



सत्यमेव जयते

Ministry of Health and Family Welfare  
Government of India



## RHSC Market Development Approaches Working Group - Agenda

Date: Monday, 7 October 2013

Location: Crystal Ballroom 2

09:30 – 10:00	<b>Registration and Coffee</b>
10:00 – 10:15	<b>Welcoming Remarks and Introductions</b> <i>Ian Askew (Population Council)</i>
10:15 – 11:15	<b>Market Dynamics and Shaping: The Global View</b> MD2020, <i>John Skibiak (Coalition)</i> UNCoLSC Market Shaping TRTs, <i>Hema Srinivasan (CHAI)</i> Market Dynamics Consultations (Dalberg/Coalition paper), <i>Presenter ( TBD)</i>
11:15 – 12:15	<b>Role of the MDAWG Within the Coalition: Future Directions</b> RHSC Looking Forward: The Role of Market Development, <i>John Skibiak (Coalition)</i> Market Shaping Initiative, <i>Anita Deshpande (Coalition)</i>
12:15 – 13:15	<b>Lunch</b>
13:15 – 14:15	<b>MDAWG Structure and Functions</b> Membership Survey: Results and Discussion, <i>Anita Deshpande (Coalition)</i> Workstreams or Communities of Practice? <i>Ian Askew (Population Council)</i>
14:15 – 15:15	<b>Examples of Activities from Ongoing Workstreams</b> Total Market Approaches, <i>Jane Hutching (PATH)</i> QuRHM, <i>Lester Chinery (Concept Foundation)</i> Innovative Financing, <i>Lester Coutinho (Packard Foundation)</i>
15:15 – 15:30	<b>Coffee Break</b>
15:30 – 16:30	<b>Meeting Constituency Needs: What Can the MDAWG Do for You?</b> Manufacturers Country Programs Technical Assistance Organizations
16:30 – 17:45	<b>MDA Facilitated Exercise: Committing to Action</b> What Activities Can We Take Forward Through the MDAWG in 2014? <i>Ian Askew (Population Council) and Anita Deshpande (Coalition)</i>
17:45 – 18:00	<b>AOB and Conclusions</b>

**VENUE:** Hotel Lalit