

Annual General Meetings of SMC and SMC Enterprise Limited held on 15 & 16 June 2020

The 31st Annual General Meeting (AGM) of Social Marketing Company (SMC) was held on June 15, 2020 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 2018-2019 and appointed auditors for the Financial Year 2019-2020. Mr. Siddiqur Rahman Choudhury, Chairman of the Board of Directors of SMC, presided over the meeting. Company Members, Managing Director & CEO of SMC along with senior officials of the company were present in the meeting.

On the following day, June 16, 2020, SMC Enterprise Limited (SMC EL) held its 5th 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 2018-2019 and appointed auditors for the Financial Year 2019-2020. During the period under review, SMC EL declared 35% cash dividend. Mr. Siddiqur Rahman Choudhury, Chairman of the Board of Directors of SMC EL, presided over the meeting. Members of the Company, other Directors and Managing Director of SMC EL along with senior officials of the company were present in the meeting.



We mourn the sad demise of Mrs. Niloufer Manzur

The SMC and its Board of Directors deeply mourn the sad demise of Mrs. Niloufer Manzur, a Company Member of SMC and a former Director of its Board. "Inna Lillahi Wa Innailaihi Raji'oun". A renowned educationist and founder Principal of Sunbeams school, Mrs. Manzur was associated with SMC for a long time and made valuable contributions for the growth and development of the company.

May Allah (SWT) grant her Jannat and give strength and fortitude to the bereaved family to bear the irreparable loss.

One MMS a day and a Healthy Baby is on the way

SMC signed an agreement with GAIN/CIFF to implement a five years project in Bangladesh for introducing Multiple Micronutrient Supplement (MMS) for pregnant women. Bangladesh has the highest rate of prevalence (28%) of Low Birth Weight (LBW) children in the world and micronutrient deficiency is a major risk factor for LBW. Robust evidence shows that the provision of MMS containing 15 essential vitamins and minerals has resulted in 12% reduction in LBW and 8% reduction in Small Babies (Small for Gestational Age, SGA) compared to Iron and Folic Acid (IFA) in 14 low and middle income countries. This 15 ingredients MMS is known as the United Nations International Multiple Micronutrient Antenatal Preparation (UNIMMAP) formula. The proposed project aims to set up a sustainable business model where affordable MMS of assured quality will be available in the market for pregnant women in the country.

SMC's response to COVID-19 crisis in Bangladesh

1. In the midst of COVID-19 pandemic, SMC has intensified its efforts to attain the country's health, population and nutrition goals through offering its products and services. In order to continue its uninterrupted services, SMC provided 16,400 sets of Personal Protective Equipment (PPE) and 160,000 masks to its health network providers (8,200 private sector non-graduate medical practitioners under its Blue Star network, 4,500 drug sellers under its Green Star network, 650 obstetricians and gynecologists under its Pink Star network and 2,500 women as rural entrepreneurs under its Gold Star network) who are relentlessly working across the country to address the pandemic. SMC also provided essential PPE, masks and other safety materials to the frontline sales and field operation forces who are continuously providing technical support and securing the supply lines to cater to the increased market demand for products and services due to the pandemic. The measures taken have reinforced their morale and led to an increased sale of condom, oral contraceptive pill, injectables and implant by 53%, 17%, 13%, and 16% respectively during April-June, 2020 as compared to the previous quarter.
2. SMC is continuously developing awareness messages following GoB and WHO guidelines and disseminating through the digital media platform to educate the followers of our Facebook Pages to prevent the spread of COVID-19 in the community since the outbreak of the pandemic. With a view to build awareness, SMC is enriching its different Facebook Pages (SMC, Blue Star, Pink Star, MoniMix and Smile Baby Diaper) with key COVID-19 messages focusing on personal protective measures, social distancing, precautions against community gathering, pregnancy care, stress management, immunity, nutrition, nationwide COVID-19 test centers and dedicated hospitals to treat COVID-19, and answering the random queries received from numerous Page followers.
3. SMC educated its Gold Star Members (GSMs) to make them aware about their personal safety while working at households so that they can provide quality information and services to their localities by maintaining adequate personal protection against COVID-19. SMC also provided a package of essential food items on humanitarian ground to its 2,500 GSMs working in 77 Upazilas across the country who are mostly suffering from financial hardship due to this pandemic.
4. SMC initiated "Tele-Health Consultation Services" to support the providers of its health service networks on COVID-19 counseling. Four physicians have been engaged for on-call medical consultation to boost up providers' confidence to ensure quality services in their respective communities.
5. 'SMC Tele-Jiggasha,' the telephone hotline service of SMC, is regularly disseminating COVID-19 related messages to the callers nationwide including its network providers following the guidelines of the Health Directorate of the Government of Bangladesh.
6. SMC also collaborated with the Digital Healthcare Solutions of Telenor Health to ensure free insurance scheme for all its field staff members.
7. SMC's Pharma Division educated the frontline fighters about COVID-19, seasonal fever and dengue. They promoted online health awareness messages to educate the graduate doctors along with the distribution of Bengali brochure 'CORONABARTA' and 'Dengue Shamachar' among its Blue Star Providers. They also provided PPE to their Medical Information Officers (MIOs) to support their health safety.
8. SMC partnered with Directorate General of Health Services (DGHS) by providing Hand Sanitizer, SMC Purified Drinking Water, Face Shield and Surgical Mask to the doctors and health workers who are combating the pandemic. SMC EL donated ORSaline-N, Taste Me Instant Soft Drink Powder and SMC Purified Drinking Water to Bidyanando Foundation, a nonprofit social welfare organization providing food support to under privileged children and communities who are directly affected by the outbreak of the pandemic.
9. As a part of its social commitment to help people live better, SMC EL introduced 'GERM KILL' at the height of the pandemic. The product is an instant antibacterial and antiviral hand sanitizing solution which follows WHO recommended 70% IPA formula to meet the additional demand for quality antibacterial soap and hand sanitizer during this catastrophic situation.
10. With a mission to disinfect the mass people, SMC EL installed 'Disinfection Tunnels' at five strategic locations in the capital. So far, it has served around 234,000 people in five locations: Mohakhali Kitchen Market, Kolmilata Bazar, Uttara Kushal Centre Kitchen Market, Mohammadpur Town Hall Market and Khilgaon Taltola Kitchen Market. With no harmful chemical use, these tunnels automatically disinfect not only Coronavirus germs but also other germs.

Structural work of “SMC Tower-2” completed on time



A newly constructed second building “SMC Tower-2” has been handed over to SMC authority recently by M/s. Concord Engineers & Construction Ltd. The structural part of the construction work was started on August 10, 2017 and Concord completed their awarded part within the stipulated time. It is a 14-storied building having three basements.

On that occasion, an official program titled “Handover Ceremony of SMC Tower-2” was held at a local hotel in the capital on February 27, 2020. At the event, the building was handed over by Mr. Shahriar Kamal, Managing Director of Concord Group of Companies and taken over by Mr. Md. Ali Reza Khan, Managing Director & CEO of SMC. The program was attended by two Directors of the SMC Board, Mr. Muhammed Ali and Mr. Md. Siddique Ullah and senior officials of both the companies.

Joya promoted in Harinakundu, Jhenaidah

SMC EL’s Kushtia Area Office took an initiative to promote awareness on health and hygiene among the female students of Harinakundu Upazila in Jhenaidah recently through the local government administration. Mr. Masudur Rahman, Sr. Area Executive - Distribution Sales, Kushtia, handed over 118 shipping cartons of SMC’s Joya-8 (Belt) sanitary napkin to Ms. Sayeda Nafis Sultana, Upazila Nirbahi Officer (UNO), Harinakundu at a simple ceremony at her office on June 16, 2020.

Welcoming the support from SMC, the UNO expressed her satisfaction and said that she planned to distribute SMC’s Joya among 2,800 students of Class VII to Class X. She also shared her intention to develop a hygiene corner with Joya for the female staffs of the Upazila Complex. Ms. Sultana also appreciated the sincere and continuous effort of Mr. Rahman, adding that it helped her significantly to initiate the project for the school-going adolescent girls. She requested our officials to attend the orientation

sessions and extend support to educate the female students on personal health and hygiene issues.

The awareness building program was financed from the Annual Development Program (ADP) allocation for the Upazila’s budget which was the outcome of maintaining continuous liaison with the local administration by Mr. Masudur Rahman during the critical hour of Covid-19 pandemic.

Joya’s initiative for women empowerment



Joya took a commendable initiative to educate and aware the women segment of the society on various topics associated with women empowerment.

A weekly TV program "Nari Nokkhotro" sponsored by Joya is aired every Saturday at 6:05 pm on Rtv discussing issues related to women development, advancement, autonomy, efficiency, health, education, knowledge, empowerment, and building awareness to address the outbreak of COVID-19 pandemic.



We mourn the death of our fellow colleague

All employees of SMC express profound grief at the sad demise of Mr. Md. Sarwar Jahan, Senior Executive, Web Application Development, IT, who left us on May 5, 2020. “Inna Lillahi Wa Innailaihi Raji’oun”. Mr. Sarwar was a very efficient and dedicated employee of SMC and we pray to Almighty Allah for the eternal peace of his departed soul in heaven. The Board of SMC in its 193rd meeting held on June 26, 2020 observed one minute silence in memory of the deceased and adopted a resolution expressing condolence and heartfelt sympathy for the members of the bereaved family.

Vermicid – A new public health product of SMC



SMC has recently added a new product called Vermicid (Albendazole 400 mg) in its portfolio targeting all the family members including children above two years of age to treat soil-transmitted helminth infection. This infection is caused by a group of parasites commonly known as intestinal worms responsible for stunted growth, slowed intellectual development, attention deficit and learning disabilities of children and so on. An in-house launching ceremony of the product took place on March 3, 2020 in presence of MD & CEO of SMC,

Mr. Md. Ali Reza Khan; MD of SMC EL, Mr. Abdul Haque and other senior officials of both the companies.

Vermicid is a chewable deworming tablet with mango and orange flavor and currently available at all pharma outlets around Bangladesh including Blue Star and Green Star outlets under SMC's health networks. It is expected that the tablet will contribute significantly to the national public health deworming program of the country.

Personal hygiene and protection brand “Germ Kill” in market now

SMC EL launched its personal hygiene and protection brand “Germ Kill” on April 20, 2020. Initially, the Instant Hand Sanitizer with its antiviral and antibacterial properties was introduced in the market with an aim to protect people from all germs. Germ Kill Instant Hand Sanitizer is formulated with WHO and CDC recommended 70% Isopropyl alcohol. It is effective to kill 99.9% germs including Coronavirus without any use of water. It is available in the market with in SKUs- 50 ml Bottle, 50 and 100 ml Tube.

Based on the positive market feedback and customer appreciation, the company launched its Hand Wash in May 2020. Germ Kill Antigerm Hand Wash is also effective to kill 99.9% germs. It is strongly recommended to wash your hands with hand wash for minimum 20 seconds following WHO recommended steps to remove germs. Germ Kill Hand Wash is available in the market in three SKUs which are affordable yet the best quality- 180 ml Spout, 180 ml Refill, 60 ml Tube, 3 ml Sachets (as 12 pcs string).



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