

Ambassador Miller visits SMC's health program in Sylhet



SMC since its inception has been closely associated with USAID with their unbroken support to address the social cause in order to improve the quality of lives of people in this country. The Marketing Innovations for Sustainable Health Development (MISHD) project funded by USAID under a five year cooperative agreement, aims to increase access to products and services in family planning including long acting methods, child health and nutrition, maternal health, adolescent health and brings positive change in behavior as well as improves the standard of service provided by the private sector.

His Excellency Earl R. Miller, the Ambassador of the United States to Bangladesh, visited SMC health program activities in Sylhet (one of the 16 priority districts under the MISHD project) on September 3, 2019. He visited a Blue Star Network provider Mr. Md. Abdul Baten Rayhan, owner of M/s Kashem Pharmacy located at Pirpur Tukur Bazar under Sylhet City Corporation. SMC Blue Star is a branded

network of community level non-graduate health providers who receive training from SMC on administration of injectables and other temporary contraceptive methods along with maternal and child health care services.

The Ambassador was received by Mr. Toslim Uddin Khan, Chief of Program Operations of SMC at the pharma outlet along with his other colleagues. He apprised the ambassador about the activities of the Health Program conducted under the Blue Star Network of SMC. Ambassador Miller showed keen interest in SMC program operations and expressed his satisfaction to see various SMC products available at the pharmacy including a full range of family planning products, ORS (Oral Rehydration Salts) and the diversified nutrition supplements for infants and children, reproductive health and sanitary napkins. The ambassador also praised SMC for its success as a major contributor to the Bangladesh national health and family planning program.



Mr. Siddiqur Rahman Choudhury Re-elected Chairman of SMC and SMC EL

Mr. Siddiqur Rahman Choudhury has been re-elected as the Chairman of the Board of Directors of SMC for two years with effect from September 7, 2019 at the 186th Board Meeting of SMC held on August 29, 2019. According to the Memorandum and the Articles of Association of SMC Enterprise Limited (SMC EL), he will also act as the Chairman of the Board of SMC EL. During his first tenure in office, Mr. Choudhury has played a commendable role for the development and growth of both the companies. Mr. Choudhury is a former Finance Secretary to the Government of Bangladesh. He was also the Chairman of Agrani Bank Ltd., Sonali Bank (UK) Limited and Sadharan Bima Corporation.

Board Members impressed with our manufacturing operations

The honorable members of the Board of Directors of SMC and SMC EL visited our Health and Hygiene Product Factory at Cumilla on July 16, 2019. A total of eight members of the Board led by Mr. Siddiqur Rahman Choudhury, Chairman of the Board of Directors of SMC and SMC EL visited the factory premises. The members of the Board were briefed with a short presentation about the operational activities of the factory. Thereafter, the members visited the production and quality assurance process of sanitary napkin, baby diaper and also the warehouse management facility and expressed satisfaction to see the production maintaining high quality standards with the state of the art machinery. It may be mentioned that both sanitary napkin and baby diaper production is going on in full swing where the achievement vis-à-vis target in last year was more than 100% in different



SKUs with a very low rate of wastage. Amongst other Board members who visited the plant included: Mr. Muhammed Ali, Mr. Muhammed Farhad Hussain FCA, Ms. Rokeya Quader, Mr. Md. Siddique Ullah, Mr. Aftab ul Islam FCA, Mr. Faruque Ahmed and Dr. Jahir Uddin Ahmed. Mr. Md. Ali Reza Khan, MD & CEO of SMC and Mr. Abdul Haque, Managing Director of SMC EL, accompanied the honorable members of the Board along with other management team members. The Board members also visited the adjacent East Regional Office and Cumilla Area Office after visiting the Factory.

Nepal CRS Company visits SMC

A team comprising of the Board of Directors and Management staff of 'Nepal CRS Company,' the largest social marketing company in Nepal, paid a three-day visit to SMC recently. The delegation was led by its Managing Director, Mr. Jiblal Pokharel. The purpose of their visit was to learn from SMC's sustainability and experience as well as to explore other areas of collaboration. Managing Director and CEO of SMC, Mr. Md. Ali Reza Khan, presented an overview of SMC while the Chief of Program Operations, Mr. Toslim Uddin Khan delivered a presentation on SMC's program activities. The delegation members also visited SMC's ORS Factory and Central Ware House at Bhaluka, Mymensingh. During their visit to the factory, they were impressed to see the manufacturing process and quality evaluation system which follows the cGMP guideline of WHO (current Good Manufacturing Practice). Mr. Md. Mujibul Haque Khan, General Manager, Bhaluka Factory, accompanied them during their visit. The team also visited a Blue Star outlet where they took part in a discussion regarding its client flow, privacy, injectable administration procedure, counseling techniques, reporting system, etc. They also visited Dhaka East Area Office to learn about sales and distribution activities of SMC. They capped up their trip with a visit to our Health and Hygiene Products Factory in Cumilla. Overall, the delegation was highly impressed with SMC's activities.



Progress of SMC Tower-2 inspected



A two-member delegation of the SMC Board of Directors visited the under-construction SMC Tower-2 premises at Darussalam in Mirpur, Dhaka on August 5, 2019 last. Mr. Muhammed Ali, Director of the Board of Directors of SMC & SMC EL led the delegation accompanied by Mr. Md. Siddique Ullah, Director, SMC & SMC EL Board. The delegation members were briefed on the ongoing civil construction works of the tower. The 14-storey building is being constructed on 22 decimals of land and will have parking facilities in three basements for 48 vehicles. The Dhaka East, Dhaka West Area Offices of SMC EL will be shifted to this building and SMC also plans to set up the second Niltara Clinic in the building. The delegation members visited three under-construction floors of the building and expressed satisfaction at the progress made and SMC Tower-II is expected to be completed in two phases: Niltara Clinic by June 2020 and the rest of the building by February 2021. Mr. Md. Ali Reza Khan, Managing Director and CEO and Mr. Masum Ahmed Jaigirdar, General Manager, Engineering of SMC were also present at the occasion.



A new business model for potential women entrepreneurs

SMC has been partnering with a number of national and international development agencies in developing a platform for potential women to grow as 'entrepreneurs' in the rural community. As part of the collaboration, an MoU was signed on September 5, 2019 between World Vision Bangladesh (WVB) and Social Marketing Company (SMC) represented by Mr. Fred Witteveen, National Director, WVB and Mr. Md. Ali Reza Khan, MD & CEO, SMC respectively. Under this MoU, a new business model branded as Gold Star Member - GSM initiative will be implemented jointly by SMC and Nobo Jatra project of

World Vision at four Upazilas under Khulna and Satkhira districts. The GSM members will be engaged in disseminating public health messages and selling SMC products at the household level including referral services for potential clients with regard to Long Acting and Reversible Contraceptives (LARC) to the nearest service facilities. The signing ceremony was attended among others by Mr. Rakesh Katal, Chief of Party, Nobo Jatra Project of WVB; Mr. Shafi Uddin Ahmed FCA, Chief of Finance & Accounts, SMC and Mr. Toslim Uddin Khan, Chief of Program Operations, SMC.



The leading cricket all-rounder of Bangladesh, Shakib Al Hasan signs a deal with SMC Enterprise Limited as the brand ambassador of SMC Drinking Water and Smile Baby Diaper. The signing ceremony was held at a local hotel in the capital Dhaka on July 28, 2019.



During Eid-ul-Azha 2019, Joya Sanitary Napkin and Taste Me Instant Powder Drink sponsored two drama serials, each having seven episodes in NTV and RTV; two top satellite television channels in Bangladesh. Both the drama serials gained huge popularity amongst our TG. The Eid-ul-Azha Campaign has been very successful in reaching a large number of viewers for the brands.



SMC EL launched a new fun filled communication campaign of Taste Me instant soft drink powder. TV commercial, press and magazine advertisements were published with the new slogan "Ore Moja Re" to mark the occasion. The campaign represents the yummy taste and refreshing nature of the drink.



Pharma Update

The Pharmaceutical Division of SMC Enterprise Ltd has recently launched Vitamin B1, B6 and B12 combination tablet in the brand name “Nurowel.” This medication is for neurological disorders such as chronic muscle pain, neuropathic pain, low back pain, neuralgia, etc. Along with this brand, the product list of the Pharmaceutical Division of SMC EL increased to 32 products. The product line includes antibiotic, anti-ulcerant, NSAIDs, antihistamine, anti-asthmatic, and mineral supplement.



SMC’s initiatives to raise dengue awareness

ডেঙ্গু প্রতিরোধে করণীয়

- ১. মশা আক্রমণের ঝুঁকি বা এড়াতে বাতায়ন বন্ধ রাখুন।
- ২. মশার বাসস্থান থেকে দূরে থাকুন।
- ৩. মশার বাসস্থান পরিষ্কার করুন।

ডেঙ্গু প্রতিরোধে করণীয়

- ১. ডেঙ্গু জ্বরের লক্ষণ দেখলে দ্রুত চিকিৎসা করুন।
- ২. ডেঙ্গু জ্বরের লক্ষণ দেখলে দ্রুত চিকিৎসা করুন।
- ৩. ডেঙ্গু জ্বরের লক্ষণ দেখলে দ্রুত চিকিৎসা করুন।

ডেঙ্গু থেকে সাবধান!

ডেঙ্গুর লক্ষণসমূহ:

- উচ্চ জ্বর এবং মাথাব্যথা
- মেয়ে বাবা হওয়া বা আসলে ঝিকো আকস্মিক সমস্যা হওয়া
- হাতেরপেশি এবং হাঁড়ের ব্যথা/সজ্বনে রক্তকণিকা হওয়া
- শরীরের অন্যত্রায় পলসের হ্রাস বা হ্রাস হওয়া
- যদি জ্বর বা বমি হওয়া এবং খাবারের অস্বাদ হওয়া

আপনার বাসা এবং আশেপাশে জমে থাকা পরিষ্কার পানিতে কংশিকার করে এড়ান মশা।
অধি পানার জেতের ও আশেপাশে পানি জমায়ে স্থান চিহ্নিত করে দুই-তিন দিন পর পরিষ্কার করুন।

জনস্বার্থে: **SMC** Live Better

SMC stood by the people during the outbreak of the mosquito-borne disease ‘dengue.’ To help people understand about various aspects of dengue as well as how to control and fight it, SMC has taken three initiatives:

- SMC published print advertisements in top tier Bengali newspapers (Prothom Alo, Bangladesh Pratidin and Kaler Kantho) and TV

commercials in peak hours on two prominent national TV channels (Bangladesh Television and Ekattor TV) during August 7-11, 2019. The advertisements highlighted the risks, symptoms and prevention of dengue fever.

- SMC Niltara Clinic located at Mohammadpur in Dhaka supported this CSR initiative through subsidizing its lab test price.

- Our ORS Factory administration in Bhaluka, Mymensingh organized an “Awareness Building Seminar on Preventing Dengue” on August 4, 2019 to disseminate knowledge about various aspects of dengue fever. In the seminar held at the canteen premises, Dr. Saad Ullah, Medical Officer of the factory delivered his speech about prevention, history of aedes mosquito and outbreak, types of virus, sign and symptoms of dengue fever, treatment procedure, etc. Dr. Saad Ullah also advised all factory employees not to panic and take preventive measure to avoid dengue fever. General Manager, Bhaluka Factory, Mr. Md. Mujibul Haque Khan, all other members of the ORS Factory management, union leaders and workers were present in the seminar.



SMC EL promoted WCD’19

ভালো থাকা আপনার হাতেই

আপনার জীবনকে সুন্দর ও সফল করার পথিকৃত আপনার। নিজেকে এবং পরিবারের সদস্যকে ভালো রাখতে হলে সন্তান নিতে হবে নির্দিষ্ট বিরতিতে। তাই একমাসের বিরতিতে সর্বকর্ম জন্মনিরোধক প্যাঁচ, বা থেকে বেছে নিতে পারেন আপনার পছন্দের পদ্ধতি।

বিশ্ব জন্মনিরোধক দিন ২০১৯ উপলক্ষে দেশের সব পরিবারকে জানাই শুভেচ্ছা।

femicon | **Femipil** | **Panther** | **Sensation**

World Contraception Day takes place on September 26th every year. The annual worldwide campaign centers around a vision where every pregnancy is wanted. Launched in 2007, WCD’s mission is to improve awareness of contraception and to enable young people to make informed choices on their sexual and reproductive health. SMC EL published a press advertisement to observe the day this year.

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