



RESEARCH ARTICLE

SOCIAL MARKETING IN INDIA - A CASE STUDY OF CONDOM AWARENESS

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ABSTRACT

Condom Social Marketing is a means in which condom brands are developed and marketing with the promotional campaigns to be sold to specific target groups. Currently, more than two billion socially marketed condoms are distributed each year and present in 66 countries in the globe. The origin of Condom Social Marketing was in 1960's when Government of India expanded its family planning methods with special focus on condoms. The efforts are further focused on condom promotion in 1980's with discovery of HIV/AIDS. The article will provide in brief about the efforts of government and its implication on condom awareness in the country. The article states the two major campaigns by Department of Health and Family Welfare and National AIDS Control Organization (NACO), i.e. Social Marketing Scheme and Target Condom Social Marketing Programme (CSMP) respectively. The article analyzes the data regarding condom sales, distribution and usage. Further, the article examines the key findings and provides few suggestions followed by conclusion.

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INTRODUCTION

For more than 50 years, public health practitioners are working to improve sexual health outcomes globally. The most common programs are family planning and offering modern contraceptives to couples to not only avoid unplanned pregnancy but also HIV/AIDS and STI's. Condom Social Marketing plays a vital role in sexual health programs in developing world. Social Marketing uses marketing concepts and communication to influence behaviors that benefit individuals and communities for greater good. Social Marketing of condoms started with the launch of 'Nirodh' condoms by government on 1968. Hindustan Latex Limited (HLL), a government undertaking was set up in Thiruvananthapuram, Kerala in 1966 as the first condom factory with the objective of for producing good quality condom for National Family Planning Programme. The brand 'Nirodh' is available at free of cost at government health facilities and supplies at doorstep by Motivators/ASHA's for minimal cost. The strategy behind social marketing was change of behavior towards using condoms. Promotional activities were initiated through mass media, i.e. TV, Radio and Print Media and through interpersonal communication, i.e. healthcare workers.

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The purpose was to create demand for condoms by making people aware about it. But the initiation was not free from barriers as people were not able to understand the concept of condom and its use through advertisements, those who understood were either embarrass to buy it or had a perception that it was for non-marital sex relationships only. This resulted in launch of numerous public awareness campaigns to tackle the inhibitions and taboos that were related with condoms and to encourage the use of condom. In 2004, Corporate Voice Weber Shandwick (CVWS), in association with United State Agency for International Development (USAID) project Private Sector Partnership-One (PSP-One), ICICI Bank and the Union Ministry of Health and Family Welfare, launched a campaign mainly focused on married couples as its slogan 'Ek Dujhe Ke Liye', encouraging husbands to care for the sexual health of their wives and also with the message that condom should be used within marital relationships. In 2005, to create a positive image of condom users "Yahi Hai Sahi" (This is the Right Choice) developed by ICICI Bank in partnership with JK Ansell Limited, Hindustan Latex Limited (HLL) and Tiruvellore Thattai Krishnamachari-London International Group (TTK-LIG) Limited, the largest private condom manufacturers in India. In 2006, to remove the feeling of embarrassment while buying a condom, the "Condom, Bindaas Bol" (condom-Just Say It) campaign was launched. It was the most effective advertising campaign in 2006, addressing the

first level barrier to say the word 'condom'. To reduce the hesitation and embarrassment in using the word "Condom" in rural India, the advertisements were designed and messages were communicated through the lawyer, police and coolie characters. Increase in sale of condom had been recorded due to the effect of the campaign. In March 2008, BBC World Service Trust (BBC WST) launched a campaign connecting the confidence and the smartness needed to talk freely about condoms to being a "real man". Further, they launched the "condom - condom" ringtone aimed to engage people on a taboo topic through a direct-response method. Use of condom was significantly higher among those couple who were exposed to mass media than their counterparts. With the advent of discovery of AIDS/HIV in 1980's, the National AIDS Control Organization (NACO) was set up in 1992 to manage and oversee policy and programme efforts associated with the prevention and treatment of HIV/AIDS. NACO also initiated a Condom Social Marketing Programme on condom promotion to create awareness among people that it can be used as a preventive tool against HIV/AIDS and STI/RTI's. Thus, it can be stated that various campaigns and two major programmes (Social Marketing Scheme and CSMP) by government led to awareness among people. The article provide in brief with the aim and objectives of Social Marketing Scheme and CSMP and further lead to the analysis of data related to condom use, sales, distribution and awareness among people. The article further states major key findings and suggestions along with. It can be seen that the programmes do lead to awareness among people in respect of condom but still there is reluctant to use condoms. So, it can be concluded that, the role of media in the promotion of condom use was indicated as an important way to increase awareness and use and multiple strategies would help in acceptance of condoms.

Review of literature

- *USAID Project Search (2011) on Condom Social Marketing* provided a Meta analysis majorly by Sweat et al. on condom social marketing and to provide planners, policy makers and other stake holders with information about what works.
- *Health and Family Welfare Statistics in India (2013)* provided data related to condom use and sales
- *Donta et.al (2014)* provided a review article '*Acceptability of male condom: an Indian Scenario*' and concluded that there is need to create a positive image of condoms irrespective of the gender and educate men for the correct use of condoms.
- *NACO and Ministry of Health & Family Welfare* provided the operational guidelines of Condom Promotion by SACS and in detail description of the distribution and role of SACS in condom promotion.
- *NACO and Ministry of Health & Family Welfare* in their *Annual Report 2014-15* stated in detail CSMP and Social Marketing Scheme respectively on condom promotion and the data related to condom sales and usage.

Objectives of the study

The paper uses an exploratory research technique based on past literature from respective journals, reports, newspapers

and magazines covering wide collection of academic literature on Social Marketing Programme in India with respect to Condom Awareness. According to the objectives of the study, the research design is of descriptive in nature. Available secondary data was extensively used for the study. The objectives of the study are:

- To study Social Marketing Scheme under National Family Welfare Programme and examine its performance.
- To investigate Condom Promotion Programme under National AIDS Control Programme (NACP) and assess its performance.
- To assess the awareness of condoms.

Social marketing programmers by government

In late 1960's, National Family Welfare Programme of India has introduced condoms as one of the prevalent family planning methods and promoted it through social marketing. It is promoted as a dual method of protection against unintended pregnancies as well as sexually transmitted infections (STI's). In 1992, National AIDS Control Organization (NACO) set up to manage and oversee policy and programme related to prevention and treatment of HIV/AIDS and introduced National AIDS Control Programme (NACP). The prevention services of the programme included condom promotion and increased condom use which is also done through targeted intervention projects (peer-lead projects). These projects are funded, contracted and monitored by the State AIDS Control Societies (SACS). NACO and SACS provide the vital role in stewardship of condom promotion at National and at States and Union territories level respectively. The various programme and its impact on condom distribution, sales and usage is as follows:-

Social marketing scheme under national family welfare programme and Condom promotion programme under national aids control programme (NACP)

The Department of Health and Family Welfare is responsible for implementation of National Family Welfare Programme which introduced the Social Marketing of Condoms and oral pills in 1968 and in 1987 respectively. Under the social marketing scheme, condoms and oral pills are provided at highly subsidized rate (ranged from 70% to 85%) through diverse outlets. The purpose is to encourage the utilization of contraceptives and distribution of the same to State/UT's through Free Supply Scheme and Public-Private Partnership (PPP). Orders are placed on HLL Life Care Ltd. (a PSU under the Ministry) for procurement of contraceptives being manufactured by them as per government instructions and for the remaining quantities tenders are solicited from other firms. Manufacturers do in-house testing of stores before offering them for inspection. The supply chain comprises of Government network and distributed through Social Marketing Organization (SMO's). SMO's are given Deluxe Nirodh condom at Rs. 2 per packet for 5 pieces and are sold @ of Rs. 3 per packet for 5 pieces to consumers. Currently, there are three Government brands and fourteen different SMO's brands of condom sold in market. SMO's have a flexibility to fix the

price of condoms within the range provided by the government. National AIDS Control Organization (NACO) is responsible for implementation of National AIDS Control Programme at National level and State AIDS Control Societies (SACS) is responsible at State/UT's level. NACP is a 100% Centrally Sponsored Scheme (CSS) launched in 1992 with a goal to halt and reverse the epidemic in the country by scaling up the prevention efforts among High Risk Groups (HRG) and general population and integrating them with care, support and treatment services. NACP firmly announces use of condom as one of the vital preventive tool in its fight against AIDS. NACP III (2007-2012) envisages social marketing to be the key driver in increasing the condom use in the country. NACO leverage the private sector marketing expertise, through its Technical Support Group, for strengthening the condom programme in India which aims at promoting condoms for ensuring that all sex acts, with risk of HIV transmission and unwanted pregnancies is protected. NACO continued its condom promotion in NACP-IV in form of Targeted Condom Social Marketing Programme (CSMP). It focuses on providing easy accessibility of condoms. It made it available on non-traditional outlets like PDS shops, petrol pumps, dhabas, lodges etc and focus on saturation of all high risk areas.



The format of flow chart (flowing from top to bottom) of social marketing distribution of condoms is presented in the diagram above. Mid-media activities conducted by SMO's under CSMP for demand generation of condom are:

- Promotion of consistent condom use in all programme states with its triple protection benefits, i.e. HIV/AIDS, STI's and unwanted pregnancies.
- Street plays, Road shows, Magic shows and interpersonal communication etc are popular activity forms for engaging and motivating the target audience, i.e. high risk groups, bridge population as well as general population especially in rural areas.

- Organizing unique and innovative activities every year to reach out target population like First Deluxe Nirodh Volleyball Tournament in Goa, live condom promotion activities in IPL matches etc.
- Retailers Sensitization programmes were conducted in programme districts in which participants which facilitate condom purchase action were motivated to stock condoms and contribute in demand creation.
- Condom Promotion Newsletter publishes on quarterly basis and distributed to concerned stake holders for providing latest new and programmes under NACO CMSP.

NACO has successfully implemented its targeted CSMP in 11 States/UT during 2014.

Analysis of data

Tables and figures are presented in Appendix II and the analysis for the same are:

- **Figure 1** is a pie chart revealing that usage of modern contraceptive is highly skewed towards female sterilization. Under this the demand from the States for contraceptives and survey findings on contraceptives use are in variance. It can be further stated that condom usage is only 6%. If we exclude non-users of contraceptives from the data then condom usage is 11.11% of the total users of the contraceptives.
- **Table 1** and **Table 2** provides the data regarding the condoms supplied to different States and UT's and Budget utilization in condoms respectively. It can be seen that there is an upward trend (7% approximately) in the number of condoms being supplied as well as the budget utilization in condoms.
- **Table 3** and **Figure 2** represent the sales of condoms (in million pcs.) through Social Marketing Organizations (SMO's) in tabular and pictorial form for four years respectively. It can be seen that sale of condoms dropped in year 2012-13 by 4% approximately but again increased by 8% (approximately) in year 2013-14. From the data analyzed it can be seen that there is significant amount sale of condoms by HLL Life care Ltd. followed by Population Services International. Least amount of sales is through Sanskar Shiksha Samiti.
- **Table 4** and **Figure 3** depicts the performance of the Social Marketing Programme (National Family Welfare Programme) in sales of contraceptives from the year 2011-12 to 2014-15 (up to Oct. 2014). It can be assessed that sale of condoms are more than oral pills and SAHELI. If taken separately the sales of condoms dropped by 8% (approximately) in year 2012-13 and again increased by 13% (approximately) in 2013-14.
- **Table 5** evaluates the condom sales under NACO CSMP and stated that total condom sale during the year 2014-15 has been recorded as 33.5 crores till September, 2014. This condom sale was achieved through servicing through more than 5.86 lakhs retail outlets spread over the programme states covered during this year.
- According to UNICEF (2008-2012), Prevention among young people (15-24), i.e. Condom use among young

people with multiple partners in males is 32.4 percent and in females is 17.1 percent in India.

- According to Family Health Statistics (2013), 93 percent of men know about condoms compared to 74 percent of females. On an average 40.5 percent of currently married women (15-49) is aware of condoms/Nirodh.

Key findings and suggestions

Keeping in the view the objective of the study the key findings of the exploratory study are:

- The sale of condoms have dropped in year 2012-13 by 8% approx. but again increased by 13% approx in consecutive year under Social Marketing Programme.
- Under CSMP it can be seen that sales till September 2014 is 33.5 crores service through 5.86 lakhs retail outlets.
- Condom usage is only 6%. If we exclude non-users of contraceptives from the data then condom usage is 11.11% of the total users of the contraceptives.
- It can be examined that there is significant amount sale of condoms by HLL Lifecare Ltd. followed by Population Services International. Least amount of sales is through Sanskar Shiksha Samiti.
- According to Family Health Statistics (2013), 93 percent of men know about condoms compared to 74 percent of females. On an average 40.5 percent of currently married women (15-49) is aware of condoms/Nirodh.
- According to UNICEF (2008-2012), Prevention among young people (15-24), i.e. Condom use among young people with multiple partners in males is 32.4 percent and in females is 17.1 percent in India.
- Programmes do lead to awareness among people in respect of condom but still people are reluctant to use condoms because of non acceptance by partner, perceived ineffectiveness, less comfort, lack of sexual satisfaction, husband's alcohol use, depression, and anxiety, and not available at that instant.

The suggestions are drawn by analyzing the available literature and data related to condom social marketing from secondary sources. The following suggestions will help for better spread of awareness among people towards the use of condoms as well it will help in social marketing by government:

- Strengthening management systems by infusing public health management professionals at all levels, i.e. National, State and District Level. There is also a need to strengthen hospitals and various SMO's supplying condoms to end users.
- Strengthening condom supply and availability at every level. If possible PPP should also be promoted and strengthened.
- Addressing social determinants such as education, delay age at marriage etc through effective communication. Communication with the respective customers and selected mediums should also be enhanced as it is the biggest medium to spread awareness. More Mid-media activities can be organized under CSMP. There is need for effective communication especially in rural areas so that it led to increase in the acceptability and use of condoms.

Conclusion

It can be concluded from the above discussion that, Condom is one of the major contraceptive being used with the benefits of prevention against HIV/AIDS, STI's and unwanted pregnancies. It is an important tool in family planning and spacing methods. Social Marketing Programme and CSMP both have a positive impact on awareness about the condom and its uses as there is an increase in condom sales and usage but still there is lot of reluctance among people to use condoms. To overcome the barriers in front of Department of Health and Family Welfare and NACO there is need to strengthen our PPP model, education, condom supply and availability and aware and make people more comfortable with the idea of using condoms.

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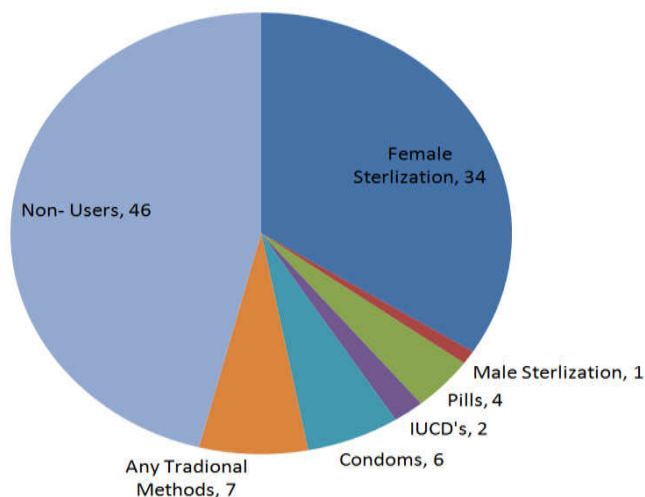
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APPENDIX I

Abbreviations

- AIDS- Acquired Immune Deficiency Syndrome
- ASHAs- Accredited social health activists
- CSMP- Condom Social Marketing Programme
- CSS- Centrally Sponsored Scheme
- HIV- Human Immunodeficiency Virus
- HRG- High Risk Groups
- IUCD- Intrauterine Contraceptive Device

APPENDIX II



Source: Family Planning Annual Report (2014-15)

Figure 1. Usage of Modern Contraceptives (in %)

Year	Condoms (in Mpcs.)
2012-13	367.86
2013-14	394
2014-15 (upto Nov. 14)	176

Source: Family Planning Annual Report (2014-15)

Year	Amount (Rs. In crores)
2012-13	66.5
2013-14	71.22
2014-15 (upto Nov. 14)	31.81

Source: Family Planning Annual Report (2014-15)

S.No.	Social Marketing Organization	2011-12	2012-13	2013-14	2014-15 (Up to Oct. 2014)
1	HLL Lifecare Ltd., Thiruvananthapuram	225.03	308.76	402.6	287.64
2	Population Services International, Delhi	164.65	164.49	113.27	36.1
3	Parivar Seva Sanstha, Delhi	67.56	46.03	45.83	16.94
4	DKT, India, Mumbai	89.84	54.68	0	0
5	Janani, Patna	46.81	3.66	85.77	2.78
6	Population Health Service (I), Hyderabad	69.2	65.47	48.56	21.54
7	Sanskar Shiksha Samiti, Bhopal	0.04	0	0	0
8	PCPL, Kolkata	14.51	3.56	Not Recorded	Not Recorded
9	World Health Partner, New Delhi	0.27	1.53	2.3	1.3
	Total	677.91	648.18	698.33	366.3

Source: Family Planning Annual Report (2014-15)

- NACO- National AIDS Control Organization
- NACP- National AIDS Control Programme
- PDS- Public Distribution System
- PPP- Public-Private Partnership
- PSU- Public Sector Undertaking
- RTI- Reproductive Tract Infections
- SACS- State AIDS Control Societies
- SMO- Social Marketing Organization
- STI- Sexually Transmitted Infections
- UNICEF- United Nations Children's Emergency Fund
- UT- Union Territories

Contraceptives	2011-12	2012-13	2013-14	2014-15 (up to Oct 2014)
Condoms (in Mpcs.)	677.91	618.15	698.33	366.3
Oral Pills (Social Marketing) (lakhs cycles)	471.97	376.82	290.27	109.48
SAHELI	244.56	270.76	279.35	11.47

Source: Family Planning Annual Report (2014-15)

Period	April 2014-March 2015
Total Condom Sales (pcs.)	33,52,28,012
Total Outlet Serviced (nos.)	5,86,487

Source: National AIDS Control Organization Annual Report (2014-15)

