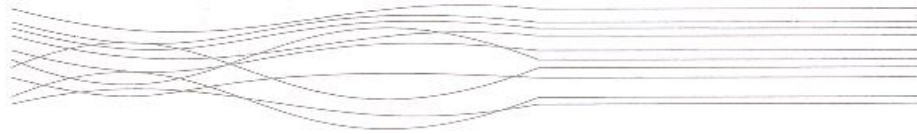


THOT™ Consultants for Evidence Based Advocacy (EBA)

We are an integrated advocacy consultancy for healthcare and development sector, started in 2006 at New Delhi, India. We undertake all aspects of evidence based advocacy, including, ambassadorship, diplomacy, partnerships, impacting institutions, media, legislators, policy makers, legal, community influencers, opinion leaders, evidence generation and dissemination along with other aspects of advocacy.

SERVICES OFFERED

- 1) *Conduct* the integrated advocacy mission for healthcare & development organizations.
- 2) *Capacity Building and Review* of Internal KM, HR and Advocacy related parameters and pre-existing capabilities, relationships, initiatives and competencies of organizations and their key partners.
- 3) *External Environment and Gap Analysis* – Local, National and Global
- 4) *Stakeholder Mapping*
- 5) *Stakeholder Analysis*
- 6) *Policy Review* – National, State and District level.
- 7) *Advocacy Strategy, Planning and Implementation* – Turnkey
- 8) *Monitoring and Evaluation*
Comprising monthly updates, quarterly briefings and an annual full review report with future activity recommendations
- 9) *Real-Time Adaptations* – as per our recommendations and collective judgment of all internal stakeholders, basis the evolving scenario.



EXEMPLAR ACCOMPLISHMENTS

SAVE THE CHILDREN, INDIA

THOTTM planned and successfully conducted a nine month long comprehensive literature review and strategic recommendations exercise to support the *advocacy strategy for urban newborn health systems* in India. This involved sourcing very hard to source relevant evidence and data from over 150 organizations and locations, followed by a thematic analysis with recommendations for the entire *urban newborn healthcare system model* for scale up across the country, after adequate field testing. This is part of the Gates Foundation funded *Saving Newborn Lives* initiative.

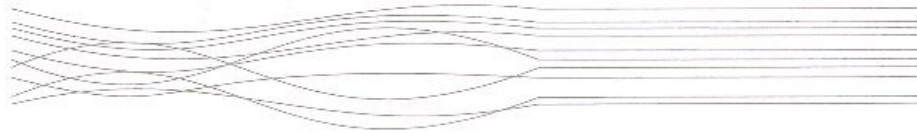
THOTTM has also successfully completed a crucial rural media outreach program evaluation in 5 hard to access districts of Uttar Pradesh, for further advocacy of the internationally renowned *Khabar Lahariya* initiative, that combines women's empowerment with grassroots *advocacy for quality maternal child health services*.

MCH-STAR, India

THOTTM has successfully concluded a multi-state *policy review* on the issue of Birth Preparedness and Complications Readiness (*BP/CR*). Commissioned by MCH-STAR (USAID project), **THOT**TM engaged in qualitative document & policy review along-with primary stakeholder analysis with key policymakers at the National and States levels, for 4 states (Rajasthan, Uttarakhand, Andhra Pradesh and Jharkhand). We reviewed India's national policies and the selected states' policies to determine the current policy environment in terms of supporting the optimum *BP/CR* technical package. This review was intended to reveal gaps in current core program policies, further highlight the context of *BP/CR* implementation policies in India, and recommend policy changes as well as an *advocacy plan* to support optimum *BP/CR* programs at scale.

GAIN, India

As part of the advocacy support for SHG based fortified supplementary *nutrition* production model in Rajasthan, **THOT**TM was asked to conceptualize and design the communication vehicle for policy makers. The aim was to deliver a positive message that *advocates for a model* that improves delivery effectiveness of supplementary nutrition of ICDS, provides local solutions and last mile connectivity, can meet all guidelines the government has laid out for take home rations under ICDS, while also meeting the Supreme Court directive, and with no compromise on the quality. We successfully created and delivered the content for this strategic document in a very short turnaround time, to ensure timely advocacy impact for the *Raj-Nutrimix* project of GAIN.



NHPC

Arunachal Pradesh is one of the key North East states suffering the burden of *substance abuse* amongst the youth, due to its location and certain traditional cultural practices. NHPC in Arunachal Pradesh called on us to help with their anti-substance abuse efforts as a CSR initiative with the local authorities and media. **THOT**TM helped them to research, strategize an advocacy plan and successfully conduct a public seminar on the occasion of World Anti-Substance Abuse Day.

PSI, India

THOTTM has conducted policy reviews & advocacy plans on *RSBY* for PSI, India. We have also conducted a health insurance sector situation analysis, feasibility report and strategy for PSI.

THOTTM advocated successfully on National Policy Enhancement for institutionalizing a NGO Beneficiary Facilitator in the Government Of India's flagship public health insurance scheme, *RSBY*. This was followed by a successful pan-India advocacy with State Governments of UP, Himachal Pradesh, Punjab, Chattisgarh, Goa, Karnataka and Kerala for a possible role for PSI in health insurance in India, with a special focus on the Union Ministry of Labour's Rashtriya Swasthya Bima Yojana (*RSBY*) for the BPL populations.

CFTFK, USA

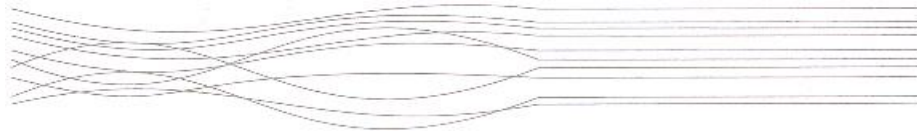
For CFTFK, USA and its partners VHAI, AFTC, PHFI, etc., **THOT**TM worked extensively to help formulate the strategy, conduct implementation and gather market intelligence to implement the long-awaited and contentious *public smoking ban and pictorial warnings* on the tobacco products in India, as part of our commitment to the FCTC and Tobacco Free Initiative (TFI).

PATH, India

THOTTM designed the entire BCC Evaluation Study methodology for the *Kala Azar* Program of PATH in Bangladesh with ICCDRB. We delivered the format, methodology as well as strategy for implementation and comparative impact evaluation of the new therapeutic trial communications plans, essential for *advocacy*, recruitment and uptake of Kala Azar treatments in key endemic districts of Bangladesh

SAPNA/IndiaCLEN

THOTTM was commissioned for Advocacy to create an enabling environment for introduction of *Pneumococcal vaccine* in the National RI system. **THOT**TM designed and led the Advocacy and Communications plan on behalf of SAPNA/IndiaCLEN (Indian Clinical Epidemiological Network) to influence the Pneumococcal Vaccine policy at the National level.



TB Alliance, USA

THOTTM supported the new short *TB therapy* regime multi-centric clinical trials by research, conceptualizing and developing a subject retention module, to ensure quality of trial evidence and prevent drop out, resulting in successful advocacy of the new therapy.

iOWH, USA

THOTTM designed and conducted a Pediatric *Diarrhoeal* Disease management survey of about 800 primary care providers in multiple states, commissioned by iOWH, USA. The pilot research was conducted in Uttar Pradesh (UP), with both qualitative and quantitative components involving doctors, chemists as well as medical representatives. The providers' component was scaled up as a 600 primary care provider quantitative survey to 3 more States-MP, Rajasthan & Bihar. This survey has tremendous strategic importance for pharmaceutical research as well as advocacy to global policy makers in Paediatric diarrheal disease management programs

For other relevant projects, please see the following links:

<http://www.thotconsultants.com/red/strategyconsulting.asp>

<http://www.thotconsultants.com/red/pradvocacy.asp>

<http://www.thotconsultants.com/red/research.asp>

Do let us know for value addition to your advocacy and policy mission.

Dr. Vipin Varma

Principal Advisor

+91-9899110332

vipin@thotconsultants.com

Skype: vipinhot

Twitter: @THOTConsultants