



Helping you live better

SOCIAL MARKETING COMPANY



A vibrant new board to govern SMC

SMC has elected its new board of directors and company members, who will jointly oversee the activities of the company for the next two years. The newly elected directors and members have vast experiences in the public and private sector.

SMC Board of Directors

Mr. Muhammed Ali, Chairman of SMC Board of Directors
Former Secretary, GoB, Former Chairman of Sonali Bank and Janata Bank.

Mr. Jalaluddin Ahmed, Director
Ex-President, Board of Trustees, East West University, Former Secretary, GoB, Former ILO and UNFPA Advisor.

Ms. Niloufer Manzur, Director
Founder and Principal, Sunbeams School.

Ms. Rokeya Quader, Director
Chairperson, Desh Garments Ltd.

Ms. S. R. Ghuznavi, Director
Founder-Member of the National Crafts Council of Bangladesh and Deputy Chairperson, Aranya Crafts Ltd.

Mr. Md. Siddique Ullah, Director
Engineering Advisor, Bangladesh Medical Studies and Research Institute (BMSRI), Co-Chairman, EC, BMSRI.

Mr. Siddiqur Rahman Choudhury, Director
Former Finance Secretary, GoB.

Mr. A K M Shamsuddin, Director
Former Head of Pharmaceuticals Division, CIBA-GEIGY (now Novartis); Former Managing Director, SMC; Chairman & CEO, E-Zone Ltd. (A management consulting group).

Ms. Rupali Chowdhury, Director
Managing Director, Berger Paints Bangladesh Ltd.

SMC Company Members

Ms. Laila Rahman Kabir, Member
Managing Director, Kedarpur Tea Company Ltd.

Dr. Jahir Uddin Ahmed, Member
Former Director General FPAB (IPPF), Former Director, Directorate General of Family Planning (MOH&FW), Presently Adjunct Professor of MPH course at AIUB.

Mr. Dhiraj Kumar Nath, Member
Staff Consultant, Urban Health, Bangladesh Resident Mission, Asian Development Bank, Dhaka. Former Secretary, Ministry of Local Govt. Rural Development and Cooperative (Rural Development and Cooperative Division).

Mr. Aftab ul Islam, FCA, Member
Chairman, IOE (Bangladesh) Limited

Dr. Masud Khan, Member
An international corporate attorney, M & A Lawyer at the Legal Circle; Director, Amadeyr Cloud Limited.



The Dhaka Sugar Company Works, popularly known as the Mill Barracks and the manager's residence.



The Bara Katra near Chowkbazar. It was built in 1644 as a palatial residence for Shah Shuja, Viceroy of Bengal.



2014 Calendar captures the beauty of old Dhaka city



View of the southwestern bastion and gateway of the Lalbagh Fort built in 1678 by Prince Azam, Viceroy of Bengal.



Babu Bazar showing the house and mosque of Mirza Ghulam Pir, a notable citizen of nineteenth century Dhaka, and Reverend Leonard's residence.



The Chota Katra. It was built in 1671 on the bank of the river Buriganga by Nawab Shaesta Khan.



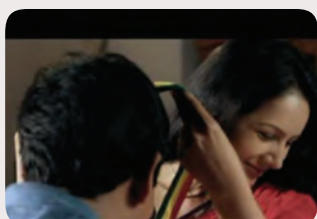
The Kutchery building of the Dhaka Sadar Adalat Court seen beside a clump of trees on the right. On the left is the residence of Reverend A. M. Shepherd of the St. Thomas Church.

Dhaka grew as a metropolitan in 1608 under Mughal rule and was a commercially important city of that time. All the glorious architectures of the city were built around the River Buriganga. The forts, mosques, tombs, court and club buildings are the most splendid architectures that still bear the beauty of Mughal Dhaka and the Company era.

Today's city life revolves around modern skyscrapers leaving the magnificent history of old Dhaka in oblivion. In 1840, an unidentified western artist captured the beauty of these architectures in his/her canvas in water color. Those were later lithographed. SMC passionately took an initiative to carry the paintings in its yearly calendar 2014. SMC believes, the paintings of those superb structures will take the viewers down the memory lane of the golden Dhaka city.

SMC's media campaigns— creative attempts to change behavior

SMC utilizes commercial marketing techniques to popularize and sell quality products at affordable prices that offer clear benefits to women, children and families. In line with this objective, SMC has aired a number of television commercials (TVC) during October to December 2013 to promote various SMC products and bring desired behavior change among the target group.



A new TVC to support Panther condom sales was aired on popular satellite TV channels during the quarter.

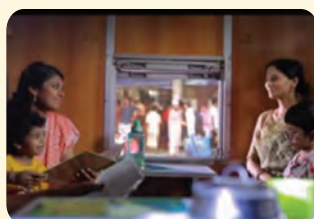
The commercial subtly implies the message that “Real Men uses Panther Condom.”

A total of 1537 spots were aired during the period.



Joya TVC aims to change behavior among young and middle-aged women from the traditional use of cloth to a more hygienic use of sanitary napkins during their menstrual cycles.

The commercial with a catchy payoff line “We will not stay behind” was extensively aired on major satellite channels and BTB during the period.



SMC MoniMix is a micronutrient powder that helps to prevent and correct malnutrition among children under five due to Iron Deficiency Anemia (IDA).

During the quarter SMC aired over 150 TV spots of the new MoniMix commercial with the theme “let your child grow in strength and in intellect.”



To create awareness of Emergency Contraceptive Pills as an effective post-coital method for preventing an unwanted pregnancy and promote the Norix brand, SMC developed and extensively aired a TVC on BTB and popular satellite channels.

The commercial with the tagline “When you are not ready” targets young, aspiring married couples who may have had an accidental act of unprotected intercourse but are not ready for a pregnancy.



A creative dangler on Joya



Billboards at Chittagong New Market and Chittagong Railway Station



The story of Bina Halder – a successful community sales agent

Bina Halder, 45 years old, lives in a village of Gournadi Upazila, Batajor Union under Barisal district with her only son after her husband passed away a few years ago. Recently, she married off her daughter. Bina Halder was working under 'Pusti' program but she became unemployed with the end of the program which put her family in a financial crisis. Although her son was working as a salesman, his earning was not sufficient to make ends meet.

When the SMC 'Notun Din' implementing partner CWFD organized an advocacy meeting at Batajor Union and was looking for some volunteers to join as Community Sales Agents, Bina expressed her strong interest. Being a Community Sales Agent would allow her to earn money through sales of products supplied by SMC to women in her catchment area and also provide much needed information on family planning and maternal child health. She would also be able to work flexible hours. Subsequently, Bina attended an orientation program as a Notun Din sales agent by the implementing partner CWFD in the month of July 2013 and since then has been working as a Community Agent covering the villages of Horhor, Chandrahar, Batajor and Singra of Batajor Union. She has enriched her knowledge and motivational skills through regular communication with the local 'Notun Din' CWFD staff.

Since becoming a community sales agent, Bina has purchased health products worth of Tk. 21,289.00 from SMC, which has earned her a net profit of Tk. 4,035.00 or 19% return on her investment. As she gradually covers more and more of her catchment area, sales are increasing and so are her profits. With increasing income, she is eager to restart and complete her paramedical education.

Bina regularly attends the community mobilization meetings organized by the community mobilizers, and the Adolescents School Health sessions, where she talks about the benefits of the products that she sells. She follows up with the participants of these meetings through home visits and group sessions and keeps a record of her sales properly. In this way, she has been able to build a good rapport with the community people and influence their behavior positively.

A concept developed largely by SMC, it is committed to sustain the supply of commodities to these agents far beyond the life of the MIH project and help these women become role models for many others in the community, who have potential but lack the motivation and opportunities to live a better life.

Message from Bina

I know that the village women are unwilling to go to the pharmacy and ask for reproductive health products like pills and condoms because of the cultural sensitivity associated with these. So I consider my role as an alternative way to reach out to these women, who consciously or subconsciously need them. I feel proud to be involved in this role. Moreover, by engaging myself in this social business, I now have a source of income to help my family manage daily expenses and reduce poverty.

Barriers to use of long acting reversible methods and emergency contraceptives-

Key findings from SMC study

A study was conducted in 2013 by SMC among 400 married women of reproductive ages (MWRAs), 200 eligible men and 100 providers from four low-performing districts of Bangladesh – Barisal, Chittagong, Narsingdi and Sylhet to assess awareness and perception regarding long acting contraceptives - IUD and Implant as well as emergency contraceptive pills. Our research team shares the following key findings with Voice readers:

- Awareness of IUD and Implant is relatively low among married women of reproductive age (MWRA) at only 65 percent and 73 percent respectively. Awareness among health providers is much poorer at 16 percent for IUD and 25 percent for Implants.
- Of those MWRA who are aware of IUD, 45 percent do not know the advantages or disadvantages of the method and 88 percent are not interested in using the method, mostly for fear of side effects, objections from family and religious reasons.
- Of those MWRA who are aware of Implants, 84 percent are not interested in using the method mainly due to fear of side effects, religious reasons and lack of knowledge.
- Awareness of Emergency Contraceptive Pill (ECP) which can prevent unwanted pregnancies after unsafe intercourses is extremely low at two percent among MWRA. However awareness of the same is higher among married men at nine percent and much higher among health providers at 53 percent.
- Among women who are aware of IUD, major fear includes loss of fertility after removal and movement of IUD inside the body affecting other organs. With regard to Implants, 16% women think that it can cause cancer.
- Of men who are aware of ECP, 74 percent perceive that it can be used for abortion. A significant number of providers also think that ECP can be used for abortion and injectables can cause infertility.



SMC Managing Director, Mr. Ashfaq Rahman attended the Global Health Conference on Social Marketing & Franchising in Kochi, India, organized by the Hindustan Latex Family Planning Promotion Trust (HLFPPT) in collaboration with several international donors and development partners. This was the first of its kind global event that focused on social marketing and social franchising to achieve universal coverage of primary health.

Mr. Rahman made a presentation at the conference titled “A business model for sustainability” which highlighted SMC’s success story and the key strategies behind its journey from a small project in 1974 to a self-sustaining social marketing entity. SMC is now being considered as a highly successful model and one that other emerging programs in social marketing should emulate. Delegates from health ministry of India, multilateral and bilateral donor agencies and corporate houses participated in the event.

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