



SMC holds Annual Sales Conference for FY - 2019

The 'Annual Sales Conference FY-2019' of Social Marketing Company (SMC) and SMC Enterprise Ltd was held at a local hotel in Dhaka on January 16, 2020. The theme of the conference was 'Growth Unlimited.' The conference portrayed the sales performance of FY 2018-19 and recognized the sales team for their outstanding achievement. Chairman of the Board of Directors of Social Marketing Company (SMC) and SMC EL Mr. Siddiqur Rahman Choudhury graced the occasion as the Chief Guest.

At the outset, Additional General Manager, Sales, Mr. Chandra Nath Mandal presented 12-month sales performance of FY 2018-19 where the company has witnessed an impressive revenue growth of around 22.37%. During the reporting year, it has distributed 48.3 million cycles of oral contraceptive pills, 141.94 million condoms and 2.62 million vials of injectables, protecting over 5.08 million couples in the country from having unplanned pregnancies. In addition, the company sold 971.15 million sachets of ORSaline-N, 23.21 million sachets of MoniMix micronutrient powder, 462,100 blister packs of Zinc, 10.1 million packs of Joya sanitary napkin and around 57,520 packs of Safe Delivery Kit.

While delivering their speeches, Managing Director and CEO of SMC Mr. Md. Ali Reza Khan and Managing Director of SMC Enterprise Ltd Mr. Abdul Haque

addressed the sales team by putting emphasis on consistent growth of the company, upholding the spirit of the theme keeping the morale high and marching forward with further growth. They also highly appreciated the sales performance of the company amidst a big round of applause.

Mr. Md. Sazzad Hossain, Sales Officer, Kishoreganj was awarded as Best Sales Officer of the year. Under the leadership of Mr. Md. Rezaul Hoque, Sales Manager, Mymensingh Area Office received Grand Gold Award and under the leadership of Mr. Md. Anwarul Islam, Sales Manager, Kushtia Area Office received Grand Silver Award for their outstanding performance.

Among others, Mr. Muhammed Ali, Director of SMC & SMC EL Board; Mrs. Rokeya Quader, Director, SMC Board; Mr. Md. Siddique Ullah, Director, SMC EL Board; Dr. Jahir Uddin Ahmed, Director, SMC EL Board; Dr. Yasmin Hemayet Ahmed, Director, SMC Board; Mr. Faruque Ahmed, Director, SMC Board; Mr. Muhammed Farhad Hussain FCA, Director of SMC and SMC EL Board; Ms. Rupali Haque Chowdhury, Company Member, SMC; Dr. Joseph Monehin, Deputy Director, Office of Population, Health, Nutrition and Education, USAID Bangladesh and officials of SMC and SMC Enterprise Ltd were present at the occasion. The conference was followed by a cultural program and dinner.



Mr. Chandra Nath Mandal, Additional General Manager, Sales, speaking on the occasion



Victorious Mymensingh Area Office team led by its Sales Manager Mr. Md. Rezaul Hoque with the Grand Gold Award

“ENGAGE FOR GROWTH”

theme recognizes Pharma team’s efforts

SMC Pharmaceuticals, a division of SMC Enterprise Ltd (SMC EL), organized its Annual Conference 2019 at a local hotel in Dhaka on February 29, 2020 with the theme “ENGAGE FOR GROWTH.” The conference was organized to ensure exponential growth in sales and to increase the Pharma team’s engagement in its daily activities.

Mr. Siddiqur Rahman Choudhury, the Honorable Chairman of the Board of Directors of SMC EL, attended the conference as the Chief Guest. Mr. Muhammed Ali, Director of the SMC EL Board, Mr. Md. Ali Reza Khan, Managing Director & CEO of SMC and Mr. Abdul Haque, Managing Director of

SMC EL also attended the conference. Head of Sales & Marketing – Pharma, Mr. Sheikh Zahidur Rahman, delivered the address of welcome. The business plan and objectives for FY 2020-2021 was presented by Mr. Salim Reza, Senior Manager-Pharma Sales and Mr. Mohammad Musharraf Hussain, Marketing Manager, Pharma. Best performing sales achievers in different categories of FY 2019 were recognized and awarded at the event.

The SMC Pharma team took an oath for visiting qualified doctors and generating six prescriptions every day to increase their sales. The event was followed by a cultural program.





In order to promote the use of sanitary napkins in general and Joya in particular as an essential part of menstrual hygiene management, our Kushtia Area Office organized a School Activation Program on “Reproductive Health Awareness,” “Personal Health & Hygiene” and promoted ‘Joya’ sanitary napkin to the female students. The program was held at Harinakundu Government Girls’ High School in Harinakundu Upazila under Jhenaidah district on January 28, 2020. A total of 300 female students from Class VI to Class X attended the program. It was an excellent platform to promote health education of adolescent girls. Ms. Syeda Nafisa Sultana, Upazila Nirbahi Officer (UNO), Harinakundu Upazila attended the program as the chief guest while Ms. Reshma Khatun, Female Vice Chairman, Harinakundu Upazila Council was the special guest. Dr. Sharmin Afrin, Medical Officer, Upazila Health Complex, Harinakundu, was the resource person.

Our Kushtia Area Office organizes session on personal hygiene

Dr. Afrin discussed elaborately on menstrual health and answered all the questions raised by the adolescent school girls. She also advised the students to use our ‘Joya’ sanitary napkin after describing its features and benefits. The UNO later distributed our Joya Sanitary Napkin among the girl students. She expressed her desire to distribute Joya Sanitary Napkin among all the female students in her Upazila. The program was very successful and the girls were very happy to gather knowledge about health and hygiene along with the ‘Joya’ sample. Mr. Md. Anwarul Islam, Sales Manager, SMC Enterprise Limited, Kushtia, discussed about SMC’s initiatives and contribution to the health and hygiene sector of the country. Among others, officials of SMC’s Kushtia Area Office were present at the occasion.



Khulna Division BSPs honored for their outstanding performance

A daylong Regional Meeting of Blue Star Providers was held in Khulna on February 11, 2020. The objectives of the meeting were to share best practices, recognize good providers and obtain their opinion to improve program performance in future.

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 308 providers from Khulna, Bagerhat, Jashore and Satkhira districts attended the meeting. Ten Blue Star Providers from these districts were awarded with crests as Best Performers for their outstanding performance.

Mr. Toslim Uddin Khan, Chief of Program Operations, SMC conducted an interactive discussion with the Blue Star Providers which focused on sharing experience, lesson learned and way forward for the improvement of Blue Star Program. The providers actively participated in the session and made valuable suggestions to make the network more effective in future.

Among others, Mr. Md. Shariful Islam, Divisional Director

(Family Planning), Khulna; Mr. Md. Abdul Alim, Deputy Director, Family Planning, Khulna; Mr. Md. Ali Reza Khan, Managing Director & CEO of SMC; Mr. Chandra Nath Mandal, Additional General Manager, Sales, SMC Enterprise Limited; Mr. Sk. Kabir Ahmed, Senior Sales Manager, Khulna, SMC EL; Dr. Alia El Mohandes, Senior Health Advisor, ID Team Lead, Office of Population, Health, Nutrition & Education (OPHNE), U.S. Agency for International Development (USAID) Bangladesh and other high officials were present at the meeting.



OGSB leadership attended Pink Star performance review meeting

Social Marketing Company organized an 'Experience Sharing and Performance Review Meeting' with OBGYN doctors under its Pink Star program in Dhaka recently. More than 90 gynecologists under Dhaka region attended the meeting, which was held at a local hotel in the capital on January 23, 2020. The meeting was organized with the objective of enhancing the engagement of OBGYN doctors to offer Long Acting Reversible Contraceptives (LARC) through their private facilities. The meeting reviewed LARC performance, shared best practices and discussed the way forward.



Among others, Mr. Md. Ali Reza Khan, Managing Director & CEO, SMC; Dr. Md. Mahmudur Rahman, Deputy Director, (Clinical Services) & Program Manager (Service Delivery), Clinical Contraception Service Delivery Unit, Directorate General of Family Planning, Government of Bangladesh; Mr. Toslim Uddin Khan, Chief of Program Operations, SMC; Prof. Dr. Sameena Chowdhury and Prof. Dr. Saleha Begum Chowdhury, President and Secretary General of Obstetrical and Gynecological Society of Bangladesh (OGSB), respectively and Prof. Dr. Rowshan Ara Begum, former President of OGSB were present at the occasion.



Pharma Updates



The Pharmaceutical Division of SMC Enterprise Ltd has recently launched - Coral Calcium plus Vitamin D3 tablet having the brand names "Seacoral D and Seacoral DX." These medications are indicated for osteoporosis/weak bone, post-menopausal osteoporosis, pregnancy and lactation, elderly care and in case of inadequate intake of Calcium and Vitamin D3 in diet.

Another antibiotic has been launched, namely, Cefurixime plus Clavulanic Acid tablet under the brand name "Neoclav." This medication is indicated for pharyngitis, otitis media, sinusitis and bronchitis. It is also indicated in the treatment of UTI and SSTI.

After launching these brands, the Pharmaceutical Division of SMC Enterprise Ltd is currently promoting 36 products in the market.

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