

Our Chairman visits sales and field program activities in Sylhet area



Mr. Siddiqur Rahman Choudhury, Chairman of SMC & SMC EL Board has visited Sylhet and Sunamganj districts from October 26-28, 2019 to see the field promotional activities. The Honorable Chairman visited a Blue Star Center 'M/s. Al-Modina Pharmacy' belonging to Mr. Md. Shahnoor Hossain in Lamakazi Point under Bishwanath Upazila, Sylhet where he advised the pharmacy owner to increase sales of MoniMix and our pharmaceutical products. He also attended a meeting of Gold Star Members (GSMs) in Chhatak Upazila under Sunamganj district where 25 GSMs were present at the occasion. Speaking on the occasion, Mr. Choudhury advised to keep provision of annual gifts to the highest selling GSMs and also to provide them with necessary training through local doctors. He later visited the Notun Din office at Chhatak Upazila of Sunamganj district and also exchanged views with GSMs regarding their

experiences. The Chairman was overwhelmed by the enthusiasm shown by the GSMs for their work and was impressed by their performance. In fact, the GSMs have helped SMC to make a very effective market penetration of its products to rural women. It is an innovative initiative undertaken by SMC which has not only benefited SMC but at the same time contributed in improving the health and hygiene of rural women in the GSM operational areas.

The Honorable Chairman also attended a meeting with SMC Sales, Program and Pharma team of Sylhet region at a local hotel in Sylhet city. He advised to increase internal coordination and to uphold the slogan of "One SMC – Two Companies." Among others, the Chairman was accompanied by the Chief of Program Operations, Mr. Toslim Uddin Khan; Sales Manager, Sylhet, Mr. Mohammad Bahauddin Khandkar and Program Manager, Community Mobilization, Mr. Md. Motahar Hossain.



USAID high officials impressed with SMC Blue Star program activities

A high-level delegation of the United States Agency for International Development (USAID) led by its Director, OPHNE, Mr. Xerses Sidhwa visited SMC's Blue Star Program at Ukhiya, Cox's Bazar on October 29, 2019. The members of the delegation visited the 'S. S. Care Home' pharmacy owned by Mr. Ullas Kumar Dhar located at Matbor Market, Sonarpara Bazar, Ukhiya and observed activities of the Blue Star Program. Mr. Md. Ali Reza Khan, Managing Director & CEO and Dr. Salah Uddin Ahmed, Head of Training & Service Delivery and other high officials of SMC were present at the occasion along with Dr. Alia El Mohandes, Senior Family Planning Advisor, USAID.

Mr. Md. Ali Reza Khan, the Managing Director & CEO of SMC briefed the delegation members about the activities of SMC especially, various interventions of the Blue Star Program such as the recently launched Growth Monitoring and Promotion services. The dignitaries discussed various issues with the Blue Star provider such as: client flow, privacy, cleanliness, injectable administration procedure, counseling techniques and reporting system. Mr. Sidhwa and the delegation members also checked the BSP register and were highly impressed with the overall activities of the Blue Star Program.

RTV & SMC recognized outstanding child development contributors



The Grand Finale of the second RTV SMC MoniMix Award - 2019 was held at a local hotel in Dhaka on December 13, 2019 to honor the outstanding contributors in the child development sector of Bangladesh. The award giving ceremony was televised live on RTV while the Daily Kaler Kantho published special features about this event. Six individuals and organizations were honored with the MoniMix Award this year in recognition to their outstanding contribution to the child development sector. The awardees expressed their gratitude and pledged to continue their work for the betterment of the children. Mr. Siddiqur Rahman Choudhury, Honorable Chairman, Board of Directors, SMC and SMC Enterprise Limited; Mr. Md. Ali Reza Khan, Managing Director and CEO of SMC; Mr. Toslim Uddin Khan, Chief of Program Operations, SMC; Ms. Alia El Mohandes, Senior Family Planning Advisor of USAID Bangladesh, dignitaries from government and semi-government organizations and members of the civil society were present at the occasion. As part of the MoniMix campaign, a series of promotional advertisements with

representations from the national figures, educationists, TV artists and film stars were televised prior to the award giving ceremony; aiming to popularize the MoniMix brand as well as getting maximum viewership of the program. It is expected that the 'RTV SMC MoniMix Award – 2019' will create a new hype for popularizing the MoniMix brand in the market.



SMC EL received prestigious award from the Finance Minister



SMC Enterprise Ltd (SMC EL) has been honored by the National Board of Revenue (NBR), Government of Bangladesh (GoB) for being one of the highest VAT-paying firms in manufacturing sector under District category. The NBR honored the companies at a gala event in the Bangabandhu International Conference Centre in Dhaka on December 10, 2019. Mr. Abul Bashir Khan

FCMA, Chief Financial Officer of SMC EL, received the award on behalf of his organization from the Hon'ble Finance Minister, GoB, Mr. A H M Mustafa Kamal FCA, MP at the ceremony. The award consists of a Crest and a Certificate.

The NBR has honored firms based on 2005 VAT policy that states that a firm would qualify if it pays 10 percent higher



VAT than the previous fiscal year and has no tax dispute, pending cases or any tax and bank loan default. Introduced in July 1991, the Value Added Tax (VAT) has become the biggest contributor to the National Exchequer and this was consecutively for the 14th year NBR honored the highest VAT-paying firms in an effort to increase the revenue collection.

SMC attends “Sachin Mela” in Cumilla and promoted its drinking water

SMC EL participated in the two-day long “Sachin Mela-2019” which was held in Cumilla recently to commemorate the birth anniversary of renowned music director and singer of the subcontinent, Mr. Sachin Dev Burman. On the occasion, SMC EL arranged a simple ceremony at the office of the Deputy Commissioner of Cumilla on October 16, 2019. SMC donated a cheque of Tk. one lakh and also handed over 2,400 bottles of 500ml “SMC Purified Drinking Water” at the ceremony. The fair contains 18 stalls which portrays the life sketch of Sachin Dev Burman as well as the history, cultural heritage and archeological sites of Cumilla.

Mr. Chandra Nath Mandal, the erstwhile Head of Region, Dhaka & East Division, SMC EL (currently Addl. General Manager, Sales, heading the Sales Division), handed over the cheque and bottles of “SMC Purified Drinking Water” to Mr. Md. Abul Fazal Mir, the Deputy Commissioner and District Magistrate, Cumilla. The ceremony was attended among others by Mr. Kaizar Mohammad Farabi, Additional



Deputy Commissioner (General) and Mr. Arfanul Haque Rifat, General Secretary of Cumilla Awami League. Three local daily newspapers, viz., Dak Protidin, Daily Amader Comilla and Daily Banglar Aloron, published news articles covering this program.

It may be mentioned here that Mr. Sachin Dev Burman was born on October 1, 1905 in South Chartha of Cumilla city. At the age of 19, he moved to Kolkata where he stayed until 1944. He moved to Mumbai with his family in that year. He earned the distinction of being the best music director in the Mumbai film industry. Mr. Burman passed away on October 31, 1975.

Chattogram schoolgirls briefed about personal hygiene practices



In order to promote the use of sanitary napkins in general and Joya in particular as an essential part of menstrual hygiene management, our Chattogram Area Office organized a School Activation Program on “Personal Hygiene Practice” and promoted ‘Joya’ sanitary napkin to the female students. The program was held at Wireless Jhautala Colony High School in Pahartali under Khulshi in Chattogram district recently. A total of 750 female students from Class VII to Class X attended the program. It was an excellent platform dealing with the health education of adolescent girls which was attended by Mr. Mohammad Mohsin, Headmaster of the School as the chief guest while Dr. Seheli Nargis, FCPS, Regional Consultant of Family Planning of Chattogram Divisional Family Planning Office, was the resource person.



Dr. Nargis 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. At the end of the session, SMC distributed 750 pack Joya 8’s Belt sanitary napkin to all the students as a gift and the students also purchased around 200 packs of the product on the spot. The program was very successful and the girls were very happy to gather knowledge about health and hygiene along with the ‘Joya’ sample. Mr. Abdulla Al Mamun, Sales Manager, Chattogram, discussed about SMC’s initiatives and contribution to the health and hygiene sector of the country. Among others, officials of SMC’s Chattogram Area Office were present at the occasion.

As part of its support to the people during the outbreak of the mosquito-borne disease ‘dengue,’ the Bogura Area Office of SMC Enterprise Limited donated ORSaline-N to Shaheed Ziaur Rahman Medical College Hospital (SZMCH) in Bogura recently. The ORSaline was handed over in conjunction with I.V. Saline, which was donated by local nonprofit organization Rehabilitation for Abused Child (RAC). Mr. Quazi

Md. Jafrullah, the erstwhile Head of Region, North Division of SMC EL (currently Head of Region, East-West) handed over 4,000 sachets of ORSaline-N to Brigadier General Md. Golam Rasul, Director, SZMCH at a simple ceremony in the hospital premises. Among others, Mr. Abul Hayat Md. Kamal, Sales Manager and Mr. Md. Shamsul Alam, Senior Area Executive of Bogura Area Office were also present at the ceremony.

SMC donates ORSaline-N to dengue affected patients in Bogura



SMC drinking water assures consumers of pure and clean water to drink



SMC Enterprise Ltd launched “SMC Purified Drinking Water” in the market on October 15, 2019. The brand comes with the assurance of safety and purity from the house of SMC and promises to provide 100% germ free drinking water.

SMC Purified Drinking Water has a precise pH balance that makes it safe for everyday hydration. The bottling process is fully automated with no chemical added during filtration and packaging. This water is purified in seven steps

including Ozone Treatment, Reverse Osmosis and UV light so that the consumers can enjoy high quality, pure, clean and healthy drinking water. The bottle has an attractive packaging and a very unique shape with a nice grip.

The slogan of SMC Purified Drinking Water is “নিরাপদ পানি, নিরাপদ জীবন” and international cricket icon Mr. Shakib Al Hasan is the brand ambassador. Since its launch, the brand has rapidly gained high acceptance in the market.

‘SMC Purified Drinking Water’ in Dhaka’s diplomatic zone



Gulshan-2 Lake Park is one of the most significant locations in the capital Dhaka where people belonging to the topmost and premium social class of Bangladesh visit. A strong brand presence in this location will give us the opportunity to showcase our brand to the most elite group of customers who are also the most powerful opinion leaders of the society. In order to take leverage of this opportunity, SMC has branded a water station with a vending machine at Gulshan-2 Lake Park with ‘SMC Purified Drinking Water’ exclusively for a period of one year effective from September 2019.



SMC EL recently launched a campaign on its Norix 1 – Emergency Contraceptive Pill (ECP) which included TV commercial, press advertisement, radio commercial and magazine advertisements. The campaign was designed based on a simple and catchy theme - “One Pill Solution” to prevent unprotected intercourse.

SMC donates Joya to Abinta Kabir Foundation School

As a part of its CSR initiatives, SMC donated 300 packs of its Joya Sanitary Napkin to the Abinta Kabir Foundation in Dhaka recently with a view to build awareness among the youth regarding the use of female hygiene products. The products will be used for underprivileged girl students of the Abinta Kabir Foundation School.

Mr. Syed Mohammad Zubeyr Ali FCMA, Company Secretary of SMC and SMC EL, handed over the packs to the officials of the Abinta Kabir Foundation at a simple ceremony at the SMC Head Office in Dhaka recently. The Foundation has extended thanks and appreciation for the noble initiative of SMC.



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