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FINAL REPORT

Development of Commercial  
Contraceptive Marketing in Nepal

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**The Futures Group, Inc.**

December 1980

Submitted to:

Office of Population  
United States Agency for  
International Development  
Washington, D.C. 20523

Submitted by:

Westinghouse Health Systems  
Westinghouse Electric Corporation  
Columbia, Maryland 21044

Contract Number:

AID/pha-c-1144

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## SUMMARY

In July 1976, Westinghouse Health Systems began the development and implementation of a contraceptive retail sales (CRS) program in Nepal. As in other CRS programs, the objective was to design and establish a system for the commercial distribution of contraceptives that would significantly increase their commercial availability. This program was to complement existing national family planning programs and gain the support of appropriate Nepalese officials.

The contraceptive products, Dhaal (condom) and Gulaf (oral pill), were launched in June 1978. In 1980, a reduced-price condom, Suki Dhaal, was introduced. Through December 1980, over 2 million condoms and over 56 thousand cycles of pills have been distributed via retail sales to Nepalese consumers (See Exhibit 1).

In 1979, the initial contract was extended through October 1980. Later extensions carried the contract through December 1980. At the recommendation of an APHA review panel, and with the concurrence of the Government of Nepal, a second contract was signed on December 31, 1980 between USAID and Westinghouse Health Systems to continue the current effort through October 31, 1982.

This report, submitted as the Final Report for Contract AID/pha-c-1144, documents progress in the program from January 1 to December 31, 1980. The purpose is to highlight events and decisions that characterized activities in 1980 and/or impact on activities in 1981 under contract DPE-0611-C-00-1001-00.

The report is organized to present information on those major project activities that have characterized this program from the beginning:

- Distribution
- Advertising/public relations

- Market research
- Education
- Supply
- Packaging and printing.

## DISTRIBUTION

CRS distribution activities in 1980 were highlighted by the introduction of Suki Dhaal, a reduced-price, two-condom package targeted for distribution in rural areas of Nepal. This and other significant distribution activities are outlined below.

January 1980: The Nepal CRS program began testing the utility of condom vending machines in the Kathmandu area. Two machines were placed in locations having heavy pedestrian traffic: at the out-of-town bus depot and in Ratna Park. Unfortunately, machine breakdown and concomitant repair and maintenance, coupled with only moderate sales, led management to discontinue their use so as to employ the sales representative more profitably. The Nepal CRS Program has a total of thirty machines remaining in its Kathmandu warehouse.

February 1980: The Dhaal Display Contest, initiated to encourage retailer display and promotion of Dhaal, began in South-Western Nepal in the Lumbini Zone.

March 1980: The Program Sales Manager, Mr. F. B. S. Pradhan, resigned from his post and Mr. N. K. Pradhan, formerly a Sales Representative for Bagmati Zone, was appointed as Acting Sales Manager.

April 1980: The Dhaal Display Contest began in Eastern Nepal in Koshi, Mechi, and Sagarmatha Zones.

May 1980: A new condom product, Suki Dhaal, was introduced with the purpose of serving rural Nepal at a price lower than the Dhaal brand. Suki Dhaal (the conture clear condom) was launched selling at 25 paisa for a package of two units (Dhaal sells 3 for 50 paisa). The product launch was combined with the two year anniversary of the introduction of Dhaal and Gulaf (See Exhibit 2).

June 1980: The Suki Dhaal product began to be sold in the rural areas surrounding the Kathmandu Valley with assistance from a publicity elephant to attract attention to the retailer sell-in (See Exhibit 3).

June 1980: Mr. U. C. Regmi was hired as the Sales Representative for the Bagmati (Kathmandu) Zone.

August 1980: New Gulaf store signs were placed in shops.

November 1980: Electric "Glow" signs for Dhaal and Gulaf were placed in selected retail shops.

## ADVERTISING/PUBLIC RELATIONS

In January-February 1980, a new advertising subcontractor, COMMAT, Inc. (Communication - Management - Advertising - Training) was selected and a media plan for the remaining contract period (through October 1980) was drawn up.

### Subcontractor Program Activities

The following tasks were planned and completed:

- Consumer Advertising

- Suki Dhaal Newspaper Announcement (1)
- Dhaal Radio Spots (6)
- Suki Dhaal Radio Spots (2)
- Gulaf Radio Spots (3)
- Radio Drama Scripts (12)
- Dhaal Poster (12,000)
- Suki Dhaal Poster (10,000)
- Gulaf Poster (7,000)
- Combined Dhaal - Gulaf Billboards (8)
- Suki Dhaal Metal POP Signs (2,300)
- Dhaal Pictorial Booklet (100,000)
- Gulaf Pictorial Booklet (50,000)
- Village Drama Costumes and Stage Frames (8)
- Gulaf Thaile (Women's tie-bag) (5,000)
- Gandharba (folk singer) song Contest in Pokhara (October)
- Dhaal Stickers (9,000)
- Gulaf Stickers (5,000)

- Educational Tasks

- Field Workers' Flip Charts (4,000 sets)
- Journalists' and Decision Makers' PR meetings and articles
- Gulaf Prescription Pads (1,000 50-leaf pads)
- Orientations to FP and Population Supervisors
- Gulaf Retailer Concurrence Forms (2,000)

- Sales Promotion Tasks

- Wall Calendar for Shop Keepers (4,000)
- Dhaal Dealer Signboards
- Gulaf Dealer Signboards

Dhaal Glowsigns (75)  
Gulaf Glowsigns (25)  
Dhaal-Gulaf Keyrings (2,000)  
Envelopes for Chemists and Druggists (200,000)

#### Asian Advertising Congress

In August 1980, with encouragement and assistance from the Nepal CRS Program, COMMAT submitted an entry (campaign) in a public service advertising award competition at the 12th Asian Advertising Congress in Singapore. The COMMAT entry included a description and samples of the CRS advertising campaign. Two COMMAT representatives, the Westinghouse Resident Program Manager, and the HMG counterpart attended the advertising congress in Singapore in September. The COMMAT entry received a "special commendation" trophy in recognition of its innovative approach and use of traditional media in promoting the CRS products (See Exhibit 4).

#### Gandharba Festival

A folk singer (gandharba) festival was held in Batulechour, north of Pokhara, in October, 1980. Fifty traditional traveling musicians were given a 2-day orientation to family planning, emphasising the CRS program and its contraceptive brands - Dhaal, Suki Dhaal, and Gulaf. On the third day, the gandharbas were divided into five groups of 10 members each and asked to compose a song about the 3 CRS products. Each group then presented their newly composed songs about Dhaal, Gulaf, and Suki Dhaal in a competition. A large crowd gathered and, one-by-one, the five groups sang and played the new songs. Cash prizes were given to all groups, ranging from top prize of Rs. 500 to Rs. 200 per group (See Exhibit 5).

## MARKET RESEARCH

In August 1980, the CRS program advertised for a Nepalese research firm to conduct message strategy market research. In addition, market research consultants from Bangkok and Singapore were interviewed. The Nepalese firm, National Research Associates was selected from the several organizations screened. Dr. Nyle Spoelstra and Mr. Julian Spindler of Bangkok's Research and Data Resources (RDR) were selected to serve as consultants. A large part of the market research field work had been completed by December 31, 1980 (See Exhibit 6).

Using a discussion guide and advertising materials to elicit responses, nineteen group discussions were held with different male and female ethnic groups. All discussions were tape recorded, transcribed and translated into English. This data was supplemented by individual in-depth interviews.

This qualitative market research was a relatively sophisticated methodology for a developing country. In cases of terai female discussion groups, there was considerable difficulty in getting the women to participate. In spite of this problem, the data is expected to provide the CRS Program with valuable information to use in developing the advertising strategies for 1981.

## EDUCATION

A number of educational efforts were undertaken in 1980. Some were continuations of on-going programs, others were new efforts designed to broaden knowledge and acceptance of the CRS program.

- Education and orientation programs for individual Gulaf retailers by CRS Sales Representatives continued. This training is usually conducted in the shop of the retailer wishing to sell Gulaf pills. The "Gulaf Concurrence Form", essentially a mini - contract which must be signed by the retailer, was revised and printed by COMMAT.
- CRS educational and informational materials were also provided to consumers through radio dramas aired on the FP/MCH weekly program.
- In September of 1980, a special orientation to CRS products was given to 50 "Gandharbas" (traditional folk singers) in Pokhara, Western Nepal.
- During 1980, there were also several CRS orientation sessions held with FPAN and FP/MCH workers by COMMAT representatives. These sessions were designed to properly inform those persons working for "free" distribution channels about the CRS Project and its goal to "complement" not compete with their program.
- Late in 1980, a field workers flip chart was developed containing family planning method and availability information. The flip charts will be distributed to family planning and health field workers as well as to some retailers, as an educational - informational tool.

## SUPPLY

### CONDOMS

An order of 1.5 million Tahiti condoms marked "Made in USA" are expected in Kathmandu in April 1981. No new condoms were received in 1980. As of December 31, 1980, the following condom levels existed at the Nepal CRS Project in Kathmandu:

- For Dhaal - Tahitis "Made in USA": 311,100 (includes finished and raw stock inventories)
- For Suki Dhaal - Conture Clear "Made in USA": 1,009,440 (includes finished and raw stock inventories)

### ORAL PILLS

During 1980, PIACT/Manila conducted tests on the CRS Project's supply of Noriday 1+50 Fe pills manufactured in 1976. The results showed that these pills were well within all tolerance limits and specifications. As a quality check, CRS is asking PIACT to test additional samples of the pills. If the samples continue to test satisfactorily, no additional orders will be placed in 1981.

As of December 31, 1980, CRS stocks were as follows:

- 290 AID Cartons (290 x 500) 145,000 cycles
- 148 Gulaf shippers (148 x 480) 71,040 cycles

## PACKAGING AND PRINTING

### Dhaal Packaging

A new design "wrapper" for 6 units is presently planned. A review of alternative designs and selection of the subcontractor will be carried out in Bangkok in early 1981.

### Gulaf Packaging

No packaging order for Gulaf is planned for 1981, although additional instructional inserts will have to be printed.

### Suki Dhaal Packaging

Seven hundred and two thousand unit packs were produced in 1980 with an appropriate number of overlables for dispensers and shippers. About 38,000 packages of Suki Dhaal were distributed in 1980, leaving an inventory of about 664,000 Suki Dhaal packages for future packaging needs.

## MISCELLANEOUS

- APHA Review: Mr. Robert Grant and Dr. Curt Swezy reviewed all USAID supported family planning efforts in Nepal. Among their recommendations was the continuation of the Westinghouse contract for two years. This recommendation was based on the significant contribution of the Nepal CRS Program to the overall family planning effort and the need for additional time before "transition" could take place.
- Joint-review session: In September, Mr. Timothy Seims from AID/Washington and Mr. John Hayes from Westinghouse visited Nepal and participated in a joint review meeting with USAID/N and representatives of His Majesty's Government.
- New Contract: On December 31, 1980 a new contract between USAID and Westinghouse was signed. This contract covers the period, January 1, 1981 to October 31, 1982.

## EXHIBITS

- Exhibit 1 Nepal CRS Program Sales - June 1978 through December 1980.
- Exhibit 2 Article Announcing Suki Dhaal Launch
- Exhibit 3 Promotional Elephant Used Upon Introduction of Suki-Dhaal
- Exhibit 4 Article Announcing Results of 12th Asian Advertising Congress Competition
- Exhibit 5 Certificate Given to Gandharba Song Contest Participants (with English Translation)
- Exhibit 6 Preliminary results from Nepal CRS Marketing Research

NEPAL CRS PROGRAM SALES - JUNE 1978 to DECEMBER 1980

	January	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Year Total	CUMM. TOTAL
- 1978 -														
Sales to Retailers														
Dhaal (units)	--	--	--	--	--	18576	20088	15768	14976	27216	24912	39004	160540	160540
Gulaf (cycles)	--	--	--	--	--	1008	888	1536	1450	1080	1848	1560	9370	9370
Free Goods to Retailers														
Dhaal (units)	--	--	--	--	--	0	0	0	0	0	0	0	0	0
Total Goods to Retailers														
Dhaal (units)	--	--	--	--	--	18576	20088	15768	14976	27216	24912	39004	160540	160540
Gulaf (cycles)	--	--	--	--	--	1008	888	1536	1450	1080	1848	1560	9370	9370
- 1979 -														
Sales to Retailers														
Dhaal (units)	30888	40340	49464	38376	63432	145938	41544	76642	27260	24264	85752	44208	668108	828648
Gulaf (cycles)	1776	676	1492	1200	2320	1992	1368	1896	2152	1200	2616	1416	20104	29474
Free Goods to Retailers														
Dhaal (units)	0	0	0	0	0	137808	13896	52920	0	0	80640	0	285264	285264
Total Goods to Retailers														
Dhaal (units)	30888	40340	49464	38376	63432	283746	55440	129562	27260	24264	166392	44208	953372	1113912
Gulaf (cycles)	1776	676	1492	1200	2320	1992	1368	1896	2152	1200	2616	1416	20104	29474
- 1980 -														
Sales to Retailers														
Dhaal (units)	101520	22248	40032	180432	29232	65016	62006	44856	66057	36504	57528	44208	749639	1578287
Suki-Dhaal (units)	--	--	--	--	--	--	19152	17712	6408	7560	10008	10440	71280	71208
Gulaf (cycles)	1796	259	2184	2928	1674	2232	3456	2568	3144	2064	3084	1872	27261	56735
Free Goods to Retailers														
Dhaal (units)	72000	0	0	144000	0	0	0	0	0	0	0	0	216000	501264
Suki-Dhaal (units)	--	--	--	--	--	--	0	0	0	0	0	0	0	0
Total Goods to Retailers														
Dhaal (units)	173520	22248	40032	324432	29232	65016	62006	44856	66057	36504	57528	44208	965639	2079551
Suki-Dhaal (units)	--	--	--	--	--	--	19152	17712	6408	7560	10008	10440	71280	71280
Gulaf (cycles)	1796	259	2184	2928	1674	2232	3456	2568	3144	2064	3084	1872	27261	56735

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II. D.  
Sales  
Volume

EXHIBIT 1

# Contraceptive Drive To Reach Rural Population Launched

( By A Staff Reports )

Kathmandu, May 31:

The Assistant Minister for Health, Mr. Omkar Prasad Gauchan, this afternoon inaugurated a function marking the launching of "Suki Dhaal", a contraceptive for males, offered by the Nepal Contraceptive Retail Sales (CRS) Project. The new product is aimed primarily at reaching the rural areas where live over ninety percent of the country's population.

The function also coincided with the second anniversary of the CRS Project which has already offered "Dhaal" for men and "Gulaf" oral pills, for women.

"Suki Dhaal" is cheaper than "Dhaal" as it costs only twenty-five paisa for a packet of two condoms, while the latter cost fifty paisa for three condoms. Only the packing of the new product is slightly less attractive and the condoms are the same of both the brands.

In his inaugural speech Assistant Health Minister Gauchan stressed the need for expanding family planning activities in the process of ensuring a balanced development between the country's production and population growth.

He added that its success required active participation by other sectors and institutions.

Praising the CRS Project's efforts so far, he said that the introduction of "Suki Dhaal" was another major contribution of the project to family planning efforts in the country.

Pointing out that the new product was designed to reach the rural people, the Assistant Minister said that the thrust should always be on reaching the rural people to a greater extent.

## When More The Merrier Policy Is Most Welcome

(By a Staff Reporter)

Kathmandu, May 31:

Referring to an earlier speaker's description of "Suki Dhaal" as the "third child" of the CRS Project which has already offered "Dhaal" and "Gulaf", Assistant Health Minister Omkar Prasad Gauchan, at a function here today, said that having even three children was against the long-term objective of family planning programme.

But he added that "children" of the "Suki Dhaal" type were most welcome—the more their use the merrier and better it would be for effectively meeting the family planning goals of the country.

He also noted that representatives from various important institutions, representing different sectors, had been included in the advisory committee of the CRS project. Their practical suggestions could help bring about more effective results.

Also speaking on the occasion, Nepal Family Planning/Maternal and Child Health Project Chief and Chairman of CRS Project advisory committee Dr. Badri Prasad Pandey pointed out that His Majesty's Government had been taking various measures to penetrate the rural areas and reach a maximum number of people.

He stressed that existing programmes should be solidified while also carrying out new schemes.

Speaking from the chair, Women's Affairs Co-ordinating Committee member Shail Upadhyaya emphasised that despite two decades of efforts in family planning, the population pressure confronting the nation was still great. As such, existing loopholes should be plugged

to expand family planning programmes so as to record more effective results.

Stating that the distribution system should be more scientific, motivation programmes expanded and revitalised, she said that the problems were tremendous but could be overcome by proper planning and more dedication.

Earlier, Mr. Hem Hamal member of the CRS Project advisory committee, highlighted the importance of "Suki Dhaal" which he described as the "third child" of the project.

Mr. James R. Messick, Resident Manager of the Westinghouse Health Systems which helps the CRS Project, noted that family planning entailed tremendous efforts. It is harder at the beginning.

Mr. Messick said, "Nepal has numerous traditions and ceremonies. The CRS Project is introducing a new ceremony which replaces but complements most of them."

Likewise, USAID Director Samuel H. Butterfield said that family planning could be a very effective solution to meeting the development problems, provided that necessary measures were taken for the success of the programme.

Article Announcing Suki-Dhaal Launch  
The Rising Nepal, June 1, 1980

EXHIBIT 2



Promotional Elephant Used Upon Introduction of Suki-Dhaal

# NZ entry wins Max Lewis Challenge Trophy

## 12th ASIAN ADVERTISING CONGRESS



NEW Zealand has won the 1980 Max Lewis Memorial Challenge Trophy. Its entry, the Intellectually Handicapped Campaign, raised NZ\$900,000, the largest amount raised by any single organisation in New Zealand for a day's appeal.

This was announced by Mr Eric Oh, marketing manager-overseas, Fraser & Neave Group, during the final day of the congress yesterday. The winning campaign was submitted by WHT Advertising & Marketing, for the Society of the Intellectually Handicapped.

The campaign's platforms, "Supposing that was your child," and "Thank goodness my children are normal, that's why I'll help the Appeal," ran on TV, radio and in magazines, newspapers, posters, car stickers and appeal envelopes.

### S'pore 2nd

The award was initiated at the 7th Asian Advertising Congress in New Delhi in 1970 to encourage the Asian communication industry to apply its expertise in the interest of public service.

It was named after the late Mr Max Lewis, chairman of the 7th AAC, founder member of the Advertisers Association of Singapore and Malaysia and general manager and director of the Fraser & Neave group of companies.

Singapore came in second with its Energy Conservation Campaign. The

Public Utilities Board's "Switch off, save watts, save money" campaign was created by Ogilvy & Mather for April-June 1979. Advertising ran in the newspapers of the four main languages, posters, booklets and leaflets.

As a result, electricity consumption in Singapore dropped by 5 per cent and six months later by 7 per cent.

The third winning campaign went to Nepal Community Retail Sales project which used modern and traditional marketing and advertising strategies to promote the sale of contraceptives and health products in Nepal. This was submitted by Commat Inc.

### Seven entries

Mr Oh said: "The entire panel of judges expressed their desire to commend the efforts of Commat Inc. for their campaign for contraceptives.

"Despite the size of the country and the limited resources available, the campaign was stimulating, imaginative and thorough, making most effective use of all available media."

The campaigns were judged on importance of objectives, creativity, execution and effectiveness in influencing public thinking and attitudes.

Seven entries, from Hongkong, Japan, Nepal, New Zealand, the Philippines and Singapore, were submitted for this year's challenge trophy.



## प्रमाण-पत्र

नेपाल सि. आर. एस. प्रोजेक्ट (ने. प. नि. तथा मा. शि. क. योजना) द्वारा पोखरामा आयोजित चार दिने गन्धर्व संगीत सम्मेलनमा कास्की जिल्ला पंचायत बस्ने श्री \_\_\_\_\_ ले सक्रिय रूपमा भाग लिनुभई सम्मेलन सफल तुल्याई प्रतियोगितामा \_\_\_\_\_ स्थान प्राप्त गर्नु भएकोले यो प्रमाण-पत्र प्रदान गरिएको छ ।

मिति:

*(Signature)*

डा. बन्दीराज पाण्डे  
प्रमुख

ने. प. नि. तथा मा. शि. क. योजना

*(Signature)*

जेम्स. आर. मेसिक  
फिल्ड प्रोजेक्ट मेनेजर

नेपाल सि. आर. एस. प्रोजेक्ट

Certificate Given to Gandharba Song Contest Participants

(Translation from Nepali to English of Special Certificate given to each of 50 participants by the Nepal CRS Project (Nepal FP/MCH Project) in the November 1980 Gandharba (Folk singer) Song Contest in Pokhara, Western Nepal)



C E R T I F I C A T E

THIS CERTIFICATE IS AWARDED TO MR. \_\_\_\_\_,  
A RESIDENT OF KASKI DISTRICT \_\_\_\_\_ PANCHAYAT WHO TOOK AN ACTIVE PART  
IN THE FOLK SONG SEMINAR ARRANGED BY NEPAL CRS PROJECT (NEPAL FP/MCH PROJECT)  
AT POKHARA, HAS SECURED \_\_\_\_\_ PLACE IN THE FOUR-DAY GANDHARBA SONG  
CONTEST.

DATE:

Dr. Badri R. Pande  
Chief  
Nepal FP/MCH Project

James R. Messick  
Field Project Manager  
Nepal CRS Project

ADVERTISING MARKET RESEARCH PROJECT

National Research Associates

Dilli Bazar, Kathmandu.

An Outline of the Findings of the Research

1. Research Objectives:

The objectives of the research is primarily to develop and evaluate possible advertising message strategies (appeals) for Gulaf, Dhaal and Suki Dhaal;

- to identify message differentiation according to language, ethnic group, caste, etc. where required;
- to collect other marketing and product positioning information on the three products, specifically, product availability, product affordability, brand awareness, product feedback, media, language and local relevant sayings.

2. Research Methods:

(a). Holding of 19 qualitative group discussions and number of individual depth interviews in 8 ethnic locations across the country representing more than 75 per cent of the population of Nepal ethnicwise. The discussions were held by Moderators, Deputy Moderators and Recorders who had undergone 2 weeks intensive training, orientation and induction along with field training in Kathmandu valley.

(b). Tape recording of all discussions and interviews and transcription work of about 574 hours.

(c). Translations of all transcriptions in English which came to about 741 typed pages of group discussions plus 178 typed pages of Individual Depth Interviews.

(d). Item analysis of all 19 group discussions.

(e). Aggregate item analysis of all discussions.

3. Total number of respondents - 155; total number of Individual Depth Interviews - 36.

#### 4. Major Findings:

(a). Communication channels and information patterns -- radio is the most effective, frequent and reliable communication channel to learn the current national events and government-oriented information. For current local events the source is travellers from outside and local visitors, political leaders, school teachers and school children.

-- The listening time of radio for majority of the respondents is 7 A.M. to 9 A.M. and 7 P.M. to 9 P.M.

-- The best place to put the posters are market place, panchayat offices, local tea-shops and water-taps and wells.

(b). Life style and life cycle:

-- The strong ideas with the female are good and sound household affairs management, health of their children and social service and spacing. For male the strong appeal is education to the children, leadership, masculinity and spacing.

**(c). Children;**

- The perceived average number of children is 5 in Terai and 3 to 4 in the Hills. Few children is greatly valued and small family preferred.

**(d). Family Planning and Contraception;**

- Relatively high awareness of the need to practise family planning.
- Tremendous lack of knowledge about the means.
- Confusion between temporary and permanent devices; understanding of FP devices as pills, tablets, medicines and condoms; brand awareness virtually nil.
- Strong negative reactions on pills.
- Current use of contraception can be greatly increased if products are available.
- Products affordable specially pills.
- No awareness of the differentiation between Dhaal and Suki Dhaal.

**5. Existing Advertising Material;**

- Mostly not seen and heard.
- Heavy dependence on text for comprehension. Visual comprehension ranging from 'zero', 'a little bit' to 'negative'; moderate and good comprehension in visually attractive posters.

**6. New Concept Material;**

- Heavy dependence on text for comprehension reaction ranging from 'zero', 'a little bit' to 'negative'; moderate and good comprehension in informational/educational and visually attractive posters.

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7. Recommendations:

(a). Availability:

- Opening up more retail outlets in sub-urban and rural areas.

(b). Advertising strategies:

- Localisation of the advertising campaign and concentration on key strategic points of a given area in terms of posterage. Posters should contain more informational/educational components.
- Advertisement emphasis on ideas like economy, sound household affairs management, health of the children, social service, spacing in case of females and education to the children, leadership, masculinity and spacing in case of male.
- Advertisement emphasis on dispelling various rumours on pills; clinical trials for oral contraceptives for Nepalese women.
- Limiting or discontinuing radio advertising.

8. Further Research on:

- Retailers contraceptives marketing attitude.
- Male consumer knowledge, attitude and practice of Family Planning devices.
- Female consumer knowledge, attitude and practice of Family Planning devices.

The "new advertising material" incorporating the findings of this research project is now being developed by CRS/COMBAT and this will be subject to infield pretesting, specifically in terms of advertising agency execution. The results of the pre test will be the topic of a separate, second report.