PROVISIONING OF REPRODUCTIVE HEALTH (RH) COMMODITIES TO PROVIDERS USING E-COMMERCE

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Objective of the Project

Develop an E-commerce portal for Doctors as a platform to provide a basket of RH commodities and accomplish the following objectives:

• Establish list of quality suppliers of RH commodities including new and underutilized methods.
• Increase Access and Availability of RH commodities for providers.
• Provide a sustained, reliable and quality source for RH commodities for providers.
List of Commodities as a part of product basket

- IUDs
- Injectable (DMPA)
- MVA Kit
- Mifepristone & Misoprostol
- Pregnancy Test Kits
- Tubal Rings
- LNG IUS
- Generally procured products such as gloves, etc.
- Other products to support the above.
- Innovative products
Primary Deliverables

• Initiate a behaviour change in buying methodology of providers from the current distributor /medical rep model to online purchasing.
• Enroll 1500 doctors in Maharashtra (Province in India) and convert 500 to purchasing customers.
• Make Available the list of RH commodities as a complete choice to providers which also includes the new and underutilized methods.
Current Status

- Portal Development work started.
- Top level organization in place.
- Product and its potential suppliers list in place. RFP sent.
- Legal Aspects understood and clarified.
Challenges

- Changing Regulatory framework with respect to Medicines especially Abortion related drugs.
- Monopolistic practices by existing distributors and retailers.
Innovating to create access to quality RH commodities at consistently affordable prices