





September 2018

Courtesy of DKT International 1701 K Street, NW Suite 900 Washington DC 20006

SOCIAL MARKETING STATISTICS 2017

Highlights		2017	2016	2015
Couple Years of Protection (CYPs)		80.0 million	74.9 million	67.8 million
Sales – 2017				
Condoms1,788,617,628	(82 programs)	Implants		(74 programs)
Free Condoms196,160,692	(20 programs)	Emergency Contraception	(EC) 17,361,364	(44 programs)
Female Condoms1,941,832	(23 programs)	Medical Abortion (MA)**	6,674,562	(36 programs)
Free Female Condoms14,165,589	(12 programs)	Manual Vacuum Aspiration	(MVA) Kits 87,638	(28 programs)
Pills	(66 programs)	Misoprostal (Miso) Tabs	16,414,744	(12 programs)
Injectables43,967,953	(80 programs)	Vaginal Foaming Tablets		(1 program)
IUDs5,137,744	(71 programs)			

Social Marketing Program Sales

Statistics listed for all programs with 10,000 or more CYPs.

Program	Remarks	2017 Proc	duct Sales	СҮР	% Chance from 2016
1. AFGHANISTAN	MSI support	Source: MSI			
Started by Marie Stopes International (MSI) in 2003.		Condoms Pills Injectables (3) IUD Tender Implants (5)	1,971,288 179,680 75,184 20,922 471	19,713 12,834 18,796 46,028 1,413	
			TOTAL	98,785	-31%
1.1 AFGHANISTAN II		Source: ASMO			
ASMO under Health Policy Project. Started by USAID in October 2010.		Condoms Pills Injectable (3)	6,054,840 1,883,578 467,375	60,548 134,541 116,844	
			TOTAL	311,933	147%
2. ANGOLA	USAID, DFID, and private funding	Source: PSI			
Started by Population Services International (PSI) in 2000.		Condoms Pills IUDs Implants	3,506,220 21,651 8,367 500	35,062 1,547 36,815 1,500	
			TOTAL	74,924	0%
3. BANGLADESH	USAID and EC funding	Source: SMC			
Started by PSI in 1975; now managed by Social Marketing Company (formerly SMP).		Condoms Pills Injectables (3) IUDs Implants (5) EC	108,283,999 44,112,980 2,188,595 6,596 3,059 830,774	1,082,840 3,150,927 547,149 29,022 9,177 59,341	
			TOTAL	4,878,456	1%
3.1 BANGLADESH	MSI support	Source: MSI			
Started by MSI in 1988.		MA	105,051	178,587	
			TOTAL	178,587	-7%
4. BENIN	USAID, anonymous donor,	Source: PSI			
Started by DKT International (DKT) and PSI in 1989.	Netherlands government, and Global Fund	Condoms Free Condoms Female Condoms Pills Injectables (2) IUDs Implants (5)	6,678,634 1,357,528 56,683 230,358 61,146 29,369 66,626	66,786 6,788 2,834 16,454 10,191 129,224 199,878	

1 CYP equals 100 Condoms; 200 Free Condoms; 14 Pill cycles; 4 Injections (3 mos) or 6 Injections (2 mos) or 12 Injections (1 mo); 20 Female Condoms; 14 EC;
.33 Implants (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

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EC 16,757 1,197 MA 3,261 5,544 TOTAL 358,281 8.2 BURMA (Myanmar) III Packard, DKT, and Gates Foundation Source: DKT Started by DKT in 2014. Packard, DKT, and Gates Foundation Source: DKT Condoms 2,921,091 29,211 Pills 823,456 58,818 Injectables (3) 352,458 88,115 IUDs 30,051 132,224 EC 804,117 57,437 MVA Kits 63 1,575 MVA Kits 63 1,574 4,242 Free Condoms 2,476,400						
TOTAL 355,281 8.2 BURMA (Myanmar) III Packard, DKT, and Gates Foundation Source: DKT Condoms 2,921,091 29,211 Pills 823,456 58,818 Injectables (3) 352,458 88,115 UDs 30,051 122,224 EC 804,117 57,437 MVA Kits 6,3 1,575 MVA Kits 6,3 1,575 MVA Kits 6,3 1,575 MVA Kits 50,5740 35,770 Started by PSI in 1990. Netherlands government and Source: PSI Condoms 3,576,960 35,770 Free Cendoms 3,498,400 10,75 Pills 13,842 989 Injectables (3) 18,498 4,625 IUDs 14,922 Free Female Condoms 43,000 10,075 Pills 13,842 989 11 13,842 989 11 Injectables (3) 18,498 4,625 1UDs 740 3,256 10 10. CAMBODIA Private support Source: PSI Condoms 11,56			EC			
8.2 BURMA (Myanmar) III Packard, DKT, and Gates Foundation Source: DKT Started by DKT in 2014. Packard, DKT, and Gates Foundation Source: DKT Condoms 2,921,091 29,211 Pills 823,456 58,818 Injectables (3) 352,458 88,115 IUDs 30,051 132,224 EC 804,117 57,437 MVA Kits 63 1,575 MVA Kits 63 1,575 MVA Kits 50 145 1,813 PS. BURUNDI Netherlands government and Source: PSI Started by PSI in 1990. DOD support Condoms 3,576,960 35,770 Started by PSI in 1990. DOD support Condoms 2,498,400 12,492 Free Condoms 2,498,400 10,75 Pills 13,842 989 Injectables (3) 18,498 4,625 IUDS 740 3,256 IUDS 744 3,256 Implants (5) 1,571 4,713 EC 459 3 377,17			MA	3,261	5,544	
Started by DKT in 2014. Condoms 2,921,091 29,211 Pills 823,456 58,818 Injectables (3) 352,458 68,115 IUDs 30,051 132,224 EC 804,117 57,437 MVA Kits 03 1,575 MVA Kits 1,813 1,813 TOTAL 369,193 Started by PSI in 1990. Netherlands government and Source: PSI Started by PSI in 1990. DOD support Condoms 3,576,960 35,770 Free Condoms 3,576,960 12,492 Free Free Female Condoms 43,000 1,075 Pills 13,842 989 1 1 1 1 IUDs 740 3,256 1 1 1 1 IUDs 740 3,256 1 1 1 6,2952 10. CAMBODIA Private support Source: PSI Condoms 11,569,716 115,697 Started by PSI in 1994. Private support Source: PSI Condoms 11,569,716 115,697 UDs				TOTAL	358,281	-8%
Pills 823,456 58,818 Injectables (3) 352,458 88,115 IUDs 30,051 132,224 EC 804,117 57,437 MVA Kits 63 1,575 Started by PSI in 1990. DOD support Condoms 3,576,960 35,770 Free Condoms 2,498,400 12,492 Free Female Condoms 2,498,400 1,075 Pills 13,842 989 1,625 100 1005 740 3,256 Implants (5) 1,571 4,713 EC 459 33 EC 459 33 EC 2459 33	8.2 BURMA (Myanmar) III	Packard, DKT, and Gates Foundation				
Injectables (3) 352,458 88,115 IUDs 30,051 132,224 EC 804,117 57,437 MVA Kits 63 1,575 MVA Kits 50% 145 1,813 DOD support Condoms 3,576,960 35,770 Free Condoms 2,498,400 12,492 Free Free Female Condoms 13,842 989 1 Injectables (3) 18,498 4,625 1 IUDs 740 3,256 1	Started by DKT in 2014.					
IUDs 30,051 132,224 EC 804,117 57,437 MVA Kits 63 1,575 MVA Kits 50% 145 1,813 TOTAL 369,193 Surce: PSI Started by PSI in 1990. DOD support Condoms 3,576,960 32,770 Free Condoms 2,498,400 12,492 Free Condoms 43,000 10,75 Pills 13,842 989 1 13,842 989 Injectables (3) 18,498 4,625 10DS 740 3,256 IUDs 740 3,256 10DS 1,5971 4,713 EC 459 33 EC 459 33 TOTAL 62,952 10. Condoms 11,569,716						
EC 804,117 57,437 MVA Kits 6.3 1,575 MVA Kits 50% 145 1,813 TOTAL 369,193 9. BURUNDI Netherlands government and Source: PSI Source: PSI Started by PSI in 1990. DOD support Condoms 3,576,960 35,770 Free Condoms 2,498,400 12,492 Free Female Condoms 43,000 10,75 Pills 13,842 989 11,3642 989 11,983 989 Injectables (3) 18,498 4,625 10Ds 740 3,256 Implants (5) 1,571 4,713 EC 459 33 TOTAL 62,952 10. Condoms 11,569,716 115,697 Pills 1994. Private support Source: PSI Condoms 11,569,716 115,697 Started by PSI in 1994. Private support Source: PSI Condoms 11,569,716 115,697 VILDs 32,845 144,518 11,156,977 94,294<						
MVA Kits 50% 145 1,813 TOTAL 369,193 9. BURUNDI Netherlands government and DOD support Source: PSI Started by PSI in 1990. DOD support Condoms 3,576,960 35,770 Free Condoms 2,498,400 12,492 Free Female Condoms 43,000 1,075 Pills 13,842 989 1njectables (3) 18,498 4,625 IUDs 740 3,256 Implants (5) 1,571 4,713 EC 459 33 Condoms 11,569,716 115,697 Pills 5,290,432 377,888 Injectables (3) 377,175 94,294 IUDs 32,845 144,518 Implants (5) 7,159 21,477 EC 65,730 4,695 MA 283,725 482,333			EC	804,117	57,437	
TOTAL 369,193 9. BURUNDI Netherlands government and DOD support Source: PSI Condoms 3,576,960 35,770 Free Condoms 2,498,400 12,492 Free Condoms 43,000 1,075 Pills 13,842 989 1ijectables (3) 18,498 4,625 IUDs 740 3,256 1UDs 740 3,256 Implants (5) 1,571 4,713 EC 459 33 TOTAL 62,952 10. CAMBODIA Private support Source: PSI Condoms 11,569,716 115,697 Pills 5,290,432 377,888 1ijectables (3) 377,175 94,294 IUDs 32,845 144,518 1UDs 32,845 144,518 Implants (5) 7,159 2,1477 EC 65,730 4,695 MA 283,725 482,333 482,333 33 33						
9. BURUNDI Netherlands government and DOD support Source: PSI Started by PSI in 1990. DOD support Condoms 3,576,960 35,770 Free Condoms 2,498,400 12,492 Free Condoms 43,000 1,075 Pills 13,842 989 Injectables (3) 18,498 4,625 IUDs 740 3,256 Implants (5) 1,571 4,713 EC 459 33 TOTAL 62,952 10. CAMBODIA Private support Source: PSI Condoms 11,569,716 115,697 Started by PSI in 1994. Private support Source: PSI Condoms 11,569,716 115,697 VIIIs 5,290,432 377,888 Injectables (3) 377,175 94,294 IUDs 32,845 144,518 Implants (5) 7,159 21,477 EC 65,730 4,695 MA 283,725 482,333			IVIVA NITS 50%			
Started by PSI in 1990. DOD support Condoms 3,576,960 35,770 Free Condoms 2,498,400 12,492 Free Female Condoms 43,000 1,075 Pills 13,842 989 Injectables (3) 18,498 4,625 IUDs 740 3,256 Implants (5) 1,571 4,713 EC 459 33 TOTAL 62,952 10. CAMBODIA Private support Source: PSI Started by PSI in 1994. Private support Condoms 11,569,716 115,697 Pills 5,220,432 377,188 11,969,716 115,697 Injectables (3) 377,175 94,294 10Ds 32,845 144,518 Implants (5) 7,159 21,477 EC 65,730 4,695 MA 283,725 482,333 482,333 142,518				IOIAL	369,193	86%
Free Condoms 2,498,400 12,492 Free Female Condoms 43,000 1,075 Pills 13,842 989 Injectables (3) 18,498 4,625 IUDs 740 3,256 Implants (5) 1,571 4,713 EC 459 33 TOTAL 62,952 10. CAMBODIA Private support Source: PSI Started by PSI in 1994. Private support Condoms 11,569,716 115,697 Pills 5,290,432 377,888 10,294 10,005 32,845 144,518 Implants (5) 7,159 21,477 EC 65,730 4,695 MA 283,725 482,333 482,333 144,518 111,569,716 115,697		-		0.574.040	05 770	
Free Female Condoms 43,000 1,075 Pills 13,842 989 Injectables (3) 18,498 4,625 IUDs 740 3,256 Implants (5) 1,571 4,713 EC 459 33 TOTAL 62,952 10. CAMBODIA Private support Source: PSI Started by PSI in 1994. Condoms 11,569,716 115,697 Pills 5,290,432 377,888 1njectables (3) 377,175 94,294 IUDs 32,845 144,518 Implants (5) 7,159 21,477 EC 65,730 4,695 MA 283,725 482,333	Started by PSI in 1990.	DOD support				
Pills 13,842 989 Injectables (3) 18,498 4,625 IUDs 740 3,256 Implants (5) 1,571 4,713 EC 459 33 TOTAL 62,952 10. CAMBODIA Private support Source: PSI Started by PSI in 1994. Condoms 11,569,716 115,697 VIDs 5,290,432 377,888 1njectables (3) 377,775 94,294 IUDs 32,845 144,518 Implants (5) 7,159 21,477 EC 65,730 4,695 MA 283,725 482,333						
IUDs 740 3,256 Implants (5) 1,571 4,713 EC 459 33 TOTAL 62,952 10. CAMBODIA Private support Source: PSI Started by PSI in 1994. Private support Condoms 11,569,716 115,697 Pills 5,290,432 377,888 1njectables (3) 377,175 94,294 IUDs 32,845 144,518 Implants (5) 7,159 21,477 EC 65,730 4,695 MA 283,725 482,333			Pills	13,842	989	
Implants (5) 1,571 4,713 EC 459 33 TOTAL 62,952 10. CAMBODIA Private support Source: PSI Started by PSI in 1994. Condoms 11,569,716 115,697 Pills 5,290,432 377,888 Injectables (3) 377,175 94,294 IUDs 32,845 144,518 Implants (5) 7,159 21,477 EC 65,730 4,695 MA 283,725 482,333						
EC 459 33 TOTAL 62,952 10. CAMBODIA Private support Source: PSI Started by PSI in 1994. Condoms 11,569,716 115,697 Pills 5,290,432 377,888 10,000 10,000 IUDs 32,845 144,518 10,000 11,000 21,477 EC 65,730 4,695 MA 283,725 482,333						
10. CAMBODIA Private support Source: PSI Started by PSI in 1994. Condoms 11,569,716 115,697 Pills 5,290,432 377,888 Injectables (3) 377,175 94,294 IUDs 32,845 144,518 Implants (5) 7,159 21,477 EC 65,730 4,695 MA 283,725 482,333						
Started by PSI in 1994. Condoms 11,569,716 115,697 Pills 5,290,432 377,888 Injectables (3) 377,175 94,294 IUDs 32,845 144,518 Implants (5) 7,159 21,477 EC 65,730 4,695 MA 283,725 482,333				TOTAL	62,952	-3%
Pills 5,290,432 377,888 Injectables (3) 377,175 94,294 IUDs 32,845 144,518 Implants (5) 7,159 21,477 EC 65,730 4,695 MA 283,725 482,333	10. CAMBODIA	Private support				
Injectables (3)377,17594,294IUDs32,845144,518Implants (5)7,15921,477EC65,7304,695MA283,725482,333	Started by PSI in 1994.					
IUDs32,845144,518Implants (5)7,15921,477EC65,7304,695MA283,725482,333						
Implants (5)7,15921,477EC65,7304,695MA283,725482,333			· · · · · · · · · · · · · · · · · · ·			
MA 283,725 482,333			Implants (5)	7,159	21,477	
			EC		4,695	
			MA		482,333	
TOTAL 1,240,901				TOTAL	1,240,901	10%

2017 Product Sales	CYP	from 2016
PSI		
ms 11,374,019	113,740	
ondoms 192,485	962	
Condoms 425,708	21,285	
male Condoms 2,100	53	
155,218 bles (3) 101,299	11,087 25,325	
33,188	146,027	
ts (3) 18,431	55,293	
ts (5) 8,860	26,580	
24,077 25	1,720 43	
TOTAL	402,115	-329
DKT	402,113	-52.
ms 2,453,688	24,537	
9,050	39,820	
ts 1,632	40,800	
TOTAL	105,157	N
DKT		
ms 19,018,861	190,189	
TOTAL	190,189	-28%
MSI	170,107	207
ngle valve 44,855	76,254	
TOTAL	76,254	43%
PROFAMILIA		
PSI		
ms 13,341,338	133,413	
ondoms 10,926,990	54,635	
Condoms 107,875	5,394	
male Condoms 772,157	19,304	
1,281,050	91,504	
bles (3) 481,142 8,304	120,286 36,538	
ts (3) 19,543	58,629	
ts (5) 76,198	228,594	
29,264	2,090	
TOTAL	750,386	100%
DKT		
ms 6,884,125		
294,656		
bles (3) 149,399 101,233		
ts (3) 35,052		
ts (5) 112,507		
453,267		
ts 1,382		
bs 985,462	4 404 704	000
TOTAL	1,194,704	939
PSI 1 472 208	1/ 700	
ms 1,672,308	16,723	
TOTAL	16,723	10%
AIMAS		
ms 25,400,562	254,006	
3,215,380 bles (3) 116,483	229,670 29,121	
2,552	11,229	
909,065	64,933	
TOTAL	588,958	89
DKT		
ms 919,944	9,199	
4,127	18,159	
ts 315	7,875	
TOTAL	35,233	NA
n ts	DKT Is 919,944 4,127 s 315 TOTAL	DKT Is 919,944 9,199 4,127 18,159 s 315 7,875

.33 Implants (3), .25 Implants (4), .20 Implants (5); .23 IUDs; .59 MA Doses; .0208 MVA Kits; 16 Miso.

Program	Remarks	2017 Proc	luct Sales	СҮР	% Chance from 2016
17. DOMINICAN REPUBLIC	USAID support	Source: PSI			
Started by PSI in 2003.		Condoms Free Condoms	9,313,124 1,952,000	93,131 9,760	
		Pills	61	4	
		Injectables (2) Injectables (3)	82 91	14 23	
		IUDs	16	70	
		Implants	100	300	
			TOTAL	103,302	17%
18. EGYPT	DKT support	Source: DKT	044 040		
Started by DKT in 2004.		Condoms Injectables (3)	846,810 17		
Total CYP amounts have been adjusted		IUDs	690,602		
downward to reflect sales to the public		EC	198,074		
sector and NGO partners.		VFT	1,975,044		
19. EL SALVADOR	PCI and private support	Source: PSI	TOTAL	1,732,589	-29%
Founded by PSI/EL Salvador (PASMO) in 1998.	PSI and private support	Condoms	3,232,320	32,323	
		Pills	38,308	2,736	
		Injectables (1)	33	3	
		IUDs Implants (5)	6,022 978	26,497	
			TOTAL	61,559	-48%
20. ETHIOPIA	Dutch government, Irish, DFID,	Source: DKT	TOTAL	01,007	-+070
Implemented by DKT in 1990.	and private support	Condoms	47,593,617		
		Female Condoms	54,059		
Some CYPs discounted for sales made		Pills	4,657,860		
to other NGOs and public sector.		Injectables IUDs	3,664,240 732,891		
		Implants (4)	80		
		Implants (3)	27,654		
		EC	3,602,492		
		MA MVA Kits	565,291		
		Miso tabs	8,788 343,632		
			TOTAL	3,459,638	10%
20.1 ETHIOPIA II	USAID, MOH, Gates Foundation, CIFF	Source: PSI			
Implemented by PSI in 2003.		Free Condoms	19,290,321	96,452	
		Free Female Condo	,	17,562	
			TOTAL	114,014	-28%
20.2 ETHIOPIA MSI Started by MSI in 1991.		Source: MSI Injectables (3)	2,837	709	
Started by WSHITT//T.		IUDs	110	484	
Clinic-based.		Implants (3)	1,411	4,233	
		Implants (4)	10	3	
		Implants (5) EC	80 1,920	240 137	
		MA	29,253	49,730	
			TOTAL	55,536	84%
21. GHANA	LAD	Source: DKT			
Started by DKT in 2010.		Condoms	9,934,140	99,341	
		Pills	781,302	55,807	
		Injectables (1) Injectables (3)	500 266,517	42 66,629	
		IUDs	11,080	48,752	
		Implants (3)	1,508	4,524	
		Implants (4)	2,470	9,880	
		EC MA at 50%	1,183,585 26,368	84,542 22,413	
		MVA Kits	1,098	27,450	
			TOTAL	419,380	-42%
21.1 GHANA II	MSI support	Source: MSI			
Started by MSI in 2006.		MA	17,620	29,954	
			TOTAL	29,954	-83%

Source: PSI Condoms Pills Injectables (3) Source: PSI Condoms Pills	710,956 2,248,560 1,759,791 TOTAL	7,110 160,611 439,948 607,669	
Condoms Pills Injectables (3) Source: PSI Condoms	2,248,560 1,759,791	160,611 439,948	
Source: PSI Condoms			
Condoms		007.009	99%
Condoms			
Injectables (1) Injectables (2) Injectables (3) IUDs Implants (5)	11,905,520 95,166 61,318 7,110 70,477 12,087 5,014	119,055 6,798 5,110 1,185 17,619 53,183 15,042	200
	TOTAL	217,992	-28%
Source: DK I Condoms IUDs MVA Kits	1,115,964 1,000 500	11,160 4,400 12,500	
	TOTAL	28,060	10%
Free Condoms	21,413,106 oms 185,660	107,066 4,642	
	TOTAL	111,707	85%
Source: PSI			
Condoms Pills Injectables IUDs Implants (3)	428,544 342 188 1,072 2,238	4,285 24 47 4,717 6,714	
	TOTAL	15,788	NA
Source: PSI			
Condoms Injectables (1) Injectables (3) IUDs Implants (3)	30 38 22 34	3 10 97 102	
	TOTAL	38,844	-6%
Source: GOI Condoms (Deluxe) Pills (Mala-D)	234,773,820 17,789,440	2,347,738 1,270,674	
	TOTAL	3,618,412	5%
Source: PSI Condoms Pills Injectables IUDs MA	91,337,007 3,263,032 87,429 140,096 513,678	913,370 233,074 21,857 616,422 873,253	
	TOTAL	2,657,976	157%
Source: DKT Condoms Pills Injectables (3) IUDs EC MA MVA Kits Miso tabs	82,905,911 13,369,185 184,534 184,567 6,732 1,296,288 762 992,400	829,059 954,942 46,134 812,095 481 2,203,690 19,050 62,025	
-	Injectables (2) Injectables (3) IUDs Implants (5) Source: DKT Condoms IUDs MVA Kits Source: PSI Free Condoms Free Female Condo Source: PSI Condoms Pills Injectables IUDs Implants (3) Source: PSI Condoms Injectables (1) Injectables (3) IUDs Implants (3) Source: GOI Condoms (Deluxe) Pills (Mala-D) Source: PSI Condoms (Deluxe) Pills (Mala-D) Source: PSI Condoms Pills Injectables IUDs MA Source: DKT Condoms Pills Injectables (3) IUDs KA	Injectables (2) 7,110 Injectables (3) 70,477 IUDs 12,087 Implants (5) 5,014 TOTAL Source: DKT Condoms 1,115,964 IUDs 1,000 MVA Kits 500 TOTAL Source: PSI Free Condoms 21,413,106 Free Female Condoms 185,660 TOTAL Source: PSI Condoms Condoms 428,544 Pills 342 Injectables 188 IUDs 1,072 Implants (3) 2,238 TOTAL Source: PSI Condoms Condoms 3,863,296 Injectables (1) 30 Injectables (3) 38 IUDs 22 Implants (3) 34 TOTAL Source: GOI Condoms Condoms (Deluxe) 234,773,820 Pil	Injectables (2) 7,110 1,185 Injectables (3) 70,477 17,619 IUDs 12,087 53,183 Implants (5) 5,014 15,042 TOTAL 217,992 Source: DKT 2000 4,400 MVA Kits 500 12,500 TOTAL 28,060 Source: PSI Free Condoms 21,413,106 107,066 Free Female Condoms 185,660 4,642 TOTAL 28,060 Source: PSI Condoms 428,544 4,285 Pills 342 24 Injectables 188 47 IUDs 1,072 4,717 Implants (3) 2,238 6,714 TOTAL 15,788 Source: PSI Condoms 3,863,296 38,633 Injectables (1) 30 3 Injectables (3) 38 10 IUDs 12,773,820 </td

Program	Remarks	2017 Proc	duct Sales	CYP	% Chance from 2016
26.3 INDIA IV	Packard and other private support	Source: DKT			
Apsara, Mithun, Style Bihar-based project started by DKT in 1996; Janani.	(calendar year 2017)	Condoms Pills Injectables IUDs IUDs at 50% EC MA MVA Kits Miso tabs	24,687,693 2,201,533 220,228 46,844 7,525 61,592 451,688 420 398,876	246,877 157,252 55,057 206,114 16,555 4,399 767,870 10,500 24,930	
			TOTAL	1,489,554	69%
26.4 INDIA V Ahsas, Thril, Flavoured Started by MSI/PHS (Population Health Services) in 1999.	MSI support (calendar year 2017)	Source: MSI Condoms Pills Injectables IUDs EC MA	87,260,191 10,265,737 391,338 274,894 220,868 1,957,892	872,602 733,267 97,835 1,209,534 15,776 3,328,416	
			TOTAL	6,257,430	57%
26.5 INDIA VI Started by MSI/India in 2013.	MSI support	Source: MSI Condoms Pills MA	969,600 11,500 82,276	9,696 821 139,869	
			TOTAL	150,387	88%
26.6 INDIA VII Started by World Health Partners (WHP) in 2009.	Private support	Source: WHP Condoms Pills Injectables IUDs MA	410,205 68,019 16,250 1,864 62,240	4,102 4,859 4,063 8,202 105,808	
			TOTAL	127,033	-50%
27. INDONESIA Started by DKT in 1996. Some CYPs discounted for sales made to other NGOs and public sector.	Private support, LAD, BMGF	Source: DKT Condoms Female Condoms Pills Injectables (3) IUDs Implants (4) EC MVA Kits Miso tabs	173,125,341 505 34,601,540 14,364,299 7,254,620 581,937 6,596 41,541 224 230,800 TOTAL	9,187,947	10%
28. IRAN	DKT support	Source: DKT			
Started by DKT in 2014.		Condoms IUDs	3,897,461 15,202	38,975 66,889	
29. KENYA Started by MSI in 1986.	MSI support	Source: MSI EC MA	50,609 68,096 TOTAL	3,615 115,763 119,378	8%
29.1 KENYA II Started by DKT and PSI in 1989.	DFID support	Source: PSI Condoms Free Condoms Pills Injectables (3) IUDs Implants (3) Implants (5)	30,275,882 18,691,200 3,362,730 327,672 22,760 267,484 148,339 TOTAL	302,759 93,456 240,195 81,918 100,144 802,452 445,017 2,065,941	17%

Program	Remarks	2017 Produc	t Sales	СҮР	% Chance from 2016
29.2 KENYA III	BMGF, CIFF, Hewlett	Source: DKT			
Started by DKT in 2016.	bindr, cirr, ricwictt	Condoms	2,268,096	22,681	
Started by DKT III 2010.		Injectables (3)	7,395	1,849	
		IUDs	4,554	20,038	
		EC	25,307	1,808	
		MA	1,878	3,193	
		MA at 50%	500	425	
		MVA Kits	161	4,025	
		MVA Kits at 50%	300	3,750	
		Miso tabs	23,374	1,461	
		Miso tabs at 50%	10,200	319	
		11130 1203 21 3070	TOTAL	59,547	NA
30. LAOS	USAID (AIDSMark), Global Fund,	Source: PSI			
	Ministry of Health, and UN support	Condoms	2 147 225	21 4/2	
Started by PSI in 1999.	Ministry of Health, and on support		2,146,335	21,463	
		Pills	19,945	1,425	
		Injectables (3)	14,976	3,744	
		IUDs	14,315	62,986	
		Implants	8,435	25,305	
			TOTAL	114,923	18%
31. LESOTHO	USAID, DOD, Lesotho	Source: PSI			
Started by PSI in 2001.	government support	Condoms	1,419,840	14,198	
		Free Condoms	6,199,186	30,996	
		Female Condoms	21,256	1,063	
		Pills	18,442	1,317	
		Injectables (1)	8	1	
		Injectables (2)	1,372	229	
		Injectables (3)	8,880	2,220	
		Implants (3)	6	18	
		Implants (5)	99	297	
		EC	130	9	
			TOTAL	50,348	-67%
32. LIBERIA	Global fund support	Source: PSI			
Started by PSI in 2008.		Condoms	1,143,360	11,434	
		Free Condoms	149,141	746	
		Free Female Condoms		525	
			TOTAL	12,704	-50%
33. MADAGASCAR	USAID, Global Fund, and private funding	Source: PSI		· · · ·	
Started by SOMARC in 1996,		Condoms	2,968,800	29,688	
		Free Condoms	7,066,561	35,333	
now managed by PSI.		Female Condoms		833	
			16,668		
		Pills	3,525,185	251,799	
		Injectables (3)	1,857,941	464,485	
		IUDs	16,074	70,726	
		Implants	8,340	25,020	
		Implants (4)	17	68	
		Implants (5) EC	410 600	1,230 43	
			TOTAL	879,225	-10%
34. MALAWI	USAID and KfW support	Source: PSI			
Started by PSI in 1994.		Condoms	18,268,960	182,690	
		Free Condoms	13,642,502	68,213	
		Female Condoms	34,586	1,729	
		Free Female Condoms		3,337	
		Pills	260,396	18,600	
		Injectables (3)	959,504	239,876	
		IUDs (10)	5,528	24,323	
		Implants	23,242	69,726	
		Implants (5)	43,472	130,416	
		EC	10,469	748	
		-	TOTAL	739,657	45%
35. MALI	MSI support	Source: MSI		, , , , , , , , , , , , , , , , , , , ,	
Started by MSI in 2008.		MA	24,713	42,012	
					240/
			TOTAL	42,012	-31%

Program	Remarks	2017 Prod	uct Sales	СҮР	% Chance from 2016
35.1 MALI II	Dutch government, Orange, KfW,	Source: PSI			
Started by PSI in 2000.	USAID, and anonymous donor support	Pills	174,284	12,449	
Started by FSI III 2000.	USAID, and anonymous donor support	Injectables (3)	789	12,449	
		IUDs 10			
			22,396	98,542	
		Implants	13,367	40,101	
		Implants (5) MVA Kits	29,334 209	88,002	
		IVIVA KITS		5,225	
			TOTAL	244,517	-23%
35.2 MALI III	USAID support	Source: KJK			
Started by Palladium in 2015;		Condoms	16,819,940	168,199	
Keneya Jemu Kan (KJK) Social Marketing.		Female Condoms	4,080	204	
		Pills	1,480,336	105,738	
		Injectables (3)	614,348	153,587	
		IUDs	4,345	19,118	
		Implants	2,966	8,898	
			TOTAL	455,745	-29%
36. MAURITANIA	LAD, BMGF, DKT support	Source: DKT			
Started by DKT in 2017.	LAD, Dividi, Divi support	Condoms	230,000	2,300	
Started by DKT III 2017.		IUDs	230,000	2,300	
		MVA Kits	300	7,500	
		IVIVA KILS			
			TOTAL	10,504	NA
37. MEXICO	Private support	Source: DKT			
Started by DKT in 2002.		Condoms	48,723,720	487,237	
		Female Condoms	6,447	322	
Total CYP amounts have been adjusted		Pills	29,297	2,093	
downward to reflect sales to the public		Injectables (1)	22,067	1,839	
sector and NGO partners.		IUDs	188,071	827,512	
		Implants (5)	532	2,660	
		EC	391,237	27,946	
		MA	213	362	
		MVA Kits	2,281	57,025	
		MVA Kits at 50%	1,034	12,925	
		Miso tabs	1,104,816	69,051	
		Mife	32,426	6,518	
			TOTAL	1,495,490	38%
37.1 MEXICO II	MSI support	Source: MSI			
Started by MSI.		Condoms	15,491	155	
,		Pills	249	18	
		Injectables (1)	1,037	86	
		Injectables (2)	86	14	
		IUDs 10	318	1,399	
		EC	836	60	
		MA	8,971	15,251	
			TOTAL	16,983	NA
38. MONGOLIA	UNFPA and MSI support	Source: MSI	TOTAL	10,703	
		Condoms	F 400 170	F4 000	
Started by MSI in 2000.		Condoms Female Condoms	5,408,173	54,082	
			53	3	
		Pills	193,529	13,824	
		IUDs	18,502 1,371	81,409 5,484	
		Implants (4) EC	87,591		
		MA	23,191	6,257 39,425	
		MVA Kits	128	3,200	
					0%
			TOTAL	203,682	0%
20 MOZAMDIOUE					
39. MOZAMBIQUE	USAID, Dutch, private funding	Source: PSI	20.101.(22	204.04/	
39. MOZAMBIQUE Started by PSI in 1995.	USAID, Dutch, private funding	Condoms	20,194,632	201,946	
	USAID, Dutch, private funding	Condoms Free Condoms	70,833	354	
	USAID, Dutch, private funding	Condoms Free Condoms Free Female Condo	70,833 ms 3,281	354 82	
	USAID, Dutch, private funding	Condoms Free Condoms Free Female Condo Pills	70,833 ms 3,281 179,764	354 82 12,840	
	USAID, Dutch, private funding	Condoms Free Condoms Free Female Condo Pills Injectables	70,833 ms 3,281 179,764 112,334	354 82 12,840 28,084	
	USAID, Dutch, private funding	Condoms Free Condoms Free Female Condo Pills Injectables IUDs 10	70,833 ms 3,281 179,764 112,334 25,072	354 82 12,840 28,084 110,317	
	USAID, Dutch, private funding	Condoms Free Condoms Free Female Condo Pills Injectables IUDs 10 Implants (5)	70,833 ms 3,281 179,764 112,334 25,072 15,724	354 82 12,840 28,084 110,317 78,620	
	USAID, Dutch, private funding	Condoms Free Condoms Free Female Condo Pills Injectables IUDs 10	70,833 ms 3,281 179,764 112,334 25,072	354 82 12,840 28,084 110,317	168%

Program	Remarks	2017 Prod	luct Sales	СҮР	% Chance from 2016
39.1 MOZAMBIQUE II	UNFPA, PSI, and private support	Source: DKT			
Started by DKT in 2008.		Condoms	4,750,003		
		Pills	296,739		
Total CYP amounts have been adjusted		Injectables	11,100		
downward to reflect sales to the public		IUDs	6,761		
sector and NGO partners.		Implants (5)	16,677		
		Implants (4) EC	2,086 61,243		
		MA	100,135		
		MVA Kits	1,551		
		Miso tabs	289,230		
			TOTAL	333,369	29%
40. NEPAL	USAID and KfW support	Source: CRS			
Started in 1973 by		Condoms	12,558,113	125,581	
Nepal Contraceptive Retail Sales (CRS).		Pills	1,471,948	105,139	
		Injectables	868,911	217,228	
		IUDs	1,440 1,524	6,336 7,620	
		Implants (5) EC	299,590	21,399	
		20	TOTAL	483,303	-2%
40.1 NEPAL II	MSI support	Source: MSI	TOTAL	403,303	-2./0
Started by MSI in 2002.		Condoms	2,861,096	28,611	
Started by WISI IN 2002.		EC	2,861,096	17,429	
		MA	92,674	157,546	
			TOTAL	203,586	78%
40.2 NEPAL III	Private support	Source: PSI			
Activated by PSI in 2009.		Free Condoms	530,200	2,651	
Activated by 131 in 2007.		Pills	42,624	3,045	
		IUDs	26,055	114,642	
		Implants (5)	99	495	
		EC	14,464	1,033	
		MA	65,988	112,180	
			TOTAL	234,045	-25%
41. NICARAGUA	PSI and private support	Source: PSI			
Started by PSI in 1998.		Condoms	4,813,626	48,136	
		Pills	14,575	1,041	
		Injectables (1)	213 32	18 8	
		Injectables (3) IUDs	4,624	20,346	
		Implants	4,024	255	
		Implants (5)	1,808	9,040	
			TOTAL	78,844	-18%
42. NIGER PSI	US Department of Defense	Source: PSI		· · · · · · · · · · · · · · · · · · ·	
Started by PSI in 2013.	anonymous donor support	Free Condoms	289,400	1,447	
	,	Pills	59,884	4,277	
		Injectables (3)	19,953	4,988	
		IUDs	1,496	6,582	
		Implants	5,294	15,882	
		Implants (5)	1,207	6,035	
			TOTAL	39,212	NA
42.1 NIGER	No data available for 2017				
Association Nigerienne de Marketing Social, 2006.					
43. NIGERIA	BMGF, CIFF, USAID, and	Source: PSI			
Started by PSI and DKT in 1988-90;	anonymous donor support	Condoms	87,477,082	874,771	
now managed by Society for Family Health	•••	Free Condoms	14,047,868	70,239	
with technical assistance from PSI.		Female Condoms	55,150	2,758	
		Pills	3,775,956	269,711	
		Injectables (3) Injectables (2)	808,506 934,306	202,127 155,718	
		IUDs	934,308 94,512	415,853	
		Implants (5)	33,185	165,925	
		EC	1,780,998	127,214	
			TOTAL		-37%
			IUIAL	2,284,315	-37%

Program	Remarks	2017 Proc	luct Sales	СҮР	% Chance from 2016
43.1 NIGERIA II	CIFF, Gates Foundation, DKT,	Source: DKT			
Started by DKT in 2013.	and private support	Condoms Female Condoms Pills Injectables (3) IUDs Implants Implants (5) EC	43,142,250 50,000 1,375,560 418,740 48,546 17,362 4,380 796,980	431,423 2,500 98,254 104,685 213,602 52,086 21,900 56,927	
		MA MVA Kits Miso tabs	63,450 11,746 8,860,624	107,865 293,650 553,789	
			TOTAL	1,936,681	169
43.2 NIGERIA III Started by MSI in 2009.		Source: MSI Injectables (3) MA	4,351 187,804	1,088 319,267	
			TOTAL	320,355	949
44. PAKISTAN Started by PSI Marketing Associates in 1986; Cooperating agency: Greenstar	DFID and private support	Source: PSI Condoms Pills Injectables (3) Injectables (2) Injectables (1) IUDs Implants (5) EC	93,374,502 1,471,468 826,286 298,540 118,960 371,583 1,172 2,274,657	933,745 105,105 206,572 49,757 9,913 1,634,965 5,860 162,476	
			TOTAL	3,108,392	-3%
44.1 PAKISTAN II Started by DKT in 2012.	Private and DFID support	Source: DKT Condoms Pills Injectables (1) Injectables (3) IUDs Implants EC MVA Kits Miso tabs	19,302,765 969,896 18,884 181,637 333,277 3,000 91,934 758 2,758,110	193,028 69,278 1,574 45,409 1,466,419 9,000 6,567 18,950 172,382	
45. PANAMA	PSI	Source: PSI	TOTAL	1,982,606	24%
Started by PSI in 1996.		Condoms	3,759,225	37,592	20
46. PARAGUAY	Self-sustaining program	Source: PSI	TOTAL	37,592	39
Started by PSI in 1996.		Condoms Pills EC	3,527,686 678,800 298,962	35,277 48,486 21,354	
			TOTAL	105,117	-19
47. PHILIPPINES Implemented by DKT in 1990; managed by DKT.	Self-sustaining program	Source: DKT Condoms Pills Injectables IUDs MVA Kits	30,927,665 25,810,115 906,582 219,291 821	309,277 1,843,580 226,646 964,880 20,525	
	DEID Notherlands Government	Source: PCI	TOTAL	3,364,907	16%
48. RWANDA Started by PSI in 1993; PSI Rwanda and SFH Rwanda.	DFID, Netherlands Government, KfW, USAID, and Global Fund support	Source: PSI Condoms Free Condoms Pills Injectables	11,495,344 283,641 129,840 22,790	114,953 1,418 9,274 5,698	
			TOTAL	131,343	-30%

Program	Remarks	2017 Prod	uct Sales	CYP	% Chance from 2016
49. SENEGAL	USAID, private donor	Source: PSI			
Started by USAID in 1994, then spun off		Condoms	3,698,522	36,985	
into (ADEMAS) and partnered with PSI		Pills	234,172	16,727	
in 2011.		Injectables IUDs	2,716 19	679 84	
		Implants	67	201	
		Implants (4)	18	72	
		Implants (5)	79	395	
			TOTAL	55,142	-30%
49.1 SENEGAL II	MSI support	Source: MSI			
		MA	14,464	24,589	
			TOTAL	24,589	-1%
49.2 SENEGAL III	LAD, BMGF, DKT	Source: DKT			
Started by DKT in 2016.		Condoms	2,833,240	28,332	
		IUDs MVA Kits	2,015 400	8,866 10,000	
			TOTAL		85%
		C MCI	TOTAL	47,198	03%
50. SIERRA LEONE		Source: MSI	1 140	83	
Implemented by MSI in 1986.		EC MA	1,160 14,134	83 24,028	
		110	TOTAL	24,111	31%
51. SOUTH AFRICA		Courses DCI	TOTAL	24,111	51/0
Started by PSI in 1992.	USAID, SIDA, CDC, and DOD support	Source: PSI Condoms	40,500,889	405,009	
Started by 1 Still 1772.		Free Condoms	62,638,800	313,194	
		Free Female Condo		14,225	
			TOTAL	732,428	-13%
52. SRI LANKA	Managed by Population Services	Source: MSI			
Started by MSI in 1983.	Lanka	Condoms	6,588,775	65,888	
,		Pills	87,177	6,227	
		Injectables	141,520	35,380	
		IUDs Implants (5)	176 78	774 390	
		MA	126	214	
			TOTAL	102,432	-8%
52.1 SRI LANKA II	Private support	Source: FPASL			
Started by PSI and IPPF in 1973;		Condoms	8,848,050	88,481	
now managed by Family Planning		Pills	1,992,462	142,319	
Association of Sri Lanka (FPASL).		Injectables	169,483	42,371	
		IUDs Implants (5)	752 389	3,309 1,945	
		EC	2,112,243	150,875	
			TOTAL	429,298	-1%
53. SWAZILAND	CDC, UNITAID	Source: PSI			
Started by PSI in 2001.		Condoms	1,087,056	10,871	
······		Free Condoms	11,526,274	57,631	
		Female Condoms	113,000	5,650	
		Pills Injectables (1)	887 1,087	63 91	
		Injectables (3)	1,179	295	
			TOTAL	74,601	-14%
54. TANZANIA	Global Fund, DFID, anonymous donor	Source: PSI		-	
Started by PSI in 1993.	KfW support	Condoms	55,963,991	559,640	
		Free Condoms	4,985,280	24,926	
		Female Condoms	357,160	17,858	
		Pills Injectables	2,821,003 865,397	201,500 216,349	
		IUDs	93,036	409,358	
		Implants	54,072	162,216	
		Implants (5) EC	39,318 102,573	196,590 7,327	
					00/
	MCLaupport	Courses MCI	TOTAL	1,795,765	-9%
54.1 TANZANIA II	MSI support	Source: MSI			
Started by MSL in 2004		MA	//) 1 / ⊑		
Started by MSI in 2004.		MA	42,145 TOTAL	71,647 71,647	0%

Program	Remarks UNFPA, DKT, private, SIDA	2017 Product Sales Source: DKT		СҮР	% Chance from 2016
54.2 TANZANIA III					
Started by DKT in 2015.	and Gates	Condoms	2,242,161		
		Female Condoms	16,276		
Some CYPs discounted for sales made to other NGOs and public sector.		Pills	43,563		
		Injectables	1,199		
		IUDs Implants (3)	21,585 2,469		
		Implants (5)	384		
		EC	163,659		
		MVA Kits	349		
		Miso tabs	417,220		
			TOTAL	110,464	-53%
55. THAILAND Started by DKT in 2008.	DKT support	Source: DKT			
		Condoms	472,032	4,720	
		IUDs	7,951	34,984	
		MVA Kits	961	24,025	
			TOTAL	63,730	-15%
56. TURKEY	DKT support	Source: DKT		10.074	
Started by DKT in 2008.		Condoms IUDs	4,326,063 24,410	43,261 107,404	
		1003	TOTAL	150,665	7%
57. UGANDA	Private anonymous donor	Source: PSI	TOTAL	130,003	770
Started by SOMARC in 1991;		Condoms	805,824	8,058	
transferred to CMS in 1998;		Free Condoms	9,923,826	49,619	
transferred to AIDSMark in 2003.		Free Female Condor		5,100	
		Pills	93,189	6,656	
		Injectables	51,295	12,824	
		IUDs	162,064	713,082	
		Implants (5)	35,052 149,356	175,260 448,068	
		Implants EC	14,834	1,060	
		MA	11,632	19,774	
			TOTAL	1,439,501	39%
58. VENEZUELA Started by DKT in 2016.	DKT support	Source: DKT			
		Condoms	419,636	4,196	
		Pills	17,500	1,250	
		Injectables (1)	175,000	14,583	
		IUDs	96,460	424,424	
			TOTAL	440,257	NA
59. VIET NAM Implemented by MSI in 1989.	DFID, EC, and IPPF support	Source: MSI			
		IUDs	143,216	630,150	
		Implants (4) MA	3,942 516,924	15,768 878,771	
		IVIA	TOTAL	1,524,689	-10%
59.1 VIET NAM II	DKT support	Source: DKT	TOTAL	1,324,007	-1076
Implemented by DKT in 1993.		Condoms	5,566,299	55,663	
		Pills	11,552,972	825,212	
		IUDs	101,403	446,173	
		EC	39,550	2,825	
		MA	2,880	4,896	
		MVA Kits	3,083	77,075	
	1/0.4/		TOTAL	1,411,844	38%
60. YEMEN Started by MSI in 2001.	KfW support	Source: MSI	2 002 554	20.027	
		Condoms Pills	3,982,554 1,029,044	39,826 73,503	
		Injectables	1,029,044	37,784	
		IUDs	34,998	153,991	
		Implants	19,661	58,983	
		MÁ	423	719	
			TOTAL	364,806	-23%

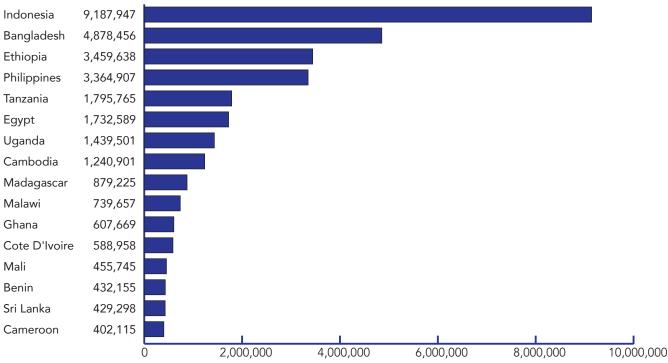
Program	Remarks USAID, UNFPA, UNITAID,	2017 Product Sales		СҮР	% Chance from 2016
61. ZAMBIA		Source: PSI			
Started by PSI in 1992.	Women Care Global, SIDA	Female Condoms Free Female Condoms Pills	33,324	1,612 62 2,380	
		Injectables Injectables (2) IUDs	81,842 9,586 5,978	20,461 1,598 26,303	
		Implants Implants (5)	896 20,719	2,688 103,595	
			TOTAL	158,698	566%
61.1 ZAMBIA II	KfW support	Source: MSI			
Started by MSI in 2007.		Condoms EC MA	1,640 3,430 19,845	16 245 33,737	
			TOTAL	33,998	9%
61.2 ZAMBIA III		Source: USAID			
Started by USAID DISCOVER Health Project John Snow, Inc. (JSI) and Palladium.		Condoms Free Condoms Free Female Condoms Pills	7,720,272 11,424 668 1,361,376	77,203 57 17 97,241	
			TOTAL	142,804	NA
62. ZIMBABWE	USAID, DFID, and UNITAID	Source: PSI			
Started by SOMARC in 1988.		Condoms Female Condoms Pills Injectables IUDs Implants Implants (5) EC	15,996,240 515,560 125,639 67,066 2,113 1,409 5,536 57,777 TOTAL	159,962 25,778 8,974 16,767 9,297 4,227 27,680 4,127 256,812	-45%
		GRA	ND TOTAL	80,085,896	

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Best Programs

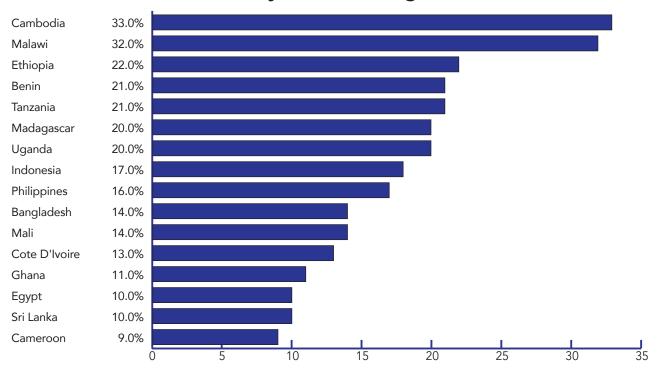
The following programs qualify for the "Best Programs" list by

- delivering more than 300,000 CYPs, and
- reaching more than 9% of their target markets.



Ranked by Program Size

Ranked by Percent of Target Market*



* Target market calculated as 75% of women aged 15–49.