

Annual General Meeting of SMC and SMC Enterprise Limited held



Social Marketing Company (SMC) held its 30th Annual General Meeting (AGM) on March 30, 2019 at the Company Head Office in Dhaka. The AGM received, adopted and ratified the Directors' Report and the Auditor's Report for the Financial Year 2017-2018 and appointed auditors for the Financial Year 2018-2019. Mr. Siddiqur Rahman Choudhury, Chairman of the Board of Directors of SMC, presided over the meeting. Board Directors, Company Members and Managing Director & CEO of SMC, Mr. Md. Ali Reza Khan along with senior officials of the Company were present in the meeting.



On the same day, SMC Enterprise Limited held its 4th Annual General Meeting (AGM) at the Company Head Office in Dhaka. The AGM received, adopted and ratified the Directors' Report and the Auditor's Report for the Financial Year 2017-2018 and appointed auditors for the Financial Year 2018-2019. Mr. Siddiqur Rahman Choudhury, Chairman of the Board of Directors of SMC Enterprise Limited, presided over the meeting. Company Shareholders, Board Directors and Managing Director of SMC Enterprise Ltd, Mr. Abdul Haque along with senior officials of the Company were present in the meeting.

SMC Gold Star Program into new horizons

SMC signed an MoU with Plan International Bangladesh recently as part of its collaboration with leading NGOs and INGOs having community-level women volunteers in order to transform them into entrepreneurs. Ms. Orla Alicia Murphy, Country Director, Plan International Bangladesh and Mr. Md.

Ali Reza Khan, Managing Director & CEO, SMC signed the MoU at the SMC head office in Dhaka on March 13, 2019. The MoU aims to create a platform for potential women to grow as entrepreneurs in their community. Under this MoU, the initiative known as the Gold Star Providers Program (GSP) will be implemented by both SMC and Plan initially in six upazilas under Rangpur district. The GSPs will disseminate health messages for behavioral change, refer potential clients for Long Acting and Reversible Contraceptives (LARC) to the nearest service delivery facilities and sell

SMC public health products at the household level. This MoU will remain valid until December 31, 2020. Among others, Mr. Toslim Uddin Khan, Chief of Program Operations, SMC and other officials of both organizations were present at the occasion.



SMC holds Annual Sales Conference for FY-2018



Social Marketing Company (SMC) and SMC Enterprise Ltd (SMC EL) held the Annual Sales Conference for the Fiscal Year 2017-18 at a local hotel in Dhaka on January 30, 2019. The conference showcased the sales performance of FY 2017-18 and recognized the sales and other teams for their commendable contribution. SMC today is a successful social enterprise and is recognized globally. It is now a major contributor to the Bangladesh national family planning program, providing contraceptives to more than one-third of all users. Through consistent quality, creative marketing and extensive distribution, SMC has established a leading position in ORS, pills, condoms, sanitary napkins and other product categories. SMC is saving lives of millions of children and adults making its brand ORSaline-N available and accessible across the country. Chairman of the Board of Directors of SMC and SMC EL Mr. Siddiqur Rahman Choudhury graced the occasion as the Chief Guest. Speaking on the occasion, he mentioned that social wellbeing is our prime objective and he called upon all employees of the Company to work accordingly. Managing Director & CEO of SMC, Mr.

Md. Ali Reza Khan and Managing Director of SMC EL, Mr. Abdul Haque were also present at the conference and delivered their speeches. General Manager, Sales & Field Promotion, SMC EL, Mr. Sayedur Rahman presented 12-month sales performance of FY 2017-18. During the year, the company distributed 45.5 million cycles of oral contraceptive pills, 110.57 million condoms and 2.29 million vials of injectables, protecting over 4.55 million couples in the country from having unplanned pregnancies. In addition, the company sold 800.33 million sachets of ORSaline-N, 18.02 million sachets of MoniMix micronutrient powder, 288,270 Zinc blister packs, 6.99 million packs of Joya sanitary napkins and around 53,405 Safe Delivery Kits. In comparison to the 12-month performance in FY 2016-17, the company's revenue grew impressively by around 22.23% from Tk. 4,710 million to Tk. 5,717 million in FY 2017-18, Mr. Rahman highlighted. Among others, board directors and members of SMC and SMC EL, representatives from USAID and officials of SMC and SMC EL were present at the occasion. The conference was followed by a cultural program and dinner.

USAID official impressed with ORS manufacturing operations



Ms. Ariella Camera, Deputy Director, Office of Population, Health, Nutrition and Education (OPHNE), USAID/Bangladesh, visited SMC's manufacturing operations on February 23, 2019 at Bhaluka, Mymensingh. While visiting the factory, she was impressed by observing the manufacturing process and quality evaluation system which follows the guideline of WHO and UNICEF. Mr. Md. Mujibul Haque Khan, General Manager, Bhaluka Factory and senior officials of the Company accompanied her during the visit.

SMC spotted in International Conference

SMC actively participated in the 27th International Scientific Conference of OGSB held during February 1 – 2, 2019 at the Bangabandhu International Convention Centre, Dhaka. More than 1,000 OBGYN including international participants from different countries took part in the conference. Head of Training and Service Delivery, Dr. Salah Uddin Ahmed presented a session on "Expanding use of LARC through private sector to promote long acting reversible contraceptive services (LARC) from their private facilities" in the conference. SMC also opened a booth as an information hub of private sector LARC program in Bangladesh. It may be noted that 90% of the private sector LARC Pink Star providers are OBGYN.



Barishal Division BSPs honored for their outstanding performance



A daylong Regional Meeting of Blue Star Providers was held in Barishal on February 13, 2019. Mr. Siddiqur Rahman Choudhury, Honorable Chairman of the Board of Directors of Social Marketing Company, attended the program as the Chief Guest. A total of 352 providers from Barishal, Bhola, Barguna and Patuakhali districts attended the meeting. Ten Blue Star Providers from these districts were awarded with crests as Best Performers for their outstanding performance. The SMC Chairman thanked all participants for attending the meeting and showed keen interest to provide financial support to the families of expired Blue Star Providers. Speaking on the occasion, Mr. Md. Ali Reza Khan, Managing Director & CEO of SMC said, “SMC is



working for the improvement of health status of women, children and families of our country.” Dr. Md. Monowar Hossain, Civil Surgeon of Barishal also spoke on the occasion where he acclaimed the role and contribution of BSPs in the society. Mr. Toslim Uddin Khan, Chief of Program Operations of SMC facilitated an interactive session where all participants were actively involved. Mr. Sayedur Rahman, General Manager, Sales & Field Promotion of SMC EL recognized the significant contribution of Blue Star Providers in injectable contraceptives in Bangladesh. Among others, senior officials from the SMC head office and Barishal Area Office were also present at the occasion.

Two new molecules launched



With the philosophy “Profit must primarily contribute to social betterment,” the Pharmaceutical Division of SMC Enterprise Ltd currently promotes 26 products in the market. The product line includes antibiotic, anti-ulcerant, NSAIDs, anti-histamine, anti-asthmatic, anti-spasmodic and mineral supplement. These drugs belong to both the OTC category as well as the selective therapeutic class. In February 2019, it launched two new molecules – Etoricoxib and Cephadrine in the brand names ‘Ezepain’ and ‘Ceframax’ respectively.

Hygiene management promoted in RDA



The Bogura Area Office of SMC EL in collaboration with RDA Laboratory School & College, Sherpur, Bogura, organized a sensitization workshop among the female students at the Rural Development Academy (RDA) auditorium on February 17, 2019. The workshop was designed to create awareness on personal health and hygiene for adolescent girls. This platform promoted the use of sanitary napkins in general and SMC’s Joya sanitary napkin in particular as an essential product for menstrual management. A total of 673 students attended the workshop where Joya sanitary napkins were distributed among them. Dr. Nusrat Jahan Moushumi, Medical Officer, Surjer Hashi Network, Bogura, shared her views on hygiene practices with the audience as the guest speaker. Mr. Md. Aminul Islam, Director General (Additional Secretary), RDA spoke on the occasion as the Chief Guest while Mr. Sk. Md. Abdul Mannan, Principal, RDA Laboratory School & College was the Special Guest. Speaking on the occasion, the Director General thanked SMC for taking such a fruitful initiative. Mr. Rana Kaiser Ahmed, Additional General Manager, HR; Mr. Quazi Md. Jafrullah, Head of Region, North Division and Mr. Abul Hayat Md. Kamal, Sales Manager, Bogura of SMC EL handed over a shelf titled “Joya Corner” on behalf of SMC to the DG, RDA with a view to create permanent awareness and thereby increasing the number of users.

'Joya Alokito Nari' honors inspiring women



To commemorate the International Women's Day - 2019, SMC Enterprise Limited became the title sponsor of the RTV program "Joya Alokito Nari" for the fourth consecutive year, held on March 8, 2019 at a local hotel in Dhaka. Advocate S. M. Rezaul Karim, M.P., Honorable Minister, Ministry of Housing and Public Works, Government of Bangladesh, attended the program as the chief guest. Managing Director & CEO of SMC Mr. Md. Ali Reza Khan and Managing Director of SMC EL Mr. Abdul Haque attended along with high officials from SMC, diplomats, celebrities and other dignitaries. Joya is a popular sanitary napkin brand which plays a significant role in the field of health and hygiene at an

affordable price, inspiring women to move forward in life. Eight women from different fields were awarded in this program for their remarkable contributions in creating platform for the independence of today's modern women. The awardees included: Dr. Firdausi Qadri (Scientific Research), Rubana Huq (Woman Entrepreneur), Johiron Bewa (Social Services), Noyon Selina (Self Reliant), Sharmin Ratna (Sports), Shabnam (Actress), Jayati Chakraborty (Singer) and Maleka Khan (Contribution in Liberation War). By showcasing these achievements, Joya and SMC EL are proud to inspire all women in Bangladesh and ensure that no woman stays behind.

Effective training is more than just a business



As a part of its continuous employee development initiatives, the HR Department of SMC Enterprise Limited recently organized a number of training programs for all levels of employees of SMC and SMC EL. In view of this, under the Management Acceleration Program (MAP), an advanced level training titled 'Crafting Innovative Business Strategy' was held in January 2019 at the SMC head office in Dhaka. A total of 25 members of the senior management teams of both

SMC and SMC EL took part in the four-day long program where various topics were discussed such as strategy, forces that shape strategy, unique value proposition, business, customer & industry positioning, innovation and strategy execution methods. Mr. Md. Ali Reza Khan, Managing Director & CEO, SMC and Mr. Abdul Haque, Managing Director, SMC EL distributed certificates among the participants at the concluding day of the training session.

SMC observes International Women's Day – 2019



The International Women's Day – 2019 was observed throughout the world on March 8, 2019 with the campaign theme #BalanceforBetter. Like previous years, SMC celebrated the occasion in a befitting manner at its Head Office in Dhaka. All employees at the Head Office, specially the female employees from both SMC and SMC EL participated in the colorful program. In the event, the enormous contribution of our women in the society, at home, at work and more importantly, the instrumental role to build a better human being, their achievement in different fields was highlighted and respectfully acknowledged. Honorable Chairman

of the Board of Directors, Managing Director & CEO of SMC and MD of SMC EL graced the colorful program with their presence.