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NEPAL

SUCCESS STORY

Helping Nepal's Largest Contraceptive Supplier Become Sustainable

USAID helps a private healthcare provider achieve a major sustainability milestone



Pharmacist Pooja Shrestha and Logistics Manager Rishikesh Kafle inspecting the first consignment of CRS-procured oral contraceptives at the CRS warehouse in Kathmandu. Photo Credit: *Ghar Ghar Ma Swasthya*

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*- Krishna B. Rayamajhi,
Managing Director,
Nepal CRS Company*

Since the launch of the first oral contraceptive pill in Nepal in 1978, the Nepal Contraceptive Retail Sales (CRS) Company, a private health care provider, has established itself as a key driver in the growth of Nepal's private sector family planning industry. It continues to successfully distribute low-cost family planning products through its innovative social marketing initiatives. USAID supported CRS from the very beginning including its flagship oral contraceptive pill (OCP) - *Nilocon White*.

Since 2010, one of the key objectives of USAID's *Ghar Ghar Ma Swasthya* (Healthy Homes) project is to help CRS become a more sustainable social marketing company, capable of managing and financing its business independently.

In January 2012, CRS achieved a major milestone by successfully assuming all responsibilities for *Nilocon White*. With technical assistance from USAID's program, CRS conducted an international standard tender and quality inspection process to ensure it was procuring high-quality oral contraceptive pills at a competitive price. This was an independently conducted business transaction without any USAID support. For CRS, this milestone has opened new opportunities. For example, the pills can be bought right here in Nepal or a nearby market, enabling the pills to reach CRS in shorter duration of time from their manufacture date. This means the products have a longer shelf life in the market for the distributors and sellers.

“This milestone is a demonstration of CRS taking the lead, ownership and responsibility of its supply chain, which forms the foundation of its business,” said Krishna B. Rayamajhi, Managing Director of Nepal CRS Company.

This milestone is part of CRS's broader sustainability strategy, which includes assuming responsibility for commodity procurement and financing for two additional USAID-donated commodities. CRS has already started the process for one of them by entering into an agreement with a condom manufacturer to replace condom commodities donated by USAID. The arrival of the first condom shipment is expected in June 2013.