



New Chairman of SMC & SMC EL

SMC welcomes Mr. Waliul Islam to his new role as the Chairman of the company. Mr. Islam has been elected as the new Chairman of the Board of Directors of SMC and SMC Enterprise Ltd (SMC EL) for two years with effect from September 7, 2021.

Mr. Islam is a retired civil servant of the Government of the People's Republic of Bangladesh. He joined the then Civil Service of Pakistan (CSP) in 1967 and served in various capacities in the Government of Pakistan and Bangladesh over the next 32 years. He served as a Secretary to the Ministry of Planning (Statistics Division), Ministry of Communication (Roads and Railways) and Ministry of Shipping of the Government of Bangladesh. He also served as a Director General of the Bangladesh Bureau of Statistics (BBS).

Honorable Board Members and Deputy Managing Director of SMC attended program events in Barishal

SMC Program Division organized three events during September 28-29, 2021 namely 'Experience Sharing Meeting with the Obstetricians and Gynecologists (OBGYNs)', 'Performance Review and Planning Meeting with Community Mobilization Implementing Partners' and 'Roundtable with Pediatricians to Explore New Health Network Opportunities'. Mr. Faruque Ahmed and Professor Dr. Farhana Dewan, Honorable Board Directors of SMC joined the Barishal events and shared their experiences to motivate the Participants. Dr. Mostafizur Rahman, Line Director, National Nutrition Sciences, Director General of Health Services attended these events and appreciated observing the nutrition and GMP activities which are being implemented by SMC. Mr. Toslim Uddin Khan, Deputy Managing Director of SMC and Mr. Moshir Rahman, Additional GM, Program Operations, SMC accompanied the Board Directors and discussed on important aspects for overall improvements of different programs in the events.



SMC was awarded ISO 9001:2015 certification



SMC has achieved the ISO 9001:2015 certifications in July 2021 awarded by the 'International Organization for Standardization (ISO)'. SMC Head office, SMC Central Store and SMC Niltara Clinic & Model Pharmacy have been awarded with this international accreditation for complying the specific requirements of Quality Management System (QMS). The certification body SGS Bangladesh has conducted a series of audits to certify SMC's different operations as ISO certified entities for three years.

This certification will surely make the SMC and its services more credible to the customers and strategic stakeholders.

SMC Tower-2 is no more a dream now

SMC Tower-2, one of the dreamed projects of SMC located at Darussalam, Mirpur Road is now operational. On 14.21 katha area, with an extreme endeavor of SMC's Engineering Division, the construction was completed in due time.

This 14-storied building has been constructed with high-quality construction materials using advanced technology with RCC framed structure. It also has 3 basements connecting with a wide ramp having 48 vehicle parking capacity. Variable Refrigerant Flow (VRF), the latest cooling technology system has been installed at the building.

The tower is also equipped with an advanced Fire Detection & Alarm and Fire Protection & Sprinkler system. It has a 1250 KVA substation with Prime Diesel Generator to support 24 hours uninterrupted power supply including Busbar Trunking System (BBT) which is a replacement for the cable of electricity transmission. Amongst the other facilities, it has two modern passenger lifts and one service lift.

At present, SMC Clinic, Store, Transport Office and Dhaka West Area Office have started their regular operations at SMC Tower-2.



Signing Ceremony on 'Charter of Demand-2020'



The present Collective Bargaining Agent (CBA) has been elected in the election held on December 10, 2020 organized by the HR & Administration Division of SMC EL. As per the guideline of Labor Directorate of Bangladesh, the newly elected CBA submitted a Charter of Demand on December 28, 2020. A special committee headed by Mr. Md. Feroze-UI Alam, DMD-Operations, SMC EL evaluated all the demands of CBA and with the guidance of Managing Director, SMC EL, concluded the dialog session with the CBA successfully.

The signing ceremony was held on August 18, 2021 both in physical and online presence of the Management and CBA in a festive manner. During the program, the senior management along with Managing Director, SMC EL and CBA representatives expressed their positive gesture towards the betterment of the company.

Scientific Seminar on 'SmartPill'

The Dhaka West Area Office of SMC EL organized a scientific seminar on SmartPill, the fourth generation Oral Contraceptive Pill (OCP), with the doctors of Kalihati Upazila Health Complex, Tangail on September 20, 2021. Dr. Nasrin Sultana, MBBS, FCPS was the keynote speaker and Dr. Umme Ruman Siddiqi, MBBS, Ph.D. chaired the seminar. A total of 15 graduate doctors including 3 consultants and 7 Sub Assistant Community Medical officers attended the seminar. Mr. KM Hashibul Hassan, Senior Sales Manager, Dhaka West, SMC EL explained the efficacy and effectiveness of this premium pill alongside giving an overview of SMC activities and accomplishments in the field of reproductive health and hygiene. The Chairperson appreciated SMC EL management for introducing the fourth-generation pill catering the market demand.



SMC launched Multiple Micronutrient Supplements (MMS) 'FullCare' for pregnant women

Multiple Micronutrient Supplements (MMS) for pregnant women is a highly impactful solution for improving nutrition status and reducing Low Birth Weight which is recommended by the United Nations International Multiple Micronutrient Antenatal Preparation (UNIMMAP). SMC branded MMS as 'FullCare' launched on July 5, 2021 to make the necessary supplements affordable and available to the pregnant women in Bangladesh. FullCare was made available to all SMC area offices before its launching. A training program was organized for the relevant field staffs to orient them on

MMS and its marketing strategies. FullCare is available in 62 districts while two districts are kept as control area for UNICEF/GOB for pilot initiative to focus pregnant women belong to bottom of the pyramid. The product has been launched in collaboration with Global Alliance for Improving Nutrition (GAIN) and financial support by Children Investment Fund Foundation (CIFF).



SMC EL observed 'World ORS Day 2021'

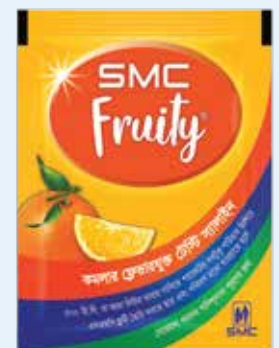


SMC arranged a webinar session for its pioneer brand ORSaline-N titled 'SMC ORSaline Day 2021' in collaboration with Prothom Alo to celebrate the 'World ORS Day 2021'. The session was broadcast on July 28, 2021 at 7.30 pm on the Facebook pages of SMC ORSaline-N & Prothom Alo and the YouTube channel of Prothom Alo. The brand ambassador of ORSaline-N, Mr. Shakib Khan, the famous actor and superstar of Bangladesh joined the webinar and shared his experience and thoughts with the audience. Mr. Khandaker Shamim Rahman, General Manager, Marketing, SMC EL; Dr. Mohammad Younus, renowned

scientist of icddr,b; Dr. Samina Sharmin, Health Specialist, UNICEF Bangladesh; Dr. Soumitra Chatrajee, Assistant Professor, BSMMU participated in the webinar and discussed the important issues and different queries on Child Health, Diarrhea and Dehydration. The webinar was featured in the Daily Prothom Alo (print version) on July 29, 2021.

Flavored Saline 'SMC Fruity' is now in market

In Bangladesh, the sales of Oral Rehydration Salts (ORS) is growing due to the increase of sweat market for prolonged summer. Analyzing the consumers' preference, SMC Enterprise Limited (SMC EL) launched flavored saline 'SMC Fruity' with refreshing Orange (fruit) flavor in August 2021 to address the sweet market. Each sachet of SMC Fruity contains 10gm powder which needs to be mixed and dissolved properly in 500 ml pure drinking water. Before launching, the Managing Director of SMC EL inaugurated two days virtual orientation sessions for both the direct and the distribution sales forces during August 9-10, 2021. The training was facilitated by the Senior Manager, Sales Training & Monitoring to discuss about the importance of introducing flavoured ORS while General Manager, Marketing and Addl. GM, Sales shared the marketing and sales plan of SMC Fruity. This product is now available at the retail stores at BDT 6 (MRP).



'Zifday' – the new addition in pharma portfolio



"Zifday" a new product has been added to the portfolio of SMC Pharma in July 2021. It is a time-released capsule with a combined preparation of Carbonyl Iron, Folic acid, and Zinc. Zifday

is indicated to address the deficiency of iron, zinc, and folic acid, especially during pregnancy and lactation. In

addition, it helps to address Iron Deficiency Anemia (IDA), dietary insufficiency, chronic or acute blood loss, etc. Compared with the other iron preparations (Ferrous sulfate/ferrous gluconate etc.), Zifday has higher efficacy with lesser side effects. The brand has already started its journey with the slogan "For safe & healthy pregnancy" and continuously enjoying a positive market response by reaching its target audiences especially with the help of Pink Star network providers.

Staff development initiatives



As part of the capacity development of employees, the Human Resource (HR) department of SMC Enterprise Limited (SMC EL) has organized training for the different categories of staff in 11 batches using the virtual platform during April-June 2021. For enriching excellence in SMC Pharma performance, the HR department arranged exclusive training programs titled 'Art of Efficient Pharmaceuticals Sales' and 'Pharmaceutical Sales Leadership Training'. A total of 230 Medical Information Officers (MIOs/Sr. MIOs), 35 Area Managers, 6 Deputy Sales Managers and 5 officials of SMC EL's Marketing team participated in the training sessions. The HR team

also arranged leadership training named 'Management Acceleration Program' for the promising staffs where 70 individuals participated in 2 batches. The training was facilitated by the renowned trainer Mr. Saif Noman Khan, Associate Professor, IBA, University of Dhaka.

Tamim & his family representing 'Super Kid' as Brand Ambassadors



The captain of the Bangladesh one-day international cricket team, Mr. Tamim Iqbal Khan along with his wife Ms. Ayesha Siddiqa, and his only son Master Mohammed Arham Iqbal have become the brand ambassadors of Super Kid Fortified Confectionery. Super Kid is formulated in the USA enriched with 24 Vitamins and Minerals. One pack Super Kid is a great

source of energy and can fulfill up to 27% Reference Daily Intake (RDI) of necessary vitamins and minerals. It also helps to boost kids' immunity, growth and intelligence. Considering the market demand, Super Kid is introduced in two different variants ('DudhMalai' & 'Badam Chocolate') and now available at retail stores.

Focus on Special Days Observation

Celebration of World Population Day:

The Government of Bangladesh (GoB) observed World Population Day (WPD) in a befitting manner led by the Ministry of Health and Family Welfare (MOHFW). This year's national theme was 'অধিকার ও পছন্দই মূলকথা: প্রজননস্বাস্থ্য ও অধিকার প্রাধান্য পেলে কাঙ্ক্ষিত জন্মহারেও সমাধান মেলে' Mr. Zahid Maleque, Honorable Minister for Health and Family Welfare delivered his valuable speech as the chief guest in a virtual session. On behalf of SMC, Mr. Mohammad Mohiuddin Ahmed, Head of Behavior Change Communication and other high officials attended the session. The Directorate General of Family Planning published a souvenir on WPD where SMC and SMC Enterprise Ltd published a write-up to focus its different activities.



Observance of World Breastfeeding Week:

'Protect Breastfeeding: A Shared Responsibility' - The theme of 'World Breastfeeding Week 2021' highlights the nexus between breastfeeding and survival, health and wellbeing of women, children and the nation. SMC's community mobilization program 'Notun Din' commemorated the day through different events. Amongst, the virtual discussion sessions and upazila level field activities of SMC's implementing partners are mentionable.



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