

## SMC celebrated 50 years of Bangladesh Independence



SMC observed the 'Golden Jubilee of Independence' through a webinar on December 28, 2021 where employees from different parts of the country participated. A total of 765 participants from Head Office, Area Offices, factories, warehouses, and clinics attended the webinar. The event was chaired by Mr. Muhammed Ali, Director of the Company. Amongst others, the occasion was graced with the presence of Board Directors, Mr. Siddiquir Rahman Choudhury, Mr. Muhammed Farhad Hussain, Ms. Rokeya Quader, Mr. Md. Siddique Ullah, Mr. Faruque Ahmed, Mr. Waliul Islam (Chairman, SMC) along with the MD & CEO of SMC, MD of SMC EL, and the senior officials of both the companies. At the outset, one-minute silence was observed by the participants to pay rich tribute to millions of martyrs who sacrificed their lives to liberate our motherland.

During the discussion session, the Board members and senior management staffs reminisced the glimpses of the war of independence, the contribution of our valiant freedom fighters, women who had forsaken their lives and sanctity. The members of the new generations of the SMC family also participated on the occasion and expressed their views regarding the significance of independence along with their hopes and aspirations for the economic prosperity of the country in the coming days. The session was conducted by Mr. Rana Kaiser Ahmed, General Manager, HR & Admin, SMC EL.

## Courtesy visit to the Chairman by CBA leaders

A delegation of the Collective Bargaining Agent (CBA) of SMC Enterprise Limited (SMC EL) met Mr. Waliul Islam, the newly elected Chairman of the Board of Directors of SMC and SMC EL on October 17, 2021 at the SMC Head Office. The delegation, led by Mr. Md. Jamal Uddin Chowdhury, the President of the Sromik O Kormochari Union (শ্রমিক ও কর্মচারী ইউনিয়ন) along with other CBA leaders exchanged greetings and pleasantries with the Chairman and expressed their gratitude for the cordial reception.



Mr. Md. Ali Reza Khan, Managing Director & CEO, SMC; Mr. Abdul Haque, Managing Director, SMC-EL; Mr. Feroze UI Alam, Deputy Managing Director, Operations, SMC EL; Mr. Toslim Uddin Khan, Deputy Managing Director, SMC; were present in the meeting. The Chairman and other senior management staffs expressed their expectation for cordial cooperation from CBA like the previous years to ensure company's continuous development and growth. The CBA leaders assured that they will continue their efforts to increase the growth of the company under the guidance of SMC management and strong leadership of the SMC and SMC EL Board.

## SMC awarded for project management excellence



Project Management Institute (PMI®) is the leading global association for the project management profession. Since its founding in 1969, it has been at the forefront of working with businesses to create project management standards and techniques. The PMI® Bangladesh was established in 2013 and shares the same standards, principles, and ideas of the global entity recognizing and embracing project management to achieve business results. SMC has been awarded as Champion in the category of Project of the year – Social Impact (Medium) at the Project Management Symposium 2021 organized by the PMI. SMC achieved the prestigious award for its "e-sales and Health Service Delivery" which was presented by Mr. Giash Uddin, Additional General Manager, ICT Division.



## Experience Sharing and Performance Review Meeting of Blue Star Providers



A day-long 'Experience Sharing and Performance Review Meeting' with the Blue Star providers was held in Sylhet on December 21, 2021. The major objectives of this meeting were to share the best practices, update SMC's activities, progress and contribution to the national program, lessons learned, recognize good performers, and collate suggestions of BSPs to improve program performance in the future. Mr. Siddiqur Rahman Choudhury, Board Director, SMC and SMC EL attended the meeting as the chief guest. Mr. Faruque Ahmed, Board Director, SMC; Mr. Md. Ali Reza Khan, MD & CEO, SMC; Mr. Abdul Haque, MD, SMC EL; Mr. Toslim Uddin Khan, DMD, SMC along with other senior officials were also present in the meeting. A total of 310 providers from Sylhet and Sunamganj districts attended the meeting. In the meeting, 10 BSPs received awards (crests) in recognition of their immense contribution and efforts to the National Health and Family Planning Program over the last year. Mr. Toslim Uddin Khan facilitated an interactive session with the Blue Star Providers focusing on their experience, best practices, and overall improvement of the Blue Star Program.

Mr. Kutub Uddin, Divisional Director (Joint Secretary) of Family Planning, Sylhet and Dr. Lutfunnahar Jesmin, Deputy Director - Family Planning, Sylhet also attended the meeting. Both officials highly acknowledged the contribution of SMC to the National Family Planning Program in Bangladesh and assured to extend their support for improving the performance of Blue Star providers. It is worth mentioning that around 10 similar programs were organized during this quarter around the country.



## Orientation on Multiple Micronutrient Supplements (MMS) 'FullCare'



To address the nutritional requirements of pregnant women and prevent Low Birth Weight (LBW), SMC launched the Multiple Micronutrient Supplements (MMS) branded as 'FullCare' in July 2021. An orientation program was held on November 20, 2021 at SMC Head Office with the field staffs of SMC and MMS project to discuss the sales performances, field experiences and best practices on FullCare marketing.

Another purpose of this orientation program was to enhance the capacity of field forces with proper knowledge and information relating to MMS.

Mr. Toslim Uddin Khan, Deputy Managing Director, SMC emphasized effective coordination and communication among the field staffs of SMC, MMS Project, and the Sales Team of SMC EL to achieve better results. Mr. Md Ali Reza Khan, MD & CEO, SMC also joined the session and advised them to uphold the brand image always and ensure compliance in all types of activities. Mr. Chandra Nath Mandal, Additional General Manager, Sales, SMC EL joined the orientation program and discussed the ways to strengthen the collaboration among the field force. Mr. Md. Moshir Rahman, Additional General Manager, Program Operations discussed different strategies to improve individual and team performances.



## Rtv SMC MoniMix Award 2021



SMC organized the 'Rtv SMC MoniMix Award 2021' for the fourth consecutive time in partnership with the popular private TV channel Rtv. The award giving ceremony was held at the Pan-Pacific Sonargaon hotel with the overwhelming participation of popular national celebrities, TV artists, educationists, development partners and high dignitaries from the government. This year, three dignified individuals and three institutions have been honored with the 'Rtv SMC MoniMix Award-2021' for their outstanding contribution to the areas of education, health, and rehabilitation of children and adolescents. Mr. Shahin Alam, a blind student of Dhaka University,

received the award in the individual category for providing free basic computer training to the visually impaired students from home and abroad, the young chess player, Mr. Tahsin Tajwar Zia, received the award for being an internationally recognized chess player, and Ms. Priyanka Bhadra, the child journalist and writer received the award for her long-time work on women's and children's rights. In the institution category, 'Bangladesh Science Society' received the award for its significant contribution in developing the knowledge of science and technology among the adolescents, 'Sarerhat Kalyani Shishu Sadan', a social organization for ensuring education and offering three-time meals for homeless children for the last three decades, and monthly children's magazine 'Toitomboor' received the award for shedding light to the psychological state of children's minds making their education joyful and to develop their creative thinking.

Dr. Shirin Sharmin Chaudhury MP, Honorable Speaker of the National Parliament; Mr. M A Mannan MP, Minister, Ministry of Planning; Dr. Md. Abdur Razzak MP, Minister, Ministry of Agriculture; Mr. K M Khalid, State Minister, Ministry of Cultural Affairs; Mr. Marvin Crespín Gomez, Acting OPHNE Director, USAID Bangladesh; Mr. Md. Ali Reza Khan, MD & CEO of SMC; Mr. Toslim Uddin Khan, Deputy Managing Director of SMC; and Mr. Syed Ashique Rahman, CEO, Rtv were present in the ceremony and delivered their valuable speeches about the event. SMC's Baby Diaper brand 'SMILE' was the co-sponsor of the event and the program was telecasted on Rtv and its YouTube channel as well.

## SMC observed 16 Days of Activism against Gender-Based Violence

As a part of the global campaign, SMC observed the '16 Days of Activism against Gender-Based Violence.' The event activities were started to commemorate the 'International Day for the Elimination of Violence against Women (VAW)' at 93 SMC operated community mobilization upazilas from November 25 to December 10, 2021. The campaign was implemented through four implementing partners to raise awareness for the prevention and elimination of violence against women and girls. SMC arranged four orientation sessions on VAW for the implementing partner organizations for implementation of the Activism against Gender-Based Violence program. The partners organized 1,562 courtyard sessions with Married Women of Reproductive Age, 68 sessions with adolescents, and 17 sessions with the Gold Star Members by which they reached a total of 20,075 participants to address the issue. Representatives from the relevant local government officials also attended the campaign and the news of the event was covered by the local media.



## Women entrepreneurship pilot initiative in urban area



SMC has launched the Gold Star Program initiative (women entrepreneurship model) in urban areas on a pilot basis using its own resources. The objective is not only to create women entrepreneurship but also to increase awareness and accessibility of priority public health products in low-income urban and peri-urban neighborhoods. SMC has been implementing the program through 'Shimantik' in three areas (Kamrangirchar, Nandipara and Demra) of Dhaka South City Corporation from March 2021. Based on the positive outcomes of the pilot initiative, SMC has expanded urban Gold Star Program activities in Rayerbag of Jatrabari Thana and Pahartoli Thana of Chattogram City under the USAID-MISHD.

## Capacity of Health & Hygiene Factory enhanced

SMC EL has taken initiative to enhance the production capacity of sanitary napkins and diapers by adding two more production lines to address the increased market demand of SMC's hygiene products. This expansion was planned to complete in two phases. The first phase of construction was started in January 2020 and completed in June 2021. The second phase is already ongoing with the provision for vertical expansion of new three buildings (production, admin and service).



## SMC inspired the winners of ‘Nutri-leaders Hunt 2021’



‘Nutri-leaders Hunt 2021’, jointly organized by the National Nutrition Services (NNS) and Global Alliance for Improved Nutrition (GAIN), is the online-based nutrition leader hunt contest among adolescents in Bangladesh for the first time. The grand finale of this event was broadcast on satellite television ‘Channel i’ on November 15, 2021. This was an initiative of the ‘Bhalo Khabo Bhalo Thakbo (ভালো খাবো ভালো থাকবো)’ platform of GAIN focused to encourage the youth and adolescents of Bangladesh to consume nutritious food regularly. A total of 11,000 adolescents across the country participated in this online-based competition. Twelve Nutri-leaders were selected as the finalists and were awarded.

Dr. Nandalal Sutradhar, Deputy Programme Manager, NNS, Dr. Shamsun Nahar Nahid Mohua; Head of Nutrition, BIRDEM Hospital; and Ms. Farin Doula, Lecturer, UCB and President, One Circle Welfare Organization were the judges of the competition. Among others, Dr. S M Mustafizur Rahman, Line Director, National Nutrition Services (NNS); Mr. Anisul Hoque, Author, Novelist and Editor, Kishore Alo; Dr. Rudaba Khondker, Country Director, GAIN; Arifin Shuvo, Actor and Mr. Toslim Uddin Khan, Deputy Managing Director, Social Marketing Company (SMC) joined the event as special guests. On behalf of SMC, Mr. Khan handed over baskets of SMC branded products to the finalists.

## Performance Review Meeting with Pink Star Providers and Counselors

SMC continues its effort to engage Obstetricians and Gynecologists (OBGYNs) to offer Long-Acting Reversible Contraceptives (LARC) through their private facilities or chambers. An experience sharing meeting was held with OBGYNs of the Pink Star program in Khulna region on December 28, 2021 where 35 OBGYNs attended the event. Among others, Mr. Habibul Haque Khan, Director Family Planning, Khulna Division; Prof. Zannatul Ferdous, President OGSB and Dr. KP Das, General Secretary OGSB, Khulna region joined the meeting. The focuses of the meeting were to review the LARC performance, share best practices and discuss the way forward. In the meeting, SMC recognized the good performers in terms of LARC administration. The good performers shared their experiences in the meeting with other participants so that they can also adopt similar approaches for improving their performances.

SMC Program Division also organized a performance review meeting with the Counselors of LARC Network on November 10-11, 2021 at the 18<sup>th</sup>-floor conference room of SMC Head Office. The Counselors are primarily responsible to generate demand for LARC at the community level. The main objectives of the meeting were to review the performance of Counselors and share the best practices where 34 Counselors were present. Deputy Managing Director of SMC, Mr. Toslim Uddin Khan, and Additional General Manager, Program Operations, Mr. Moshir Rahman joined the meeting to review their performances, shared the experiences of best performers and inspired them through motivational and skill-building speeches.



## Community Mobilization partners received ‘Best NGO Award’



On the occasion of ‘World Population Day 2021’, the Directorate General of Family Planning of the Ministry of Health and Family Welfare has recognized the best performing Non-Governmental Organizations (NGOs) for their outstanding achievements in the health and family planning sector. Five upazilas of two implementing partners of SMC’s Notun Din community mobilization program have been awarded the ‘Best NGO Award’ for their outstanding performance. The partner NGO, Population Services and Training Center (PSTC) was awarded for Pakundia upazila of Kishoreganj and Subarnachar upazila of Noakhali district. On the other hand, Shimantik was awarded for Derai and Jamalganj upazila of Sunamganj and Nabiganj upazila of Habiganj district.

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