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 PSI

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 (Activity summary)

9. ABSTRACT

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PN-ATG-533

"Commercial Contraceptive Marketing Development

in

Bangladesh"

Twenty-third Progress Report
(bi-monthly since January 1976)

May 1 to June 30, 1978

Contract N^o AID/pha-C-1055, Modification 18

Project N^o 932-11-580-611

C O N T E N T S

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Attachments - "A" (27'x21') Country Boat Sail

"B" The "new" 18-pack dispenser

"B.1" Masthead Advertising of Contraceptives.

"C" Sample & Translation of Household Distribution Questionnaire & Store Redemption Coupons.

"D" Two Photographs - Project Director Al Edgell - Attendees at Representatives Meeting PSI/Dacca Offices.

"E" Evolution of Post Office Promotional Scheme

I. Summary

Total project sales at the end of June were 38,661,648 for Raja and 2,153,020 for Maya. The two-month period of May-June brought Raja sales of over 3.4 million and Maya sales of 200,400. Project products are now in approximately 38,000 outlets throughout Bangladesh, affording full-time protection to 310,450 couples during this reporting period.

Product visibility was increased this period via the painting (for the first time) of five project vehicles with the colorful Raja and Maya logos, and the rigging of the first country boat sail (27' x 21') which was most favorably viewed by thousands of people on the waterfront (see photo Attachment "A").

Field staff were recruited and trained to carry out the Household Distribution sub-project; funded from project revenues and managed by Bitipi Advertisers.

Testing of a riverine boat transport for the project sales force was done in May, and test results led to the submission of a proposal to AID/W for the purchase and operation of a boat specially designed for project purposes.

Work continued on the development of possible new product lines for the project, and the Project Council met in May.

II. Commodity Inventories

June 30, 1978

| <u>PACKAGED</u> | | <u>UNPACKAGED</u> | |
|-------------------------------------|----------------|-------------------|----------------|
| <u>RAJA</u> | <u>MAYA</u> | <u>CONDOMS</u> | <u>PILLS</u> |
| 2,656,767 pcs. | 141,014 Cycles | 18,512,731 pcs. | 489,441 Cycles |
| Vending Machine Colored Condom: | | 111,012 pcs. | |
| Vending Machine non-colored Condom: | | 191,679 pcs. | |

A great portion of the inventories were kept in commercial warehousing, since incoming shipments had not been adequately spaced, and the new UNICEF/GOB warehouse we had been offered was full and unavailable.

III. Advertising and Promotion

The "new" Raja 18-pack dispenser was printed and put into use (Attachment "B"). A most attractive Raja sail was hoisted on a country boat, and it is anticipated that a few more (27' x 21') Raja and Maya sails will be produced to increase product visibility. Five project vehicles have been colorfully painted, also displaying Raja logos.

Samples were made of silk-screened Raja & Maya T-shirts, singlets and jute (hessian) hand and shoulder bags, and these articles will be sold at reduced prices.

It is now possible to have the Maya decal overwrap for Noriday foil packs produced locally, and arrangements are underway for local production of new supplies when needed. Similarly, the point-of-purchase promotional Raja & Maya self adhesive stickers will be produced locally, at a cost comparable to that previously paid, but avoiding shipping and handling expenses.

It was decided that the traditional store buntings will be used only in new outlets, and a more durable cardboard mobile will be provided to regular Raja & Maya outlets.

What may be the first ever masthead advertising of contraceptives is illustrated in Attachment "B.1"

IV. Product Diversification

Planning is being done for tests with the small IPPF shipment of (5,000 tubes of 20) Neo-Sampon foaming contraceptive tablets. Tests will cover product acceptability, packaging and brand names.

Development work continued on the oral rehydration solution product. Since this would be produced locally, many issues new to the FPSMP must be worked out.

Regarding a possible cottage industry-produced feminine hygiene product, CARE field workers continued their design and trial efforts, and FPSMP has kept in contact with them for information and progress.

A preliminary marketing plan was drawn up on the possibility that AID might supply a new low dose estrogen oral contraceptive. Plans are awaiting word on whether the supplies will be made available.

V. Household Distribution with Commercial Link-up

Per Mod. 17 to C-1055, this revenue-funded special project was set up in June, with field staff recruited and trained and the Thanas of Sibalaya and Borura selected. The design was submitted to AID/W in May. The mid-June visit of Mr. Henry Elkins helped to refine final details for the project, which was scheduled to begin on July 1. The Bangladesh Family Planning Association agreed to cooperate on this project by offering a short training course on family planning for village health practitioners (Quacks) of Sibalaya Thana, and the Bangladesh

Rural Advancement Committee provided the "consciousness-raising" segment of the field staff training program.

Attachment "C" is a sample and translation of the household distribution questionnaire and store redemption coupons.

VI. Group Interviews for Advertising/Audience Targetting

Per Mod. 17 to C-1055, plans had been started to carry out this project revenue-funded special activity with the cooperation of Concerned Women for Family Planning, but the latter had to retire from the project when its governing body decided that CWFPP will not participate in any research activities. PSI/Dacca is drawing up new plans for this activity.

VII. Boat Transport for Sales Force

Since a considerable portion of the land in Bangladesh is accessible only by water, and submerged land area increases yearly, an eight day test was made with a rented boat used to transport PSI/Dacca sales representatives. The results were successful and a proposal is being drawn up for submission to AID/W to provide for a riverine transport for the project.

VIII. Project Exposure in Social Marketing Film

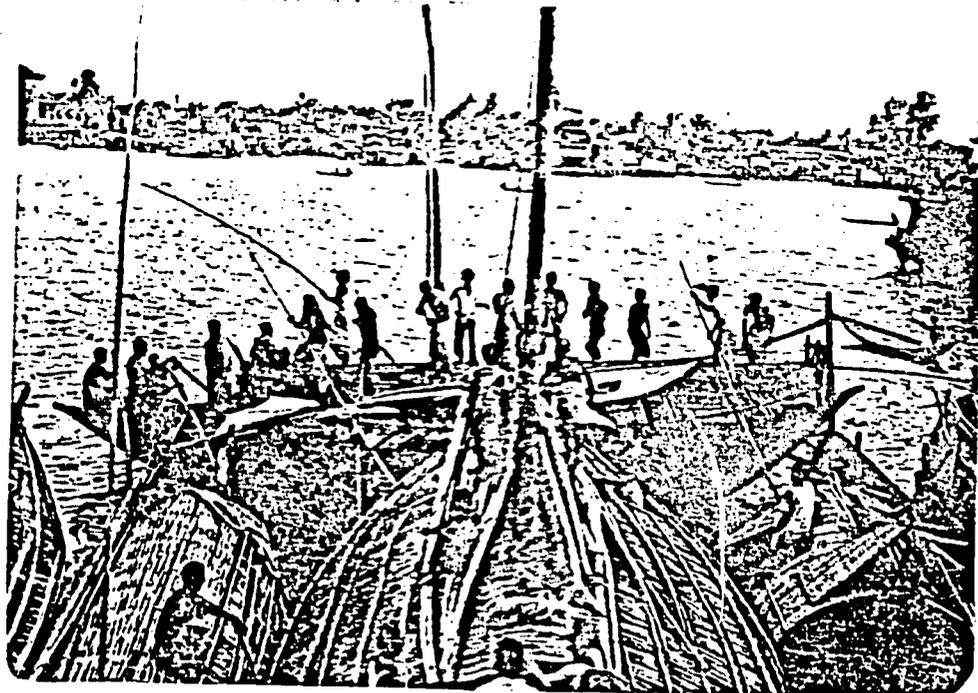
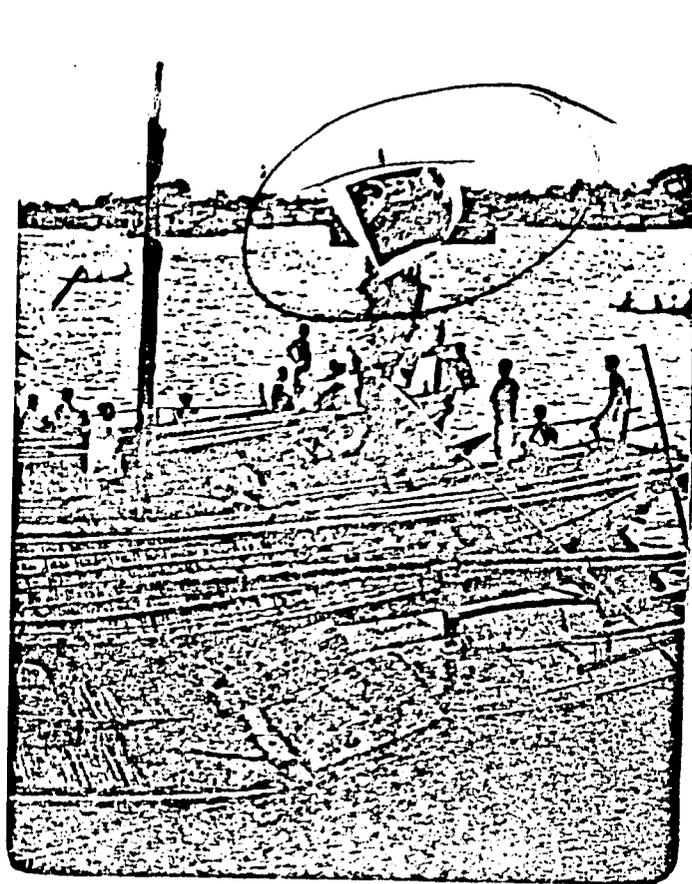
At the beginning of June the Airlie Foundation (George Washington University) film crew arrived for a week and took footage for the Bangladesh segment of a film on social marketing in various countries.

IX. Post Office Promotional Scheme - Final Report

Attachment "E" summarizes in detail the results of the July 1977 - May 1978 Post Office Promotional Scheme which was paid for out of project revenues. The report explains why the scheme has not been continued.

X. Project Council

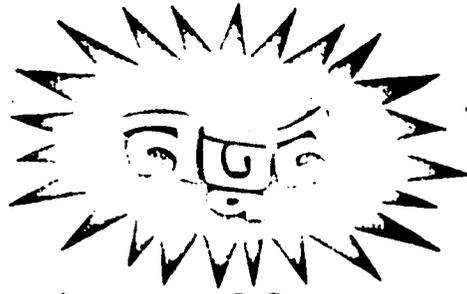
The Council met for the eleventh time on May 10. Discussed were the household distribution design; product diversification; additional sub-projects (boat, group interviews); Raja & Maya neon sign as "institutional advertising."



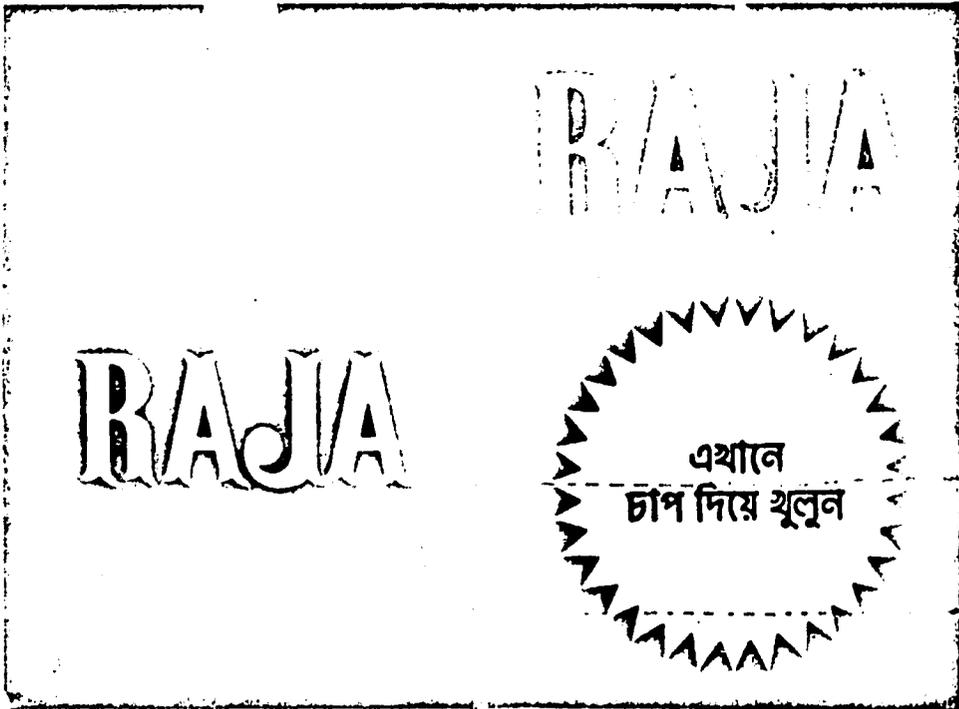
রাজা



১৮ প্যাকেট



উন্নতমানের পিচ্ছিল কনডম
বিশেষভাবে বাংলাদেশের জন্য
আমদানীরূপে



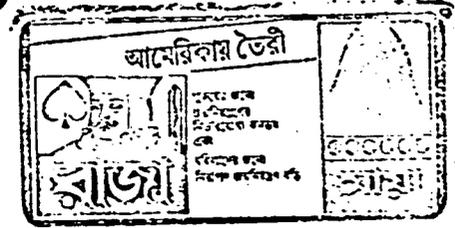
Dinajpur
June 29, '78

Dainik Uttara

Attachment "B.1"

দৈনিক উত্তরা

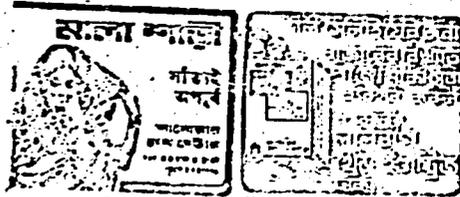
AGE



(উত্তরবঙ্গের প্রাচীনতম দৈনিক সংবাদপত্র)

ফোন নং কে এম ১০৪ । ৪র্থ বর্ষ । ২৪৭৭ নংখ্যা । বিহারপুর রহপতিয়ার ১৪ই আখাট ১০৭৬ । ২৪শে জুন ১০১৮ খ্রিস্টাব্দ । ২১শে জুন '৭৮ । ৪ পৃষ্ঠা মূল্য ০০ পরমা

পেশি-ভেটিক ডিম্বাঙ্কন বৈজ্ঞানিক বকু বোধ্যের জন্য | ক্যোডিয়ায় ০০ আইন: অভ্যন্তরে ডিয়েনোমী বাহিনী | বাংলাদেশ ও পাকিস্তানের



দৈনিক

AGE

THE DAILY ITEFAQ (Dacca)

প্রতিষ্ঠাতা: আব্দুল হামিদুল (দৈনিক নিয়ন্ত্রক)



ফোন নং ডি ৮৪ । ২০তম বর্ষ । ১৮০৪৭ নংখ্যা । ঢাকা । পলিয়ার, ১৫ই আখাট, ১০৭৬ । ২৪শে জুন, ১০১৮ খ্রিঃ । Saturday, July 1, 1978 । ৮ পৃষ্ঠা মূল্য ০০ পরমা । দুয়েক-২০ বিলস । ইউ.এ.ই-১ নেংখা

১৩ ভাগ আভ্যন্তরীণ সংবাদ-নির্ভর ৬৫৫৫৫ ক্যাডেট ডিগ্রী

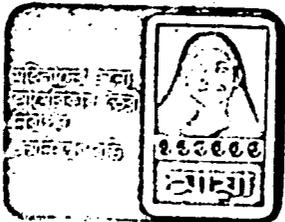
PSFMY

১১/২৪

RAJSHAHI

June 28, 1978

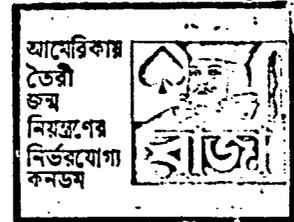
PSI-News from



দৈনিক বার্তা

DENIK BARTA

উত্তর জনগণ থেকে প্রকাশিত প্রথম শ্রেণীর জাতীয় পত্রিকা



ফোন নং কে এন-১২৭ । ২৪ বর্ষ ২৪০৭ নংখ্যা ১১ । রাজশাহী: বহরম, ১০ই জমদ, ১০৭৬ ১১ । ২৪শে জুন ১০১৮ ১১ । ২১শে জুন ১০১৮ (খ্রিস্টাব্দ) ১১ । ৮ পৃষ্ঠা মূল্য ০০ পরমা ১১ । ৪৪০৪ ০০ পরমা ১১

নিউইয়র্ক সম্বর্ধনা সভায় কাল হান
আফ্রিকায় সোভিয়েট
তৎপরতা সত্ত্বেও
সমস্ত আন্দোলন চলবে



শহরের ড্রেনগ্যুলোর
সংস্কার আবশ্যিক

(শেখ রিপোর্ট) যিনি সেখানে সেখানে বর্তমানে
একটি বৃষ্টিতেই রাসপথের পথ
উল্লিখিত হয়। কাজে শহরের জল
ও পানি নিষ্কাশনের প্রয়োজনের
উপায় নেওয়া আবশ্যিক।

যিনি সেখানে সেখানে বর্তমানে
যেই কষ্ট ভোগা ও যিনি পানি
সংগ্রহ করে থাকে।
রাসপথের পথ
বর্তমানে পানি
সংগ্রহ করে থাকে।

কবিক নং 19016

ঘরের নং _____ ঠানা _____

ইউনিয়ন _____ গ্রাম _____

নাম _____

স্বামীর / পিতার নাম _____

 পুরুষ স্ত্রী বয়স _____ ছেলেমেয়ের সংখ্যা _____আগে কোন অনু-নিয়ন্ত্রণ ব্যবস্থা গ্রহণ করেছেন? হ্যাঁ না

(হ্যাঁ হলে) কি ব্যবস্থা গ্রহণ করেছেন? _____

কতদিন আগে গ্রহণ করেছেন? _____

এখনও তা গ্রহণ করে চলেছেন? হ্যাঁ না

(না হলে) কেন বাপ দিয়েছেন? _____

যে অন্যো পাঠানো হল : আই ইউ ডি/ইনজেকশন/বক্সাকরণ/এন আর/ম্যাবরণ।

যে ডাক্তারের কাছে পাঠানো হ'ল _____

নতুন গ্রহণকারী হ্যাঁ না

যে উপকরণ মেয়া হল _____

প্রথম পরিদর্শন : _____ দ্বিতীয় পরিদর্শনের নির্দিষ্ট তারিখ : _____

তৃতীয় পরিদর্শন : _____

স্বাক্ষর

তারিখ _____

দস্তখত

19016



২০ পয়সা



Coupon and
canvassers'
questionnaire shop
sign will be iden-
tical in design to
coupon.

SL. No. _____

Team No. _____

Thana _____

Union _____

Village _____

Name _____

Husband/Father's
Name _____

Sex _____ Age _____

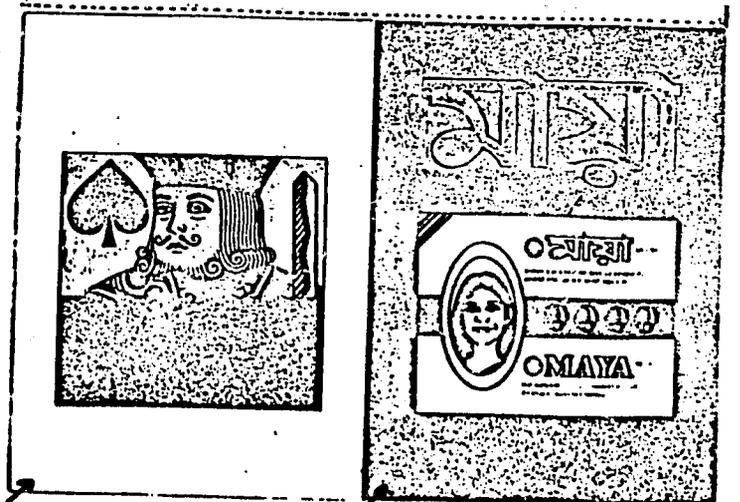
No. of Children _____

New acceptor _____

How old _____

Product Distributed _____

Remarks _____



white field

diamond field



Project Director Al Edgell (top left) and attendees at a recent Representatives meeting held at PSI/Dacca offices.

**EVALUATION OF TRIAL SCHEME TO SELL RAJA AND MAYA
CONTRACEPTIVES IN TANGAIL.MIRZAPUR POST OFFICES.**

1. Number of Post Offices and workers involved and locations:

A total number of 40 Post Offices are included in the Post Office scheme, with an approximate number of 65 workers involved directly. The names and locations of the Post Offices are given in Annexure-I.

2. Successful Sales level to justify extension/expansion

To justify, in terms of SMP's purposes (and procedures for achieving them), extension and geographical expansion of this scheme for P.O. distribution should require average sales at the 40 Project P.Os approaching 50 Raja condoms and 2.5 Maya cycles per mo. These are the rough averages among all our present outlets. Actual average monthly sales per P.O. have been 1.01 Raja condoms and .25 Maya cycles. However, no sales targets were set at the outset of the scheme. See Annexure II for sales by Post Offices per month since the beginning of the scheme in July 1977.

3. Logistics & Incentives

The scheme originally provided for supplies of Raja and Maya to be sold by SMP to Thana centre P.Os at same rates as to regular wholesalers, except that Raja was sold to P.O. at 27 paisa per pack of 3 instead of the normal 29 paisa (retails at 40 paisa). Maya was sold at normal wholesale price ~~45~~ 45 paisa per cycle (Retail at 70 paisa). The proportion of the difference between wholesale and retail price which was to be given to PMS was left to the discretion of Postal authorities although SMP urged that the maximum share be given the PMS to motivate them to enthusiastic participation. To make the workers of the scheme interested in taking initiatives to sell the products from their counter, after originally providing no such incentive, the P.O. authorities established for the workers a share of .05 paisa per packet of 3 Raja and .25 paisa per cycle of Maya in December '77. Unfortunately, despite the incentive, there has been no improvement of sales.

4. Promotion materials and orientation courses.

SMP has given 2 orientation courses for the Postmasters of the 40 Post Offices. No such orientation course was given for commercial retailers. Enough promotional materials were distributed to the Postmasters so that they could in turn distribute them in the villages under their Post Offices and also retain some for display in the Post Office premises. In most of the Post Offices that we have visited so far we found that these were neither distributed nor displayed properly in the Post Offices. The costs of the promotional materials distributed so far and the orientation course are given below:

| | |
|-----------------------------------------------------------------|----------------------|
| 1. Cost of promotional material distributed in two orientations | Tk. 6,227.03 |
| 2. Expenditure in two orientations | Tk. 2,842.90 |
| 3. Cinema Halls (slides) for 6 months in Tangail district | Tk. 1,641.11 |
| Total: | TK. 10,711.04 |

4d3
3 nos each

5. Possible influences at work

(a) Social characteristics of Postmasters: The social status of the Postmasters seem valued next to the Chairman and school teachers in the villages and therefore the P.Ms often play a vital role in advising the village inhabitants. They often have a conservative bent and are hesitant to discuss contraceptives because that might jeopardise their position in the locality. However, lack of consumer interest or even shyness are probably also prevalent.

(b) Attitude of Postmasters: Most of the Postmasters seem to be frustrated as far as their financial rewards are concerned. As a result they tend to confine themselves to their routine activities. Any extra responsibilities, other than the ones with extra substantial financial supports, are considered to be an unnecessary burden and receive minimum attention. It has been observed that the workers involved in the scheme are not the types to take enterprunrial interest in selling the products unless some very substantial benefits -- perhaps among other considerations -- ^{are} provided to them.

(c) It is estimated that for sheer financial motivation they would have to sell a quantity that will bring them a monthly minimum of Tk.100.00. From the commission that is being extended by their superiors at present from the sales receipt; to earn this Tk.100/- each Post Office has to sell minimum 1200 pecks of Raja and 320 cycles of Meya per month. The Post Office is a most unlikely outlet for such high commercial level of sales. The Postmasters, though realising that the population control effort is 'essential', are more inclined to avoid the issue than to take initiative towards its success. Moreover they seem to feel that as these products are being supplied abundantly free of cost by the Family Planning Directorate and other aid agencies and the same products are available in the retail outlets, anyone interested in the products can always procure them elsewhere. It is therefore a common feeling amongst the Postmasters that making contraceptives available in the Post Offices hardly makes any difference to the consumers.

(d) The Nature of a Post Office: The present nature and traditional purposes of Post Offices, and the way citizens view them -- not as outlets for commercial items -- have also almost certainly worked against the success of this Pilot scheme. This constraint along with others above noted suggests the major effort, overtime, that would be required to change P.Os into effective outlets of contraceptives.

(e) Sense of importance or requirement communicated by Govt.: Although the Govt. has taken considerable interest in the introduction of the project, participating in two orientation courses for the Postmasters, informing the Postmasters of the importance and benefits of the projects and drawing up a system for the project to operate, there appears to have been no clear instructions to the Postmasters to give sustained importance to the project, little supervision of their work or continuing guidance.

6. Additional efforts which might contribute to success:

(a) Clear Govt. instructions to Postmasters: There should be a direct instruction to the Postmasters from the Ministry or the Departments asking them to take proper initiative in selling the products and it should be treated with more importance than their other activities. Moreover monthly sales target might be imposed on the Postmasters in accordance with the population and location of the Post Offices with instructions to apply maximum efforts to meet the targets.

(b) Educational materials to Postmasters, to include religious issues: This should be provided to the Postmasters with instructions to read and distribute among the people in the villages. If literature is distributed by the Postmasters, its importance is enhanced. The booklets should be attractive with maximum information but in simplest possible language, and illustrated.

(c) Promotional efforts to include: Slides in Cinema Halls for public information on Post Office availability, posters, mobile film units etc.

(d) Visits of SMP Field sales personnel to the Postmasters

To mount these with the intensity needed to have any chance, under present circumstances, of getting the PMs moving would seriously affect our normal commercial sales, which our limited sales force must assiduously pursue.

7. Summary & Recommendations

Every reasonable effort feasible within the SMP framework has been given to support the sale of Raja and Maya through Head Office of Post Offices in Tangail and Mirzapur, as a trial for possible wider implementation. The results have been so poor that they indicate further effort by the SMP cannot be justified.

Effective utilization of Post Offices for distribution of contraceptives -- with or without association with the SMP -- seems basically an issue for Govt. in getting one of its organs to initiate and carry out a socially desirable function. The SMP can only usefully assist a Post Office distribution scheme when conditions are compatible with our essentially commercially structured organization and procedures. However, the SMP should remain ready to participate in any Post Office distribution scheme for which successful cooperation is clearly feasible.

APPENDIX-I

NAMES OF POST OFFICES IN TANGAIL AND MIRZAPUR THANAS OF
TANGAIL DISTRICT THROUGH WHICH FAMILY PLANNING MATERIALS
WILL BE SOLD TO THE MEMBERS OF THE PUBLIC.

| | | | |
|-----|----------------------------------|-----|----------------------|
| 1. | Tangail H.O. | 21. | Gola EDBO |
| 2. | Mirzapur S.O. | 22. | Kaijuri EDBO |
| 3. | Santosh S.O. | 23. | Shehanggonj EDBO |
| 4. | Bhakura S.O. | 24. | Tenguriapura EDBO |
| 5. | Gorai S.O. | 25. | Milu Batka EDBO |
| 6. | Warshipaikpara S.O. | 26. | Garinda EDBO |
| 7. | Alia Madrasha T.S.O. | 27. | Atia Dargha EDBO |
| 8. | Tangail N.P.O., T.S.O. | 28. | Chow Baria EDBO |
| 9. | Karatia C.S.O. | 29. | Bariapur EDBO |
| 10. | Elashin C.S.O. | 30. | Anorhela EDBO |
| 11. | Mahra C.S.O. | 31. | Putcajori Bazar EDBO |
| 12. | Jamurki C.S.O. | 32. | Deohatta EDBO |
| 13. | Solealia EDBO | 33. | Kanthalia EDBO |
| 14. | Hinanagar EDBO | 34. | Baharia EDBO |
| 15. | Porabari EDBO | 35. | Gohail Bari EDBO |
| 16. | Medical College EDSO | 36. | Bhetgram EDBO |
| 17. | Kagmari EDBO | 37. | Bawra EDBO |
| 18. | Ashokpur EDBO | 38. | Karail EDBO |
| 19. | Baghil EDBO | 39. | Maishamura EDBO |
| 20. | Bali Ashrafulah Madrasha EDBO | 40. | Halalia EDBO |

Annexure II

Sales thru Post Offices Project in Tangail

| <u>Month</u> | <u>Raja</u> | <u>Maya</u> |
|---------------|--------------|--------------|
| July, 1977 | 31 | 3 |
| August '77 | 52 | 10 |
| September '77 | 19 | 10 |
| October '77 | 6 | 2 |
| November '77 | 8 | 4 |
| December '77 | 129.5 | 22.3 |
| January '78 | 61 | 4 |
| February '78 | 72.5 | 26 |
| March '78 | 14 | 20.7 |
| April '78 | 17.5 | 6.5 |
| May '78 | 34 | 3 |
| | <u>444.5</u> | <u>111.5</u> |