





Equipment
Renovation
Training
Demand Generation

Commodities
Supplies
Supervision Visits



Step into the shoes of a provider....

Imagine you are that provider from the moment you wake up until they go to sleep at night.



- What is the provider's life like?**
- What is important to her?**
- What are her hopes, aspirations and fears?**
- What are her frustrations?**
- What are her beliefs and attitudes regarding FP?**

Write a short paragraph about your provider.

Kamala is a midwife, working in her own small clinic located above a pharmacy owned by her husband. She currently provides FP services. She considers 'reputation' to be an important aspect and wants to be recognized as a trusted health provider in her community. She would like to expand her current portfolio of services.

Kamala is would like to attend trainings in new health areas and grow her business. She is proud of her clinic.

She has very little free time for herself and is busy trying to balance her private practice and her family commitments. Kamala loves her children and wants the best education and life for them.

