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# Sales Management Presentation

## Slide

S.M. Benzir Ahmed

## Birth Controlling System

### Presented by

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Greetings for  
**World  
Population  
Day  
2008**  
11 July 2008

# A Scene

High Food Price  
Lack of Agricultural Production Area  
Lack of Housing Area  
Rise of Poverty  
Increase of Global Warming  
Lack of Scarcity of Natural Resources  
Hassle and Hazards in Daily Life



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# Scene of Our Population

Current Population Density **953**/sq.km.

Within **180** Years there will be **no land for Agro production**

By **2020** population would be **17.20** coror

By **2060** population would be **21** coror



A Blamable Factor is

# Extreme Rise of Population

**which occur**

More Scarcity of **Water, Food, Fuel, Housing**

Hard to Reach Any **Service**

Social **Violence**

Increase **Poverty**

Hamper to Reach **Basic Needs**



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Lets have a visual view

The  
Solution is

still there, the

Birth Controlling System

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# Welcome to

Sales Management Presentation on  
**Birth Controlling System**

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# Facts & Figures

**73 %** People live in rural area

**40%** of Total female population is in reproductive age (15-49 yrs)

**17.6%** Don't have the access to family planning

The large size of the slum population have higher fertility rate

**55.8%** People have adopted birth controlling method

Current Birth Rate **1.43%**

**5.2%** Males participate in Family Planning Program



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# What Birth Controlling Is:

Any **process** used not to take child  
An important **component** of reproductive health initiatives  
Help to **reduce high risk** birth incidence  
Might be used at the **time of intercourse or regularly**  
**Surgical methods** are also available for men and women

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# Causes Lead to Unwillingness

Wrong Religious View

Illiteracy

Shyness

Over confident about self control

Misconception About Price

Misconception About Physical Problem



## Myths

Do not need the system if it for the first time!

Do not need the system if it on "safe" time of the month!

If you really do not want to get pregnant, you won't !!!

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# Why birth control is required?

- § To lower the rate of **population growth**
- § For **improved nutritional** status of the people
- § For prevention and control of **STDs & AIDS**
- § For **rapid development of the country**
- § **Decreased risk** of colorectal, ovarian and endometrial cancers for women



# Marie Stopes

Dr. Marie Stopes (1880-1958)  
1921 Set up originally

1976 founded organizationally by Dr Tim  
Black & his wife Jean

Start in Bangladesh  
1988 in Chittagong

## Goal

The prevention of unwanted births &  
provide accessible family planning  
services globally

## Origin

Marie Stopes International (MSI), UK

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# Target People

## **Age Group**

Female: 15 – 49

Male: 15 – Up to Die

Both for married and unmarried people  
Mass People both in Rural & Urban Area



# Product Variety or Family Planning Method

## **Short Term**

Pill (F)

Condom (M)

Emergency Contraception Pill/ECP (F)

## **Long Term**

Injection (F)

IUD Insertion (F)

Norplant Insertion (F)

## **Permanent**

Tubal Ligation (F)

Vasectomy/NSV (M & F)

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# Common Words

- ✓ All the methods may not be for you, choose yours
- ✓ It will not affect your feeling of intercourse
- ✓ Except Condom none of the system ensures safety from AIDS/STD

# Pill

## **What**

A medicine like tablet

## **Product Detail**

it need to take regularly

## **For Female**

## **Considerable Factors**

Not for women who have blood pressure, circulatory disease or diabetes.  
Women over 35 who smoke or are very overweight may be advised to choose another method of contraception

## **Approximate Cost: Varies**

## **Effectiveness: 99%**



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# Condom

**What:** thin latex or plastic sheath

**Product Detail:** it need to use in each contract

**For Male**

**Advantages:** easily available & only condom offers protection against STDs including HIV/AIDS

**Approximate Cost:** Varies

**Effectiveness:** 94%-98%



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# Emergency Contraception Pill

**What:** A medicine like tablet

**Product Detail:** it need to take for particular time

This is contraception that can be used after unprotected sex - whether you have not used any contraception at all or whether your normal contraception has failed (a split condom, missed pill etc)  
Have to use within 72 hours of contract



**For Female**

**Approximate Cost: Varies**

**Effectiveness:**

95% effective within 12 hours & 54% effective if taken within 72 hours

Still there is the chance to be protected within 5 days, that is IUD which is 98%-99% Effective

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# Contraceptive Injection

**What:** an injection of hormones that provides a longer-acting alternative to the pill

**For Female**

**Advantages:** unlike the pill you don't need to remember to take a tablet every day

**Duration:** 8-12 Weeks

**Approximate Cost:** 1000 BDT

**Effectiveness:** 99%



# IUD Insertion

**What:** a small plastic and copper device, usually shaped like a 'T'

**Product Detail:** Another name Copper 'T' or Coil, look like a 'T' also be used as an emergency method of contraception within five days of unprotected intercourse

**For Female**

**Duration:** 5 Years

**Approximate Cost:** 2500 BDT

**Effectiveness:** 99%



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# Norplant Insertion

**What:** A component look like Match insert in Elbow Area  
a small stick containing the hormone progestogen which is inserted under  
the skin in the arm. Another name Contraceptive Implant

**For Female**

**Duration:** 3 Years

**Approximate Cost:** 1500

**Effectiveness:** 99%



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# Vasectomy (NSV)

**What:** Need little surgery carried out under general Anesthetic or sedation which needs 15-20 minutes

**For Male & Female**

**Advantage:** safe, simple and permanent method

**Duration:** Permanent

**Approximate Cost:** 4000 BDT

**Effectiveness:** 99%





# Tubal Ligation

**What:** It needs a little surgery

**For Female**

**Duration:** Permanent

**Approximate Cost:** 4500 BDT

**Effectiveness:** 99%



Another name Female sterilisation

Most popular around the world

Generally safe and recovery time is relatively short

**Effectiveness:** 99% effective. Only about 1 in 200 women will still become pregnant after having a sterilisation

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# Ignorable Side-Effects

After adopting any system some side effects may occur.

- § Discomfort
- § Inconvenience
- § Infection
- § Nausea
- § Vomiting
- § Headaches
- § Dizziness
- § Bleeding
- § Fever etc.

**Our consultants and experts are always ready to help you whenever we need**



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# Marie Stopes' Service

MS serve you with maximum care

All services are personalized and secured

Male councilor for males & for females female councilor

Get solution by making phone call

Different phone numbers for Male & Female

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# Contact

## Mailing Address

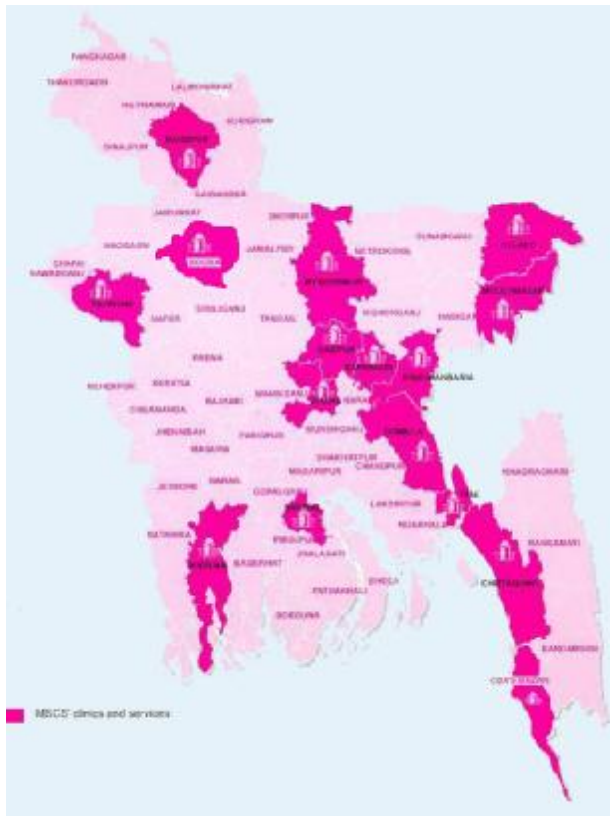
Marie Stopes (MS)  
House # 6/2, Block-F, Lalmatia Housing Estate,  
Dhaka-1207.  
Bangladesh

## Tel

880-2-8114392  
880-2-8114394  
880-2-9121208  
880-2-9129022  
880-2-8116117

## More

[www.mariestopes-bd.org](http://www.mariestopes-bd.org)



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# FP Facilities by Others

Charges are free in our clinics

In govt. MCH, district hospitals, Upazila Health Complexes (UHCs), Union health and family welfare centers it's free

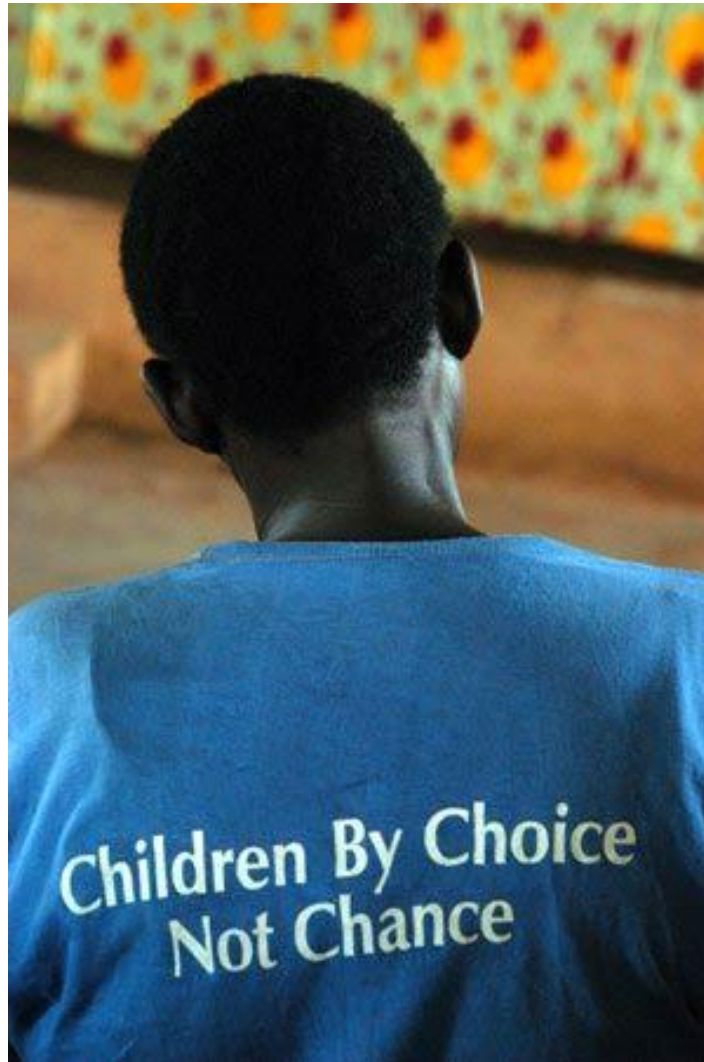
Some NGOs are also providing the short methods free

Various brands of all methods are also found in private clinics, hospitals, chambers and pharmacies by paying a reasonable price



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