



Helping you live better

SOCIAL MARKETING COMPANY



SMC welcomes new board members and directors



SMC has recently expanded its company membership and elected a new board of directors consisting of incumbent board members and three newly appointed company members. Currently there are 14 company members of whom 9 have been confirmed as board directors. SMC members and directors include well-known personalities from the civil society, business and non-government organizations.

On February 6, 2014, SMC arranged a reception at the Lakeshore Hotel in Dhaka for the newly elected directors and members, which was attended by key stakeholders, NGOs and business partners, and government officials including the Secretary, Ministry of Health and Family Welfare, GOB.

Company Conference held to celebrate FY 2013 performance

The FY 2013 Company Conference of the Social Marketing Company was organized on March 6, 2014 at the Hotel Sonargaon in Dhaka. Mr. Muhammed Ali, Chairman of SMC Board of Directors, graced the occasion as the Chief Guest.



The conference highlighted the sales performance of FY 2013 and recognized the best-performing sales team for their commendable contribution. Head of Sales Mr. Sayedur Rahman presented FY 2013 national performance. During FY 2013, SMC distributed 37.30 million cycles of Oral Pills, 142.0 million condoms and 1.38 million vials of Injectables protecting over 4.02 million couples from having unplanned pregnancies. In addition, SMC sold over 392 million sachets of ORSaline, 9.0 million MoniMix, 650,000 SMC Zinc and over 144,500 packets of Safe Delivery Kits. SMC revenue grew impressively by 15.2% over the previous year. The Grand Gold Award was given to the Comilla Area office for best performance during the year followed by the Sylhet Area office, which became the Runner-up. SMC Chairman, Managing Director, Deputy Managing Director and Divisional Heads also spoke and congratulated the best performers.

Ms. Melissa E. Jones, Director, Population, Health, Nutrition and Education, USAID, who attended the event as a Special Guest, praised SMC for its enormous contribution to the national Health and Family Planning Program and its success in ensuring financial sustainability. The discussion session was followed by a cultural show, which was enjoyed thoroughly by the participants.

Annual Company Picnic held

The annual company picnic was held on March 7, 2014 at the Savar Military Farm, Dhaka. More than 500 employees from all Area offices, Factory, Warehouse and SMC Head Office participated in it.



The picnic offered plenty of fun activities like ball throwing, a mini cricket match and an exciting raffle at the end of the day. A delicious buffet lunch was enjoyed by all. The mini cricket match, held between the Green Fighters captained by the Managing Director Mr. Ashfaq Rahman and the Blue Challengers captained by the Deputy Managing Director Mr. Md. Ali Reza Khan, created lots of excitement. It was a rejuvenating experience for the participating members. Attractive prizes were distributed among the winners of games and raffle.



U&Me TV Campaign

SMC has recently changed the packaging of its premium condom brand U&Me. The new packaging is colorful and captivating, and has certainly enhanced the quality image. On January 26, 2014, SMC Managing Director and the Deputy Managing Director unveiled the new packaging of the premium condom brand in presence of other SMC officials at the Head Office in Banani, Dhaka. SMC officials celebrated the moment by cutting a special cake shaped as "U&Me".



New U&Me Packaging

The new packaging hit the market supported by a new TV commercial with the payoff line "Spice up your marriage". The commercial ran on major satellite channels.

**U&Me
comes
in a more
radiant look**

In observance of Women's Day

To commemorate the International Women's Day on March 08, 2014, SMC installed 35 billboards nationwide and placed 4 insertions in major national dailies on Joya Sanitary napkins. SMC is a strong proponent of gender equality and women's advancement. It believes that women are now getting more freedom of choice and opportunities to grow. Their future will be shaped by how they behave and what choices they make today, when there are options. On the Women's Day campaign, SMC offers a choice to be made by forward-looking women from limited income group and tells how their choice will set the stepping stones for them towards advancement. SMC also aired 120 TV spots on BTV and 1,493 spots on four major satellite channels.



Joya Press Ad Layout

TB in 2050: Challenge to humanity - SMC attends TB conference

SMC participated in the second conference of International Union Against Tuberculosis and Lung Disease in South East Asia Region (SEAR 2014), which was organized by National Anti-Tuberculosis Association of Bangladesh (NATAB) during 9 to 12 March, 2014 in Dhaka. The theme of the conference was "TB in 2050: Challenge to humanity".

The Union Against Tuberculosis and Lung Disease was formed with a belief at its core that exchanging knowledge is essential to creating solutions for the public health challenges that we face. The conference provided an excellent opportunity for all, who participated from various countries of South East Asia, to share scientific, educational, informational and training advancements and achievements that have taken place in addressing public health issues.



Mr. Toslim Uddin Khan, GM, Program at SMC chaired a session titled "Community Involvement" along with Mr. Mozaffar Hossain Paltu, Chairperson, The Union, South East Asia Region. Speakers from India and from Bangladesh shared their activities and experiences in respective countries. Dr. AZM Zahidur Rahman, Head of BCC, SMC made a presentation on "SMC TB Program: Making the bridge", which highlighted the innovations that SMC introduced in implementing relevant community-based activities. One such innovative approach of SMC in addressing hard-to-reach population with "Floating IEC Center" generated huge interest among the audience.

Additionally, on March 24, 2014 SMC-Modhumita and Natun Din program observed World TB Day across Bangladesh in close collaboration with the government and NGO partners.

Fear of side effects - a major barrier to use of LARC - say providers



SMC recently held two experience sharing meetings in Dhaka and Chittagong with providers, who have received training and are offering Long Acting Reversible Contraceptive (LARC) methods under the USAID funded Marketing Innovation for Health (MIH) program. Under MIH, SMC has built a network of graduate doctors to address the current situation of low acceptance of Long Acting Reversible Contraceptives and expand use.

The purpose of these meetings were to bring LARC providers together, allow them to share their success stories, the challenges that they face and the strategies that may be followed in reducing misconceptions and overcoming clients' unwillingness to accept these methods. Doctors, mostly female OB GYN, under the network from Dhaka West and Chittagong District enthusiastically participated in the discussion sessions. They mentioned that their clients were gradually getting interested in these methods but added that fear of side effects remained a major barrier to use. They strongly advocated the use of mass media to promote the generic benefits of the methods and create a positive image for the brands. Dr. Farhana Dewan, Head, OB GYN, Shahid Suhrawardy Medical College took a lead role throughout the discussions.

SMC recently signed an agreement with Global Alliance for Improved Nutrition (GAIN) to develop a comprehensive Behavior Change Communication (BCC) strategy along with a set of IEC materials to create demand for home fortification solutions in Bangladesh and improve feeding practices of under-5 children. Funded by the Children Investment Fund Foundation (CIFF), SMC's work under this project is expected to continue for at least three years.

The objective of this project is to reduce micronutrient deficiencies among under-5 children with a comprehensive IYCN approach including home fortification with Micronutrient Powders (MNPs).

SMC signs agreement with GAIN





Online training to improve English language skills completed

Continuous improvement of employee skills to help them keep pace with the global advancement is one of SMC's major HR

objectives. In this regard the management recently took an initiative to improve English Language skills of its employees. This initiative led to the arrangement of an online course "English for Executives" offered by Canadian Institute of Global Learning (CIGL).

CIGL is an educational institution that provides certified online education worldwide and is based in Toronto, Canada. CIGL offers the most practical, challenging and globally valued certification and training programs for learners of different categories. The resource persons of CIGL are comprised of academicians, corporate heads and university faculties.

As E-learning is becoming ever so popular for the convenience it offers in allowing participants attend courses from anywhere in the world, CIGL aims to bring that opportunity of global learning to the footsteps of aspiring individuals and offer professional certificate and diploma programs of international standard. Eighty eight employees from SMC participated in the course that started in September 2013 and ended in February 2014.

SMC purchases land in Dhaka to build a new office building



As the business of SMC grows, the need to build and expand its infrastructure has become obvious to SMC management. In this regard SMC recently purchased a land at Darussalam in Mirpur, Dhaka to build a new office building that will accommodate the sales offices of Dhaka East and West, SMC's transport office, and a mini warehouse to store commodities. This will save the company from the ever-increasing rental cost that it is currently incurring for the aforesaid office rentals and will also generate additional income through leasing of space to other businesses. The land belonged to the Bangladesh Diabetic Association and is situated at a prime location.

As a move towards greater institutionalization, SMC is also in a process of building Regional Offices in other strategic locations of Bangladesh. Such initiatives through greater decentralization will help manage growing field operations in Sales and Programs in a cost-effective way and allow improved supervision and monitoring.

Recharge
your
mind:



Once a man ran to the Doctor,
'My wife accidentally drank some petrol. Now she is running in the house. What should I do?'
Doctor smiled, 'Lock all the doors and windows in the house. She will stop when the petrol is over.'