



*“Parivar Seva endeavours to enhance the quality of life of women, men, adolescents and children by addressing the challenges in health, population and development”*





# Introduction

Parivar Seva Sanstha, a professionally managed national NGO has been working in the field of Reproductive Health (RH) care since 1978. Recently Parivar Seva expanded its role to include overall population and development issues.

Parivar Seva in its service programmes works for the low & middle income groups, mainly living in the urban slums, peri-urban and rural areas, who are unable to afford commercial services and products and also do not wish to avail free-of-cost services from the public sector. Annually through its birth prevention programmes, Parivar Seva provides over 10 lakh couple years protection.

## Areas of Interventions

*Advocacy*  
*Service Delivery*

*Awareness Generation*  
*Product Distribution*

*Education*  
*Research*

*Training*  
*Technical Assistance*

- \* All interventions are designed, planned and implemented by a team of highly qualified, trained and motivated manpower. Presently Parivar Seva has a strong base of 534 people working towards achieving the organization's mission.
- \* Parivar Seva team is spread over 21 States of India and have in-depth knowledge of the territories, local culture, customs and language so that RH, a sensitive subject is effectively addressed with remarkable outcomes.
- \* With regional offices located in Jaipur, Bhopal, Chennai, Lucknow, Kolkata and Bhubaneswar, these local teams are supported with timely resource and inputs, proper liaison and supervision.

## Main Thrust Areas

Parivar Seva has the distinction of being a pioneering organization engaged in providing RH services in India. It is successfully running a variety of RH projects like Socially Marketed RH clinics/ Franchised Centers, Social Marketing of RH products and Education and Training on Sexual & Reproductive Health.

# Social Marketing of Clinical Services

## Objective

*To generate awareness and provide through qualified and skilled personnel humane, ethical and affordable client-oriented quality reproductive health with emphasis on prevention of unwanted births within the legal framework and on a sustainable basis.*



**Parivar Seva /Marie Stopes clinics:** In 1979, the first clinic was set up in West Delhi to provide safe, affordable and legal abortion services to women. Today the organization has 36 clinics located across 11 states of India, delivering a range of quality and affordable RH services with emphasis on family planning (both terminal and spacing methods), antenatal postnatal care, safe abortion services, sexually transmitted infections and HIV/AIDS. Clinical services are provided to over 2 lakhs clients annually through these clinics, besides reaching lakhs of men and women with health and particularly RH behaviour change communication. The range of services includes counselling and providing a basket of contraceptive options and methods.



**Purush Clinic:** Male only clinic, an innovation for working with men to improve their reproductive health has become a reality. This clinic provides a holistic package, which includes urological consultation and surgeries, family planning services, management of RTI/STI, treating sexual disorders and infertility, HIV screening and counseling. The aim is that men should take care of their sexual health and become more responsible and play a supportive role in their family life.

**Blue Star Clinics:** These franchised clinics in partnership with private practitioners help to reach more communities with a range of reproductive health services. This model was developed involving over 50 allopathic private practitioners in two districts of West Bengal to provide injectable contraceptives in addition to condoms, oral contraceptive pills, and emergency contraceptive pills. Management of reproductive tract infections was also an important component.

**Aadhar:** An innovative model for delivering services for prevention of unwanted pregnancy and HIV/AIDS amongst youth in Jawaharnagar slum in Jaipur provides youth friendly services in the reproductive health. The challenge was to remove barriers faced by the youth in accessing clinical RH services. This was achieved through packaging a constellation of related services and intensive involvement of 'gate keepers' in the community.



# Social Marketing of Products

## Objective

*To promote and make widely accessible, on a sustainable basis, socially relevant quality products at affordable prices using commercial and other channels to focus on prevention of unwanted births and sexually transmitted diseases including HIV/AIDS.*

The Contraceptive Social Marketing Programme in the country, using branded contraceptives and subsidized product from the Government was pioneered by Parivar Seva in 1986-87, when it successfully advocated that market segmentation and branding would help to expand the contraceptive market.

Parivar Seva over the years has undertaken condom promotion activities to increase awareness and generate demand for condom as a dual protection from RTI/STI, HIV and Family planning. Today, it owns three brands of condoms (*Sawan, Milan and Bliss*). Parivar Seva also has one brand of Oral Contraceptive Pill (*Ecroz*) and Emergency Contraceptive Pill (*NoPreg*).



Anaemia another most common yet easily tackled issue is highly prevalent amongst adolescent girls. Parivar Seva with support from the Government of Delhi and UNICEF launched a project for social marketing of Iron and Folic Acid using community intervention in peri-urban and rural areas of Delhi, so that the health of young girls were improved well before motherhood. The project using our newly developed product *'Iron Plus'* was a huge success.

## Parivar Seva's innovative social marketing strategy

Besides using the typical social marketing route of existing commercial channels, Parivar Seva has effectively utilized other strategies such as, community based education and distribution, use of distribution vans, networking with NGOs and use of non traditional channels of distribution.

Using a network of over 400 stockists/ wholesalers and over 75,000 traditional and non-traditional retail shop outlets, rural medical practitioners and NGO points, these products are being made widely accessible in the rural and urban slums in 14 states.

Presently, Parivar Seva's annual sale exceeds 57 million branded condoms and 2.6 million OCP under social marketing umbrella of GOI.

Using innovative communication strategies in all its social marketing projects, considerable behaviour changes leading to improved practices has been brought about by Parivar Seva in its project areas.



### Objective

*To create awareness and educate the community (adolescents, youth and people in the reproductive age group) regarding Sexual and Reproductive Health as also other health and related issues including gender sensitivity with the aim to bring about behavioural changes in practices.*

The changes are brought about through -

- ★ Orienting and training influencers such as ASHAs, ANMs, AWWs, RMPs,
- ★ Educating the peer educators, youth, young married women, men on issues of family planning, pregnancies, un protected sex, nutrition, health and hygiene, anemia, etc.,
- ★ Imparting vocational skills and repose confidence in their own self.

Parivar Seva works with many other NGOs to generate community awareness and demand for SRH, FP and MCH services. The trainings that are being imparted equips the trainees to handle the issues arising in the field and find solutions.

“Sparsh” – 24x7 helpline was introduced in the 1990's to counsel and handle a large number of queries on reproductive health. The response was tremendous. This also provided us with strong referral network and helped us to connect with a larger community - another pioneering effort



# MIPD / Advocacy



MIPD

## Objective

*To enhance management capacity to meet continuous challenges in population and development through programmatic research and training*

Capacity building, research, documentation and influencing policies are all Parivar Seva's expertise and the commitment towards population issues has resulted in Parivar Seva starting this Institute in Jaipur. The Institute plans to impart managerial skills in implementation through realistic applications gained from the ground

The thrust areas chosen by MIPD are -

- \* Population, Reproductive and Child Health
- \* HIV/ AIDS
- \* Health Care and Nutrition
- \* Health Economics and Financing
- \* Women Empowerment
- \* Aging
- \* Urbanization and Migration
- \* Labour Force and its Productivity
- \* Environment and Water
- \* Poverty

## Advocacy

Advocacy has been an important component of Parivar Seva's work over the years. This includes involvement with the governments and multilateral agencies to develop national standards and guidelines in various areas of RH as well as playing a proactive role in advocating innovation, new schemes, policy changes and amendments to legal parameters. In particular, Parivar Seva has contributed a great deal in 'preventing unwanted births' in the country. Its persistence has made abortions safer in the country. It has also helped to expand contraceptive choices. Its impact has also been felt in the international reproductive health scene.

For instance, in 2004, a workshop on "Expanding Choices of Contraception Injectables: Learning from Experience" was organized by Parivar Seva at Manesar, which was attended by eminent national and international experts. From this emerged a coalition: **Advocating Reproductive Choices (ARC)** with an aim 'to create an enabling environment for making a range of effective and safe methods of contraceptive options available to men and women suitable to them individually and as a couple, during their different reproductive phases to improve maternal health.' Parivar Seva spearheaded this initiative and formed an effective 32-member coalition, representing national NGOs, donors and Technical Support agencies such as ICMR, MOHFW, UNFPA and WHO. This advocacy effort was very visible and effective. Recently, Parivar Seva has passed on the Secretariat to another agency.



# Projects

The Sanstha has received funding from the central and state governments, bilateral and multilateral agencies as well as private international and national donors. Most of the projects are innovative and many have been upscaled in the country and abroad. This includes branded social marketing, social marketing of clinical services, working with adolescents and youth on sexual reproductive health etc. With an inherent discipline and expertise, the organization has had the strength to financially sustain most projects on its own after project funding ceased. Some of the recent important projects include:

- \* ***Social Marketing II*** : Supported by KfW, this project was implemented during 2003-2008 in the states of West Bengal and Himachal Pradesh. This included work in the entire state as well as intensified programming in selected districts and had 3 major components - behaviour change communication and an enhanced distribution of condoms and OCP as a family planning method, prevention of HIV/AIDS using condoms and a pilot project on contraceptive injectables using the franchised route. This project is still continuing and is now being partly funded by NACO.
- \* ***An Innovative FP Service Delivery Programme for Improving Maternal and Child Health using Social Marketing Approach.*** This initial project was funded by KfW during 1999-2002 in the states of Rajasthan, West Bengal and Himachal Pradesh. Phase II was a continuation and a modification of this project. This project helped to increase the availability of Sanstha's branded condoms and OCPs, especially in rural areas through different promotional and distribution strategies.
- \* ***Orissa Urban Reproductive Health Project:*** A state wide comprehensive reproductive health project was successfully implemented in Orissa during 1997-2003, with support from the Government of Orissa. DFID - UK under the bilateral agreement with the Government of India. The project had several multi pronged strategies such as RH clinics for women, contraceptive social marketing, community based distribution, RH education and training, state wide promotional campaign and innovative "Purush" clinics for men. We have sustained most of the components till date.
- \* ***Project to improve Reproductive Health in all 32 Districts of Rajasthan:*** Parivar Seva during 2000-2007 was funded by an institutional donor from the USA to substantially expand its presence in Rajasthan through this project. Under the project 7 additional Hub clinics, supported by 20 spoke centers were set up to serve the rural areas to cover all the districts in the state with clinical services. In addition, the contraceptive social marketing programme of the Sanstha was strengthened in the entire state along with setting up of innovative information, education, communication and training programmes. Despite cessation of funding, the project was successful. Parivar Seva continues to operate most components, though at reduced scale.
- \* ***Implementation of the Public- Private Partnership (PPP) Model for STI/ RTI services:*** This project, covering several districts in two zones was awarded by National AIDS Control Organization (NACO) in April 2008. The project uses franchised route in partnership with allopathic and AYUSH doctors for management of RTI/STI and referrals for HIV/AIDS. Parivar Seva will also socially market branded treatment kits as well as its branded condoms under the project.

## We have our clinics at :

### BIHAR

Arrah : 06182-248341  
Patna : 0612-2218156

### MADHYA PRADESH

Bhopal : 0755-2536748

### ORISSA

Balasore : 06782-257375  
Bhubaneswar : 0674-2533779  
Bhubaneswar : 0674-2532996

### TAMIL NADU

Chennai(f) : 044-24345302  
Chennai(m) : 044-24323021

### GUJARAT

Ahmedabad : 079-26575242  
Ahmedabad : 079-26582654

### CHATTISGARH

Raipur : 0771-2537460

### KARNATAKA

Bangalore : 080-22220696

### UTTAR PRADESH

Agra : 0562-2855148  
Bareilly : 0581-2425072  
Kanpur : 0512-2548994  
Lucknow : 0522-2682684  
Shahjahanpur : 05842-222690  
Varanasi : 0542-2417085

### WEST BENGAL

Barasat : 033-25426117  
Behala : 033-24476842  
Gariahat : 033-24640985  
Hathibagan : 033-25557285  
Tollyganj : 033-24111557

### RAJASTHAN

Alwar : 0144-2700351  
Ajmer : 0145-2426645  
Bharatpur : 05644-225769  
Bhilwara : 01482-235400  
Bikaner : 0151-2527222  
Jaipur : 0141-2379943  
Jodhpur : 0291-2627405  
Sriganganagar : 0154-2477368  
Udaipur : 0294-2421734  
Kota : 0744-2411929

### DELHI

Karkardooma : 011-22375975  
Karol Bagh : 011-25736101  
Lajpat Nagar : 011-29837742  
Rohini : 011-27510005  
Rohini : 011-27515820

## Regional Offices

- \* **Bhopal** - Suite No - 3,4,5, Shah Building, Hamidia Road, Bhopal - 462001, Tel - 0755-2536748
- \* **Bhubaneswar** - 446, Nageshwar Tangi, Near N.C.C Office, Bhubaneswar, Orissa, Tel: 0674-2433078/2433079
- \* **Chennai** - 31, Thayagaraja Road, Pandy Bazar, T. Nagar, Chennai - 600017, Tel - 044-24345302
- \* **Kolkata** - 284, NSC Bose Road, Kolkota- 700047, Tel: 033-24816553
- \* **Lucknow** - 1, Shivpuri, Latouche Road (G B Road), Lucknow - 226019, Tel - 0522-2682684
- \* **Jaipur** - A-1/1, Yamuna Path, Ganga Path Suraj Nagar, West Civil Lines, Jaipur- 302006, Tel: 0141-2221274, 2221196

## Management Institute of Population and Development

- \* A-1/1, Yamuna Path, Ganga Path Suraj Nagar, West Civil Lines, Jaipur- 302006, Tel: 0141-2221274; E-mail : [info@mipd.in](mailto:info@mipd.in);



**Head Office:** C-374, Defence Colony, New Delhi

Ph.: 91-011-24332524/ 24337712; Fax : 24336710; Help line : 011-24335055

E-mail : [parivarseva@airtelmail.in](mailto:parivarseva@airtelmail.in); Website : [www.parivarsevasanstha.org](http://www.parivarsevasanstha.org)