

## “Yes we can because we are one team” voiced by Pharma Division

SMC Pharmaceuticals, a division of SMC Enterprise Ltd (SMC EL), organized its Annual Conference 2018 in Dhaka recently with a theme “Yes we can because we are one team.” Medical Information Officers from all over Bangladesh attended the program. Mr. Md. Ali Reza Khan, Managing Director & CEO of SMC and Mr. Abdul Haque, Managing Director of SMC EL, inaugurated the conference. Head of Sales & Marketing – Pharma, Mr. Sheikh Zahidur Rahman, delivered the welcome address. Best performing sales achievers in different categories were recognized and awarded and the event was followed by a cultural program. The management congratulated the Pharma team for achieving break-even in January 2019 and delivered the marketing guidelines for FY 2019-20. The business plan and

objectives for FY 2019-20 were presented by the Marketing Manager, Pharma, Mr. Mohammad Musharraf Hussain and Manager-Pharma Sales, Mr. Salim Reza.



## Our health sector contribution highlighted at Regional Workshop in Nigeria



In developing countries, small commercial drug shops have long been recognized as the first point of contact for health care, especially in rural areas that have very few private or public clinics. A Regional Workshop in this regard titled as ‘Partnering with Drug Shops & Pharmacies (DSP) to Strengthen Health Systems’ was held on May 7-9, 2019 in Abuja, Nigeria to support knowledge sharing among participants, determine the priority challenges and nature of support needed to improve engagement of DSP by country and develop preliminary country action plans to improve engagement of DSP for Ghana, Liberia, Nigeria and Uganda. The workshop was organized by USAID, WHO, the Alliance for Health Policy & Systems Research and Implementing Best Practices Initiative. SMC was represented in the workshop by Mr. Md. Ali Reza Khan, MD & CEO and Mr. Toslim Uddin Khan, Chief of Program Operations, who participated as resource persons. Mr. Md. Ali Reza Khan chaired a plenary

session of panel discussion in the workshop regarding current status of DSP, overarching needs and major challenges to achieve it. Mr. Toslim Uddin Khan made a presentation on sharing experience on ‘Engaging DSP in the Public Health Program of Bangladesh’ where he shared the views and experiences of the Blue Star Program and its contribution to the society. This program can also play an effective role by formulating action plans for these countries.

## SMC meets Notun Din partners

SMC organized a daylong Common Understanding Meeting in three batches during May 21 - 23, 2019. A total of 112 participants from SMC’s five community mobilization partners (Shimantik, CWFD, PSTC, Shachetan and Plan International) took part in the meeting. Mr. Md. Ali Reza Khan, Managing Director and CEO of SMC was present and chaired the meeting. The meeting was organized to review the existing Notun Din community mobilization program implementation modalities and to provide a common understanding to the field level project staff of the partners to get maximum results. The issues discussed in the meeting were the key indicators, current status of community mobilization for different target groups, sales status of program products by Gold Star Members (GSM) and detailing skills of the critical program products including MoniMix and Zinc. The participants identified challenges,



gaps and weaknesses of the program as well as ways and means to overcome the constraints. They also shared the best practices to accomplish the program goal and reviewed the program operation to increase the results and quality of work. Mr. Toslim Uddin Khan, Chief of Program Operations, was present at the occasion.

## BSPs' knowledge enhanced through Refresher Training



Blue Star Providers (BSPs) play an important role in health care service delivery across the country. These providers are skilled community level Non Graduate Medical Practitioners who offer a wide range of public health services, products and referrals for TB and LARC/LAPM to improve health, family planning and nutritional status of the community. SMC provides refresher training to BSPs' to increase their knowledge base, skill and build capacity of

BSPs and ensure quality health services on a regular basis. According to the USAID-MISHD work plan of FY 2019, refresher training for 2,000 Blue Star providers was conducted in different batches during March - June, 2019. A training agency named "The Obstetrical and Gynaecological Society of Bangladesh (OGSB)" facilitated the training sessions. The Blue Star team organizes these events round the year with the help of field-level operation teams of SMC.

## SMC changed the life of Shirin Khanom



Ms. Shirin Khanom is an SMC Blue Star provider and her chamber is located at Steamer Ghat Road in Barishal city. She had completed Midwifery course in 2009 and is also an experienced nurse at a maternity and child health clinic. She

received basic training and joined SMC's Blue Star family in 2018. Every month, she administers SOMA-JECT injectable to approximately 30 clients and sells 30 boxes of micronutrient powder MoniMix for children under five.

Shirin gained knowledge and skills from basic and refresher training organized by the Blue Star Program. These skills have enabled her to provide quality health services to the clients and gradually she is becoming more popular in her community. When a mother visits her for her personal health problem, Shirin also counsels her for providing MoniMix to her under-five children. She believes that SMC will expand package of services of Blue Star network and train BSPs so that they can contribute more to the community. SMC is actively exploring potential female providers like Shirin Khanom across the country in order to engage them as Blue Star Providers and thus increase female participation in the network.

## Our employees reap the benefits of Kaizen

The Kaizen training focusing on 5S and Process Improvement was initiated in the SMC Head Office on April 8, 2019. The two-months long training was organized by SMC EL and conducted by leading Kaizen training provider, Strategic Transformation Consultants (STC) Ltd. The key objective of this training was to ensure an organized workplace and to improve efficiency and effec-

tiveness in work processes by applying 5S tools and Process Improvement techniques of Kaizen. A total of 237 participants of both SMC and SMC EL from the Head Office attended this training program. Earlier, STC Ltd. also provided six months long Kaizen training to the employees of both Bhaluka (ORS Factory) and Cumilla (Health & Hygiene Factory) in 2018.





## SMC's contribution on women empowerment lauded

Honorable Minister of State, Ministry of Public Administration, Government of Bangladesh, Mr. Farhad Hossain, MP, has appreciated SMC's contribution in improving female health and hygiene practices while speaking on the role of the government in creating a level-playing field for both men and women in the country. He was speaking as the Chief Guest at a sanitary napkin distribution program at Meherpur Government Girls' High School on April 13, 2019. Kushtia Area Office of SMC

Masudul Alam and seven Union Parishad Chairmen of Meherpur Sadar Upazila. Medical Officer of Kushtia Medical College Dr. Sharmin Akter Jerin shared her views on personal hygiene and menstrual management with the audience as the guest speaker. Around 3,000 girls from six high schools and one madrasa along with 500 guardians were present at the program. Honorable State Minister and his spouse Ms. Syeda Monalisa Islam distributed Joya sanitary napkins among the students and suggested them to



Enterprise Limited conducted a session on personal hygiene and menstrual management with the female students of local educational institutions.

Organized by the Meherpur Sadar Upazila administration, the program was attended among others by Deputy Commissioner (DC) of Meherpur, Mr. Ataul Gani; Superintendent of Police, Meherpur, Mr. Mostafizur Rahman, PPM; Upazila Nirbahi Officer (UNO), Mr. Md.

use the product during menstrual period. Mr. Md. Anwarul Islam, Sales Manager, Kushtia and his team represented SMC EL at the occasion. Kushtia Area Sales team of SMC EL later handed over 12,987 packs of Joya Belt-8 to the UNO to distribute among the female students of 43 high schools and 11 madrasas under Meherpur Sadar Upazila. The program was covered widely in different local and national print and electronic media including BTV.

## Crowds throng SMC stall in Bogura fair



The Bogura Area sales team participated in the Baishakhi Mela held at Altafunnessa field in Bogura from April 14-20, 2019. The seven-day long fair was held to celebrate Pahela

Baishakh 1426 – the first day of the Bengali New Year. A large number of people visited the SMC stall set up and operated by the Bogura Area Office. Sales team members along with their families participated in the fair. Around 7,000 to 8,000 people tasted SMC's refreshing drink "Taste Me" free of cost and around 3,000 sachets were sold out. SMC's stall also promoted its products like Bolt, ORSaline-N, Joya, and MoniMix. Mr. Quazi Md. Jafrullah, Head of Region, North Division and Mr. Abul Hayat Md. Kamal, Area Manager, Bogura Area Office, motivated the sales team with their presence.

## 'Taste Me' refreshes Bera Model Police Station

SMC EL's Rajshahi Area Office organized an activation program to promote its refreshing drink brand 'Taste Me' recently. The program was held at the Bera Model Police Station in Bera Upazila under Pabna district. Additional Superintendent of Police, Bera Circle, Mr. Sheikh Jillur Rahman attended the program as the chief guest and OC, Investigation of Bera Model Police Station, Mr. Md. Khairul Islam was the special guest. The

occasion was an excellent platform for SMC to promote its 'Taste Me' brand. At the end of the session, SMC offered 'Taste Me' drinks to all staff of the Bera Model Police Station as well as a 200 gm pack of 'Taste Me' as a gift. The program was very successful and the police personnel were very happy to gather knowledge about benefit of using refreshing drink powder. Mr. Md. Rafiqul Islam, Senior Territory Sales Officer, Pabna, conducted the program.





Popular actress Nusrat Faria signed an agreement on May 19, 2019 with SMC Enterprise Limited as brand ambassador for Joya Sanitary Napkin. Ms. Faria will work to build awareness and promote the usage of sanitary napkin in Bangladesh through various TVCs and promotional campaigns. Mr. Khandaker Shamim Rahman, Additional General Manager, Marketing was present at the occasion.



SMC Enterprise Ltd recently signed Shakib Khan, the leading actor and superstar in the Bangladesh film industry as Brand Ambassador for its iconic brand ORSaline-N for one year. The signing ceremony was held at the SMC head office in Dhaka on March 7, 2019.

A press campaign for SMC's Joya Sanitary Napkin titled "Shada Poro Badhahin" was published in the Daily Prothom Alo on the occasion of Pahela Baisakh (Bengali New Year) in April 2019.



### SMC active in ICC World Cup branding

ICC Cricket World Cup, the biggest extravaganza in the world of cricket, took place in England and Wales from 30 May to 14 July, 2019. SMC is proud to be a part of it through TVC airing of ORS, Bolt, Taste Me, Sensation and Smile on satellite TV channel Maasranga and Gazi TV along with pop-up branding. A large number of viewers have been reached through these TVC campaigns during the entire tournament.



### Pahela Baishakh celebrated with enthusiasm and fervor



Pahela Baishakh, the first day of the Bengali New Year 1426, was celebrated across the country on April 14, 2019 amid traditional festivities and enthusiasm. The day was a public holiday. To commemorate the day, SMC celebrated the occasion on the following day with a colorful program at its Head Office in Dhaka. Employees of both SMC and SMC Enterprise Limited participated in the function.

Managing Director & CEO of SMC, Mr. Md. Ali Reza Khan and Managing Director of SMC Enterprise Limited, Mr. Abdul Haque among others wished everyone a happy and prosperous new year. The celebrations of Pahela Baishakh has become an integral part of Bengali culture since the Bengali calendar was introduced by Mughal Emperor Akbar in 1556 of the Gregorian calendar.

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