

## SMC & SMC EL showcased sales performance in the Annual Sales Conference for FY 2017



Social Marketing Company (SMC) and SMC Enterprise Ltd (SMC EL), the for-profit subsidiary of SMC, held its Annual Sales Conference for the Financial Year 2017 at Hotel Sonargaon, Dhaka on December 3, 2017. The conference showcased the sales performance of FY 2017 and distributed awards to outstanding performers.

Mr. Waliul Islam, Director of SMC Board graced the occasion as the Chief Guest. Other Board Directors of SMC and SMC EL and members of the company attended the conference. Ms. Caroll Vasquez, Director, Office of Population, Health, Nutrition and Education, USAID/Bangladesh; Mr. Md. Ali Reza Khan, MD & CEO, SMC and Mr. Abdul Haque, MD, SMC EL spoke on the occasion. The Dhaka West Area Office received the Grand Gold Award as the topper while the Dhaka East Area Office received the Grand Silver

Award. Mr. Sayedur Rahman, GM, Sales & Field Promotion presented the highlights of the sales performance of FY 2017. During the year, revenue increased to Tk. 4,710 million (471 crore) or by 12% over the previous year. Among family planning products, the company sold 42.18 million cycles of oral contraceptive pills, 95.60 million condoms and around 1.89 million injectables, that translates into protection for over 4.10 million couples from an unplanned pregnancy over a year. Among other Enterprise products, sales of SMC ORS brand ORSaline-N continued to grow impressively having surpassed 697.35 million sachets during the year and so did Joya sanitary napkins whose sales reached 5.01 million packs. Products sold by SMC EL for the Program division also performed well with sales of 14.03 million sachets of micronutrient powder MoniMix, 243,284 blister packs of Zinc tablets and 55,684 units of Safe Delivery Kits.

## SMC and DNCC inaugurates passenger shed with toilet facility in Farm Gate

A much needed passenger shed with toilet and drinking water facility constructed by SMC with the support of Dhaka North City Corporation (DNCC) was inaugurated at its site in Farm Gate on December 4, 2017. The facility was funded and built by SMC under an agreement signed with the late honorable mayor of DNCC, Mr. Annisul Huq as part of his plan to improve the quality of life of the city dwellers, a vision shared by SMC. This will go a long way in helping ease the sufferings of bus passengers in the area, especially women due to want of a clean latrine facility. Mr. Md. Osman Gani, Panel Mayor, DNCC and Mr. Muhammed Ali, Director, SMC EL and former Chairman, SMC jointly inaugurated the facility. Among others, Mr. Md. Ali Reza Khan, MD & CEO of SMC, high officials of both SMC and DNCC and local ward commissioners were also present at the inaugural ceremony.



## SMC participates in the 26<sup>th</sup> Scientific Conference of OGSB



SMC attended the 44th AGM and 26th International Scientific Conference of the Obstetrical and Gynecological Society of Bangladesh (OGSB), held during December 8 and 9, 2017 at Sreemangal, Moulvibazar. About 700 participants including many from outside the country took part, presented papers and shared their experiences. Honorable Finance Minister, Government of Bangladesh, Mr. Abul Maal Abdul Muhith inaugurated the event.

SMC participated in the event by setting up a booth displaying its branded IUDs, Implant and

injectable contraceptives along with various promotional materials like brochures, detailing cards, posters, etc. SMC also organized hands-on quick practice session on Post Partum IUD, Implant and Sayana Press injectables on dummy models with the assistance of EngenderHealth, Bangladesh.

Mr. Toslim Uddin Khan, General Manager, Program, made a presentation on SMC's program to promote long acting reversible contraceptives (LARC). He also informed that the program from now on will be marketed under an umbrella network that will be branded as Pink Star. Thirty seven doctors signed up in the session to join the Pink Star network of LARC providers.

## Notun Din helps CSA to be an entrepreneur: A case study

Mrs. Kamrunnihar resides in Uttarbagg village, 12 km from Adampur union under Kamolganj Upazila in Moulvibazar district. With one daughter and one son and her husband running a small grocery shop, she saw little possibility of a better life for her family. Due to sociocultural barriers, she was unable to earn money and thus unable to financially support her family.

In 2013, her friend informed her about SMC's Notun Din Community Sales Agent (CSA) activities under its Community Mobilization Program which was providing opportunities to married women like her to earn money by selling SMC products through household visits as well as from their homes. Being an aspired woman, she determined to do something that would help improve the financial condition of her family. She along with her friend attended a meeting at a nearby NGO which was partnering with SMC to implement the program in her area. Excited about the opportunity, she decided to join as a CSA and purchased commodities worth Tk. 1,200 which she invested as an initial working capital and earned a profit of Tk. 250 after selling our products. She then reinvested her profit along with the principal so that she could purchase more products and increase her sales volume and profit.

The first three months of being a CSA was difficult and challenging as she had to talk about sensitive topics like family planning, contraceptives, menstrual hygiene, etc. However, she soon overcame her shyness and gained confidence by helping women in her community, sharing their problems and offers them badly needed solutions and counseling. Her determination and belief in

empowering women with knowledge and increasing access to commodities within the privacy of their homes was helping to build trust in the community. While doing this, she was also beginning to see a gradual increase in her income. She covers 1,293 MWRAs (Married Woman of Reproductive Age) in the community. Her monthly average sales proceeds have increased to Tk. 6,195. Being a CSA thus provided her with an opportunity to contribute improving the lives of women, children and facilities in line with SMC's Mission and at the same time gave her the opportunity to improve her life. All through this period, she received extensive support from SMC and its partner NGO through training, uninterrupted supply of commodities and promotional support to help her create demand and improve counseling skills. She now wants to learn new skills

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## ORSaline-N, Taste Me & Sensation – LED perimeter branding in BPL 2017



Considering the huge popularity and viewership of the Bangladesh Premier League (BPL) 2017, SMC EL's marketing team has recently sponsored BPL's ground advertisement with LED perimeter board in field for the entire tournament with ORSaline-N, Taste Me and Sensation. BPL is the country's most popular sports league

with an average audience of 22,000 in field per match. This year's tournament, held from November 2 to December 10, 2017 was a huge success with stadiums crowded in all 46 matches. This was a good opportunity to create brand awareness for all three brands. Branded placards were also distributed amongst the audience.

## SMC EL launches premium condom brand 'Amore'



SMC EL has successfully launched a premium condom brand named 'Amore' in October, 2017. These variants (Gold and Black) are being introduced for the first time in Bangladesh market.

Both Amore "Black" and "Gold" condoms come in 2 pack sizes – pack of 3's and pack of 12's. Amore has already been highly accepted and appreciated by the traders and customers.

## Bogra area office organizes a Health Awareness Workshop for adolescent girls

The Bogra area office in collaboration with the Joypurhat district administration organized a workshop in November, 2017 to sensitize adolescent girl students at Khanjanpur, Joypurhat on good health practices. The workshop was an excellent platform to promote use of sanitary napkins in general and SMC's Joya in particular as an essential part of menstrual hygiene. Ms. Esrat Farzana, Additional Deputy Commissioner (Revenue), Joypurhat, spoke on the occasion as the Chief Guest. Among others, Mr. Md. Mostafijur Rahman, Mayor of Joypurhat Municipality, Mr. Quazi Md. Jafrullah, Regional Manager, North Division; Mr. Abul Hayat Md. Kamal, Sales Manager, Bogra and Mr. Md. Rafiqul Islam, Sales Officer, Joypurhat, represented SMC EL at the program.



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