help. Around 30,000 beneficiaries were reached through the SRIJAN project and 3769 eligible calls were received at the helpline centre.
- 95 urban health facilities (63 in Lucknow & 32 in Agra) were enrolled in SRIJAN program. PSI India gave refresher training and supplied reading materials on FP methods and their effectiveness to 636 ASHAs.
- 1200 chemists were enrolled, 655 from urban and 545 from rural areas. 55 accredited Hausala Sajheedari private facilities were registered.

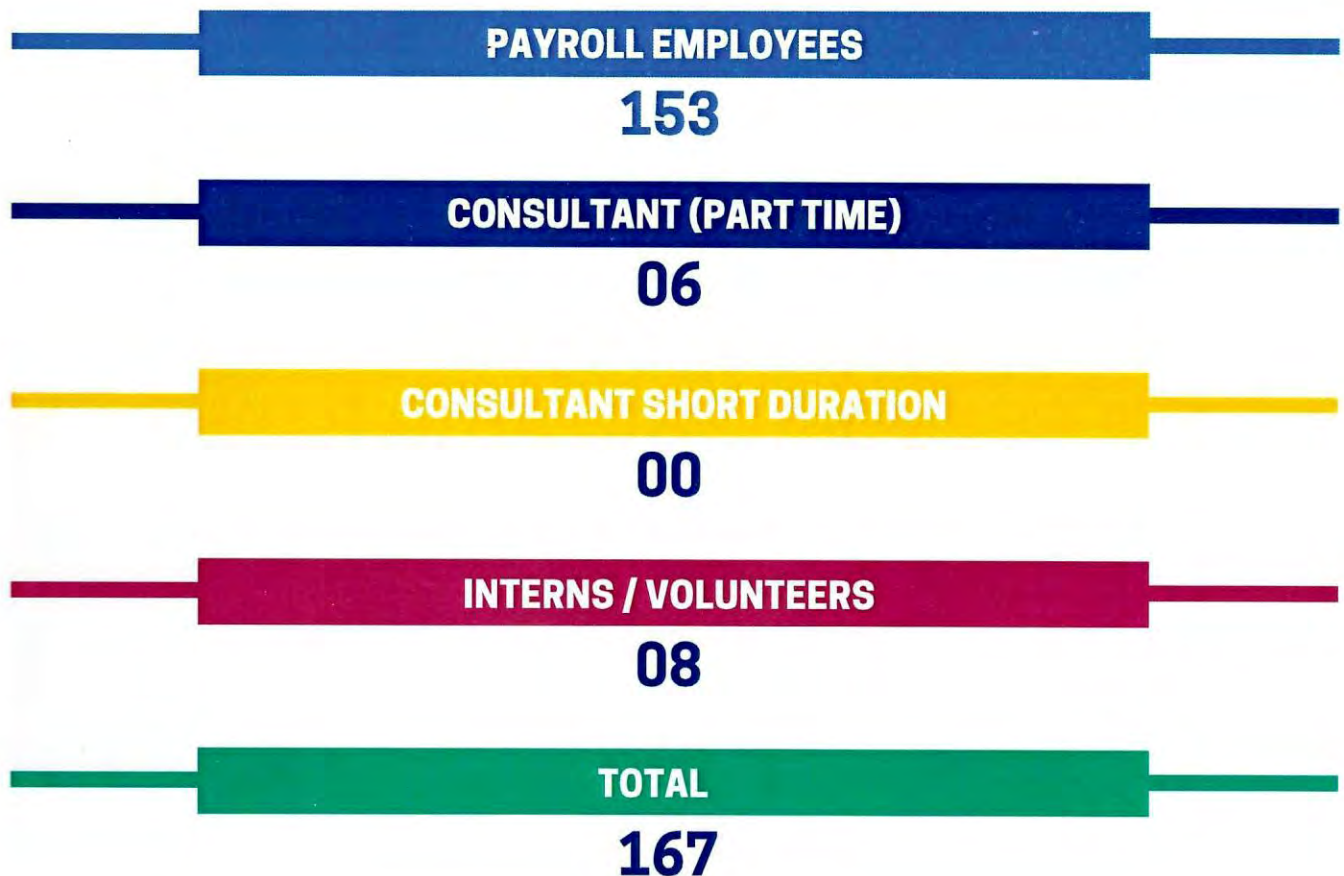
30371 leaflets were distributed among the targeted users



Distribution of leaflets by chemists and ASHAs.

Human Resources Structure

Headcount as on March 31, 2023



NO ICC COMPLAINT



CARBON FOOTPRINT

8351 Kg CO2 Saved with 171 Zero Emission Rides for Official Purposes

GREAT PLACE TO WORK (GPTW)

Recognised as a GPTW for The Third Time in a Row



AUDITORS

M/s S.N. Nanda & Company, Chartered Accountants was appointed as the statutory auditor of the Society for the financial year 2022-23. The Audit report and audited accounts are appended to the Annual Report.

For and on behalf of the Governing Body

Place: New Delhi

Date:

For Population Services International


Treasurer


Secretary