

Submitted to:

Department of State
Agency for International Development
Office of Population
Family Planning Services Division
Washington, D.C.

Copies to:

USAID Mission to Nepal
Office of Health and Family Planning
Kalimati Durbar
Kathmandu, Nepal

Contract Officer : Johni H. Pittenger Gerold V. van der Vlugt, M.D.
Technical Officer : Timothy Seims Gladys Gilbert

Submitted by:

Westinghouse Health Systems
American City Building, Suite 400
P.O. Box 866
Columbia, Maryland 21044

Co-Project Director : Gary L. Damkoehler
Co-Project Director : Lawrence Smith, Jr.
Program Manager : David Wood
Field Project Manager: James R. Messick

Prepared by:

General Manager
Nepal CRS Project : Jagdish Ghimire

CONTRACEPTIVE RETAIL SALES - NEPAL
SEM I-ANNUAL REPORT
July 1, 1981 - December 31, 1981
AID Contract No. DS/POP/FPSD
DPE-0611-C-00-1001-00
Westinghouse Health Systems
Columbia, Maryland

INTRODUCTION

The following report is the semi-annual progress report of the Nepal Contraceptive Retail Sales (CRS) Project for the period of July 1 - December 31, 1981. This report summarizes the major activities of this six month period according to the following topic areas:

- I. DISTRIBUTION
- II. ADVERTISING/PUBLIC RELATIONS
- III. MARKET RESEARCH
- IV. EDUCATION
- V. SUPPLY
- VI. PACKAGING AND PRINTING
- VII. MISCELLANEOUS

1. DISTRIBUTION

A. A chronological history of distribution-related activities in the July 1 - December 31, 1981 period:

- July 2, 1981 : Four CJ-6 AMC Jeeps arrived in Kathmandu.
- July 16 : Gulaf display contest sell-in began in South - Central Region.
- July 24 : CRS Sales Manager visited Eastern Region for supervision.
- August 3 : Re-interviewed candidates for new Sales Representative position for Western Region (Gandaki - Dhaulagiri Zones) area.
- August 5 : CRS Sales Manager visited Western Region for supervision.
- August 25 : Gulaf display contest judging began in South - Central Region.
- September 12 : First shipment of new Dhaal packages arrived from Bangkok.
- September 13 : CRS General Manager left Kathmandu to distribute cash awards to the winners of South Central Gulaf display contest and to supervise in Eastern Region.
- September 17 : Gulaf display contest sell-in began in Western - Region.
- September 24 : CRS Communication Manager began consumer market research on foaming vaginal tablets and low dose pills.
- September 27 : Dhaal display contest sell-in began in Kathmandu.
- September 27 : CRS General Manager left for North-Western and South-Western Region for supervision.
- October 17 : Gulaf display contest sell-in began in Eastern Region.
- October 18 : HMG Counterpart left Kathmandu to judge Gulaf display contest in South Western Region.

- October 18 : CRS General Manager left Kathmandu to judge Gulaf display contest in North Western Region.
- November 12 : Dhaal display contest judging began in Kathmandu.
- November 14,15 : Second and final shipment of Dhaal packages
and 16 : arrived from Bangkok at Kathmandu Airport.
- November 22 : CRS Sales Manager left Kathmandu to distribute cash awards to the winners of Gulaf display contest in Western Region.
- November 23 : HMG Counterpart left Kathmandu to judge Gulaf display contest in Eastern Region.
- November 29 : CRS General Manager visited Banepa, Dhulikhel (east of Kathmandu Valley) for supervision.
- November 29 : Dhaal display contest sell-in began in Patan, Bhaktapur, and Banepa.
- December 2 : CRS vehicle left Kathmandu to assist Sales Representative of South Central Region in refilling the Dhaal in market.
- December 6 : Dhaal display contest sell-in began in Lumbini Zone.
- December 8 : CRS vehicle left Kathmandu to assist the Sales Representative of Eastern Region in refilling Dhaal in market.
- December 9 : Cash awards distributed to the winners of Dhaal display contest in Kathmandu.

B. Number of New Retail Outlets:

1.	<u>GULAF</u>	<u>MONTHLY</u>	<u>CUMULATIVE</u>
	July 1981	8	650
	August 1981	5	655
	September 1981	10	665
	October 1981	13	678
	November 1981	Nil	678
	December 1981	Nil	678

2.	<u>DHAAL</u>	<u>MONTHLY</u>	<u>CUMULATIVE</u>
	July 1981	48	3391
	August 1981	35	3426
	September 1981	24	3450
	October 1981	73	3523
	November 1981	26	3549
	December 1981	103	3652

C. Number of Dealers

Dhaal = 7

Gulaf = 6

D. CRS Contraceptives Distributed (July 1 - December 1981):

1. Gulaf (in monthly cycles distributed)

a. Gulaf Dealer Purchases

	MONTHLY	<u>CUMULATIVE</u>
July	7,560 (includes contest sale)	110,472
August	NIL	110,472
September	11,040 (includes contest sale)	121,512
October	10,296 (includes contest sale)	131,808
November	1,920	133,728
December	NIL	133,728

b. Gulaf Dealer to Retailer Sales (as reported monthly by Dealers)

July	1,488	99,179
August	6,696 (includes contest sale)	105,875
September	3,144	109,019
October	8,496 (includes contest sale)	117,515
November	11,400 (includes contest sale)	128,915
December	3,504	132,419

2. Dhaal (in units distributed)

a. Dhaal Dealer Purchases

	<u>MONTHLY</u>	<u>CUMULATIVE</u>
July	43,200	2,604,960
August	8,640	2,613,600
September	NIL	2,613,600
October	188,424 (includes contest sale)	2,802,024
November	21,888	2,823,912
December	359,496 (includes contest sale)	3,183,408

b. Dhaal Dealer to Retailer Sales (as reported monthly by Dealers)

	<u>MONTHLY</u>	<u>CUMULATIVE</u>
July	89,136	2,531,063
August	52,200	2,583,263
September	13,968	2,597,231
October	159,768 (includes contest sale)	2,756,999
November	24,480	2,781,479
December	296,064 (includes contest sale)	3,077,543

II. ADVERTISING/PUBLIC RELATIONS

All the tasks under the Advertising subcontract for 1980 were completed and delivered to CRS by COMMAT.

Approval for the 1981 Advertising Subcontract for the Westinghouse - Nepal CRS Project was given by AID/Washington in August 1981. After the approval of the Subcontract, COMMAT, the advertising Subcontractor for the Nepal CRS Project, completed a number of advertising tasks for the 1981-82 period which are listed below:

During the second half of 1981, the major activities in advertising and public relations included:

1. Based on the consumer market research and in collaboration with Market Research Subcontract, National Research Associates (NRA), advertising messages were generated and pretested.
2. Visual materials to be used in the CRS advertisements such as posters, calendars and store signs were developed.
3. The General Manager's post was filled in January 1981. Many of the remaining new CRS positions were filled during the second half of the year. A large number of personnel advertisements appeared during this period.
4. Major consumer advertisements that were executed during the period were Dhaal Small Billboards, Gulaf Small Billboards, CRS vehicle paintings, Dhaal Display Contests, Gulaf Display Contests and Dhaal Ear Panel Press Ads.
5. Samples of some of the advertisements are attached to this report.

The following is a list of completed tasks through December 31, 1981:

<u>Tasks</u>	<u>Unit</u>
N8 CRS Vehicle Painting	5
N13 Repainting of Bus Shelter in Thankot	1
Q1 Pretest Materials Development and Execution of Visual Materials	1
Q5 Message Development and Pretest in Janakpur and Kathmandu	2
S1 Special Gulaf Package Expiry Date Overprint	52,100
S2 Printing of Additional Gulaf Instruction Sheet (Packaging)	50,000
P3 Dhaal Large Billboard	1
P4 Gulaf Large Billboard	1
P5 Dhaal Small Billboard	85
P6 Gulaf Small Billboard	75
N9 Dhaal Display Contest Forms	23,400
N10 Gulaf Display Contest Forms	300
N14 Gulaf/Dhaal/Suki Dhaal Wooden Penstands	500
R19 Dhaal Shipper Overleaf (packaging)	500
R1 Dhaal and Gulaf Radio Spot	
R5 Ad in Souvenir Issue Nepal Medical Association National Seminar on Drug Abuse. September 1981.	
R6 Ad in Nepal Paediatric Society Souvenir Issue. December 1981.	

	<u>Tasks</u>	<u>Unit</u>
R7	<u>Ad in Gorkhapatra</u> Dhaal New Pack Announcement published on October 4 and 5, 1981.	
R12	<u>Ad in Gorkhapatra</u> Cordial Congratulations to winners of Gulaf Display Contest, North Central Region, published on July 3, 1981.	
R13	<u>Personnel Ad in Gorkhapatra</u> Wanted Sales Representative for Gandaki and Dhaulagiri Zone Area. published on July 3 and 4, 1981.	
R14	<u>Personnel Ad in Gorkhapatra/Rising Nepal</u> Administrative Officer wanted on September 3,5,6 and 7, 1981 respectively.	
R15	<u>Ad in Gorkhapatra</u> Cordial Congratulations to winners of Gulaf Display Contest South Central Region, published on September 14 and 15, 1981.	
R16	<u>Personnel Radio Ad</u> Sales Representative wanted for Gandaki and Dhaulagiri Zone run daily from July 6 to July 11, 1981.	
R17	<u>Personnel Radio Ad</u> Notice to the Candidates for CRS Sales Representative; run from July 26 to August 1, 1981.	
R18	<u>Translation</u> Translation of Flip Chart, Dhaal Pictorial Booklet, Gulaf Pictorial Booklet, and Gulaf Concurrence Form.	

<u>TASKS</u>	<u>UNIT</u>
02 CRS Articles/Reports	2
P9 Dhaal Ear Panel Press Ads	5
P10 Gulaf Gorkhapatra Ads	1
N7 Dhaal/Gulaf Keyrings	20,000
P11 Dhaal Small Stickers	55,000
P12 Gulaf Small Stickers	25,000
P13 Dhaal Large Stickers	1,000
P14 Gulaf Large Stickers	1,000
N11 Dhaal Mobiles	8,000
N12 Gulaf Mobiles	2,000
03 Dhaal/ Sampler Handbill - (N7, P11 to P14, N12, 03 have been produced. These have been promised for delivery to CRS by 15 January 1982).	
P7 Motivational Audio Cassettes (Pretest Completed)	
P8 Radio Drama	
N1 Dhaal Tin Poster	
N2 Gulaf Paper Poster	
N3 Dhaal Paper Poster	
N4 Gulaf Paper Poster (N1 to N4 are under production in India and are scheduled to be delivered to CRS by February 1982).	

III. MARKET RESEARCH

A market research survey for the foaming vaginal tablet, and low dose oral pill was run among 194 consumers, and a mini survey was run among 19 family planning professionals and retailers.

The market research for the vaginal foaming tablets was conducted to determine:

- a. the existing range of use of vaginal contraceptives in Nepal.
- b. packaging size.
- c. price structure.
- d. brand name, and
- e. logo testing (among the logos supplied by ICSMP - The Futures Group)

The market research for the low dose oral pill was conducted to determine:

- a. the existing range and price of low dose contraceptives sold through pharmacies.
- b. brand name.
- c. price structure, and
- d. packaging size.

Based on the market research findings and in consultation with COMBAT Inc., the advertising agency and USAID/Nepal, the marketing plans for both products, vaginal foaming tablets and low dose oral pills have been prepared.

Market Research Methodology:

The marketing research survey was done in two stages by personal interviews and self-administered questionnaires.

In the first stage, a questionnaire was designed for consumers. 194 consumers (100 in Biratnagar and 94 in Kathmandu) were interviewed by trained interviewers. Based on the results of the consumer survey, a questionnaire for the professionals and retailer *mini* survey was prepared. The questionnaire was circulated to 25 family planning professionals and to 25 retailers. There were only 19 respondents from among the 50 professionals and retailers. The questionnaire used for the consumer survey and the professional and retailers market research survey is enclosed.

A separate investigation was held to determine the range of use of vaginal contraceptives in Nepal and the existing range and price of low dose oral pills sold in pharmacies. This information has been used in making decisions about the new products.

IV. EDUCATION

The support by physicians of the CRS program is important -- especially for promoting Gulaf and the new products, Nilocon and Kamal.

CRS is working increasingly through physicians to enlist their support for CRS products. Advertisements were placed in this period in the Nepal Medical Association's and Nepal Paediatrics Society's Souvenir issues appealing to physicians for their cooperation by informing their clients about Dhaal and Gulaf and by prescribing Gulaf.

During the period, 29 - 31 December 1981, the First Nepalese Congress of Paediatrics was organized by the Nepal Paediatrics Society in Kathmandu. The Nepal CRS Project presented a small gift box to each participant which contained samples of the CRS products and a wooden pen stand with printed logos of Dhaal, Gulaf, and Suki Dhaal Packages. A letter to the Doctors was also provided along with the gift which outlined the objectives and a brief history of the program and requested their support in promoting the existing and future CRS products.

In August 1981, two new Sales Representative joined the CRS sales force. Both were trained at the CRS office and in the field. The salesmen were trained on all family planning methods, the CRS organization, and objectives, salesmanship, use of promotional materials, retailer education, and consumer relations. Field training was conducted by the Sales Manager. One Sales Representative filled the position in the Gandaki/Dhaulagiri Sales Area; the other is assigned to the Bagmati Zone.

V. SUPPLY

A. Condoms. Out an order of 1.5 million condoms (250 cartons), only 220 cartons were received on 23 June 1981. The remaining 30 cartons were finally traced as follows:

1. 28 cartons were short landed at Calcutta Port. USAID/Nepal, Procurement Office has taken action to process the claim against the short landed 28 condom cartons. CRS does not expect to receive any of these 165,000 condoms.
2. Out of 222 condom cartons, Nepal Carriers Pvt. Ltd. (Transport Company contracted by USAID/Nepal) delivered only 220 cartons to the CRS Project on 23 June 1981. An informal report from Nepal Carriers indicated they accidentally delivered two extra cartons to the HMG's FP/MCH Project instead of the CRS Project. A claim is being processed by CRS against Nepal Carriers for the short delivery of 2 condom cartons.
3. In late November, 198,000 units colored condoms were found to be damaged (discolored) and not marketable. A copy of a report submitted to HFP, USAID Mission is reproduced as V(c) below.

B. Inventory (As of 1 January 1982)

1. DHHAAL:

a. Packaged as Dhaal (Circle Mfg.) colored condoms (1980)	202,320 units
b. <u>USAID boxes (not repackaged yet)</u>	126,000 units
c. <u>Total</u>	328,320 units

2. SUKI DHAAL (Circle Mfg.) plain condoms (1980)

a. Repackaged as Suki Dhaal	349,920 units
b. <u>USAID boxes (not repackaged yet)</u>	NIL
c. <u>Total</u>	349,920 units

3. GULAF (Syntex Noriday 1+50 FE) pills (Mfg. 9/76)

a. Repackaged in Gulaf brand packages	15,360 cycles
b. <u>USAID (Syntex) boxes -(not repackaged yet)</u>	119,000 cycles
c. <u>Total</u>	134,360 cycles

NOTE: Besides the above stock, 50,400 cycles (84 cartons) of 1981 manufacture Noriday 1+50 pills have arrived at Tribhuvan Airport, Kathmandu. An Import License is under process to clear the 84 cartons through the Customs Office, Kathmandu.

4. NEO-SAMPOON Foaming Vaginal Tablets
20 cartons (in a 3-tablet strips)
(None repackaged) 57,600 tablets

C. Damaged Condoms

In late November 1981, during repackaging, some discoloring on the plastic envelopes of our colored condoms used for the Dhaal product was discovered. The condoms appear to be fine but the yellowish-brownish coloring on the white and transparent plastic makes the condoms too unattractive to market to the public. Samples of the damaged condoms are enclosed. The discoloring does not wash off with soap and water.

On discovering the first such condoms, all cartons were removed from the new warehouse room where they were stored and were opened for inspection. After opening and looking at all cartons in the room, the inspection revealed 33 cartons (198,000 units) containing similar discoloration. The remaining cartons in the room were fine.

The storage room is one of four rooms in a new building completed in July 1981. Due to long delays in recovering new Dhaal printed packages from Thailand, none of the cartons had been withdrawn from the room between July and October. All cartons are stored on top of wooden pallets in the warehouse rooms. The inspection showed that nearly all of the cartons with damaged condoms had been stored close to or touching the walls of the room - - which must be the primary source of the moisture damage. Cartons stored toward the center were less affected or not damaged at all.

Inventories are taken each month but none of the cartons are normally opened to inspect the condom condition. The cartons would ordinarily have been opened for the repackaging operation except that the package shortage delayed the activity for about four months. A few of the cartons looked bad from the outside, but most did not. There are also some cartons which look bad from the outside but whose contents are in excellent condition.

Because of this incident, CRS has taken the following action:

1. The colored condom cartons have been moved back to the older building for storage.
2. All products stored in the new building and elsewhere are now physically spot-checked and inspected as part of the monthly inventory rather than just an external count check.
3. Wooden pallets are being constructed and placed against the walls to separate stored goods from the walls to supplement the floor pallets.
4. Goods stored in the new rooms are removed each month for inspection of the rooms.

VI. PACKAGING AND PRINTING

- A. DHAAL. Svita Printing, Bangkok, the packaging Subcontractor for the new Dhaal 6-unit consumer packages and Dhaal Dispensers holding 72 condom units, printed and finally delivered the order of 600,000 units of consumer packages and 5,000 units of Retailer dispensers. Partial shipment was received in September and the rest was delivered to CRS on 14, 15, and 16 November 1981.
- B. GULAF. Gulaf packages printed in 1977 are printed with a pill expiry date: September 1981. Because the pills were tested and found to be effective till 1983, the 1981 expiry date was blacked out by the CRS Project around June 1981 with a permanent black marker. However, some retailers complained that consumers would not purchase the pills because the expiry date has been blackened out and they suspected that the pills inside had already expired. To correct this situation 5,000 units of consumer's pack and 2,100 units of retailer's pack were blacked out by a Kathmandu printer and a new expiry date of September 1982 was printed above the old date. These pills with the new expiry date are now being sold in the market.
- C. NILOCON AND KAMAL
- Package printing for the two new products NILOCON - Low Dose Oral Pills and KAMAL - Vaginal Foaming Tablets will be handled by COMBAT, the advertising Subcontractor, after approval is obtained from AID/Washington. Package printing will be done in India. Nepal's best press could not produce the quality needed for the packages. Consumer package designs for NILOCON and KAMAL packages have been Completed.

VII. MISCELLANEOUS

The position of General Manager was filled on 15 January 1981, and the following additional posts proposed in the First Marketing Plan have been filled as shown below:

<u>Position</u>	<u>Name</u>	<u>Date of appointment</u>
1. General Manager	Mr. Jagdish Ghimire	15 January 1981
2. Communication Manager	Mr. Ranjan Poudyal	2 August 1981
3. Executive Secretary	Mr. Amar B. Gurung	19 July 1981
4. Account	Mr. Pan B. Gharti	26 July 1981
5. Sales Representative (Kathmandu)	Mr. Shanker B. Burma	9 August 1981
6. Sales Representative (Pokhara)	Mr. Narayan Baral	9 August 1981
7. Assistant (Admin.)	Ms. Nani K. Bajracharya	31 July 1981
8. Assistant (Sales)	Mr. Dinesh P. Shrestha	27 July 1981
9. Messenger	Mr. Narayan Shrestha	19 July 1981
10. Driver/Promotor	Mr. Mohan K.C.	5 July 1981
11. Driver/Promotor	Mr. Hari B. Shrestha	20 July 1981
12. Driver/Promotor	Mr. Krishna K. Chhetri	19 July 1981* (resigned)

In place of Driver/Promotor, Mr. Krishna K. Chhetri, who resigned on December 2, 1981, Mr. Ramji Kamar Chhetri was appointed on a daily wages basis on January 8, 1982. Mr. R. K. Chnetri will continue on a daily wages basis until the necessary approval are obtained.

ATTACHMENT A

DHAAL DISPLAY CONTEST MATERIALS

ANNOUNCEMENT FORM

ENTRY FORM

CERTIFICATE

17



DHAL DISPLAY CONTEST
ANNOUNCEMENT FORM



ढाल प्रदर्शन प्रतियोगिता

प्रिय व्यापारीबगं:

पुरुषहरूको लागि परिवार नियोजनको अस्थायी साधन "ढाल" अभिराज्यका धेरै ठाउँहरूमा दिनहुँ जनप्रिय हुँदै गएको छ र यसलाई अझ लोकप्रिय बनाउने दिशा तर्फ निम्न तालिकामा लेखिए अनुसार तपाईंको क्षेत्रमा ढाल प्रदर्शन प्रतियोगिताको आयोजना गरिने भएको कुरा तपाईंलाई अवगत गराउन पाउदा हामीलाई खुशी लागेको छ।

प्रतियोगिता क्षेत्र	प्रवेश मिति	प्रतियोगिताको अवधि	सम्बन्धित क्षेत्रको "ढाल" डिलर

प्रवेश बिधि :

कुनै पनि खुद्रा व्यापारी यस प्रतियोगितामा सम्मिलित हुन सक्नेछ। यसको लागि कुनै किसिमको प्रवेश शुल्क लाग्ने छैन तर प्रवेश-पत्र भर्नाको साथै घटीमा २ र बढीमा १० "ढाल" डिस्पेन्सर किन्नु पर्नेछ। यसरी किन्दा तपाईंले आफूले किनेको "ढाल" डिस्पेन्सरको आधा बराबर थप डिस्पेन्सर उपहार स्वरूप (एक पटक मात्र) पाउनु हुनेछ।

"ढाल" डिस्पेन्सरहरू किन्दा २ अथवा २ को गुणित अनुपातमा किन्नु पर्नेछ।

"ढाल" को बट्टाहरूका साथै तपाईंले आफ्नो तर्फबाट नौलो तथा सृजनात्मक सामग्रीहरू तयार पारी आफ्नो यसैजमा प्रदर्शन गर्नु पर्नेछ र सो प्रदर्शित सामग्रीहरू प्रतियोगिता अवधिभर रहनु जरुरी छ किनभने यसको लेखाजोखा सो अवधिभरमा कुनै पनि समय हुनसक्ने छ।



ढाल प्रदर्शन प्रतियोगिता

प्रवेश पत्र

DHAAL DISPLAY CONTEST ENTRY FORM

पसलको नाम: _____

श्रमीको नाम: _____

ढेगाना (पुरा): _____

फोन नं. _____

प्रतियोगितामा सम्मिलित हुन घटीमा २ र बढीमा १० डिस्पेन्सर सम्म (२ अथवा २ को गुणित अनुपातमा) ढाल किन्तु पर्नेछ र यसरी किन्दा आफूले किनेको ढाल डिस्पेन्सरको आधा बराबर थप डिस्पेन्सर उपहार स्वरूप (एक पटक मात्र) प्रदान गरिने छ।

किन्तु माग गरेको ढाल डिस्पेन्सर _____

उपहार स्वरूप प्राप्त ढाल डिस्पेन्सर _____

म / हामीलाई यस प्रतियोगितामा सम्मिलित गराउन अनुरोध गर्दछु / छौं। प्रतियोगिताको अवधिभर आफ्नो पसलमा ढाल प्रदर्शन कार्य जारी राख्नेछु / छौं। सो अवधिभर निर्णायक समितिका सदस्यहरूले कुनै पनि समयमा मेरो / हाम्रो पसलमा निरीक्षण गर्न सक्नु हुनेछ। सो समितिको निर्णय मेरो / हाम्रोलागि मान्य हुनेछ।

मैले / हामीले प्रतियोगिता सम्बन्धी विवरण पत्रमा लेखिएका कुरा बुझेको छु / छौं र सो पत्रको १ प्रति बुझिलिए / लियौं।

मिति: _____

सही _____

सि. आर. एस. प्रतिनिधिको सही

निर्णायक अङ्क तालिका

अपनाइने दृष्टिकोण	५	४	३	२	१	०
"ढाल" लाई पसलमा सजाउन कत्तिको प्राथमिकता दिइएको छ						
"ढाल" पसल बाहिरबाट राम्ररी देखिने गरि सजाइएको छ कि छैन						
"ढाल" प्रदर्शन गर्न अपनाइएको तरिका						
पसल बाहिर प्रदर्शित नौलो तथा सिर्जनात्मक सामग्रीहरू						
पसल भित्र प्रदर्शित नौलो तथा सिर्जनात्मक सामग्रीहरू						

मिति _____

निर्णायक: _____

नेपाल कन्ट्रासेप्टिव रिटेल सेल्स (सि. आर. एस.) प्रोजेक्ट

(नेपाल प. नि. तथा मा. शि. क. योजना)



प्रमाण-पत्र

TRIAL DISPLAY CONTEST CERTIFICATE

श्री _____ ले
मिति _____ देखि _____ सम्म _____ मा भएको

परिवार नियोजनको अस्थायी साधन “ढाल” को प्रदर्शन प्रतियोगितामा
पुरस्कार स्वरूप _____ प्राप्त गर्नु भएकोले यो प्रमाण-पत्र प्रदान
गरिएको छ।

निबि _____

फिन्ड प्रोजेक्ट मैनेजर
नेपाल सि. आर. एस. प्रोजेक्ट

प्रमुख
ने. प. नि तथा मा. शि. क. योजना



ATTACHMENT B

GULAF INSTRUCTION SHEET

गुलाफ

(परिवार नियोजनको
सागि महिलाले
खाने चक्की)

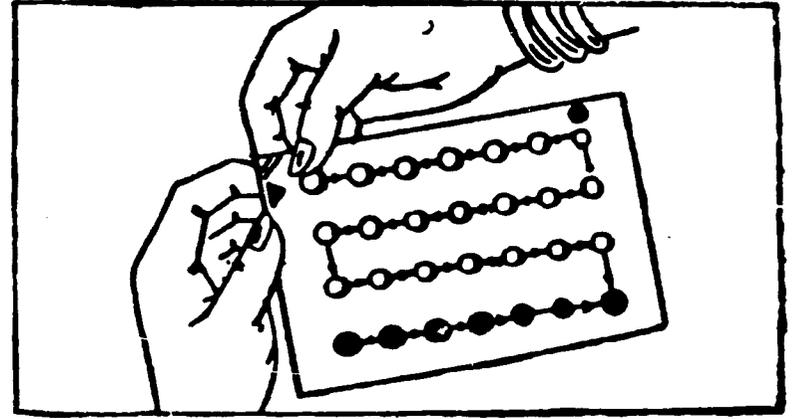


१. महिनाबारी (नछुने) भएको पाँचौं दिनदेखि खान घाल्नुहोस् ।
२. सधैं नबिराईकन बेनुकी सुत्नु भए एक चक्की मुखमा हाली पानीले निल्नुहोस् ।
३. कुनै एक दिन चक्की खान बिसिएमा भोसिपल्ट संकनासाध अघिसो दिनको एक चक्की खाईदिनोस् र त्यस दिनको चाहिँ खाबिकै बेनामा (मुल्ल अछि) खानुहोस् ।
४. धेरै दिन खान बिसिएमा भने बिसिए खाति सबै चक्कीहरू एकै चोटी खान हुदैन र महिनाबारी नहुञ्जेल सहवास नगर्नुहोस् वा पहिले 'डाख' लगाउनु पर्नेछ ।
५. नीलो तीनकुने (>) भए निरको चक्कीदेखि खान शुक गरी नीलो रेखा गए अनुसारका चक्कीहरू खांदै जानुहोस् ।

६. चक्की देखिभैतिरबाट बढी ओलासे बिचेमा अर्कोतिरबाट निस्कन्छ ।

चाख राख्नु पर्ने कुरा:-

- क) गुफमा कसलाई करीब १ महिनासम्म रिगटा खान्ने, बाक्वाकी लाग्ने महिनाबारी ठीक संग नहुने, कपाल दुख्ने, बलि दुन्नाउने वा भोटारबे, आदि हुन सक्छ तर ती आफैँ ठीक भएर जाइछन् ।
- ख) चुरोट बिडीको अम्मल भएकी, पंतिम वर्ष उमेर पुगेकी र काखको बच्चालाई दुध खुवाउदै गरेकी महिलाहरूको लागि गुलाफ चक्की खानु हानिकारक छ । लगातार ४ वर्ष भन्दा बढि अवधिसम्म गुलाफ चक्की खाएपछि १ वर्षको लागि चक्की खान छोड्नु पर्दछ । यस अवधिमा परिवार नियोजनको अग्र्य साधन अपनाउनु पर्दछ ।



- ग) निम्न रोग भएका महिलाहरूले चक्की खानु भए स्वास्थ्य संस्था वा बस्पासमा बचाउनु पर्छ: • उच्च रक्तचाप (हाइ ब्लड प्रेशर) • मुटुको रोग • नशा फुल्ने रोग • कसेजो सम्बन्धी रोग • मधुमेह • कमलपित्त • पाठेघरको क्यान्सर • स्तनमा गांठा-गुठी • छारे रोग ।
- घ) रोगका लक्षणहरू: १) उच्च रक्तचाप- टाउको दुख्ने, टाउको भारी भै राक्ने, मुखा रातोपिरो हुने र मुटुको बलि तेज हुने हुन्छ, २) मुटुको रोग- छातीको देखे तर्फ बसछ भएर दुख्छ, ३) नशा फुल्ने रोग- खुट्टाको बजाडी तर्फको नशा फुल्ने र बाङ्को टिङ्को भै खुट्टा भएर फैलन्छ, बरोबर खुट्टा दुख्छ । ४) कसेजो सम्बन्धी रोग- दिन प्रतिदिन कमजोर हुँदै जाने र कसेजो बढेर ठूलो हुने हुन्छ, ५) मधुमेह- पित्तब धेरै बढ्छ खान्ने, कमजोर हुने, पिठोला दुख्ने, चाँडै थाक्ने र सानो घाउ पनि चाँडै निको नहुने हुन्छ, ६) कमल पित्त- खाँचा र बिखाव पहुँलो हुने हुन्छ, ७) पाठेघरको क्यान्सर- महिनाबारी भएका बेलासा जस्तै रगत धेरै दिनसम्म जाने र तरुकी पेट दुख्ने हुन्छ, ८) स्तनमा गांठा-गुठी- स्तनमा गांठा-गुठी बढ्दै जान्छ, तर दुख्दैन, ९) छारे रोग- रोगी एकाएक मूर्छा पर्ने र मुखबाट फिज छाड्ने गर्दछ ।
- ङ) अरु औषधिहरू जस्तै यी चक्कीहरू पनि केटाकेटीहरूले भेट्टाउन नसक्ने गरी राक्ने गर्नुहोस् ।

टिप्पणी: प्रत्येक सेतो चक्कीमा ०.०५ मी. सा. मेस्ट्रानोल सहितको नोरेचिनिट्रोन १ मी. सा. तथा प्रत्येक खरो चक्कीमा फेरस फुमरेट ७५ मी. सा. छ ।

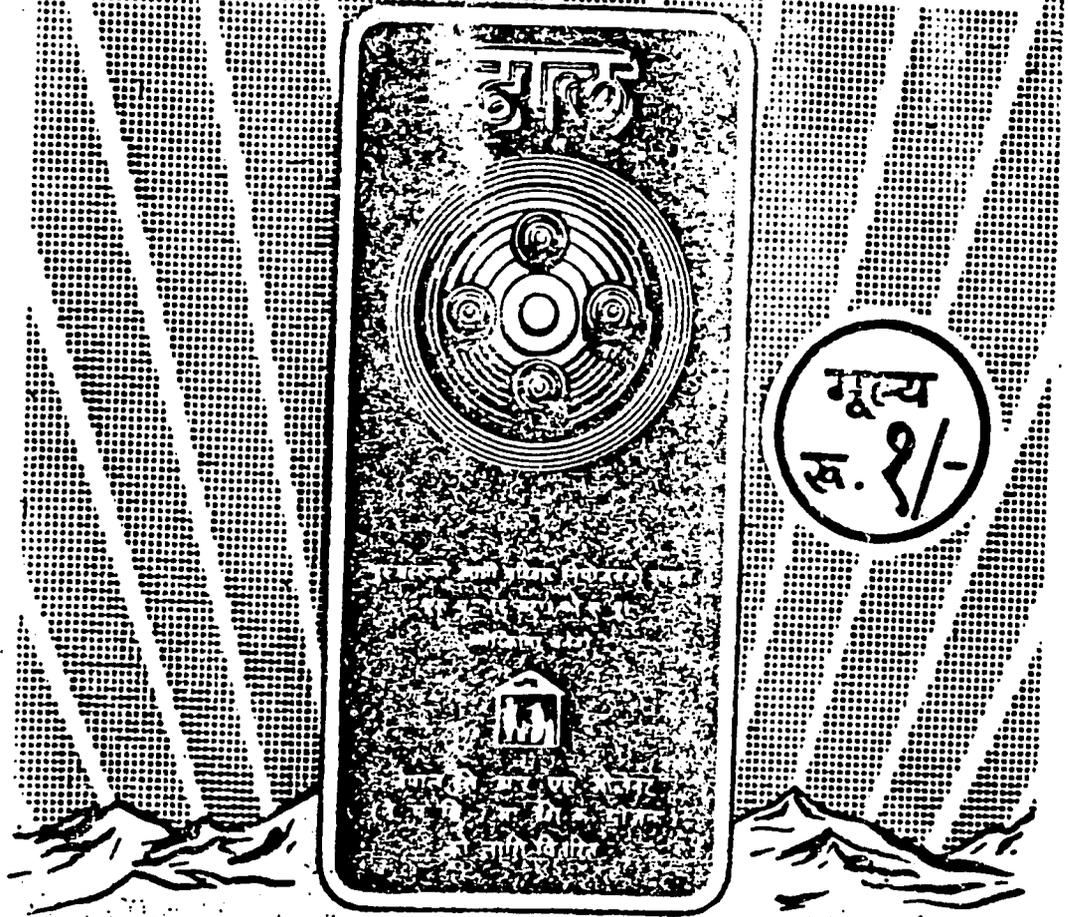
नेपाल सि. आर. एस. प्रोजेक्ट

22

ATTACHEMNT C

DHAAL NEW PACK ANNOUNCEMENT AD

ढाललाई पनि दर्शौं लाय्यो, नयाँ बट्टामा बाल्यो



ढाल अब नयाँ बट्टामा आउँदै छ। लाम्चो, रातो,
नरम एक बट्टामा छवटा ढालहरू हुन्छन्।
प्रतिक्षा गर्नु होस् तपाईंको शहर बजारमा छिटै आइपुग्दैछ
विजया दशमीको शुभ-कामना सहित



नेपाल सि. आर. एस. प्रोजेक्ट
अद्वैत मार्ग, काठमाडौं (ने.प.वि./मा.शि.क.योजना)

62

GORKHAPATRA 5 OCTOBER '81

ATTACHMENT D

DHAAL EAR PANEL ADS

25



GORKHAPATRA EAR PANEL ADS.

VIJAYA DASANI GREETINGS
FROM DHAAL
29 September to 12 October 1981



DIPAWALI GREETINGS
FROM DHAAL
24-31 October 1981



GIVE ME AN OPPORTUNITY TO
SERVE YOU™
BUY DHAAL
9 - 12 NOVEMBER 1981



"GREETINGS TO NEWLY MARRIED COUPLES"
FROM DHAAL
2 - 13 DECEMBER 1981



THE RISING NEPAL
EAR PANEL AD
20 - 23, 25 - 27 DECEMBER 1981

26

ATTACHMENT E

PROMOTIONAL LETTER TO DOCTORS ATTENDING THE
FIRST NEPALESE CONGRESS OF PAEDIATRICS



TEL : 15730
GRAM : DHAAL
TELEX : NP 205 AAPU
C/o Annapurna Hotel

Nepal Contraceptive Retail Sales (CRS) Project

(Nepal FP/MCH Project)

Adwait Marga, P. O. Box 842, Kathmandu, Nepal

Ref. No:

Date: 29 December 1981

Dear Doctor:

Cheers !

The Nepal Contraceptive Retail Sales (CRS) Project takes this opportunity to welcome you to the First Nepalese Congress of Paediatrics, and to wish you a happy new year-1982.

"The Deprived and the Disabled Child"-the theme of this important Congress-is, we feel, an appropriate one for Nepal today. We hope that the outcome of this Congress will both be rewarding and enlightening to improve the present conditions of the deprived and the disabled child in Nepal and elsewhere.

The deprived and disabled child is a concern for all of us. If a child is born into a family which cannot provide sufficient food, shelter, education and love, then the child is deprived and disabled from enjoying a healthy life. We at CRS are encouraging a healthier, caring family situation by promoting and marketing temporary contraceptives through retail shops in Nepal. Through this non-profit program, we are assisting the overall family planning and health efforts in Nepal, and by so doing, together with the medical professionals and others, we are working for a better future for our children.

The primary objective of the Nepal CRS Project is: "To help reduce Nepal's population growth rate by increasing awareness, popularity, and availability of contraceptives by the full scale marketing of family planning in the retail shops of Nepal"

The progress of the CRS Project is gradual yet significant. Her Royal Highness Princess Prekshya inaugurated the Nepal CRS Project on May 31, 1978. Since sales began in June 1978, about 3500 general and 700 medical shops of the country have begun selling CRS products. These CRS family planning shops are located in 50 of Nepal's 95 districts. Since the CRS Social Marketing Program began, the total number of condoms and pills distributed in Nepal (free and selling) has increased, and at present, 22 percent of all condoms and 14 percent of all pills in the country are being marketed by the Nepal CRS Project. The remainder of condom and pill distribution is still handled by the continuing free distribution system which includes FP/MCH clinics and workers, CHIP health posts and workers, and other voluntary organizations. More than 35,000 Couple Years of Protection (CYPs) have been provided by the Nepal CRS project since its inauguration in June 1978.

We are proud of our achievements. Yet, we know we have much more work to do each day. With your help and cooperation, we hope to progress still further. We need your assistance to advise your clients/patients to plan their families and to use an appropriate and effective method of contraception. Please remind your patients that they can obtain contraceptives either from hospitals, clinics, health posts and workers without charge or from medical and other shops for a small charge.

28

At present, the Nepal CRS Project (developed through the Nepal FP/MCH Project) promotes and markets three reliable, high quality contraceptive products:

1. **Dhaal (Shield)**—lubricated colored condoms for men, manufactured in the USA, priced at Rs. 1.00 for a six-unit package.
3. **Suki-Dhaal** — lubricated, uncolored condoms for men, manufactured in the USA, priced at 25 paisa for a two-unit package.
3. **Gulaf (Rose)** — Noriday 1+50 Fe oral contraceptive pills for women manufactured in the USA by Syntex Laboratories, priced at Rs. 1.50 for one cycle of 28 pills (one month's supply).

In 1982, CRS plans to introduce two other contraceptive products for women:

1. **Kamal (Lotus)** — Foaming vaginal tablets for women, manufactured by Eisai Co Japan. A simple, easy-to-use method. Most effective when use is combined with Dhaal or Suki-Dhaal condoms.
2. **Nilocon** — Low dose oral pills for woman, manufactured in the USA.

The future of our children lies in the closely related activities in the health, education, and socio-economic fields. Population is the common denominator of all the developmental activities. Thus, in order to achieve our ultimate objective of improving the quality of life of the people you play a major role. We need your help and the country needs your help. Please encourage your appropriate clients to practice family planning for their health and their children's health. We will continue to provide temporary contraceptives: Dhaal and Suki Dhaal condoms, Gulaf and Nilocon pills, and Kamal foaming vaginal tablets.

We are pleased to present you with a small gift box containing samples of our products and a special small gift for your desk—to remember us by.

Thank you for your cooperation and support. Have a great Congress. And a Happy New Year.

Cordially,

Your friends and associates
The Nepal CRS Project