
Public Private Partnerships: Lessons Learned

Hindustan Latex Limited

Hindustan Latex Limited

- Leading manufacturer of contraceptives in India
 - Leading social marketing company in India
-

Lessons in Public Private Partnerships

- IUD manufacture
 - Condom Quality Upgradation
 - Marketing of Centchroman Oral Contraceptives
 - Social Marketing of Contraceptives
-

IUD Manufacture

- HLL in 1992 decided to venture into IUD manufacture
 - Limiting factors
 - Non Availability of technology
 - Lack of trained human resources
 - Lack of sufficient capital
-

UNFPA-GOI-HLL Partnership

- UNFPA has
 - Facilitated technical collaboration with Finishing Enterprises, USA
 - Provided financial assistance to the \$ 3 million for setting up the manufacturing
 - Capacity building of technical personnel through Finishing Enterprises
-

Result of the partnership

- A state of the art manufacturing facility with an annual production capacity of 4 million
 - The manufacturing facility is ISO 9002 and ISO 14,000 certified and meets WHO GMP standards
 - The manufacturing unit makes supplies to the National Family Planning Programme
-

Condom Quality Upgradation

- HLL had three manufacturing plants with annual capacity of 650 million pieces
 - HLL was looking for technical and financial assistance in upgrading its manufacturing facilities to global standards
-

GOI-KfW-HLL Partnership

- HLL R&D team has developed in house technical expertise
 - KfW provided financial assistance for procurement of equipment and upgrading our manufacturing facility
-

Result of the Partnership

- Condoms manufactured have prestigious quality accreditation- CE Mark, NF Mark and US FDA 510 K
 - ISO 9002 certified manufacturing facility
 - Condoms supplied to GOI programmes, UNFPA's global procurement and commercial markets of India, US and Europe
-

Introduction of Contraceptives: Collaboration between Research Agencies and Government

- CDRI developed a once-a-week non steroidal oral contraceptive pill - *Centchroman*
 - CDRI-HLL-GOI formed partnership for social marketing of Centchroman
-

Scope of Partnership

- GOI Provided financial assistance for generic promotion and subsidy for keeping the prices at affordable levels
 - CDRI provided assistance in conducting Drug Experience Studies
 - HLL has provided manufacturing and marketing support
-

The Result

- Marketing of this pill has provided a major fillip to the National Programme
 - Centchroman emerged as a choice for women who opted out of low dose OCs due to side effects
 - Centchroman an offpatent drug which could be used for marketing in other countries
-

Social Marketing: Pioneering the Manufacturer's Model

- Collaborating with GOI and Donor agencies in implementing social marketing programmes in the rural areas
 - The social marketing programmes funded by GOI, European Commission and USAID
 - The programmes implemented in active collaboration with NGOs, State Governments and GOI
-

Forging purposeful and
effective partnerships key to
better commodity
management