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Afghan Social Marketing Organization

Partner for a better life

روغه ټاکنه - روغه کورنۍ
انتخاب سالم - خانواده صحتمند



Social Marketing & Behavioral Change Communication Organization,
Established in 2008

www.asmo.org.af

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ASMO's Executive Director **Message**

As the Executive Director of the Afghan Social Marketing Organization (ASMO), it is both an honor and a privilege to share our vision and commitment to improving the health and well-being of millions of Afghans. Since our inception in 2008, ASMO has been at the forefront of social marketing and behavior change communication, dedicated to implementing innovative, evidence-based strategies that empower individuals and communities to make healthier choices and lead happy lives.

Mohammad Ismail "Faizy"

We are driven by the belief that every Afghan deserves access to quality healthcare products and services, and we strive to bridge the gaps in health equity through our scaled-up initiatives across our diverse nation.

Our extensive network of over 3,000 commercial pharmacies, 500 midwifery clinics, and numerous small and medium-sized private hospitals allows us to reach even the most remote communities to complement the public sector's efforts in improving maternal and child health throughout the country. With our strong presence in five major provinces and indirect coverage across 200 cities and districts in 27 provinces, we are ensuring that essential healthcare products and services are accessible, affordable, and of the highest quality.

At ASMO, we recognize the importance of strengthening the private sector to better serve urban poor communities. Our efforts focus on expanding the scale, quality, and availability of essential healthcare products and services while fostering positive behavior changes through comprehensive awareness campaigns. Utilizing mass media, social media, and community mobilization, we aim to create demand and promote the consistent use of quality health products and services.

Our dedicated team of qualified master trainers works tirelessly to enhance the capabilities of both private and public healthcare providers, ensuring that primary healthcare services meet the highest standards and can address the existing health challenges in the country.

Together, with the support of our partners and the dedication of our team, we are building a healthier future for Afghanistan. We invite you to join us on this journey as we continue our mission to foster health, happiness, and resilience in our communities.

Thank you for your support and commitment to making a difference.

Executive Summary

A Beacon of Hope in Afghanistan's Health Landscape

The Afghan Social Marketing Organization (ASMO) stands as Afghanistan's unrivaled private-sector leader in family planning (FP) and maternal and child health (MNCH), a beacon of resilience and innovation in a nation battered by decades of conflict, poverty, and instability. Born from a USAID initiative in 2006 and registered as an Afghan NGO in August 2008, ASMO has flourished over 15 years into a dynamic, Afghan-led force, serving millions through a sprawling network of over 4,000 outlets, pharmacies, clinics, and rural shops stretching from Kabul's bustling streets to the remote valleys of Kandahar. Our journey from a visionary pilot to a national health powerhouse showcases an extraordinary ability to deliver life-changing results amid war, economic collapse, and the 2021 Taliban takeover.

Afghanistan's health landscape is a battlefield of challenges. Decades of conflict, fragile public infrastructure, and pervasive poverty leave 90% of its people vulnerable. With 70% of healthcare delivered through private channels, ASMO steps into this void, targeting family planning (FP) and maternal and child health (MNCH) to tackle the nation's high maternal and child mortality rates. Our work is a lifeline for families in rural hamlets and urban slums, offering affordable, accessible solutions where public systems fall short, a critical intervention in a country where health is a luxury for many.

This profile unveils ASMO's profound impact including empowering Afghan women with reproductive choice, saving children from preventable diseases with accessible care, and fostering healthier communities through pioneering approaches. With a commanding 22% contraceptive market share (2015 Afghanistan Demographic Health Survey), a robust portfolio of trusted products, and a tapestry of inspiring success stories, ASMO offers donors a proven, scalable platform to invest in a nation where 90% live below the poverty line and health needs are urgent. We invite you to join us in this transformative mission, turning Afghanistan's challenges into opportunities for hope, dignity, and a thriving future.

Why ASMO **Inspires**

ASMO is more than an organization, it's a movement, blending private sector agility with an unwavering passion for public health. Our products Asodagi condoms, Khoshi contraceptives, Shefa oral rehydration salts (ORS), Abpakon water treatment, and Taqwia Khon iron-folic acid tablets are lifelines, bringing hope to rural villages and urban slums where health access is scarce. Our resilience shines through crises, ensuring continuity when others falter, as proven by our rapid recovery post-2021 take-over. Innovations like mosque-based campaigns, provider capacity building and training, and youth education ignite behavior change that endures, reaching beyond numbers to touch lives.

Backed by 15 years of data-driven success serving millions, reducing mortality, and building trust ASMO stands as a compelling partner for donors seeking measurable, sustainable impact. In a land yearning for health and dignity, our bold vision for universal access offers a pathway to transform Afghanistan's future. This profile details our operational excellence, proven results, and ambitious plans, inviting you to invest in a healthier, stronger Afghanistan.



Who We Are:



Afghan Social Marketing Organization (ASMO)

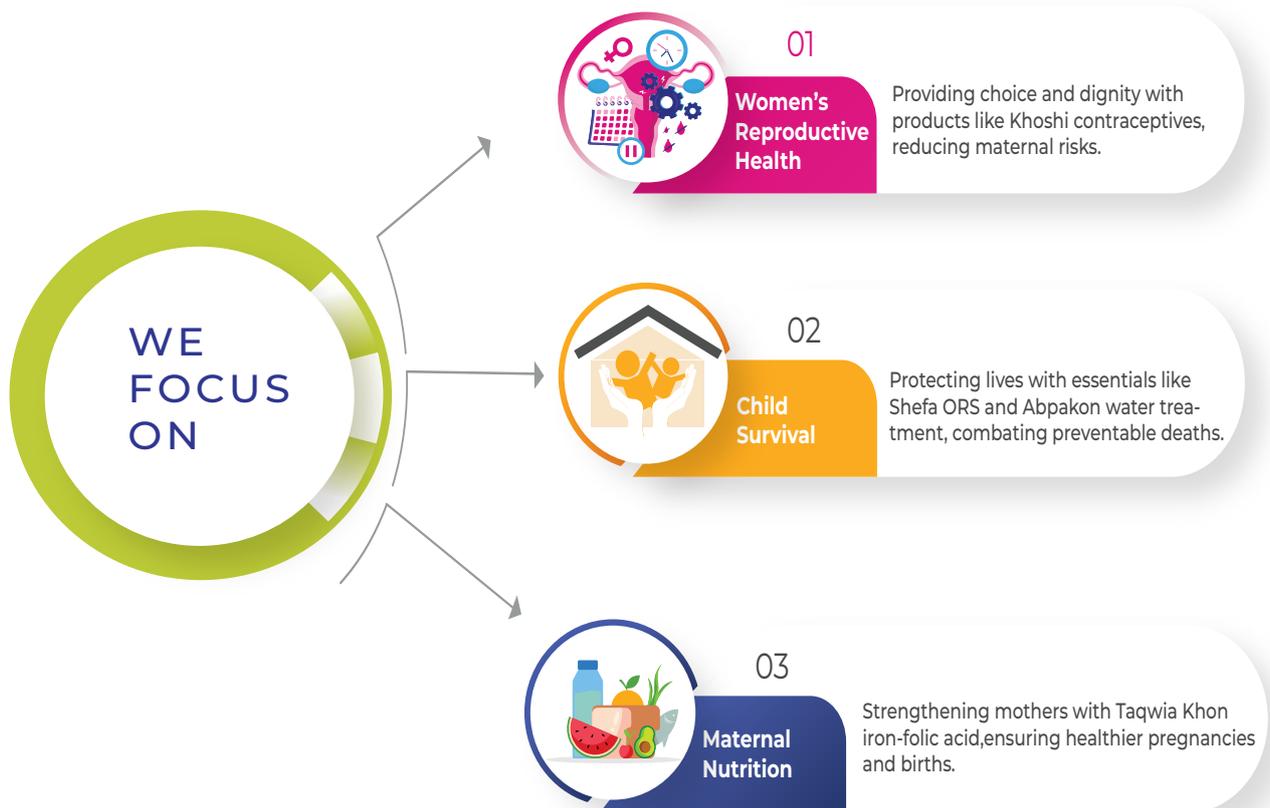
As “A Partner for Better Life”, the Afghan Social Marketing Organization (ASMO) is officially registered with the Afghan Ministry of Economy since July 2008, and formally operating since December 2010, as an independent not-for-profit Afghan NGO. ASMO was created as an initiative of the USAID-funded COMPRI-A (The Communication for Behavior Change, Expanding Access to Private Sector Health Products and Services in Afghanistan) Project. ASMO is the leading Afghan social marketing and social franchising organization focused on maternal and child health. ASMO provides Afghans with access to the information they need to make informed and healthy choices and expanded access to a focused suite of affordable, high quality priority health and nutrition products. ASMO stimulates healthy behaviors for the enhanced well-being of individuals within the community through the application of state-of-the-art communication approaches and training addressing key health and social problems in partnership with bilateral and multilateral donors, local and regional development partners. ASMO has expanded its role beyond product social marketing, moving into implementing social franchising of priority health services through its standalone network and managing the first ever private provider network in Afghanistan, established in 2024.



Our Mission

“Make millions of Afghans adopt healthy behavioral choices and lead a happy life, by implementing innovative, evidence-based social marketing strategies using market-based partnerships.”

ASMO is driven by its mission to deliver affordable, high-quality FP and MNCH solutions through innovative social marketing and behavior change strategies, empowering Afghan households to make informed health choices in a fragile context.





Our Vision

By 2026, ASMO would avert 400,000 maternal and child deaths and help 4 million Afghans lead healthy and happy life as a result of scaled up initiatives”.

We envision a healthier Afghanistan where every family urban or rural, rich or poor has equitable access to essential health products and knowledge. Our dream is to be a nation where:



Maternal deaths are rare, not a tragic norm, preserving families and futures.

Children thrive, not merely survive, growing strong and healthy to lead tomorrow.

Families rise above poverty's health burdens, building resilience for generations.



Our Core Values

Guiding Everything We Do



Commitment

We aim to make a large-scale sustainable impact, and are accountable and trustworthy in keeping our promises.

Learning and leading

Staying tuned to those with unmet needs, we listen to, create and share new thoughts and ideas in a spirit of openness, humility, caring and empathy while ensuring access to high quality, affordable solutions, and enabling behavior change



Empowering

We relate to all with integrity, ethics, transparency, and respect. We foster an inspiring, non-discriminatory and gender-friendly workplace for the people to be the best they can be. We adopt an eco-friendly approach to sustainable healthcare.

Alliance

Knowing NO one can do it alone; developing the right partnerships and collaborations for success



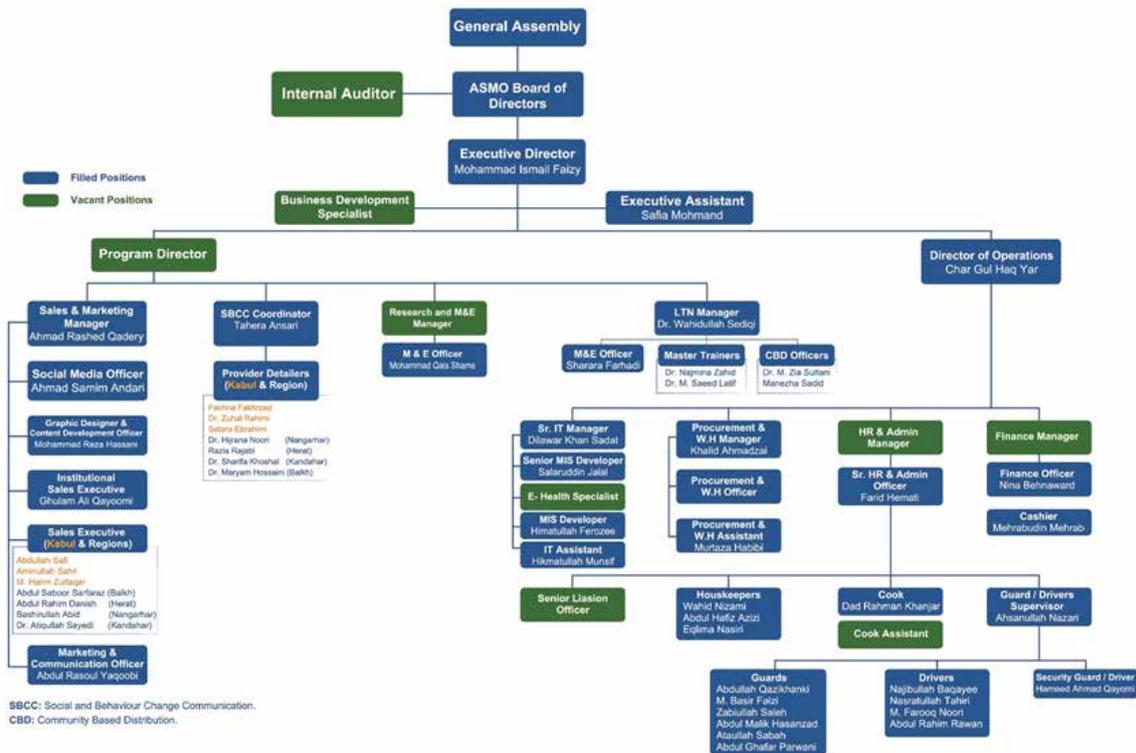
Result-oriented

On-the-ground results are critical to success. We act with urgency, speed, innovativeness and efficiency

SUCCESS

Our People

ASMO's strength lies in our Afghan staff, a dedicated team trained through USAID programs in family planning, logistics, marketing, and community engagement. From navigating rugged terrains to designing impactful campaigns, their expertise ensures ASMO's success. Their deep local roots understanding cultural nuances, speaking community languages, and building trust enable tailored, sensitive solutions that resonate with beneficiaries and partners alike, from rural shopkeepers to urban health providers.



SBCC: Social and Behaviour Change Communication.
 CBD: Community Based Distribution.



Strategic Goals

By 2026, ASMO would avert 400,000 maternal and child deaths and help 4 million Afghans lead healthy and happy life as a result of scaled up initiatives”.

Deliver Health Impact through strategic solutions to meet unmet needs and deliver large scale health impact economically. This will include

- a: saturating urban markets for FP and MCH products
- b: accelerate healthy behavior
- c: Expand health provisions
- d: catalyze development and market partnerships
- e. Expanding the network of private providers covering family planning and preventive

Organizational Development by improving our ability and commitment to manage resources to deliver solutions. This will include

- a: adopting guiding principals and values,
- b: strengthen governance and compliance and
- c: improving organizational capacity and culture.

Increased Financial Viability through management and mobilization of resources to deliver solutions. This will include

- a: improve financial management and control,
- b: increase sales revenues,
- c: marketing and communications
- d: new business development.

Monitoring and Evaluation: ASMO will enhance its monitoring and evaluation systems to track progress, measure impact, and continuously improve its programs and strategies.



Evidenced-Based Social Marketing

Conducting formative, diagnostic and evaluative market research and analyzing national level surveys to derive evidence-based decisions on social marketing strategies and interventions.

Innovative SBCC Initiatives

Promoting adoption of healthy behaviors through culturally acceptable 360 degree social behavior change communication initiatives addressing key barriers and motivations.

Growing product basket and channels of distribution

Identifying and selecting an optimum mix of health products and distribution channels to maximize universal health access, health outcome and financial sustainability.

Training & Detailing

Building the capacity of private sector health providers & community influencers on FP and other priority maternal and child health topics.

Supply Chain Management

Having a strong procurement, repackaging and warehouse management systems to ensure product quality throughout the supply chain.

Management Capacity

Strong administrative, contractual, financial, human resource and IT systems, policies and procedures to adhere to local / international standards and regulations.



Our Products

ASMO offers a range of medicines to support the health and well-being of Afghan families. These products are categorized into two main types:

1. Maternal Health Products:

These products focus on ensuring the health and safety of mothers, covering areas such as prenatal and postnatal care, family planning, and reproductive health. This category includes a variety of contraceptive methods and misoprostol tablets, which are used to prevent and treat postpartum hemorrhage and manage miscarriages.



Is used as a physical barrier to prevent pregnancy and the transmission of sexually transmitted diseases.



Short description about product



Short description about product



Short description about product



Short description about product



Short description about product



Is used as a physical barrier to prevent pregnancy and the transmission of sexually transmitted diseases.

2. Child Health Products:

These products are designed to enhance the health of children, providing essential treatments and supplements to support their growth and development. This category includes:

- o **Micronutrient Products:** Essential vitamins and minerals to support overall health and prevent deficiencies in children.
- o **Diarrhea Management Products:** Solutions and treatments to manage and prevent dehydration caused by diarrhea.
- o **Water Purification Products:** Products to ensure safe and clean drinking water, reducing the risk of waterborne diseases.



Kid Care powder provides the necessary vitamins and minerals for your children.



Short description about product



Short description about product



Short description about product



Short description about product



Short description about product



Our **Core Achievements**

A Legacy of Lives Changed

Market Leadership

Contraceptives: ASMO commands a 22% share of modern contraceptive users (over 500,000 women annually, 2015 AfDHS), making us Afghanistan's FP leader, empowering women with choice and reducing maternal risks.

Child and Maternal Health: We hold a 5–20% market share for Shefa ORS, Abpakon water treatment, and Taqwia Khon iron-folic acid, delivering critical health solutions to millions of children and mothers each year.

National Reach

Outlets: Our 4,000 + private-sector points—pharmacies, clinics, and rural shops—span every province, ensuring health reaches urban centers and remote villages alike, from Herat to Badakhshan.

Growth Trajectory:

2010: Launched with 1,000 outlets, a bold beginning in a war-torn nation.

2012: Doubled to 2,000 outlets under COMPRI-A, expanding rural access.

2020: Reached 3,000 outlets under HEMAYAT, strengthening urban networks.

2022: Grew to 4,000+ outlets under SHOPS Plus, a nationwide lifeline.

Logistics: USAID-donated commodities, managed through ASMO's robust supply chain, overcome conflict zones, floods, and economic barriers, ensuring products reach families in need.

Impact Matrices

Outlets Served: 4,000+ points ensure nationwide access, with SHOPS Plus surveys (2016–2022) confirming 95% product availability across urban and rural sites, a lifeline for isolated communities.

Behavior Change: 2017 campaigns reached over 5 million Afghans via TV, radio, and billboards; 80% of women cited husband-driven FP decisions (SHOPS Plus), prompting ASMO's male-focused outreach, boosting FP adoption by 20% in targeted areas.

Health Outcomes: Reduced child mortality through ORS and water treatment, saving an estimated 10,000+ lives yearly; improved maternal nutrition with Taqwia Khon, cutting anemia rates by up to 15% in served regions.

Beyond Numbers: These metrics are more than data they're stories of survival, empowerment, and hope. From a mother spacing her pregnancies to a child surviving dehydration, ASMO's reach transforms lives daily across Afghanistan.

Crisis Resilience

2021 Takeover Triumph: Briefly closed post-August 2021 due to security risks, ASMO reopened in October 2021—just two months later—with MoPH approval, showcasing rapid recovery.

Economic Grit: Facing banking restrictions, staff losses, and import delays, we sustained sales and supply chains amid 90% national poverty (LHSS, 2023), a feat of tenacity and ingenuity.

Strategies: Buffer stocks pre-positioned in key regions, partnerships with third-party logistics providers, and creative financing ensured uninterrupted service, keeping health within reach during Afghanistan's economic collapse.

Innovation That Inspires

Outreach:

- o Mosque-Based Campaigns: Partnered with religious leaders to promote FP, turning cultural norms into health advocates and boosting acceptance.
- o Student Education: Engaged thousands of youths in schools and communities, planting seeds for a health-conscious future generation.
- o Provider Detailing: Trained over 500 health workers since 2018 in Kabul and beyond, enhancing care quality and FP uptake through skilled counseling.

Portfolio: Offers a trusted suite—Asodagi condoms, Khoshi contraceptives, Shefa ORS, Abpakon water treatment, and Taqwia Khon iron-folic acid—with misoprostol planned for 2023 to combat postpartum hemorrhage, a leading maternal killer.

Partnerships That Amplify

MoPH Synergy: Complements public health services with private-sector speed, extending reach to millions.

USAID Recognition: Hailed in 2010 as a model of Afghan-led progress, a badge of honor driving our work.

Community Trust: Local endorsements—from elders to mothers—amplify our impact, with ASMO products becoming household staples.

ASMO's **Journey** with USAID

A Partnership That Powers Change

Overview

ASMO's remarkable 15-year journey as Afghanistan's leading private-sector health provider has been fueled by a transformative partnership with USAID. Across four distinct phases, ASMO has harnessed USAID's support to expand access to family planning (FP) and maternal and child health (MNCH) solutions, growing from a nascent initiative into a resilient national force. Each phase reflects ASMO's proactive role in innovating, scaling, and adapting to deliver tangible health outcomes for millions, even amidst Afghanistan's toughest challenges.



2006–2012: **COMPRI-A Project**

Funding: \$24.5 million (Futures Group)

Contract: GHS-I-03-07-00003-00

Details: ASMO's foundation was laid in 2006 under USAID's "Communication for Behavior Change: Expanding Access to Private Sector Health in Afghanistan" (COMPRI-A) project, implemented by Futures Group. Recognizing Afghanistan's reliance on private-sector healthcare (70% of services), ASMO emerged as an Afghan-led NGO in August 2008. Our formal launch on October 17, 2010, at Kabul's Safi Landmark Hotel was a landmark event, celebrated by USAID Deputy Ambassador E. Anthony Wayne as a triumph of local leadership under the Afghan First Initiative.

ASMO's Role and Achievements

Social Marketing Strategy: Designed and executed a strategy tailored to Afghanistan's needs.

Network Establishment: By 2012, established a robust network of 2,000 outlets including pharmacies, clinics, and rural shops.

Product Introduction: Introduced affordable, high-quality products like Asodagi condoms, Khoshi contraceptives, Shefa ORS, and Abpakon water treatment solutions.

USAID Investment: Leveraged \$24.5 million to pioneer mass-media campaigns (TV, radio, billboards) and community outreach.

Transformation: Evolved from a project concept into a self-sustaining organization, delivering essential health solutions to millions and setting the stage for nationwide impact.

2015–2020: HEMAYAT Project

Funding: \$45 million (Jhpiego, with FHI 360, The Palladium Group)

Contract: AID-306-A-15-00002

Details: In 2015, ASMO joined USAID's "Helping Mothers & Children Thrive" (HEMAYAT) project, aligning our efforts with the MoPH's Basic Package of Health Services to enhance FP and MNCH outcomes across Afghanistan. A defining moment came in August 2018, when ASMO piloted provider detailing in Kabul—a groundbreaking initiative training health providers on FP options, product use, and patient counseling, tailored to Afghan contexts.

ASMO's Role and Achievements:

Network Expansion: Grew to over 3,000 outlets, a 50% increase since 2012, partnering with private clinics and pharmacies in urban and rural areas.

USAID Investment: Utilized \$45 million and technical expertise to train hundreds of providers, boosting contraceptive uptake and ensuring accurate health information.

Child Health Enhancement: Distributed Shefa ORS and Abpakon water treatment to combat preventable diseases like diarrhea, a leading killer of Afghan children.

Leadership and Impact: Cemented ASMO's position as a vital force in Afghanistan's health ecosystem, amplifying access and driving measurable impact through collaboration and innovation.



2016–2022: SHOPS Plus Project

Funding: \$87.5 million global (Abt Associates), significant Afghanistan allocation

Contract: AID-OAA-A-15-00067

Details: Starting January 2016, ASMO partnered with USAID's Sustaining Health Outcomes through the Private Sector (SHOPS) Plus project to strengthen our sustainability and expand our reach. We launched four mass-media campaigns from March to September 2017, promoting five key products to millions. Following the 2021 Taliban takeover, ASMO faced a brief closure due to security risks but resumed operations in October 2021, adapting swiftly to banking restrictions, staff shortages, and import delays with USAID's critical support.

ASMO's Role and Achievements:

Network Expansion: Scaled to over 4,000 outlets, doubling since 2012, reaching every province from cities to villages.

Product Introduction: Launched Taqwia Khon iron-folic acid tablets to enhance maternal nutrition and reduce anemia.

Secured USAID Commodities: Obtained USAID-donated commodities to keep products affordable during economic turmoil.

2017 Campaigns: Reached millions via TV, radio, and billboards, driving demand for Asodagi condoms, Khoshi contraceptives, Shefa ORS, and Abpakon water treatment.

Post-2021 Recovery: Demonstrated resilience by maintaining supply chains and sales in a collapsed economy through creative logistics and community trust, ensuring continuous health access.



2022–2025: LHSS Project

Funding: \$215 million global ceiling (Abt Associates), ongoing Afghanistan support until impacted by USAID's Stop Work Order

Contract: 7200AA19D00006

Details: Since 2022, ASMO has collaborated with USAID's Local Health System Sustainability (LHSS) project, a strategic initiative aimed at bolstering health system resilience amid the post-takeover landscape. With a focus on urban poor communities hardest hit by Afghanistan's economic collapse, ASMO leveraged this partnership to sustain and expand health access. By August 2023, we developed plans to introduce misoprostol—a life-saving drug to prevent postpartum hemorrhage, the leading cause of maternal death in Afghanistan—while adapting to media restrictions imposed by the new regime through a pivot to social media and radio outreach. However, in late 2023, USAID issued a Stop Work Order on certain LHSS activities in Afghanistan due to evolving operational and compliance challenges following the 2021 Taliban takeover, temporarily halting funding streams critical to ASMO's ongoing efforts in this phase.

ASMO's Role and Achievements:

Exceptional Leadership and Adaptability: Restored health access for vulnerable populations in a nation where 90% live in poverty (LHSS, 2023).

Leveraging USAID's Support: Built buffer stocks to ensure uninterrupted supply chains amidst import disruptions.

Product Delivery: Delivered Shefa ORS, Abpakon water treatment, and Taqwia Khon iron-folic acid tablets to low-income families in Kabul, Herat, and Mazar-i-Sharif.

Innovative Media Shift: Reached millions through SMS, radio broadcasts, and community networks, maintaining awareness and demand for essential products.

Misoprostol Rollout: Planned to save thousands of maternal lives annually, addressing a maternal mortality rate of 638 per 100,000 live births (UNICEF, 2022).

Proactive Logistics and Community-Centered Approach: Sustained health outcomes under extreme adversity, positioning ASMO as a proven innovator ready to scale with renewed support.

The Imperative to Continue: The LHSS project's momentum is vital to Afghanistan's fragile health landscape, where maternal and child mortality rates remain among the highest globally. The USAID Stop Work Order has created a critical funding gap, threatening to stall ASMO's life-saving initiatives at a time when urban poor communities—disproportionately women and children—face unprecedented health risks due to economic instability and restricted access to care. Continuing this project is not just an opportunity but a necessity to prevent backsliding on hard-won gains, such as the 15% increase in contraceptive use in targeted areas (LHSS data) and the thousands of lives saved through Shefa ORS distribution. ASMO's established infrastructure—4,000+ outlets, trained staff, and community trust—offers donors a ready-made platform to step in, fill this gap, and drive transformative impact. By sustaining and expanding LHSS efforts, new partners can ensure misoprostol reaches mothers, midwives are equipped, and health access endures, securing a healthier future for Afghanistan's most vulnerable.

Why **Partner** With ASMO?

Your Gateway to Impact

For Donors

Proven Results: 22% contraceptive share and over 4 million served annually (AfDHS, 2015)—tangible impact in a fragile state.

Scalability: 4,000-outlet platform ready to expand, amplifying your investment's reach.

Efficiency: Private-sector model maximizes every dollar, ensuring sustainability with minimal waste.

Alignment: Advances SDG 3 (Health and Well-being), women's empowerment, child survival, and resilience—core donor priorities met with proven success.

For Communities

Access: Life-saving health solutions at your doorstep, urban or rural.

Empowerment: Knowledge and tools to shape healthier futures for your family.

Trust: Afghan-led, culturally rooted, and community-trusted solutions.

For Government

Synergy: Boosts MoPH reach with private-sector efficiency, enhancing national health goals.

Stability: Sustains services in crises, strengthening community resilience.

Insights: Data (e.g., 80% husband-driven FP decisions) informs smarter, targeted policies.



Our **Commitment** and **Looking Ahead**

Our Commitment

To Donors: Measurable impact with quarterly reports—detailed metrics, success stories, and financial transparency for every dollar invested.

To Communities: Tailored solutions shaped by your voices, delivered with care, respect, and cultural sensitivity.

To Government: A steadfast MoPH ally, enhancing national health goals with proven expertise and scalable reach.

Looking Ahead

In a nation where 90% live in poverty and health systems teeter on the edge, ASMO envisions universal access to life-saving products and knowledge—a future where every Afghan family thrives. We'll scale to urban slums, expand our portfolio with innovations like misoprostol and midwife support, and adapt outreach to reach the unreachable. With your partnership, ASMO will craft a healthier, stronger Afghanistan—where mothers survive childbirth, children grow strong, and communities rise resilient. Join us in this mission of hope, impact, and transformation.

Our Strategic Partners and Stakeholders

Vector quality logos will be placed here.

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