



## **Six-Month Results Show DKT Pakistan as Latest Social Impact Success**

*Program shows viability of commercial model for family planning effectiveness*

**Washington D.C. (May 6, 2013):** [DKT International](#), one of the largest private providers of contraceptives and family planning services in the developing world, has demonstrated the effectiveness of its social impact entrepreneurship model with the initial success of [DKT Pakistan](#). Boosted by start-up funds provided by DKT Philippines, the Pakistani organization represents a positive story, especially for the millions of Americans who have family ties to each of these countries.

DKT International brings advances in family planning and sexual health to the developing world by marketing its products and services at affordable prices through regular commercial channels. In 2012 DKT programs in 19 countries prevented an estimated 8.2 million unwanted pregnancies, 2.6 million unsafe abortions, and more than 14,000 maternal deaths.

In the six months since it was established, DKT Pakistan and its local partners are working to reach Pakistani couples and the more than 6 million women with unmet need for contraception in the world's sixth most populous country. DKT Pakistan was started with funds provided by [DKT Philippines](#) which, since its founding in 1991, has achieved 100% financial sustainability and in 2012 provided seed money for Pakistan and other DKT programs.

“While DKT International receives funding from donors, governments and foundations, all of the 19 country directors run their own programs as entrepreneurs,” said Christopher Purdy, Executive Vice President of DKT International. “Through country cross-subsidization, several DKT programs have achieved profitability and helped support existing or new programs, making it possible for each program to evolve flexibly in accordance with local needs and culture.

DKT Pakistan's Jannat Program uses social marketing to build contraception demand through TV and radio, non-traditional communication brochures and online platforms, and by improving reproductive health service availability via regular contact with community midwives who are the country's primary family planning and OBGYN health services providers. In its first six months Jannat has introduced a new condom product line (with more than 3 million sold), received

government approval for a pilot program in Sindh and Punjab to increase the family planning duties of midwives, and made contraceptives available in more than 40 cities and towns and 8,000 pharmacies nationwide.

“The launch of our new contraceptive products and training for reproductive health service providers have made us enthusiastic about the future of DKT in Pakistan,” said Country Director Juan Enrique Garcia. “We have positioned our organization to improve the lives of millions of people who are now able to make choices about how and when to have children.”

Since 1989, [DKT International](#) has provided safe and affordable options for family planning and HIV prevention through social marketing, establishing it as one of the largest private providers of family planning products and services in the developing world.

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