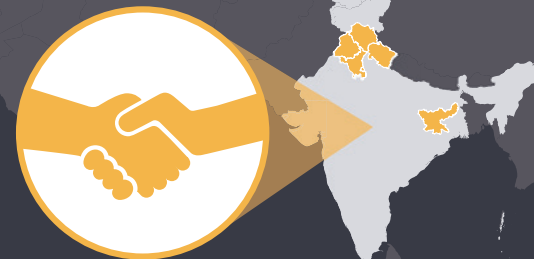


## JSI CONTRIBUTES TO PRIVATE SECTOR ENGAGEMENT FOR RMNCH+A SERVICES IN INDIA

Private medical practitioners are preferred health service providers across the socio-economic spectrum in India,<sup>1</sup> but private sector engagement in government programs to improve reproductive, maternal, newborn, child, and adolescent health (RMNCH+A) services has been suboptimal.

Through Vriddhi, JSI works to increase **public-private partnership (PPP) for health**, which will be crucial to increase access to high-quality RMNCH+A service delivery and improve RMNCH+A outcomes.



### EVIDENCE GENERATION TO INFORM SCALE-UP (AUG-SEP 2016)

New evidence and recommendations to increase private sector engagement and improve access to high-quality RMNCH+A services.



### LANDSCAPE ASSESSMENT OF PRIVATE SECTOR RMNCH+A SERVICES

RESPONDENTS	APPROACH	LOCATION	RECOMMENDATIONS
			
300 respondents from private providers, professional associations, and government	Mixed methods approach	6 states 7 districts	4 key priority areas for PPP strategy

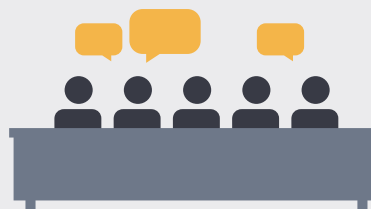
### KNOWLEDGE SHARING

National consultation and stakeholder discussions



### ADVOCACY

National and State advocacy for scale-up



### SCALE-UP ACROSS SIX VRIDDHI STATES

PPP coordination cells established, and private providers trained in government-endorsed RMNCH+A guidelines



PPP CELLS HAVE THE  
POTENTIAL TO REACH  
**7,000**  
PRIVATE PROVIDERS  
IN SIX STATES

