

Board Director of SMC & SMC EL visits SMC Niltara Clinic



Honorable Member and the Board of Directors of SMC and SMC EL, Mr. Muhammed Farhad Hussain FCA, visited SMC Niltara Clinic at Dhaka Uddan, Mohammadpur on May 31, 2021. Mr. Toslim Uddin Khan, Deputy Managing Director (DMD), SMC and Mr. Rafiqul Islam, Senior Manager-Program Operations accompanied him during his visit. Mr. Khan briefed him about the operations of the clinic while taking a short tour of all the units inside. Mr. Hussain passionately observed the clinic's service delivery process including consultancy services, laboratory services (X-Ray, USG, ECG, etc.) and Model Pharmacy operations.

Mr. Hussain was highly impressed with the overall management and quality services offered at SMC Niltara Clinic. He suggested expanding the consultancy and laboratory services with high-quality lab equipment like and also advised to search a suitable land in the surrounding area to give the clinic a permanent shape.

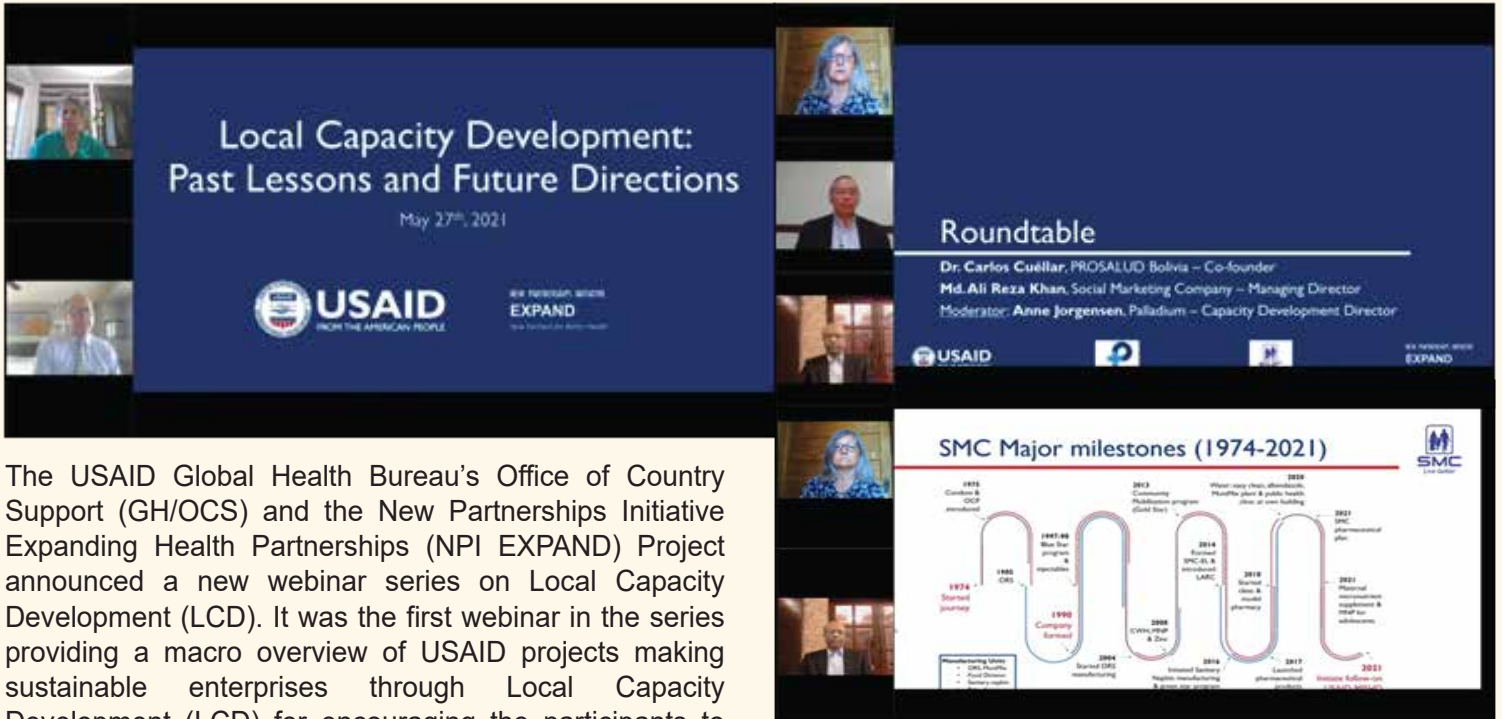
Expressing his immense satisfaction for maintaining a high-quality service standard along with a healthy and hygienic atmosphere at the clinic, Mr. Hussain thanked the clinic team to continue to deliver excellent services amid the COVID-19 pandemic situation.

Capacity Building of Blue Star Providers to offer Growth Monitoring and Promotion (GMP) services

As part of capacity-building efforts, Program Division has completed the training successfully on Growth Monitoring and Promotion (measurement of height and weight for age) services. A total of 201 Blue Star Providers from 12 districts attended the training during May-June 2021 period. Considering the COVID-19 pandemic situation, 3 basic preventive measures (social distancing, wearing masks, and hand sanitization) were followed during the training. The training was interactive and participatory due to the inclusion of group work and role-play. It is anticipated that this initiative will ultimately improve the overall nutritional status of under-five children in the country.



MD & CEO at USAID Roundtable



The USAID Global Health Bureau’s Office of Country Support (GH/OCS) and the New Partnerships Initiative Expanding Health Partnerships (NPI EXPAND) Project announced a new webinar series on Local Capacity Development (LCD). It was the first webinar in the series providing a macro overview of USAID projects making sustainable enterprises through Local Capacity Development (LCD) for encouraging the participants to learn around. Mr. Jeff Barnes, Project Director, NPI EXPAND as the main moderator of the webinar invited Ms. Melissa Jones, Director, Office of Country Support, Bureau for Global Health, USAID for giving the opening remark. Later Ms. Kerry Pelzman, Acting Assistant Administrator, Bureau for Global Health, USAID and Mr. Tsegaye Tilahun, Project Management Specialist (Health), USAID Ethiopia shared their experiences on the local capacity development.

Moderated by Ms. Anne Jorgensen, Capacity Development Director, HP+ Project, Palladium, the next roundtable discussion was participated by Dr. Carlos Cuellar, Co-founder, PROSALUD Bolivia and Mr. Md. Ali Reza Khan, MD & CEO, Social Marketing Company, Bangladesh. Mr. Khan presented a short overview reiterating SMC as one of the most successful investments of USAID contributing significantly to the health and

population sector in Bangladesh. Nevertheless, he also highlighted major milestones of the company and its remarkable achievements in establishing a business model combining a not-for-profit and profit-making operations. He said “Our success of engaging local private sector health providers enabled them to develop their capacity and helped integration with the public health sector to achieve national goals in the health, population, and nutrition sector.” He also added, SMC along with its strong distribution network and efficient field force is ensuring access to public health priority products and services both at pharma and non-pharma outlets contributing significantly to fulfill the objectives of the national health and family planning program. For example, he informed that SMC notably contributed to increasing the contraceptive prevalence rate at the national level mostly by sharing 62% of condoms, 47% of pills, and 33% of injectable contraceptives.

ORSaline-N campaign with ‘Shakib Khan’



A new campaign of ORSaline-N was launched recently engaging its brand ambassador and country’s leading celebrity Shakib Khan. The main focus of the campaign was to motivate the retailer for avoiding fake ORSaline-N selling and to create awareness among consumers against fake ORSaline-N purchasing. TV commercial of this new campaign was broadcast on popular satellite TV channels from April 2021. Alongside the campaign was launched on popular digital platforms too.

SMC introduced 'Monimix Plus' for 5+ children



SMC launched 'MoniMix Plus' on April 11, 2021, targeting children 5 to 12 years of age. Adding the new brand to the public health product portfolio, SMC opened up a new avenue to improve the nutritional status of the children in the country.

MoniMix Plus is enriched with 15 vitamins and minerals recommended by the WHO which helps to prevent

anemia and micronutrient deficiencies in children from 5 to 12 years of age. If taken in appropriate dosages (one sachet daily for three consecutive months with three months interval up to 12 years of age), it improves the immune system, increases appetite, boosts up the ability to learn, develops productivity, reduces risks of infection, and at the same time improves the overall nutritional status of a child.

The malnutrition burden is significant in Bangladesh causing multidimensional problems during one's life from childhood to old age. SMC has undertaken effective communication strategies to promote the brand using different channels across the country. The management expects that MoniMix Plus will play a significant role to improve the nutritional status of the children.

An interactive Live program on Smile with Brand Ambassador 'Shakib Al Hasan'



Smile Baby Diaper has been successfully organized on its Facebook page through a live program with its brand ambassador and international cricket all-rounder Shakib Al Hasan on April 8, 2021. Prof. Dr. Sayeeda Anwar, Head of the Paediatrics Department, Dhaka Medical College Hospital joined the program as a special guest and answered various questions on child health issues. Mr. Khandaker Shamim Rahaman, General Manager, Marketing, SMC EL also participated in the program and highlighted SMC's various noble initiatives and successes, especially the journey of Smile Baby Diaper.

The brand ambassador Shakib Al Hasan enlightened why Smile is the perfect baby diaper in Bangladesh.

'Taste Me' one kilogram jar is now in market

Considering the market demand, SMC EL launched a new SKU of its mouth refreshing instant soft drink powder Taste Me in one kg jar on April 2021. Both of its exciting variants - Mango and Orange are now available in one kg container in the market. Vitamin A, C, and Calcium enriched Taste Me helps boost up immunity and keep its consumers healthy.



SMC EL launched Electrolyte Drink 'SMC Plus' accompanying Tamim Iqbal as the Brand Ambassador

'SMC Plus' Electrolyte Drink was launched by SMC EL on Mar 25, 2021. This is a scientifically formulated tasty and healthy drink. This is an instantly ready drink that eliminates dehydration, fatigue, and weakness caused by various physical activities. It is available in Orange and Lemon flavor at a reasonable price across the country.



SMC introduced 'Super Kid' fortified confectionery

Adhering to the importance of child nutrition, SMC EL introduced nutrition enriched snacks branded as 'Super Kid' in the market on April 28, 2021. The Super Kid is formulated in the USA enriched with 24 vitamins and minerals that help to boost up immunity, strength and intelligence of

children. A single pack of Super Kid is a great source of energy and can fulfill up to 27% RDI (Reference Daily Intake) of necessary vitamins and minerals. Super Kid is now available in both pharma and non-pharma outlets in two different variants – "Dudh Malai" and "Badam Chocolate".



SMC observes the 'World Menstrual Hygiene Management Day 2021'



The World Menstrual Hygiene Management Day was celebrated at Bangabandhu Bangla Bidyapit, Jowtala, Chattogram on May 30, 2021, commemorating the significance of the day. The event was jointly organized by Dushtha Shasthya Kendra (DSK) and SMC EL Chattogram Area Office. A total of 150 adolescent girls

attended the event to learn about various issues related to menstrual hygiene management.

Referring to the diseases and sufferings caused by poor management of menstruation, Ms. Arefatul Jannat, Project Manager of DSK advised the adolescent girls to get protected from the diseases by using high-quality Joya Sanitary Napkin at affordable prices.

Ms. Jannat applauded SMC management for their cooperation and expressed DSK's plan to distribute one lac packets of Joya Sanitary Napkins free of cost among the beneficiaries in the Chattogram City Corporation Area. Among others, Mr. Abu Toyub Sumon, Project Officer and Mr. Md. Golam Towfiq, Project Engineer attended the session from DSK, Chattogram. From SMC Chattogram Area Office, Mr. Abdulla Al Mamun, Sales Manager and Mr. Md. Tofazzal Hossain Khan, Senior Sales Promotion Officer were present on the occasion.

SMC Pharma in new height

SMC pharmaceuticals started its journey in August 2017 to ensure that no one should suffer, especially the less-privileged, due to the lack of affordable quality medicine. The main motto of the pharmaceuticals is "prescribe humanity". Over the last 3 years, the pharmaceuticals observed significant growth.

SMC Pharmaceuticals is gradually increasing the number of medicines to make it accessible and affordable to all. As a part of expansion activities, SMC Pharma signed an agreement with Radiant Pharmaceuticals Ltd. (Previous Julphar Bangladesh Ltd.) to carry forward its operation. SMC also signed another agreement with NAAFPO Pharmaceuticals Ltd.

to manufacture its upcoming brands along with several existing brands.



Since most of the doctors were limiting their regular visits due to the COVID-19 pandemic, SMC Pharma widened its activities through online platforms. Besides observing some important days with special communications, the Pharma Division has published several useful information to create social awareness on COVID-19 and the significance of using masks and the vaccination as well.

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