

ANNUAL REPORT 2019-2020

SOCIAL MARKETING COMPANY



ANNUAL REPORT

(July 2019 - June 2020)



SOCIAL MARKETING COMPANY



SMC Vision

SMC's vision is to be a world-class social enterprise recognized for its contribution to the advancement of social marketing thoughts, principles and practices that aim to better the health and wellbeing of women, children, families and the society.



SMC Mission

In partnership with the government, development partners and the private sector, SMC's overall mission is to improve the health and wellbeing of women, children and families through social marketing of products and services in family planning, maternal and child health, nutrition, Tuberculosis (TB) and other socially beneficial areas.



SMC Enterprise Mission

The mission of SMC Enterprise Ltd is to support SMC to grow as a successful social enterprise by making surplus funds from profitable operations available for investment in program operations designed to enhance social good.



Philosophy

Profit must primarily contribute to social betterment.



Core Values

- Our organizational interest is at the foremost.
- We never compromise on quality and satisfying our customers' needs.
- We challenge ourselves everyday to do better and achieve more.
- We hold dearly our values of integrity, respect and fairness for all.

Company Information

SOCIAL MARKETING COMPANY

SMC ENTERPRISE LIMITED

(A fully owned subsidiary of SMC)

Registered Address

SOCIAL MARKETING COMPANY
Registered Office:
SMC Tower, Road-17
33 Banani Commercial Area
Dhaka-1213, Bangladesh

SMC ENTERPRISE LIMITED
Registered Office:
SMC Tower, Road-17
33 Banani Commercial Area
Dhaka-1213, Bangladesh

Factory Address

HEALTH & HYGIENE FACTORY
Dhaka Chattogram Old Trunk Road
85/2, Baubond Sadar Dakshin
Cumilla-3500

ORS FACTORY
Holding No. 5/82, Zamirdia, Hobir
Bari, P.O.: Seed Store Bazar
P.S: Bhaluka, Mymensingh

Statutory Auditors

MABS & J PARTNERS
Chartered Accountants
SMC Tower (7th floor), Road-17
33 Banani Commercial Area
Dhaka-1213, Bangladesh

Main Bankers

Pubali Bank Limited
Banani Branch

Dutch-Bangla Bank Limited
Banani Branch

Standard Chartered Bank
Gulshan Branch

First Security Islami Bank Limited.
Banani Branch

Uttara Bank Limited
Gulshan Branch

Pubali Bank Limited
Banani Branch

The City Bank Limited
Gulshan Branch

Standard Chartered Bank
Gulshan Branch

First Security Islami Bank Limited
Banani Branch

Uttara Bank Limited
Gulshan Branch

Eastern Bank Limited
Gulshan Branch

Tax Consultants

K.M. Hasan & Co.
87, New Eskaton Road, Dhaka-1000

SOCIAL MARKETING COMPANY

SMC ENTERPRISE LIMITED

(A fully owned subsidiary of SMC)

Legal Advisor

H & H Company
56-57, Motijheel Commercial Area
Shareef Mansion (2nd Floor)
Dhaka-1000. Bangladesh

H & H Company
56-57, Motijheel Commercial Area
Shareef Mansion (2nd Floor)
Dhaka-1000. Bangladesh

Md. Fazlur Rahman Khan
Legal Access, SIAAM Tower
Level-5, Plot-15, Sector-3, Uttara
Dhaka

Company Website

www.smc-bd.org

Company Social Media

www.facebook.com/smcnonprofit

<https://www.facebook.com/SMCEnterpriseLimited>

Company LinkedIn

www.linkedin.com/company/socialmarketingcompany

www.linkedin.com/company/smc-el

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Acronyms

ACTB	Alliance for Combating Tuberculosis in Bangladesh
AGM	Annual General Meeting
AoA	Articles of Association
BCC	Behavior Change Communication
BDHS	Bangladesh Demographic and Health Survey
BS	Blue Star
BSEC	Bangladesh Securities and Exchange Commission
BSN	Blue Star Network
BSP	Blue Star Provider
BSTI	Bangladesh Standards and Testing Institution
CFA	Chief of Finance & Accounts
CPO	Chief of Program Operations
CPR	Contraceptive Prevalence Rate
CYP	Couple-years of protection
DFPM	Deputy Field Program Manager
DGDA	Directorate General of Drug Administration
DGFP	Directorate General of Family Planning
DGHS	Directorate General of Health Services
DOTS	Directly Observed Treatment, Short-course
DQA	Data Quality Assessment
ECP	Emergency Contraceptive Pill
FC-LARC	Field Coordinator Long-Acting and Reversible Contraception
FMD	Food Manufacturing Division
GAIN	Global Alliance for Improved Nutrition
GM	General Manager
GMP	Growth Monitoring and Promotion
GoB	Government of Bangladesh
GS	Green Star
GSM	Gold Star Member
GSP	Green Star Provider
HTSP	Healthy Timing and Spacing of Pregnancy
icddr,b	International Centre for Diarrhoeal Disease Research, Bangladesh
IFA	Iron and Folic Acid
IFRS	International Financial Reporting Standards
ISA	International Standards on Auditing
IUD	Intrauterine Device
IYCF	Infant and Young Child Feeding
LAPM	Long-Acting and Permanent Method
LARC	Long-Acting and Reversible Contraception
LBW	Low Birth Weight
M&E	Monitoring and Evaluation
MD	Managing Director

Acronyms

MD & CEO	Managing Director & Chief Executive Officer
MISHD	Marketing Innovations for Sustainable Health Development
MMS	Multiple Micronutrient Supplements
MNP	Micronutrient Powder
MSNP	Multisectoral Nutrition Programming
MUAC	Mid-Upper Arm Circumference
MWRA	Married Women of Reproductive Age
NBR	National Board of Revenue
OBGYN	Obstetrician-Gynecologist
OCP	Oral Contraceptive Pill
OGSB	Obstetrical and Gynecological Society of Bangladesh
PM	Permanent Method
PO-TSD	Program Officer-Training and Service Delivery
PSP	Pink Star Provider
RJSC	Registrar of Joint Stock Companies and Firms
SDG	Sustainable Development Goal
SDK	Safe Delivery Kit
SGA	Small for Gestational Age
SMC	Social Marketing Company
SMC EL	SMC Enterprise Limited
TB	Tuberculosis
USAID	United States Agency for International Development

A Brief on SMC and SMC Enterprise Limited

SMC continues to thrive its role as one of the major contributors to the Bangladesh national health and family planning program. Originating in 1974 as a USAID-funded Family Planning Social Marketing Project (FPSMP) to address the rapid population growth through engaging the private sector health service providers in the country; it was transformed into a not-for-profit company in 1990 and run by a voluntary Board of Directors. After becoming fully sustainable in 2012 recovering more than 100% of its non-program related costs, in 2014, it formed a wholly-owned subsidiary company 'SMC Enterprise Limited' (SMC EL), a for-profit company to separate the profitable activities from nonprofit to effectively manage a growing and complex operation of a for-profit entity. With its philosophy "Profit must primarily contribute to social betterment," SMC marched towards its mission. In 2017, the Pharmaceutical Division of SMC EL was launched with the key objective of "No one should suffer, especially the less-privileged due to lack of affordable quality medicine." Currently, it promotes 36 products in the market including antibiotic, anti-ulcerant, non-steroidal anti-inflammatory drugs (NSAIDs), anti-histamine, anti-asthmatic, anti-spasmodic and mineral supplements.

In order to provide quality health care and diagnostic services at an affordable price to all segments of the population in the society; SMC is running a clinic since 2018 with a provision of a model Pharmacy in Dhaka.

Having a market share of 61%, SMC's flagship brand 'ORSaline-N' has been greatly contributing to reduce the diarrheal disease related child mortality rate over the last three and a half decades. SMC also distributes Zinc tablet as an adjunct therapy to treat the child diarrhea since 2008. SMC branded micronutrient powder (MNP) 'MoniMix' helps to reduce the iron deficiency anemia of children aged 6-59 months.

Contribution to the National Economy

As per the Bangladesh Demographic and Health Survey (BDHS) 2017-18, SMC has notably contributed to Contraceptive Prevalence Rate (CPR) at the national level by sharing 47% of pills, 62% of condoms, and 33% of injectables. It indicates a 38% contribution of the modern contraceptive methods used nationally. Since its inception, SMC operations have achieved 107 million Couple-years of protection (CYPs), averted 22 million unintended pregnancies, 2.2 million deaths of children under-5, and 213 million disability-adjusted life years (DALYs) as per Population Services International (PSI) calculator.

According to the 2019 Contraceptive Social Marketing Statistics released by DKT International, USA, SMC was ranked as the second-largest contraceptive social marketing organization globally in terms of numbers of CYPs delivered.

Major SMC Operations

Blue Star Program: A network of 8,000 private sector non-graduate providers.

Green Star Program: A network of more than 4,300 drug sellers.

Pink Star Program: A network of 350 active graduate providers mostly Obstetricians and Gynecologists.

Gold Star Program: More than 2,400 community level rural women entrepreneurs promoting SMC products.

Clinical & injectable contraceptives: Promotes Relax, *i*-plant, SOMA-JECT, Sayana Press.

Public Health products: Promotes MoniMix, Safety Kit, SMC Zinc, Vermicid, Easy Clean, Quick Test.

SMC Niltara Clinic & Model Pharmacy: Provides quality health care and diagnostic services at affordable price, located at Mohammadpur, Dhaka.

Major SMC EL Operations

Contraceptives (Male): Markets Raja, Hero, Panther, Sensation, U&Me, Xtreme, Amore.

Oral Contraceptives (Female): Markets Femicon, Femipil, Noret-28, Minicon, Norix, Norix-1, Ovacon Gold, Mypill.

Food and Beverages: Markets ORSaline-N, Taste Me, Bolt, SMC Purified Drinking Water.

Health and hygiene: Markets Joya, Smile, Germ Kill Hand Sanitizer, Germ Kill Hand Wash.

Manufacturing: Largest ORS manufacturing facility at Bhaluka; Food Manufacturing Division at Bhaluka; Health & Hygiene factory in Cumilla.

Warehouses: Central Warehouse at Bhaluka; Regional Warehouse in Bogura; Regional Warehouse in Cumilla.

SMC's most popular low-dose oral contraceptive pill (OCP) 'Femicon' topped the list in the OCP category with its highest number of users and it is the second highest used brand across the country. Femicon has won the heart of millions of women for its usage, comfort and effectiveness. In the female hygiene market, SMC's sanitary napkin 'Joya' has created a wide appeal of acceptance among the low-income women and adolescents due to its quality and affordability. SMC introduced deworming tablet 'Vermicid' in 2020 to improve the nutritional status of the children and family members across the country.

Arousing from a project to a thriving social business enterprise, SMC is considered as one of the largest partners of the Government of Bangladesh (GOB) for its contribution in health, nutrition and family planning sector. SMC and SMC EL are both gaining momentum to enrich its range of public health products as well as the consumer product portfolio upholding the quality standard and adding the value 'live better' through continuous improvement.

SMC achieved remarkable success in its nationwide behavioral change communication to increase awareness, knowledge, and improve health behaviors among the rural people. The ongoing program includes family planning, child health, nutrition, adolescent health, maternal health, hygiene and referral services for tuberculosis and clinical contraceptives.

With a view to serving the nation with extensive programmatic activities, SMC is relentlessly putting its endeavors and increasing its basket of public health products for the wellbeing of women, children and families. The entire operational process of SMC and SMC EL is emerging in the pace of modern marketing and communication methods to serve the population with quality products and services offering at affordable prices and considering every convenience that symbolizes SMC as a house of trusted brands.

Milestones

1974

Family Planning Social Marketing Project (FPSMP) established under a tripartite agreement among Population Services International (PSI), GOB and USAID

1975

USAID-donated Raja condom and Maya contraceptive pill started distribution through private sector outlets

1985

FPSMP launched Oral Rehydration Salt (ORS) to address high diarrheal deaths

1990

FPSMP became Social Marketing Company (SMC), a private not-for-profit company under the Companies Act of 1913 with a voluntary Board

1997

SMC became a direct recipient of USAID funds with the departure of PSI

2000

Inaugurated Company's own head-quarter building 'SMC Tower' in Banani, Dhaka

2004

ORS manufacturing facility started operation at Bhaluka, Mymensingh

2008

Central Warehouse inaugurated at Bhaluka, Mymensingh

2012

Became fully sustainable recovering more than 100% of non-program related costs

2012

Awarded USAID-funded Marketing Innovation for Health (MIH) Project through a competitive bidding

2014

Formed SMC Enterprise Ltd, a fully-owned for-profit subsidiary company

2015

Inaugurated Bogura Regional Office and Warehouse

2016

Started construction of hygiene manufacturing plant in Cumilla

2016

Awarded the Marketing Innovations for Sustainable Health Development (MISHD) project by USAID

2017

Manufacturing of hygiene products at the Cumilla plant begins

2017

Started construction of 'SMC Tower - 2' at Mirpur, Dhaka

2017

Launched prescription pharmaceutical products in its own brand name

2018

Inaugurated SMC Niltara Clinic and Model Pharmacy in Dhaka

2019

Commercial production of MoniMix started from December 31, 2019

2019

Production line for commercial production of capsules and MoniMix pouch started at Bhaluka plant in December 2019

2020

Awarded the Multiple Micronutrient Supplements (MMS) by Children's Investment Fund Foundation (CIFF)





Partners

We gratefully acknowledge the contribution of the development and strategic partners for supporting our work for the betterment of the society. We are highly grateful to the Ministry of Health & Family Welfare (MOHFW) and USAID for their continuous support to SMC from the onset of our existence.

Government Partners



পরিবার পরিকল্পনা অধিদপ্তর



Government of the People's Republic of Bangladesh
DGHS
Directorate General of Health Services
Ministry of Health and Family Welfare

Development Partners



USAID
আমেরিকার জনশাসনের পক্ষ থেকে



CHILDREN'S INVESTMENT FUND FOUNDATION

Knowledge and Training Partners



Implementing Partners



CWFD



working for population & development

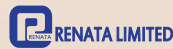


সচেতন
SACHETAN



সীমান্তিক
SHIMANTIK

Outsourcing Partners



Collaborative Partners



OGSB



THE SCIENCE OF IMPROVING LIVES



gain
Global Alliance for Improved Nutrition



Surjer Hashi Network (SHN)



ujjiban
SOCIAL AND BEHAVIORAL CHANGE COMMUNICATION PROJECT



KNOWLEDGE FOR GLOBAL LIFESAVING SOLUTIONS



HEED BANGLADESH

Company Members



Mr. Siddiqur Rahman Choudhury

Former Finance Secretary, Government of Bangladesh.

Former Chairman of Agrani Bank, Sonali Bank (UK) Ltd. and Shadharan Bima Corporation.

Now working as a freelance consultant and in the last five years was involved in ten consultancy assignments in the field of Public Financial Management, Aid Effectiveness and review of Health Sector Development Program.



Mr. Muhammed Ali

Former Secretary, Ministry of Health and Family Welfare; Ministry of Land; Ministry of Power, Energy and Mineral Resources; Ministry of Communication (Jamuna Bridge Division); Ministry of Civil Aviation & Tourism, Government of Bangladesh.

Former Chief Advisor and Head of Management Change Unit (MCU), Ministry of Health & Family Welfare.

Former Chairman, Sonali Bank Ltd and Janata Bank Ltd.

Former Chairman, Board of Directors of SMC & SMC EL.



Ms. Rokeya Quader

Chairperson, Desh Group of Companies.

Former Vice President of Women's Entrepreneurs Association and Bangladesh Employer's Federation.



Ms. S. R. Ghuznavi

Executive Chairman, Aranya Crafts Limited.

Founder-Member of the National Crafts Council of Bangladesh.



Mr. Md. Siddique Ullah

Engineering Advisor, Bangladesh Medical Studies and Research Institute (BMSRI).

Former Chief Engineer, Public Works Department (PWD), Government of Bangladesh.



Mr. A K M Shamsuddin

Chairman and CEO of E-zone Ltd. (a management consulting group).

Founding Chairman and current Director of CDBL; Founding Managing Director of SMC.

Former Managing Director of Aventis Pharma and Former President of FICCI.



Ms. Rupali Haque Chowdhury

Managing Director, Berger Paints Bangladesh Ltd.

Managing Director, Jenson & Nicholson (Bangladesh) Ltd.

President, Foreign Investors' Chamber of Commerce & Industry.



Mr. Waliul Islam

Former Secretary, Ministry of Planning (Statistics Division), Ministry of Communication (Roads and Railways), Ministry of Shipping, Government of Bangladesh.

Former Director General of the Bangladesh Bureau of Statistics (BBS).

Former Managing Director, Bangladesh Shipping Corporation (BSC).

Former Independent Director, Dhaka Stock Exchange.



Dr. Yasmin H. Ahmed

Former Vice President and Senior Regional Director of Marie Stopes International, UK.

Former Country Director of Marie Stopes Clinic Society.

Currently a freelance consultant.



Dr. Jahir Uddin Ahmed

Former Director General, Family Planning Association of Bangladesh (FPAB).

Director, Directorate General of Family Planning (MOH&FW).

Former Chairman, Midwifery & Nursing (DMN) Department, BRAC University.

Adjunct Faculty of MPH course of AIUB.



Mr. Aftab ul Islam FCA

Former President of Dhaka Chamber of Commerce and Industry (DCCI) and American Chamber of Commerce in Bangladesh (AmCham).

Former Director, FBCCI (Federation of Bangladesh Chambers of Commerce and Industry).

Chairman, IOE (Bangladesh) Limited.



Dr. Masud Ekramullah Khan

An International Corporate attorney, M & A Lawyer at the Legal Circle.

Director, Amadeyr Cloud Limited.

Vice-President and member, Green Movement Foundation (nonprofit organization).

Pro bono counsel for JAAGO Foundation.



Mr. Faruque Ahmed

Former Executive Director, BRAC International.

Former Director, Health Programme, BRAC.



Mr. Muhammad A. (Rume) Ali

Former Deputy Governor, Bangladesh Bank.

Former Chairman, bKash Limited.

Chief Executive Officer, Bangladesh International Arbitration Centre (BIAC).



Mr. Muhammed Farhad Hussain FCA

Former President of The Institute of Chartered Accountants of Bangladesh (2007).

Managing Partner, Hussain Farhad & Co., Chartered Accountants.



Mr. Syed Monjurul Islam

Deputy Executive Director, icddr,b, Mohakhali, Dhaka;

Former Secretary, Ministry of Health and Family Welfare, GOB;

Former Secretary, Ministry of Shipping, GOB;

Former Additional/Joint Secretary, Finance Division, Ministry of Finance, GOB



Professor Ahmed Mushtaque Raza Chowdhury, PhD

Professor of Clinical Population & Family Health, Columbia University's Mailman School of Public Health;

Former Vice Chairman of BRAC;

Former Senior Adviser and acting Managing Director, MacArthur Fellow and the Rockefeller Foundation, Harvard University



Professor Dr. Sameena Chowdhury

President, Obstetrical and Gynecological society of Bangladesh (OGSB)

Former Professor of Obstetrics & Gynaecology, Dhaka Medical College

Former Senior Technical Expert & Advisor in Midwifery Department, BRAC University

Former Professor of Obstetrics & Gynaecology, Institute of Child and Mother Health (ICMH)



Professor Dr. Farhana Dewan

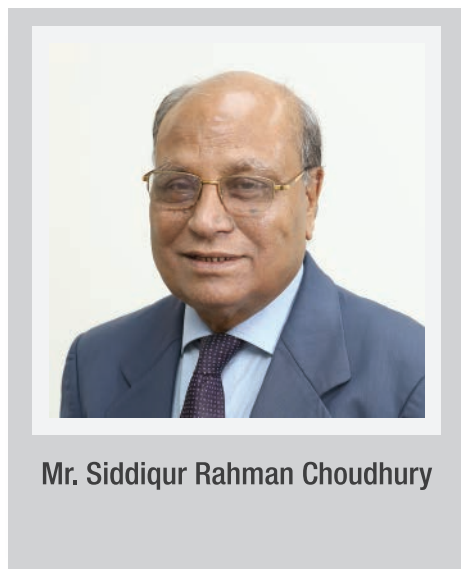
Professor & Head, Department of Obstetrics and Gynecology, Ibn-Sina Medical College Hospital;

Vice President, Obstetrical and Gynecological Society of Bangladesh (OGSB);

Former Secretary General, OGSB;

Former Secretary, OGSB Hospital & IRCH

Board of Directors and Company Members



Member & Chairman of the Board of Directors of SMC & SMC EL

Mr. Siddiqur Rahman Choudhury is a former civil servant who retired in 2007 after serving the Government of Bangladesh for more than 30 years. As a career civil servant, Mr. Choudhury held many senior positions in the Ministry of Finance and the Bangladesh Audit Department. He also held the position of Secretary, Ministry of Commerce, Food & Disaster Management and immediately before retirement, he was Finance Secretary, Government of Bangladesh. During his tenure in the government and also after retirement, Mr. Choudhury was in the Board of a number of government owned corporations, companies and financial institutions. He was Chairman of Agrani Bank, Sonali Bank (UK) Ltd. and Shadharan Bima Corporation. He was a member of the Board of Bangladesh Bank, Sonali Bank, House Building Finance Corporation, IDCOL, Biman Bangladesh Airlines, SABINCO, Jamuna Oil Company and Eastern Refinery Limited.

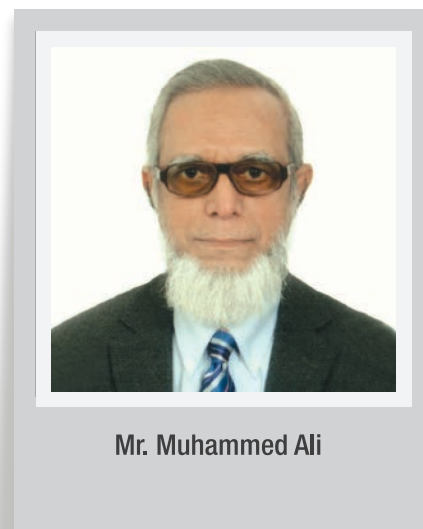
Mr. Choudhury represented Bangladesh in many international conferences and seminars including annual meetings of the Board of Governors of the World Bank and IMF, Commonwealth and SAARC Finance Ministers' Conferences.

After retirement, he has been working as a freelance consultant and was involved in a number of consultancy assignments in the field of Public Financial Management, Aid Effectiveness and review of Health Sector Development Program.

Member & Director of SMC & SMC EL Board

Mr. Muhammed Ali joined the erstwhile Civil Service of Pakistan (CSP) in 1964 and served in various important positions in the then East Pakistan and in Bangladesh over a span of 34 years from 1964 to 1998. He served in the position of Secretary to the Ministry of Civil Aviation and Tourism; Ministry of Land; Ministry of Power, Energy and Mineral Resources; Ministry of Communication (Jamuna Bridge Division) and Ministry of Health and Family Welfare of the Government of Bangladesh. He was also the Chief Advisor and Head, Management Change Unit (MCU), Ministry of Health and Family Welfare, Government of Bangladesh.

Mr. Ali is also the former Chairman of Sonali Bank Ltd. and Janata Bank Ltd. He also served as a member of the Board of Directors of icddr'b and as a member of Dhaka University Syndicate. He has almost 50 years of experience in various sectors of public service like administration, management, health, environment, education and social welfare. He visited 36 countries across the globe and participated in a number of seminars, workshops and negotiations at the World bank, ADB, IDB, UNFPA and other international organizations. Mr. Ali also acted as a senior consultant in projects primarily in the health & population sector funded by the World bank, ADB and JICA.



Mr. Ali has been associated with SMC as a member of the Board of Directors since his retirement from government service and acted as its Chairman during 2013 to 2017. He is also currently acting as chairman of Surjer Hashi Network, a company operating 361 health and family planning clinics across the country funded by USAID and as a Member of Social Development Foundation (SDF) an organization promoting rural development, women's empowerment and employment etc. funded by the World Bank and Government of Bangladesh.

Member & Director of SMC & SMC EL Board

Mr. Md. Siddique Ullah is currently the Engineering Advisor of Bangladesh Medical Studies and Research Institute (BMSRI) and also the Co-Chairman, EC, BMSRI. After completing his graduation in Civil Engineering, he joined the Communication and Building (C & B) Department in 1962 and served in different capacities in the said Department and retired as Chief Engineer, Public Works Department (PWD), Government of Bangladesh in 1998. He is a life member of Bangladesh Cancer Society, Pallima Sangshad Khilgaon, Bangladesh Government Employees' Welfare Association and Lakshmipur Zila Samity.



Mr. Md. Siddique Ullah



Ms. Rokeya Quader

Member & Director of SMC Board

Ms. Rokeya Quader is the Chairperson of Desh Group of Companies, a large conglomerate of six different companies which was established by her late husband Mr. Noorul Quader, a visionary by profession, civil servant and freedom fighter, who is also considered as the pioneer and father of the garment sector of Bangladesh.

Ms. Quader is an active and well respected member of the business community in Bangladesh. She has held the positions of Vice President of Women's Entrepreneurs Association and Bangladesh Employer's Federation. She is a Member of Bangladesh Garment Manufacturers and Exporters Association (BGMEA), Bangladesh Bar Council, Bangladesh Law Association and Bangladesh Human Rights Commission. She is also an Executive Committee Member of Gulshan Club Limited, Special member of Dhaka Club, Kurmitola Golf Club, Gulshan Society and Zonta Club, International.



Dr. Jahir Uddin Ahmed

Member & Director of SMC EL Board

Dr. Jahir Uddin Ahmed, MBBS, M.Sc. in CHDC, LSH&TM, London University, London has joined in the Government service; starting as District Technical Officer/ Principal, FWVTI, Cumilla from April 02, 1977 and retiring as Director Planning and Director Logistics and Supply of the Directorate General of Family Planning, MoH&FW.

Dr. Ahmed was the ADG (3 years) and DG (2 years) of FPAB (IPPF) from September 2005 to September 2010. He also worked as consultant in several national and international organizations like WHO, Engender Health, GHI, USAID, Abt. Associates Incorporate, SHOPS, NIPOIT, UNFPA, PSSMRTD, icddr,b, READ, Ecorys Europa (ASIE/2005017-585-EC), GHI-Bridge 3 USAID, MaMoni (SCF) Final Evaluation USAID etc. He was the Adjunct Professor of MPRHGD course of East West University from 2009 to 2013.

Dr. Ahmed joined Department of Midwifery and Nursing (DMN), BRAC University as the Chairman of the Department on 15 January 2015 and completed his contract service on January 14, 2017 as the Head of the Midwifery Education Program, BRAC University. Currently he is the Director of SMC EL and

Member of the SMC.

As the Adjunct Faculty of MPH course at American International University - Bangladesh (AIUB) since 2010, Dr. Ahmed has been teaching Epidemiology of Infectious Diseases, Adolescent Reproductive Health, Reproductive Health and Health Care Project Planning and Financing.

Dr. Ahmed was involved with SMC in the different program development since his joining in 1981.

Member & Director of SMC & SMC EL Board

Mr. Aftab ul Islam is the Chairman of IOE (Bangladesh) Limited. Having 36 years of experience, he began his career with U.S.A. based multinational IT Company NCR Corporation and headed this organization for a number of years. He was elected President of the Bangladesh Computer Samity (BCS). He was instrumental and played a key role in setting up BCS Computer City at IDB Bhaban. Mr. Islam is a former President of Dhaka Chamber of Commerce and Industry (DCCI) and American Chamber of Commerce in Bangladesh (AmCham). He was also elected as Director, FBCCI (Federation of Bangladesh Chambers of Commerce and Industry) for the periods 2005-2010 and 2017-2019.

Honorable Prime Minister nominated Mr. Islam as the Chairman of the SME Foundation (Small and Medium Enterprise) in 2009 to 2011. Mr Islam is a Member of the Board of Governors of the Institute of Business Administration (IBA), University of Dhaka. He is the Chairman of Asia Pacific General Insurance Company Ltd. and also the founder Chairman of BD Venture Ltd., the first Venture Capital Company of Bangladesh. Mr. Aftab ul Islam is currently a Director of the Board Bangladesh Bank and British American Tobacco Bangladesh (BAT)



Mr. Aftab ul Islam FCA

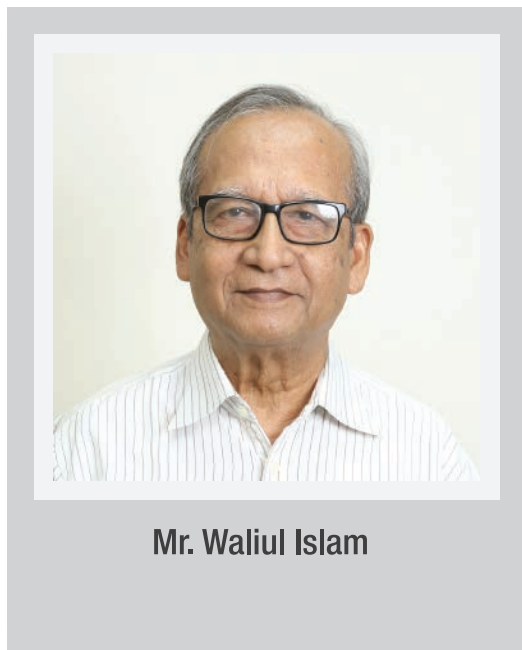
Member & Director of SMC Board

Dr. Masud Ekramullah Khan is an international corporate attorney, with a Juris Doctor cum laude from Marquette University Law School. He was previously a partner in a top tier Wisconsin, US law firm, and is currently a partner at The Legal Circle, a dynamic set of Chambers in Bangladesh focused on corporate law and company matters. Mr. Khan is an active member of the RMG ACTION Working Group which has prepared a 10 Point RMG Sector Reform Plan and is working towards implementing key elements of such plan.

He also participates in various public interest projects in Bangladesh and is an editor of both the Legal Circle Law Reports and Think Legal website. He is a vice-president and member of the non-profit organization Green Movement Foundation and pro bono counsel for JAAGO Foundation, One Degree Initiative, Streetwise Foundation, Bangladesh on Seven Summits and Share2Care Trust. Mr. Khan is an aspiring fiction writer and is a member of the Writer's Block. Furthermore, he writes policy columns for the daily New Age, bdnews24.com and the Dhaka Tribune. He is also a director of Amadeyr Cloud Ltd.



Dr. Masud Ekramullah Khan



Mr. Waliul Islam

Member & Director of SMC EL Board

Mr. Waliul Islam is a retired civil servant of The People's Republic of Bangladesh, and over the span of 32 years since 1967, had served in various capacities in different Ministries and Departments of the government. He served in the position of Secretary to the Ministry of Planning (Statistics Division), Ministry of Communication and Ministry of Shipping of the Government of Bangladesh. He also served as a Director General of the Bangladesh Bureau of Statistics. He was a Deputy Secretary in the General Administration Division of The First government of The People's Republic of Bangladesh at Mujibnagar during 1971.

Upon his retirement in 1999, he worked for different government and international agencies as a freelance consultant. Amongst others, he served as Statistical Advisor, Post Primary Education Census 1999 under Ministry of Education; UNICEF Bangladesh as a Team Leader, Program Coordination Cell, Health & Population Sector Program, Ministry of Health & Family Welfare; Senior Policy Adviser, NGO Service Delivery Program under Research Triangle

Institute International, USA; Asian Development Bank as Staff Consultant, Urban Health; and Lead Consultant for the preparation of Health Care Financing Strategy for Bangladesh under Abt Associates Inc., USA.

He is the Chairperson of the Regulatory Affairs Committee of Dhaka Stock Exchange.



Mr. Muhammed Farhad Hussain FCA

Member & Director of SMC EL Board

Mr. Muhammed Farhad Hussain is the Managing Partner of Hussain Farhad & Co., Chartered Accountants. Mr. Hussain is also serving as the Chairman of Bay Asset Management Ltd., Chairman, Prime Bank Investment Limited (PBIL), a subsidiary of Prime Bank Ltd., Independent Director of Prime Bank Ltd., Independent Director of Matin Spinning Mills Ltd. and Independent Director of Al-Haj Textile Mills Ltd.

Mr. Hussain is a former President of The Institute of Chartered Accountants of Bangladesh, a former Director of Agrani Bank Ltd., Shadharan Bima Corporation, Dhaka Stock Exchange (DSE) and Dhaka WASA. He is also a former Board member of the South Asian Federation of Accountants (SAFA) and Confederation of Asia Pacific Accountants (CAPA). He also served as Advisor of Bangladesh Securities and Exchange Commission and as Financial Consultant of Oriental Bank Ltd. He has 40 years of experience in the field of accounting, auditing and business advisory services along with six years experience in Birmingham, U.K., covering the areas of Accountancy, Auditing, Taxation and Investigation.

Member & Director of SMC Board

Mr. Faruque Ahmed was the Executive Director of BRAC International for seven years. Under his leadership BRAC International developed its Africa strategy and established regional office in Nairobi and expanded country program in three additional countries totaling BRAC's presence in eleven countries outside Bangladesh. He also played a critical role as a member of the steering committee that guided the development of BRAC's global strategy in early 2019.

Previously, Mr. Ahmed was the Director of BRAC's health programme for 10 years, playing a critical role in shaping the organisation's health strategy and scaling several community-based health and nutrition interventions. Before joining BRAC, Mr. Ahmed worked as senior operations officer in the Health, Nutrition and Population team at the World Bank, Bangladesh. Mr. Ahmed started his career as a Research and Planning Officer in 1976 and then worked in the Ministry of Health and Family Welfare. Formerly, he represented civil society on the GAVI Alliance, Board. He completed his Masters in Health Sciences from Johns Hopkins University, USA and Masters in Economics from the University of Dhaka.



Mr. Faruque Ahmed

Director of SMC EL Board



Mr. Md. Ali Reza Khan

Mr. Md. Ali Reza Khan is the Managing Director & CEO of Social Marketing Company (SMC) since August 1, 2017. Previously, he was the Managing Director of SMC Enterprise Limited, a post which he held from December 2014 to July 2017. Mr. Khan plays a vital role in the overall management of the organization and in formulating policies and decision-making towards meeting the objectives of both SMC and SMC EL for increasing contribution to the national health goals through significant expansion of products and services.

Having a strong corporate management background, experienced in good governance and strategic planning, Mr. Khan started his career in Squibb (BD) Ltd. in August 1981 after completing his Masters in Pharmacy from the University of Dhaka. He was employed under the Ministry of Health in the Kingdom of Saudi Arabia from 1986 to 1990. Returning to Bangladesh, He held different senior positions in Essential Drugs Company Limited (EDCL) under the Ministry of Health and Family Welfare. He joined SMC in May 2001 and served efficiently at various senior management levels including the position of Secretary to the Board and Deputy Managing Director from June 2009 to November 2014.



Senior Management - SMC & SMC EL



Mr. Md. Ali Reza Khan
Managing Director & CEO
Social Marketing Company



Mr. Abdul Haque
Managing Director
SMC Enterprise Ltd



Mr. Shafi Uddin Ahmed FCA
Chief of Finance & Accounts
Social Marketing Company



Mr. Md. Feroze-Ul Alam
Chief, Factory Management
SMC Enterprise Ltd



Mr. Toslim Uddin Khan
Chief of Program Operations
Social Marketing Company



Mr. Taufiqur Rahman Mollick
Chief, Marketing & Supply Chain
SMC Enterprise Ltd



Mr. Abul Bashir Khan FCMA
Chief Financial Officer
SMC Enterprise Ltd



Mr. Sekander Hayat Khan
General Manager, Operations
SMC Enterprise Ltd



Mr. Md. Mujibul Haque Khan
General Manager, Bhaluka Factory
SMC Enterprise Ltd



Mr. Masum Ahmed Jaigirdar
General Manager, Engineering
Social Marketing Company



Mr. Sayedur Rahman
General Manager, Sales & Field
Promotion
SMC Enterprise Ltd



Mr. Syed Mohammad Zubeyr Ali FCMA
Company Secretary
Social Marketing Company &
SMC Enterprise Ltd



Mr. Rana Kaiser Ahmed
Additional General Manager, HR
SMC Enterprise Ltd



Mr. Khandaker Shamim Rahman
Additional General Manager, Marketing
SMC Enterprise Ltd



Mr. Mohammad Abdur Rouf
Additional General Manager,
Supply Chain Management
SMC Enterprise Ltd



Mr. Pranab Majumder
Additional General Manager,
Quality Assurance
SMC Enterprise Ltd



Mr. Md. Nazir Aziz Chowdhury
Additional General Manager, HR & Admin
Social Marketing Company



Mr. Chandra Nath Mandal
Additional General Manager, Sales
SMC Enterprise Ltd



Mr. Ohiduzzaman Khan
Additional General Manager, H&H Factory
SMC Enterprise Ltd



Mr. Md. Aktaruzzaman Bhuyain
Additional General Manager, Bhaluka Factory
SMC Enterprise Ltd



Dr. Salah Uddin Ahmed
Head of Training & Service Delivery
Social Marketing Company



Mr. Md. Jashim Uddin FCA
Head of Grants, Compliance & Administration
Social Marketing Company



Mr. Tapan Bala FCA, FCMA
Head of Internal Audit
Social Marketing Company &
SMC Enterprise Ltd



Mr. Md. Kamrul Hassan
Head of Civil Works & Maintenance
Social Marketing Company



Mr. Mohammad Mohiuddin Ahmed
Head of Behavior Change Communication
Social Marketing Company



Mr. Md. Hasibul Moin Chowdhury
Head of Budget & Accounts
Social Marketing Company



Mr. Sheikh Zahidur Rahman
Head of Sales & Marketing, Pharma
SMC Enterprise Ltd



Mr. Mohammad Giash Uddin
Head of MIS & IT
Social Marketing Company



Mr. Rokibul Hasan Khan
Head of Human Resources
Social Marketing Company



Mr. Md. Moshir Rahman
Head of Strategic Information Management
Social Marketing Company



Mr. Md. Kawchar Alam Chowdhury
Head of Admin & General Services
Social Marketing Company



Mr. Md. Shafiqul Islam
Head of Region, East-West
SMC Enterprise Ltd



Mr. Quazi Mohd. Jafrullah
Head of Region, North-South
SMC Enterprise Ltd



Md. Akhter Habib
Head of Field Operations
Social Marketing Company

Notice of the 32nd Annual General Meeting of Social Marketing Company

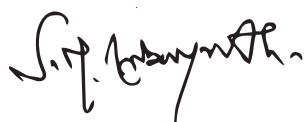
Notice is hereby given that the 32nd Annual General Meeting of Social Marketing Company will be held on Tuesday, March 30, 2021 at 11:00 am by using the digital platform through the link meet.google.com/qad-ceiy-jth to transact the following agenda:

Agenda

- To receive, consider, adopt and ratify the Directors' Report for the year ended 30th June 2020.
- To receive, consider, adopt and ratify the Audited accounts of the Company and the Auditor's Report thereon for the year ended 30th June 2020.
- To appoint Auditors for the Financial Year 2020-21 and to fix their remuneration.
- To elect Directors of the Board in place of retiring Directors.
- To transact any other business of the company with the permission of the Chair.

All the honorable members of the company are requested to make it convenient to attend the meeting on time.

By Order of the Board,



Syed Mohammad Zubeyr Ali, FCMA
Company Secretary

March 14, 2021

Message from the Chairman

Dear Company Members and Stakeholders of SMC,

It is my privilege to forward to you the Annual Report of SMC for the year 2019-20.

At the outset, I am pleased to say that like previous years, SMC continues its journey as a major contributor to the National Health and Family Planning Program of the country despite severe economic and social disruptions experienced in the last four months of the reporting year owing to the COVID-19 pandemic.

Our health network providers (BSP, GSP, PSP and GSM) and the field forces were relentless in their efforts to continue field level operations of SMC and attained an impressive performance in FY 2019-20, for both the Holding company (SMC) and its subsidiary (SMC EL). In its long journey to address the social cause, SMC's core activities in areas such as family planning, child health, maternal & adolescent health, nutrition and combating Tuberculosis expanded considerably across the country during the reporting year.

Our women entrepreneurship network Gold Star has become a vibrant platform for rural women, opening up new avenues for them to grow as 'entrepreneurs' in the communities of 77 upazilas where the network is operational. During the reporting year, the number of Gold Star Member (GSM) increased from 2,200 to 2,415, expanding the program in eight new upazilas of the country. GSMs sell our products and disseminate public health messages among rural communities. Studies reveal that utilization of public health products of SMC is higher in those upazilas comparing with other adjacent areas where there are no such program activities. This program is also contributing to increase female empowerment and their self-reliance.

The expansions of other health networks such as Blue Star, Green Star and Pink Star were quite satisfactory in the reporting period. I am happy to note that the number of Blue Star providers increased in the reporting year from 7,256 to 8,000, Green Star Providers from 4,000 to 4,300 and Pink Star Providers from 325 to 350 nationwide. Almost one third of the country's injectable contraceptives are being administered by our Blue Star and Green Star providers across the country. Blue Star providers are doing Growth Monitoring and Promotion (GMP) services for children under five years.



Both Blue Star and Green Star are playing critical role for providing counseling services for nutrition and offering micro nutrient powder 'MoniMix' for the children (6 months to 59 months). They also refer suspected tuberculosis cases and potential clients for the long-acting and permanent method (LAPM), and severely sick children to the nearest service delivery center. Our Pink Star Providers are the major source of Long-Acting Reversible Contraceptives (IUD and implant) service in the private sector.

You will be glad to know that SMC had a budgetary surplus of Tk. 6.11 crore in the reporting year compared to a deficit of Tk. 94 lac in the previous year. This was made possible due to management's efforts to enhance cost efficiency and improving management performance in key areas.

To expand the program activities in line with its vision and mission, SMC has always been focusing on adding value and thereby increasing its product portfolio. Several new initiatives are in the pipeline which we hope to include in our program activities from the next fiscal year. The company is planning to expand the program activities utilizing own resources by inducting 1,000 more Blue Star (currently 8,000) and 400 more Green Star Providers (currently 4,300). The company is planning to expand the Gold Star Program into eight new upazilas including one low-income urban area. We are also planning to start operating another 'SMC Clinic' in SMC Tower-2 in Dhaka in the next year and to establish one SMC clinic in Khulna which will be housed along with our area office in the SMC complex to be built at our own land at Khulna.

Our subsidiary, SMC Enterprise Limited continued its good performance during the reporting year, earning revenue amounting to Tk. 893 crore, a 28% growth compared to the previous year. The company registered a net profit of Tk. 85 crore which was 50% higher than the previous year. You will be glad to know that our Pharma division has gained noteworthy brand presence in the market within a very short period of time since its inception in the year 2018. Revenue earning from Pharma Division in FY 2019-20 was Tk. 46 crore. This has given us a strong impetus for setting up our own pharmaceutical plant in near future.

In order to ensure the growth momentum, we continuously invest in infrastructural development, capacity building, product diversification, brand building along with quality assurance. SMC & SMC EL invested Tk. 7 crore and Tk. 37 crore respectively in infrastructure development, capacity expansion, procurement of plant and machinery in the reporting year.

At the end, I would like to express my sincere thanks to the Company members and the Board for their support, guidance and strategic directives. My special thanks and appreciation to the management and every members of the SMC family including our network providers and other stakeholders for working together and upholding the core values of SMC along with commitment, both individually and through teamwork which helped SMC in achieving a very good result in the reporting year. I also express my sincere thanks and gratitude to USAID for their unflinching support to SMC ever since its inception.

The COVID-19 reminded us in the most powerful way that we are closely interconnected and only by working together we can build resilience against future pandemics and other global challenges.

We hope the year 2020-21 will be the year of further growth and success.



Siddiqur Rahman Choudhury
Chairman,
Social Marketing Company

MD & CEO's Statement, SMC

The Fiscal Year 2019-2020 may be considered as a major milestone achievement year for SMC for its remarkable contributions and achievements made during the global crisis due to the impact of the ongoing pandemic, COVID-19. In terms of its contribution to the national program, SMC surpassed its goals as a significant contributor to the national health and family planning program in the country.

SMC faced many challenges in the beginning when a countrywide lockdown was declared by the government to curb the spread of the novel corona virus. This lockdown virtually paralyzed the whole country from March 26 to May 30, 2020. SMC, immediately adopted a vibrant contingency plan and took drastic initiatives to meet the increased demand ensuring uninterrupted supply of contraceptives and other health-related products and services.



The sales performance of program products was quite satisfactory in the reporting year than its previous year. SMC provided 5.76 million couple-years of protection (CYPs) through the distribution of its different contraceptives which is 13% more than the last year. According to the 2017-2018 Bangladesh Demographic and Health Survey (BDHS), more than one-third of the users of modern methods of family planning in Bangladesh rely on SMC branded contraceptives.

In addition to building the capacity of private-sector graduate medical providers, one of the priority areas of SMC is to improve the capacity of non-graduate medical providers to offer quality health care services as the majority of rural community members primarily visit them as the first point of contact. Hence, the company is continuously expanding its number of private-sector Star network providers by providing basic training, network branding support, on-site technical assistance, and regular monitoring visits to distribute necessary educational and quality assurance logistics.

Sales of Program Products

Products	FY 2018-19	FY 2019-20	Growth
MoniMix (in sachets)	23.13 m*	27.83 m	20%
Zinc Tablet (in blisters)	0.46 m	0.70 m	51%
Injectables (in vials)	2.63 m	3.14 m	20%
Relax (in pieces)	6,353	7,552	19%
i-plant (in sets)	3,180	3,695	16%
Pregnancy Test Device (in pieces)	50,408	57,067	13%

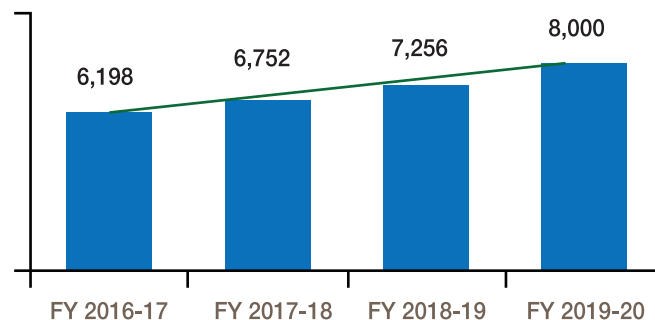
*m stands for million

The number of SMC's four Star network providers has increased significantly over the last few years. For example, the number of Blue Star Providers (BSPs) increased from 6,198 in FY 2016-2017 to 8,000 in FY 2019-2020. I am happy to note that SMC distributed 3.14 million vials of injectable contraceptive through its Star networks and other NGO outlets in this period.

According to the 2017-2018 BDHS, SMC's Star network providers are contributing to 33% of the national Contraceptive Prevalence Rate of injectable contraceptive. During the reporting period, the BSPs referred 136,550 eligible couples for long-acting and permanent methods and 161,721 suspected TB cases to the nearest designated service delivery center, and also offered Growth Monitoring and Promotion services to 18,752 under 5 children.

SMC is gradually focusing more on women empowerment and is broadening its programmatic spectrum nationwide in addition to improve the capacity of private-sector medical health providers. The company continued its efforts by transforming potential rural women into entrepreneurs while increasing women's empowerment in the rural communities. These entrepreneurs are branded as Gold Star Members (GSM). More than 2,400 GSMs during the period generated demand and sold public health commodities worth Tk. 13 crore at the community level with a significant growth of 32% as opposed to that of the last year.

Expansion of the Number of BSPs



Another important initiative in this fiscal year was to introduce Vermicid (Albendazole 400 mg) tablet at an affordable price for de-worming all the family members including children above two years of age. We expect that Vermicid tablet will contribute significantly to the national public health de-worming program by allowing people to absorb the critical nutrients needed to stay healthy.

During the COVID-19 pandemic, we provided essential Personal Protective Equipment (PPE) to all Star network providers, frontline sales and field operation forces who are relentlessly rendering public health services to the community. SMC is also developing COVID-19 related awareness messages following the government and WHO guidelines and disseminating them through our digital media platforms and short messaging service.

As a part of our social commitment, SMC Niltara Clinic continued its operation as usual during the COVID-19 pandemic and served all categories of patients of the community ensuring safety measures. As a result, it has earned the reputation as the 'beacon of hope' among the people of the community during the period.

Our MIS & IT Department has taken us much closer towards a paperless office by introducing an automated Supply Chain Management System where the existing Decision Support System (DSS) has been customized to further smoothen our sales processes.

The SMC management has emphasized recruiting women against all opportunities wherever possible in the Company as a part of its effort to bring gender balance and will continue to influence the organizational change to encourage equality.

It is our pleasure to announce that SMC signed a five-year agreement with the Global Alliance for Improved Nutrition (GAIN) to introduce Multiple Micronutrient Supplements (MMS) for pregnant women in Bangladesh to reduce the risk of Low Birth Weight (LBW) of babies in the country.

As a part of its continuous effort to develop infrastructure, the structural part of the 14 storied SMC Tower-2 building having three levels of basement for car parking facility was completed as per the approved plan and handed over to SMC by M/S Concord Engineers & Construction Ltd. within the stipulated time. SMC Clinic with a provision of a model pharmacy will be accommodated in this tower.

At the end, I express my sincere gratitude and thanks to the Board Directors and Company Members for their guidance and continuous support. I also thank all employees of the company for their dedication and hard work without which it would never have been possible for us to achieve such a commendable performance.

Finally, I would like to pay homage to those who lost their lives due to COVID-19.



Md. Ali Reza Khan

MD & CEO

Social Marketing Company

Statement of Managing Director, SMC Enterprise Ltd

I am pleased to share the highlights of SMC Enterprise Ltd which portrays significant achievements and initiatives to foster the progress of the company.

The company achieved revenue Tk. 797 Crore with an impressive growth of 24% over the last year, achieving 102% of the target. The profit before Tax was Tk. 133 Crore, representing a growth of 49%, achieving 128% of the target. Profit from operations was Tk. 131 Crore and profit after Tax was Tk. 85 Crore, with an impressive growth of 50%. The positive achievements were possible only for continuous guidance by the Board of SMC-EL, robust strategic decision by the management, strong focus on growth, firm leadership, solid commitment, sincere team work, extra efforts and hard work by the colleagues and supports of different strategic partners and authorities.

As a part of business expansion strategies to make quality products available at affordable prices, SMC-EL introduced three new products: SMC drinking water, Germ kill hand sanitizer and Germ kill hand soap.

Pharma Division started its commercial operation in 2017 through toll manufacturing. Despite facing the unprecedented situation owing to outbreak of pandemic, SMC's Pharma team achieved operating profit of Tk. 78 lac

with a sales revenue of Tk. 46 crore, a growth of 84% over the last year and sold 36 different types of over-the-counter and therapeutic products in the market.

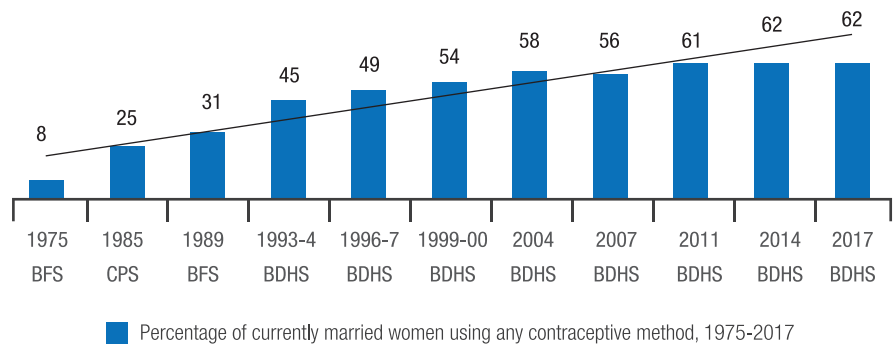
Key financial information	FY 2019-20 Actual	FY 2018-19 Actual	Growth (%)
Net Sales Revenue	797	641	24%
Gross Profit	312	240	30%
Operating Profit	131	89	47%
Profit before Tax	133	89	49%
Profit after Tax	85	57	50%
Shareholders' Equity	330	248	33%
Liabilities / Debt	244	147	69%
D/E Ratio	1:1.35	1:1.69	

SMC is implementing child health-related activities through an integrated approach, thereby contributing to the improvement of the child health status of Bangladesh for more than a decade. The major activities include the use of ORSaline-N and Zinc supplement to treat diarrhea and use of micronutrient supplements 'MoniMix' to prevent iron deficiency anemia among children under five years. SMC-EL sold 1,188 million sachets of ORSaline-N and 27.8 million sachets of MoniMix with a growth of 22% and 20% respectively compared to the last year.

According to the Bangladesh Adolescent Health and Wellbeing Survey 2019-20, sanitary napkins were the most commonly used products during menstruation for both ever-married and unmarried adolescents (62% and 66%, respectively). To ensure menstrual hygiene, SMC-EL introduced the sanitary napkin 'Joya' in 2013. In the reporting year, SMC-EL sold 17.13 million packets of Joya. A recent study on the impact of adolescent program activities of SMC reveals that 77% of the school adolescent girls are currently using sanitary napkins in the SMC program areas compared to 56% in the non-program areas. SMC-EL achieved 63% sales growth of Joya over the last year which also indicates the increasing trend of menstrual hygiene practice among adolescents in Bangladesh.



SMC is a key stakeholder in strengthening the family planning program of Bangladesh since its inception. The Contraceptive Prevalence Rate (CPR) has increased eightfold over the last four decades, from 8% to 62% in 2017. The share of contraceptive use is gradually shifting from public to private sector due to client's preference and country's economic growth where SMC is the key player. For its continuous efforts, SMC-EL has remarkably contributed to increasing the CPR at the national level by sharing 47% of pills, 62% of condoms and 33% of injectables (BDHS, 2017-18). In total, SMC-EL contributed 38% of the modern contraceptive method use nationally. Likewise, other years, SMC-EL achieved a remarkable sales growth of contraceptives including Emergency Contraceptive Pill (ECP) to prevent unwanted pregnancies.



We have an aim to increase the accessibility of our products to the pharma and non-pharma outlets across the country. We believe that the product distribution to a wider range of pharma and non-pharma outlets is a key driver for increasing the product utilization and growth as a future success. SMC introduced distributor channel system to increase the product availability at the non-pharma outlets across the country. A total of 305 sales representatives are working in distributor channel to increase the product availability. Our own sales force is now being able to focus more on selected non-pharma and pharma outlets. We are expecting a significant growth in the following year by adding the contribution of the distributors.

Our long-term strategy is to continue to grow the sales with 20% per annum, doubling the business every 4-5 years through building existing brands, introducing consumer preferred new products, and continuing to expand distribution both in pharma and non-pharma outlets.

We are focusing very strongly in building the capacity of our people which is the most important building block of this business for the future. We have provided classroom trainings, on the job training, coaching in both technical and behavioral skills, providing impendence and empowerments to our people, within guidelines and with supervision as required.

While we are continuing to invest in increasing the production capacity of certain products, our strategy is to maintain a healthy and profitable balance between own manufacturing and outsourcing. We are also building our QC and R&D capabilities. In terms of procuring raw and packing material and finished products we are working to increase supplier base, simplifying procurement process and targeting to build strategic partnership with suppliers for continuous improvement in the quality and achieving the best possible prices for everything that we buy.

Here we would like to recognize the dedicated performance of The Enterprise team, the synergy between Program and Enterprise activities, committed leadership at all level of this organization that helped generate commendable results.

We would also take this opportunity to deeply thank our esteemed Board, for their vibrant and dynamic engagement, support, valuable direction and significant contribution, in managing SMC EL, and building it for the future.

Abdul Haque
 Managing Director
 SMC Enterprise Ltd



Directors'
Report
of SMC

Dear Company Members,

On behalf of the Board of Directors of the company, it is my privilege to present the Directors' Report of the company for the financial year 2019-2020, which corresponds to the period commencing from July 01, 2019 to June 30, 2020.

As you all know, we are passing through a global crisis due to the COVID-19 pandemic which has not only devastated our health system but also caused serious disruptions in social, commercial and economic activities. However, despite the prevalence of pandemic situation, our field force worked relentlessly facing all odds and challenges and made it possible to continue good performance in FY 2019-2020.

Like previous years, I am pleased to convey that SMC continues its successful journey by maintaining its role as a major contributor to the Bangladesh national health and family planning program and a significant contributor to the reproductive and child health and nutritional services in Bangladesh. Besides, the company is also deeply engaged in social marketing programs like adolescent health and maternal health & hygiene and tuberculosis.

Overall Program Activities

Contribution of SMC to the National Program

SMC is an integral part of the national program in achieving the goals of health and population programs in Bangladesh. Between 1975 and 2017, the total fertility rate of the country dropped from 6.3 to 2.3, and the overall contraceptive prevalence rate (CPR) among currently married women rose from 8% to 62%, with the use of modern contraceptives of 52%. SMC has notably contributed to increasing Contraceptive Prevalence Rate (CPR) at the national level sharing 47% pills, 62% condoms and 33% injectables (BDHS, 2017-2018)¹. In total, SMC contributed 38% of the modern contraceptive method used nationally. During the reporting period, SMC has provided 5.76 million couple-years of protection (CYPs)² which is 13% more than the last year. As per the 2019 Contraceptive Social Marketing Statistics released by DKT International, USA, SMC was ranked as the second-largest contraceptive social marketing organization globally in terms of numbers of CYPs delivered.

In accordance with PSI Impact calculator, from 1974 until June 30, 2020, SMC has made a significant impact on some critical health indicators (see box). Besides, it has also made a significant contribution to the field of diarrhea, child nutrition, adolescent health, maternal health and hygiene, and so on.

- √ 107 million CYPs provided
- √ 214 million disability-adjusted life years averted
- √ 2.3 million deaths averted
- √ 22 million unintended pregnancies averted

In the field of improvement of child health and nutritional status of the country SMC's ORSaline-N, Zinc and MoniMix micronutrient powder has played a commendable role. Needless to say that ORSaline-N has proven itself as a major contributor to the reduction of child mortality in the country which was introduced in late 1985 primarily to address the diarrheal disease of children under 5 years and occupied 61% of the market share. With consistent growth, SMC's subsidiary, SMC Enterprise Limited (SMC EL) sold 119 crore sachets of ORS in FY 2019-2020. The usage of packaged ORS in diarrheal cases among under five children has increased from 61% in 2000 to 83% in 2017¹.

SMC Zinc was introduced as an adjunct therapy to treat child diarrhea since 2008. SMC is achieving a significant growth in sales of Zinc in the last few years. In FY 2020, SMC sold 0.70 million Zinc tablets to commercial outlets as well as in the community. According to the BDHS 2017-2018, 5% of children suffer from diarrhea within 15 days and 44% of them are treated combined with Zinc and ORS¹. The increased sales of Zinc indicates a significant contribution to reducing the duration and severity of diarrheal episodes among under-five children.

Though the child nutritional status has improved steadily over the past decade, still 31%¹ of children under-five are stunted and 22%¹ are underweight in Bangladesh. SMC is leading the effort to increase the use of micronutrient powder (MNP) 'MoniMix' among children under five years of age and experienced a four-fold increase in sales of MNP in the last eight years resulting from extensive efforts to create demand and the need for a large number of potential MNP users. As a matter of fact, the MNP is helping to reduce the iron deficiency anemia of children aged 6-59 months.

In adolescent and female health & hygiene, SMC's sanitary napkin 'Joya' has quickly become the second highest selling brand (Nielsen study) in the country (enjoying 22% market share) by selling 17.13 million packs through its subsidiary company. With a wide appeal of acceptance among low-income women and adolescents due to its quality and affordable price, this was made possible within a very short time.

¹Bangladesh Demographic and Health Survey (BDHS) 2017-2018

²Couple Years of Protection (CYP): One CYP is calculated as 15 cycles of OCP or 120 pieces of condoms or 4 vials of injectable or 20 doses of ECP. For IUD, one insertion is calculated as 4.6 CYPs and for Implant, one insertion is calculated as 3.8 CYPs.

A study shows that about 77% of adolescent girls used sanitary napkin in SMC's program areas whereas 56% of adolescent girls used it during their last menstruation in the non-program areas³.

SMC is implementing a community mobilization program since 2013 in priority districts where the contraceptive prevalence rate is lower and infant mortality is higher than the national average. Through its extensive mobilization efforts, SMC reached about half a million rural women and 80,000 adolescents with different health messages including consequences of early marriage and early pregnancy. Group sessions with these two groups in the rural community contributed to a reduction in adolescent pregnancy. The adolescent pregnancy rate has reduced from 31%¹ in 2014 to 28%¹ in 2017.

In Bangladesh, 67%⁴ tuberculosis (TB) cases are detected in 2017 which was 50% in 2014. SMC's Blue Star providers are screening to detect suspected TB cases for referral care to the nearest service delivery center. A total of 161,000 suspected TB cases were referred to the designated health facilities for TB testing in the reporting period.

Overview of the Program Activities

SMC faced a number of challenges at the early months of the pandemic when the deadly virus broke out taking severe toll on human lives as well as the panic it had created. SMC continued to work for improving the health condition of children, women, and families of Bangladesh. The modality of program implementation of SMC includes demand creation through behavior change communication for increased adoption of healthy behaviors and practices, distribution of public health products, and building capacity of private-sector health providers.

SMC's program operation markets ten public health products. Four (SOMA-JECT, Sayana PRESS, Relax, and *i*-plant) of these are donated by USAID and others (MoniMix, Zinc, Safe Delivery Kit, Paper Soap, Pregnancy Test Device and De-worming tablet) are procured using own fund.

SMC introduced the de-worming tablet 'Vermicid' in March 2020 to reduce the soil-transmitted helminths infections. This infection is caused by a group of parasites commonly known as intestinal worms responsible for stunted growth, slowed intellectual development, attention deficit and learning disabilities of children and so on. It is a chewable de-worming tablet and currently available at all pharma outlets around Bangladesh including Blue Star and Green Star outlets under SMC's health networks. It is expected that the

tablet will contribute significantly to the national public health de-worming program of the country. Till June 2020, a total of 287,400 tablets were sold. During the period, all program products achieved significant growth as compared to that of the last year. SMC's program activities have been maintaining its growth streak consistently for all products.



In order to reduce the iron deficiency anemia among children under 5, SMC is distributing MoniMix since 2008. In the reporting period, SMC sold 27.83 million sachets of MoniMix which represents 101% of its annual projection. Blue Star network of SMC is

Growth of Program Products Distribution / Utilization

- MoniMix: 20%
- Injectables: 20%
- Relax: 19%
- *i*-plant: 16%
- Zinc tablet: 51%
- Pregnancy Test Device: 13%



conducting growth monitoring to address underweight and stunting of under five years children in order to improve their nutritional status. SMC also sold 0.70 million Zinc (another micronutrient) with 51% growth over the last year. SMC distributed 3.13 million vials of contraceptive injectables among its Star networks (Blue Star, Green Star and Pink Star) and NGO providers. Day by day, the use of family planning methods is shifting from the public sector to the private sector. The sales of SMC injectable have increased by 20% over the last year. All other products have also shown positive growth compared to that of the previous year.

³Study on Adolescent Health Program of SMC, 2019,
⁴TB Prevalence Report 2017

The following table shows the sales achievement of program products during the reporting period.

Brands	Method/ Product	Target (Jul'19 - Jun'20)	Achievement (Jul'19 - Jun'20)	% of Target Achieved	Product Source
SOMA-JECT (vials)	Injectable	2,832,450	3,054,367	108%	USAID donation
Sayana PRESS (vials)	Injectable	96,030	83,378	87%	USAID donation
Relax (pieces)	Copper IUD	7,475	7,552	101%	USAID donation
i-plant (sets)	Implant	3,853	3,695	96%	USAID donation
MoniMix (sachets)	Micronutrient powder	27,494,000	27,831,358	101%	Own resource
SMC Zinc (blisters)	Micronutrient	575,000	698,682	122%	Own resource
Safety Kit (packet)	Safe delivery kit	58,960	53,801	91%	Own resource
Quick Test (pieces)	Pregnancy test device	59,640	57,067	96%	Own resource
Easy Clean (packets)	Paper soap	200,000	104,620	52%	Own resource
Vermicid (pieces)	De-worming tablet	-	287,400	-	Own resource
Total CYP		781,146	833,216	107%	
Program Income (Tk.)		169,882,038	181,190,479	107%	

Snapshot of the Program Products of SMC



SMC ensures a high level of quality standard in every aspect of supply chain management starting from product procuring, packaging, warehousing and up to distribution. It focuses on three main distribution channels to increase the reach of its products and services such as i) commercial distribution to dealers, wholesalers and retail outlets, ii) local NGOs and community-based distribution points and iii) private health facilities and health provider networks. Efforts are also made to increase the use of products through community mobilization and mass media communication.

Community Mobilization Activities

On account of the difficulties stemming from the fallout of the COVID-19 pandemic, community mobilization activities of the first few weeks were disrupted due to the countrywide lockdown imposed by the government in different intervention areas and the non-availability of transport facilities. The implementing partners, however, later started to organize community events maintaining social distancing and safety. Moreover, due to closure of all educational institutions since mid-March 2020, the

team has changed its modality to reach adolescents from institutional health sessions to community-level health sessions.

The Community Mobilization program intends to increase awareness, knowledge and improve healthy behaviors among the rural people. SMC is implementing the USAID-funded Marketing Innovations for Sustainable Health Development (MISHD) program in 65 Upazilas since October 2016. MISHD priority areas featured low contraceptive prevalence and relatively high infant mortality rates. The MISHD program is aiming to increase the demand for public health products and services such as family planning, child health, nutrition, maternal health, adolescent health and hygiene issues through group meetings, interpersonal communication (IPC), orientation sessions, adolescent health sessions at educational institutes and communities.

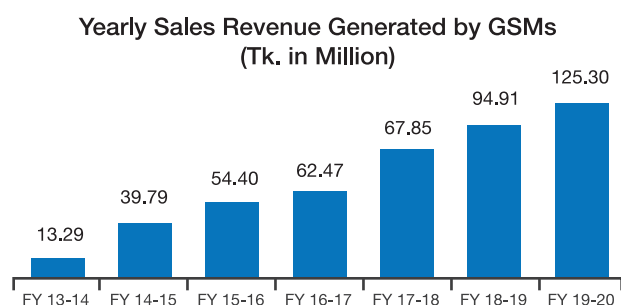
SMC is also implementing the similar type of initiatives in twelve Upazilas of Natore, Bogura, Sirajganj, and Cox's Bazar districts by utilizing its own fund. SMC is planning to expand this initiative at another eight Upazilas of Rangpur and Jessore districts.

These activities are branded as Notun Din (New Days) where SMC reached a total of 543,109 individuals by delivering different important public health priority messages through IPC and different program approaches as stated below.

Target Groups	Mode of communication	Message disseminated	Number contacted
MWRAs (Married women of reproductive ages) and caregivers of under 5 years children	Group session/IPC	Focusing on Healthy Timing and Spacing of Pregnancy (HTSP), the first 1,000 days care which includes pregnancy care, safe delivery, childbirth, postnatal care, exclusive breastfeeding, micronutrient powder, use of ORS and Zinc to treat child diarrhea	451,470
Adolescent boys and girls of School/College/Madrasa	Educational institute health session/ community level group meeting	Consequences of early marriage and early pregnancy, puberty, menstrual management, personal hygiene, nutrition, health hazards associated with smoking, narcotics, and tuberculosis	79,939
Community advocates (Government elected representatives, social leaders, teachers, health and family planning workers, religious leaders, youth leaders, and others)	Meeting	Brief description of Notun Din program objectives and activities as well as the role of community advocates for program implementation in the community	7,715
Newlyweds	IPC	Focusing on HTSP, pregnancy care, safe delivery, the first 1,000 days care, exclusive breastfeeding, and child nutrition	3,985
Total BCC Contacts			543,109

Gold Star Network

One of the key community mobilization activities is to transform potential rural women into entrepreneurs known as Gold Star Members (GSM). This concept of social marketing has successfully ensured the concepts of economic freedom, women empowerment and self-reliance.



The idea of developing rural women entrepreneurs was initiated to sustain the demand and supply of public

health commodities at the community level by them. This effort is significantly increasing women's empowerment in rural communities. GSMs are disseminating health messages for creating awareness, behavioral change, refer potential clients for Long-acting and Reversible Contraceptives (LARC) and suspected TB patients to the nearest service delivery facilities, and sell SMC public health products at the household level. More than 2,400 GSMs during the period have sold products worth Tk. 125 million comprising of ORSaline-N, micronutrient powder (MNP), condom, oral contraceptive pill (OCP), emergency contraceptive pill (ECP), zinc, sanitary napkin, safe delivery kit, baby diaper, pregnancy test device, paper soap, de-worming tablet and refreshing drink. The sales revenue by the GSMs in the reporting year was 32% higher than that of the last year. The total number of GSM increased from 2,245 in FY 2018-19 to 2,415 in FY 2019-20.

Blue Star Network

SMC's Blue Star is a branded network of community-level non-graduate health service providers.

The vision of the Blue Star program is to build the capacity of the community level non-graduate health providers in the private sector and ensure quality service through them. The network provider offers affordable health services to the target population by improving awareness and accessibility from their service delivery points. SMC continues its efforts to promote Blue Star outlets and the network through comprehensive demand creation activities by using both local and mass media campaigns.

Referred 161,721 suspected TB cases

Referred 136,550 eligible couples for Long-Acting Permanent Method (LAPM)

Offered Growth Monitoring and Promotion (GMP) services to 18,752 under 5 children

To strengthen the network, SMC provides periodic training⁵, ensures commodity supply and promotional support, offers need-based technical assistance and conducts regular supervision and monitoring. In the reporting year, 1,006 new providers were trained and included in the Blue Star network, expanding the number of network providers to 8,000 nationally. Besides, 1,555 Blue Star Providers (BSPs) received refresher training in this reporting period. One of the major focuses of the program is to offer injectable services through the providers. About 33% of the national Contraceptive Prevalence Rate (CPR) of injectable is being offered by these providers (BDHS 2017-2018). In addition to administering contraceptive injectables and offering MoniMix, these BSPs are also involved in GMP services for children under five years. The providers refer suspected tuberculosis cases and potential clients of the LAPM, and severely sick children to the nearest service delivery center. The total number of Blue Star Providers increased from 7,256 in FY 2018-19 to 8,013 in FY 2019-20.

Pink Star Network

SMC is offering LARC services across the country through a network of graduated doctors branded as the Pink Star network since 2013. This program aims to increase accessibility, availability, and utilization of IUD, Implant, and Injectable services through private medical practitioners at the individual chamber and private facilities. Currently, 350 Pink Star Providers (PSPs) are actively engaged to offer IUD, Implant and Injectable services across the country. SMC promotes the LARC service outlets to help clients to identify the Pink Star outlet location.

350 PSPs offering LARC and injectable services

7,552 pieces of IUD distributed in FY 2020

3,695 sets of Implant distributed FY 2020

A total of 54 PSPs have received basic and refresher training during the reporting period. SMC continues its initiative for generating demand at the community level on LARC services through IPC at the household level by the Community Counselors. They also counsel the expecting mothers about postpartum contraception. During the period, SMC sold 11,247 LARC methods (7,552 IUDs and 3,695 implants) to the PSPs. SMC organizes periodical performance review meetings with the providers to share their performance of LARC administration, best practices and way forward to increase the use of LARC through the private sector. The total number of Pink Star Providers increased from 300 in FY 2018-19 to 350 in FY 2019-20.

Green Star Network

A network of more than 4,300 drug sellers or pharmacy salesmen known as Green Star Providers (GSPs) plays a vital role in the health care service delivery in Bangladesh. They are the primary contact point of the people of the community and provide over the counter health and family planning information and services. Unfortunately, many of these types of providers lack proper knowledge and skills in their regular practice on service delivery care. SMC provides periodic training⁶, ensures commodity supply and promotional support, offers need-based technical assistance and conducts regular supervision and monitoring to strengthen the network. In FY 2020, SMC provided basic training to 100 pharmacy salesmen or drug sellers to bring them under the umbrella of Green Star Network across the country. SMC branded their pharmacies with different materials including signboard, stickers and posters, infection prevention/waste disposal, and essential product details for visible as a Green Star service delivery point. GSPs send information regarding their performance to SMC monthly basis using a mobile-based Electronic Reporting System through Interactive Voice response.

In the initial few weeks, SMC faced some problems to implement its training program for all Star network providers due to the COVID-19 pandemic. SMC started to organize training later by maintaining social distance and safety from June 2020 in districts where the government restriction was relatively relaxed. The total number of GSPs increased from 4,020 in FY 2018-19 to 4,300 in FY 2019-20.

⁵The training topics include administration of injectables, other temporary contraceptive methods, counseling skills, healthy timing and spacing of pregnancy, maternal health (antenatal care and safe delivery), postnatal care, essential newborn care, integrated management of childhood illness on the acute respiratory infection (ARI)/pneumonia, diarrhea, tuberculosis, child nutrition, growth monitoring promotion (GMP) and referral for TB as well as long-acting and permanent method (LAPM).

⁶Training topics include: administer follow-up doses of contraceptive injectables, counsel on MNP and rational use of drugs, and refer clients to the appropriate health facility, etc.

Telephone Counseling Service ‘Tele-Jiggasha’

Tele-Jiggasha is a telephone counseling service located in the SMC head office which responds to inquiries of callers countrywide to increase access to the right information and personal counseling. This service is operated through a short code number (16387) which is open to all from 9:00 am to 5:00 pm during weekdays (Sunday to Thursday). Female and male counselors respond to questions on several sensitive topics. More than 8,400 phone calls were received during the reporting period where 36% of the callers were female. The team also sends text messages containing different health-related information and technical updates to the providers of different Star networks. In particular this communication channel was very effective to maintain connectivity with the different Star providers during the COVID-19 period (March-June’20) where the country faced lock down and as a result accessibility of the field force was limited. This unit is also engaged in monitoring different activities and conducting quick surveys. In the reporting year, SMC conducted six quick surveys to collect provider’s opinion, programmatic insights, network performance, providers profile correction, stock status at provider level, monitoring status of different program activities, etc. over the telephone.

Other Projects

SMC Niltara Clinic and Pharmacy

With a view to provide essential quality health services for the target population at an affordable price and to develop a sustainable model of clinic operation to cater all segments of the population in Bangladesh, SMC set up the Niltara Clinic and model pharmacy in 2018.

Performance of SMC Niltara Clinic

Indicators	Yearly target (Jul’19-Jun’20)	Achievement (Jul’19-Jun’20)	% achieved
Number of clients received general health services	5,310	5,974	113
Number of clients received specialized services from consultants	944	1,843	195
Number of clients received lab services	4,067	5,927	146
Cost recovery against operating expenses (%)	55	55	100

In the reporting year, a total of 5,974 clients received general health care services, 1,843 clients received specialized services from consultants, and 5,927 clients

received laboratory services. The clinic has recovered 55% of operating expenditure in the second year of its operation. The clinic continued BCC activities to promote Niltara clinic operations and created awareness on Dengue and COVID-19 in the community. During service delivery the clinic also ensured the availability of WHO and GoB guidelines of COVID-19 during service delivery.

To further roll out this model, it is expected to start another clinic operation soon in SMC Tower-2 at Mirpur, Dhaka. SMC will initiate the pharmacy operation of the proposed new clinic immediately as the construction work of the pharmacy is almost completed. The consultation and laboratory services will be made available immediately after the construction work is over.

Multisectoral Nutrition Programming

SMC launched a component of USAID’s Strengthening Multisectoral Nutrition Programming (MSNP) project through Implementation Science Activity on October 24, 2018. The project was funded by USAID and led by FHI 360 partnering with Care Bangladesh, AIRN, PHD, SMC and LifeChord. The project followed a mixed methods research approach to assess the effects of different nutritional interventions by the Government of Bangladesh, NGOs, and the private sector to enhance the nutritional status of children under two years in Bangladesh. SMC worked in three project operational districts covering 30 unions of nine Upazilas to deliver nutritional services by the BSPs. SMC has performed the following activities to achieve the project outcomes:

- BSPs received training on Growth Monitoring and Promotion (GMP), Infant and Young Child Feeding (IYCF), and other nutrition-related activities,
- Distributed service delivery materials like a baby weighing scale, height scale, etc. among the BSPs,
- BSPs received IEC/BCC materials on nutrition for community mobilization activities, and
- Established a nutrition corner at BSP’s outlet and initiated mid-upper arm circumference (MUAC) services for children less than 2 years.

The project activities were closed on June 30, 2020, due to the changes in the program strategies of USAID/FHI 360. Even though the activities are stopped before completion of the expected tenure, the interventions demonstrated that SMC may expand the GMP and MUAC services among the BSPs across the country with minimum resources.

Alliance for Combating Tuberculosis in Bangladesh A USAID TB Local Organizations Network Project

Bangladesh is one of the highest tuberculosis (TB) burden countries in the world. Even though the country has made remarkable progress over the past few years, significant efforts are essential to ending the TB by 2030. Evidence shows that about one-third of TB cases seek TB care late or never in Bangladesh, community-based case-finding activities are limited, contact investigation is inadequate and TB service delivery is relatively poor in urban areas. Furthermore, the engagement of the private sector in the TB program is not fully utilized.

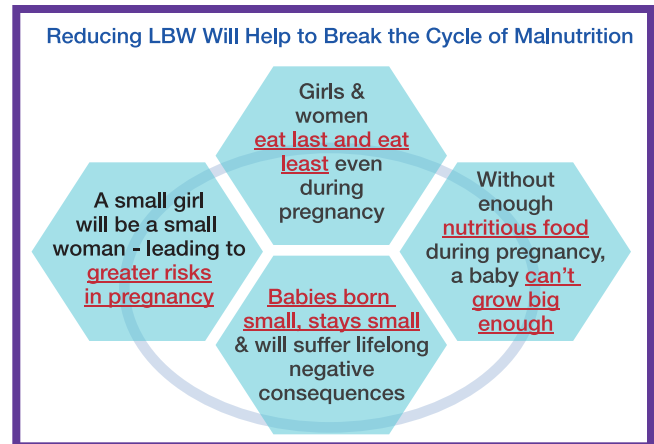
The icddr,b-led consortium of five Bangladesh-based organizations – the Alliance for Combating TB in Bangladesh (ACTB) has united to develop strategies to fight against TB in response to USAID’s local organizations network (LON) project. As an alliance member, SMC will contribute to achieving two major objectives – i) engage informal private providers to increase screening of presumptive cases and develop a mechanism to follow-up referral cases for treatment compliance, and ii) involve community-level women entrepreneurs for screening and case finding of presumptive cases at the community level. The ACTB-LON is a four-year project. The geographical coverage of the ACTB is Rajshahi Division, Sylhet Division and parts of the Dhaka Division. The major activities of SMC under the ACTB alliance are as follows:

- Engage SMC’s Blue Star and Green Star network in TB case finding;
- Establish linkage with the Directly Observed Treatment, Short-course (DOTS) providers and SMC network providers for referring TB cases;
- Involve GSMs for creating awareness, community-based active screening, and contact investigation;
- Create “TB survivors” group for TB case finding in rural areas; and
- Utilize SMC’s Tele-Jiggasha (a tele-counseling service center) counselors to follow-up TB cases and counsel for treatment compliance.

MMS with a Slogan - One MMS a Day and a Healthy Baby is on the Way

SMC signed an agreement with Global Alliance for Improved Nutrition (GAIN) to implement a five years project in Bangladesh aiming to set up a sustainable

business model with affordable and assured quality Multiple Micronutrient Supplements (MMS) to pregnant women in Bangladesh.



According to the WHO, micronutrients are only needed in very small quantities but are essential for normal physiological function, growth, and development. Deficiencies of micronutrients such as vitamin A, iron, iodine, and folate are particularly common during pregnancy due to increased nutrient requirements of the mother and developing fetus. These deficiencies can negatively impact the health of the mother as well as the health of the newborn baby. Micronutrient deficiency among pregnant women is a major risk factor for Low Birth Weight (LBW).

Bangladesh has the highest prevalence of LBW in the world at 28% where micronutrient deficiency is a major risk factor⁷. Over 40% of women of reproductive age suffer from anemia and 57% suffer from zinc deficiency.

The most current evidence shows that the provision of MMS containing 15 essential vitamins and minerals has resulted in a 12% reduction in LBW and an 8% reduction in Small for Gestational Age (SGA) compared to Iron and Folic Acid (IFA) in 14 low and middle-income countries. The MMS is the United Nations International Multiple Micronutrient Antenatal Preparation (UNIMMAP) formula.

Monitoring and Evaluation (M&E)

SMC has a very strong Monitoring and Evaluation (M&E) team both at the head office and field office. Team members are responsible for monitoring regular activities to initiate corrective measures if needed. The M&E team is also responsible for the development and execution of the Project Performance Monitoring Plan.

⁷UNICEF & WHO (2019). UNICEF-WHO Low birthweight estimates: Levels and trends 2000–2015. Geneva: World Health Organization.

This ensures compliance with policies and guidelines, maintenance of quality, improved validity, and accuracy of reporting, etc.

Field-based Monitoring Activities

The project is utilizing the existing infrastructure of SMC area offices to improve monitoring activities in the following ways:

- Deputy Field Program Managers (DFPMs) are responsible for strengthening and effective monitoring and supervision to oversee day to day program implementation.
- Program Officers-Training and Service Delivery (POs-TSD) visit SMC's network outlets routinely to strengthen the capacity of the providers through coaching and mentoring.
- Field Coordinators LARC (FCs-LARC) located at regional offices, visit Pink Star outlets with a quality audit checklist.
- Training team members visit all network providers routinely to strengthen the capacity of providers through on-site mentoring and follow-up technical assistance.
- Program Officers-Community Mobilization, work with community mobilization partners to implement the program activities smoothly. They monitor the program implementation activities and validate performance output reports of the partners.
- The M&E unit is monitoring SMC's program activities at regular intervals using different checklists. The unit is providing feedback to the relevant departments for future corrections and improvements.

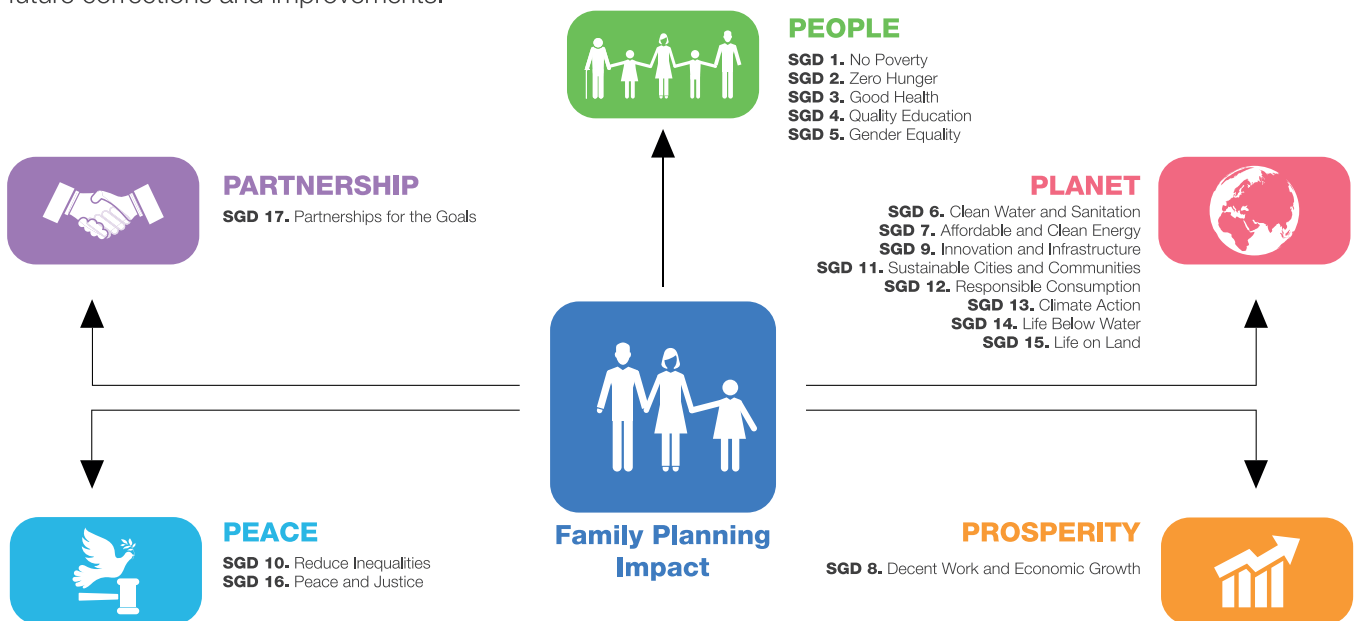
- SMC has established a mobile-based technology, e-FORT (electronic field operation reporting tools) to monitor the field activities of project staff as well as to assess the compliance, quality and performance of providers.

Data Quality Assessment (DQA)

SMC ensured routine data quality audit and compliance in accordance with the US government policies on family planning and other services. SMC officials from the head office and field office visited MISHD Upazilas to conduct DQAs of community mobilization activities during the period. The team visited villages, households, and educational institutions in order to ensure the consistency, reliability, and validity of the data collected from the Upazila offices. The relevant staff utilized DQA findings to take appropriate measures for improving the performance and quality of data.

Family Planning in Relation with SDG Theme

According to Starbird et al., "voluntary family planning brings transformational benefits to women, families, communities, and countries. Investing in family planning is a development 'best buy' that can accelerate achievement across the 5 Sustainable Development Goal (SDG) themes of People, Planet, Prosperity, Peace, and Partnership". This indicates that SMC's family planning-related activities have a direct and indirect effect on achieving the targets of all the 17 SDGs to achieve a better and more sustainable future for all as set in 2015 by the United Nations General Assembly and are intended to be achieved by the year 2030.



The 5 Sustainable Development Goal Themes of People, Planet, Prosperity, Peace, and Partnership

PEOPLE

- SGD 1. No Poverty
- SGD 2. Zero Hunger
- SGD 3. Good Health
- SGD 4. Quality Education
- SGD 5. Gender Equality

PLANET

- SGD 6. Clean Water and Sanitation
- SGD 7. Affordable and Clean Energy
- SGD 9. Innovation and Infrastructure
- SGD 11. Sustainable Cities and Communities
- SGD 12. Responsible Consumption
- SGD 13. Climate Action
- SGD 14. Life Below Water
- SGD 15. Life on Land

PARTNERSHIP

- SGD 17. Partnerships for the Goals

PEACE

- SGD 10. Reduce Inequalities
- SGD 16. Peace and Justice

PROSPERITY

- SGD 8. Decent Work and Economic Growth

Company's Response to Challenges Posed by COVID -19

SMC intensified its efforts to achieve the country's health, population, and nutrition goals through offering its products and services by ensuring the highest level of safety measures of its field staff as well as its network health providers to prevent the spread of COVID-19. Apart from the current operations to meet the increased demand for products and services, SMC performed the following activities to prevent spreading of the COVID-19 pandemic in the country:

- SMC ensured the supply of contraceptives to meet the increased demand. As a result, CYP has increased 28% during April-June, 2020 (COVID-19 period) compared with January-March, 2020 (before the pandemic). Perhaps this situation is mostly because other sources of services are not adequately functional to address the situation.
- To offer quality health services safely, SMC distributed 8,225 personal protective equipment (PPE) to the BSPs. The distribution of PPE to the BSPs helped in many ways such as it increased the confidence of both providers and clients to ensure their safety.
- SMC provided masks to its network providers so that they can continue their activities maintaining safety measures and social distancing.
- SMC provided a package of essentials (containing 10 kg rice, 4 kg flour, 5 kg potato, 1 kg lentils, 2 kg edible oil, 1 kg sugar, 400 gm powdered milk and one packet of vermicelli) to each of the GSMs to stand beside them during this period.
- SMC developed awareness messages on COVID-19 to post those continuously on the Blue Star, Pink Star, and MoniMix Facebook page. Besides, several relevant video clips were also shared on the Facebook page for a clear visual demonstration. The message also includes a list of COVID-19 test centers and dedicated hospitals across the country so that the providers can refer suspected cases to these centers.

- SMC has been continuously updated COVID-19 related messages in line with the revised guideline of GoB. The SMC's Tele-Jiggasha team has regularly disseminated these messages to the network providers.
- SMC engaged four medical doctors for on-call medical consultation for its network providers to address any type of queries related to COVID-19 during this period.
- GSMs of the community mobilization program played a vital role in disseminating health messages and sales priority health products at doorstep. SMC also took the initiative to aware GSMs of their safety while working at households.
- SMC also disseminated messages of hand washing with soap or sanitizer, benefits of using masks and gloves to prevent the virus infection, benefits of social distancing, etc. by the community mobilization implementing partners at the rural communities.
- To support frontline doctors and health workers who engaged in COVID-19 treatment, SMC provided them with hand sanitizers, SMC water, face shield and surgical masks through Directorate General of Health Services.
- SMC organized TV talk shows on the COVID-19 outbreak by involving relevant government officials to create awareness among the population and drew the attention of the policymakers.

The COVID-19 pandemic taught us that only by working together we can build resilience against future pandemics and other challenges. We have to accept the pandemic as a part of our eco system and have to learn to live with it.

Financial Results

The financial statement below corresponds to the 12-months period from July 1, 2019 to June 30, 2020.

Income and Expenditure Account

Particulars	FY 2019-20 (in Taka)	FY 2018-19 (in Taka)
Revenue	181,190,630	149,966,965
Cost of Goods Sold	74,010,681	55,735,312
Gross Profit	107,179,949	94,231,653
Operating Expenses	648,254,739	720,242,460
Donation Received	265,131,302	317,426,076
Other Income	337,128,240	299,149,279
Surplus (Deficit)	61,184,752	(9,435,452)

Statement of Financial Position

Particulars	FY 2019-20 (in Taka)	FY 2018-19 (in Taka)
Capital Fund	3,409,887,472	3,348,702,720
Non-Current liabilities	869,773,267	457,016,319
Liabilities	4,279,660,739	3,805,719,039
Non-current assets	1,315,068,657	952,137,035
Current assets	2,964,592,082	2,853,582,004
Assets	4,279,660,739	3,805,719,039

a) The statement of financial position represents assets and liabilities of SMC Holding and SMC Program.

b) Non-Current Assets include written down value of fixed assets of BDT 865,699,750 for SMC Holding and SMC Program.

c) Non-Current Assets include investment in subsidiary (SMC EL) of BDT 100,000,000.

d) Lease hold property BDT 349,368,907 and BDT 5,725,040 includes under non-current and current assets between SMC and SMC EL.

e) Current Assets include BDT 1,810,793,842 (BDT 6,818,100 for SMC staff welfare benefit) as investment in FDR of SMC.

Governance

As part of its governance pursuits, SMC is committed to ensuring the highest standards of governance designed to protect the interests of all stakeholders while promoting integrity, transparency and accountability. The Board and the Management Team also put their best efforts to comply with all the laws of the country and all internal regulations, policies and procedures to make SMC a

thoroughly transparent Company. The Board continues to monitor and review the Company's Corporate Governance practices and makes necessary changes at an appropriate time. At SMC our actions are always governed by our values and principles, which are reinforced at all levels within the Company to ensure sustainable success.

SMC has adequate system of internal control in place where the Board is assisted in its oversight role by Board Sub-committees.

The Board and its Composition

The Directors of the Board are appointed by the company members at the Annual General Meeting (AGM). The Board is responsible for ensuring that the business activities are soundly administered and effectively controlled. The Directors keep themselves informed about the Company's financial position and ensure that its activities, accounts and asset management are subject to adequate monitoring and control. The Board also ensures that company Policies & Procedures and Code of Conduct are understood, implemented and maintained at all levels and the Company adheres to the generally accepted principles for good governance and effective control of Company activities.

Board Meeting and Attendance

The Articles of Association (“AoA”) of the Company requires the Board to meet at least four times in a year with once in every quarter. The Board accordingly met eight times during the financial year 2019-20. The notice of each Board Meeting is served in writing ahead of the meeting. The composition of the Board during FY 2019-20 was as follows.

Name of Directors	Designation	Board Meetings attended (SMC)
Mr. Siddiqur Rahman Choudhury	Chairman	8
Mr. Muhammed Ali	Director	8
Ms. Rokeya Quader	Director	7
Mr. Md. Siddique Ullah	Director	8
Dr. Yasmin Hemayet Ahmed	Director	5
Mr. Aftab ul Islam FCA	Director	6
Dr. Masud Ekramullah Khan	Director	4
Mr. Faruque Ahmed	Director	6
Mr. Muhammed Farhad Hussain FCA	Director	6
Mr. Md. Ali Reza Khan	Ex-officio Director	7
Mr. Abdul Haque	Ex-officio Director	7

The Directors who could not attend the meetings were granted leave of absence from the meeting with prior notice u/s 108 (f) of the Companies Act 1994. Mrs. Rupali Haque Chowdhury joined the Board of SMC in its 31st AGM dated June 15, 2020 on account of retirement of Dr. Yasmin Hemayet Ahmed after serving for two consecutive terms and Mr. Muhammed Ali, Mrs. Rokeya Quader and Mr. Faruque Ahmed retired and has been re-elected for another term.

Mr. Waliul Islam was appointed as a Director of SMC in 198th Board meeting of SMC dated March 07, 2021 on account of the casual vacancy being made due to resignation of Mrs. Rupali Haque Chowdhury from the Board of SMC in its 194th Board meeting held in August 14, 2020.

Retirement and Election of Directors

As per clause 45 of the Articles of Association of the Company, one-third of the Directors shall retire from office. The Directors to retire every year shall be those who have been the longest in office since their last election. A retiring Director shall be eligible for re-election. No person shall, however, be eligible for an election as a Director for more than two consecutive terms.

In accordance with the above clause, Dr. Masud Ekramullah Khan will retire after serving for two consecutive terms as Director in the upcoming AGM.

Further, Mr. Md. Siddique Ullah, Mr. AKM Aftab ul Islam FCA and Mr. Muhammed Farhad Hussain FCA, Directors, SMC Board will retire in this AGM and will be eligible for re-election as Director for another term.

Board Sub-committees

The Board constituted five Sub-committees, viz: Audit Committee (Joint); Personnel Policy and Administrative

Matters (Joint); Construction and Engineering Works (Joint); Procurement Committee and Program Development to assist the Board in the discharge of its responsibilities. Each Committee operates in accordance with the Charter/Terms of Reference (ToR) approved by the Board. The Board delegated certain responsibilities to the committees. The Board Sub-committees meet as and when required and in their meetings make deliberation on the issues relating to their respective areas and make recommendations to the Board.

Management Committee

It is the Executive Committee of SMC. Headed by the MD & CEO, the Committee is responsible for managing and running the affairs of the Company. Currently the management committee comprises the Chief of Finance & Accounts, Chief of Program Operations, General Manager, Engineering and Additional GM, HRM & Administration. The management committee assists the MD & CEO to formulate and deal with the policy related matters in order to achieve the strategic goals and mission of the Company set by the Board of Directors. In discharging its assigned responsibilities, the management committee meets as and when required by the MD & CEO of the company.

Control Environment of SMC

In implementing and ensuring good governance in SMC, the Board and the Management Committee ensures the following:

Internal Control

The company has an extensive system of internal controls; ensuring optimal utilization and protection of resources and for the prevention and detection of irregularities and fraud. However, it is an ongoing

Appointment of Statutory Auditors

As per the Articles of Association, clause 49 and the provisions of section 210-213 of the Companies Act 1994, the statutory auditor of the company, MABS & J Partners, Chartered Accountants, shall retire in the 32nd AGM. The firm, being eligible, has expressed their willingness to be re-appointed for 2020-21 and to consider a reasonable enhancement of the existing fee. The existing audit fee is Tk. 300,000 inclusive of VAT. The Board recommends their reappointment for the period 2020-21 with a same audit fee of Tk. 300,000 and to continue till the next AGM of the company. The resolution to reappoint MABS & J Partners, Chartered Accountants as auditors will be placed at the forthcoming Annual General Meeting of the company.

Human Resource Management

The company has always been very passionate about cultivating its employees' skills to leverage their potentials and making each of them as human capital. We promote and nurture the culture of empowering our employees to succeed in a safe, diverse and inclusive workplace that treats everyone fairly with respect.

Having a unique and diversified operation, SMC believes that its employees are the most important resources which can help the company reaching new heights. During the reporting period, 288 employees worked under SMC out of which 41% were permanent employees and 59% were contractual employees. The male-female ratio was 81% & 19%. The rate of male employee is higher due to a large number of employees working at the field where female are less interested. To bring the gender balance in the Company, SMC management has given emphasis to recruit more women in the Company.

New Recruitment

SMC has on-boarded a good number of employees to management and non-management categories, mainly in contractual positions, under the donor funded projects and as well as SMC funded projects. SMC, as a steady performance driven organization emphasized more on improving employees' performance through developing them rather than recruiting new employees to maintain its versatile growth. Below is given the number of new recruitments in men and women.

No. of employees recruited in FY 2019-20		
Men	Women	Total
26 (76%)	8 (24%)	34

Employee Turnover

Due to the sudden closure of few donor funded projects, the employee turnover has increased compared to the last year. A total of 40 employees were separated from the Company during the year. Of them, 30% were permanent and 70% were contractual. The attrition rate was approximately 14%.

Employee Development

Employee development has always been a priority in SMC. The Company believes that a highly skilled and knowledgeable workforce can facilitate the success of the Company.

Training Type	Events	Participants
Overseas Training	4	4
In-country Training	10	89
Total	14	93

Capacity building strategy is aligned with its overall mission and operational needs. We organize leadership, functional and skill-based trainings to ensure that the employees remain at the forefront of knowledge and skills that are pivotal for organizational success.

HR Initiatives

As the Company is facing new challenges, which are complex and demand for new tools and refurbishing existing systems and policies, HR has undertaken a number of initiatives that can meet these challenges. The remarkable initiatives are: a) developing and updating new and existing policies and procedures, b) developing Standard Operating Procedures (SOPs) for all HR functions, c) developing succession plan, and d) moving to a vibrant Human Resource Information System (HRIS), which will smoothen and as well as speed up the functions of HR by digitalization.

Moving Forward

SMC puts employees first in pursuit of achieving its vision and committed to its employees to provide them a safe and rewarding workplace. The year ended with disruption caused by the COVID-19 pandemic, which totally changed the way of operation. It has placed greater emphasis on the health and wellbeing of its employees and therefore organized awareness sessions and ensured supply of safety equipment and materials for employees to stay safe from COVID-19 contamination. In spite of all these hurdles, the employees are performing well and thriving to overcome the challenges.

As new projects are going to start, HR is playing a significant role to set up the teams with talented and skilled employees and will manage their on-boarding in an efficient and timely manner.

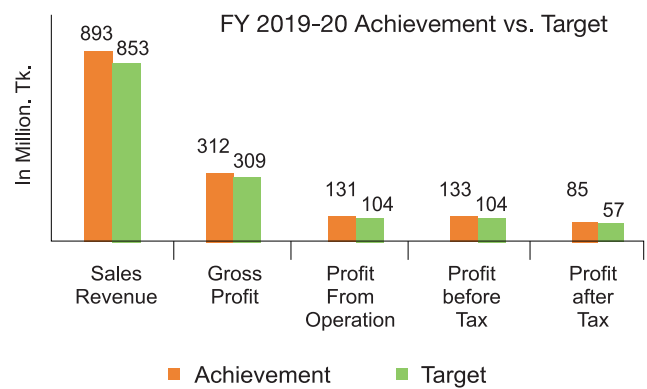
The Department is developing a Policy for Equality & Dignity (P4E&D) for the employees with a view to eliminate discrimination against women, eliminate all sorts of sexual harassments and influence organizational changes in the prevailing social system, which encourages inequality. SMC has increasingly worked with a gender perspective over the years to create work culture to manage people at different levels, keeping in mind that equality, fairness, respect, integrity and performance are the bedrocks of the Company.

Corporate Socialization

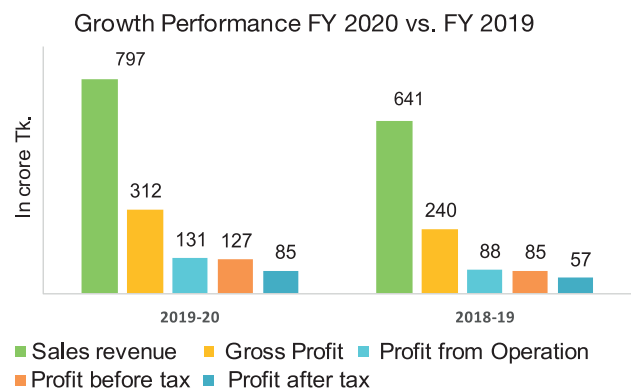
In order to play a role as a model to comply with Good Governance in the corporate sector, the company continued membership with the country's leading chambers like Metropolitan Chamber of Commerce & Industries (MCCI), Bangladesh Employers Federation, Dhaka Chamber of Commerce and Industry (DCCI), etc. Besides, SMC has been maintaining effective communication and building excellent relationship with various Government regulatory bodies such as NBR, Ministry of Commerce, RJSC, Directorate General of Drug Administration (DGDA), Directorate General of Health Services (DGHS), Directorate General of Family Planning (DGFP) and Bangladesh Standards and Testing Institute (BSTI). These memberships and coordination have provided scope to the company for improvement of Corporate Governance Practices for the benefit of the stakeholders.

Subsidiary Operation: SMC Enterprise Limited (SMC EL)

SMC Enterprise Limited, the only subsidiary of SMC, continued its commendable performance during FY 2019-20 with a revenue growth of 28% over the last year, earning gross revenue of Tk. 893 crore and achieving 105% of the target. During the reporting period, the company earned profit before tax amounting to Tk. 133 crore which was 49% more than the previous year. Strategic management, leadership and strong focus on growth combined with highly committed employees made those good results possible.



The Directors' Report for the year ended June 30, 2020 of the Company together with Audited Accounts containing of Statement of Financial Position, Statement of Profit or Loss and other Comprehensive Income, Statement of Changes in Equity and Statement of Cash Flows and Auditors Report thereon are included herein and referred to in Annexure-1.



During the reporting period, SMC hold 999,998 ordinary shares of Tk. 100 each out of total issued 1,000,000 shares of its subsidiary, SMC EL. As a post balance sheet event, SMC EL allotted on August 16, 2020 another 29 lac ordinary shares of Tk. 100 each with a total amount of Tk. 29 crore in favour of SMC. As a result, the paid up capital of SMC EL raised to Tk. 39 crore from its present amount of Tk. 10 crore.

Common Services

SMC housed a number of common services division/department such as Construction & Engineering, MIS & IT, Research & Monitoring and Corporate Affairs in order to bring efficiency and cost optimization.

These departments are rendering services to SMC and for its subsidiary SMC EL in the field of infrastructural development, business process automation through information technology, acting as a bridge between the companies by way of disseminating various social messages in line with company's objective to its stakeholders to strengthen the company's corporate image. The major highlights are given below.

Engineering Division

SMC has made significant investments in infrastructure development in order to grow through expansion, diversification and improve management through decentralization. The Engineering Division provides technical support on all matters related to civil construction to both SMC and SMC EL. During the period under review, the Engineering Division has successfully executed the following works for SMC & SMC EL.

SMC Tower-2 at Mirpur, Dhaka

SMC Tower-2 is a well-planned 14 storied building with three levels of basement for parking facility. M/S Concord Engineers & Construction Ltd. completed the construction of structural part and handed over the project in time to SMC on February 27, 2020. The proposed model pharmacy will be accommodated at Ground Floor and SMC Clinic will be accommodated at 1st and 2nd floor. SMC's Engineering Division is supervising and implementing the finishing works of the building.



Construction of Health and Hygiene Factory Extension Project in Cumilla

SMC EL Board decided to increase of production capacity sanitary napkin and diaper by constructing additional two production lines which include production building. Subsequently, 353 numbers of precast piles casting were completed. Pile driving and pile caps casting are ongoing. The first phase of construction work is near to completion. The second phase work will start immediately for vertical expansion of the civil construction of production building at Health and Hygiene factory.



Construction of Prefabricated Steel Mezzanine Floor (Phase-2) for RM Warehouse in Cumilla

SMC EL requires more space for storing raw materials due to expansion of production facility. The Engineering Division in this connection constructed another two level mezzanine floors with prefabricated steel. As a result, an additional 1,000 ton storing capacity of raw materials have increased.



Construction of a 3-storied Building for Microbiological and ORS Pre-processing Area at Bhaluka

The construction of structural part and finishing part were almost completed. Fire detection and protection system was installed at Ground Floor successfully. Floor Ucrete work was completed at the ground floor.

Construction of FMD Extension Project (Phase-1) at Bhaluka, Mymensingh

SMC EL Board decided to increase capacity of its Food Manufacturing Division to meet its growing demand. Subsequently, 100% construction of structural part such as pile, pile cap, column and roof slab casting was completed and 50% of the finishing part was completed.

Construction of New Packaging Unit at Health & Hygiene Factory, Cumilla

The Engineering Division of SMC constructed a new packaging unit at Health & Hygiene Factory, Cumilla. This facility includes Variable Refrigerant Flow (VRF) System, Ucrete floor, etc.



MIS & IT Department

This department played an extensive role both for SMC and SMC EL to reduce the cost significantly and to enhance operational efficiency, thus having a substantial impact on profitability and growth of both the organizations. As a part of business automation process, the overall field operations of SMC and its for-profit subsidiary, SMC Enterprise Limited have been made paperless recently using the latest mobile and web-based software applications. These automations enabled the field forces (Consumer, Pharmaceutical and Program Operations) to generate electronic sales invoices using smart phones and managing optimum levels of product inventory. As a result, SMC management is now able to obtain real time analysis of business information utilizing the Geographical Information Systems (GIS) and Global Positioning

System (GPS). Besides, it has successfully developed and implemented a number of tasks. Among others, the major activities are: new web-based software for Supply Chain Management System operation for SMC through integrating with the existing Inventory Management Software of Central Warehouse, Bhaluka Factory, Cumilla Health and Hygiene Factory and Area Sales offices. It implemented the software on Human Resources Management operation enhanced the security of IT operations through re-installing the Anti-Virus server in the Head Office, implemented data disaster recovery procedure and data backup plan which would ensure to protect the company's valuable assets.

These initiatives will also certainly enhance the company's growth and efficiency and our endeavors will continue to introduce updated technology and systems always to maximize our business with the pace of global trend.

Corporate Affairs Department

CA department is playing a significant role in internal and external communication. It is bridging the company and its stakeholders by disseminating various social messages in a coherent and credible way. This department is responsible to manage internal and external flow of information, publications, annual complimentary items, digital communication, and promoting corporate branding and thereby upholding the company values and its brand voices.

During the reporting period it has introduced digital communication by way of launching Facebook Pages for different program health networks like, MoniMix, SMC Blue Star and SMC Pink Star.



This platform is providing interactive communication with the audience and already proved its effectiveness by gaining popularity in the community.

Moreover, portraying SMC's significant achievement/success stories in connection with its healthcare network providers in web portals of different national dailies were also done by the CA department. In this way, the Corporate Affairs department not only enlightened SMC to keep pace with the modern market practice but also made a cost effective mass communication approach for the company.

Another timely driven accomplishment of the said department was revamping the corporate website making it more dynamic, up to date, interactive and resourceful.

Research Insights - SMC

During FY 2019-20, SMC's Research & Monitoring department has undertaken research projects for SMC to understand the effects of its program activities. These findings are very important in attuning current interventions as well as planned future interventions tailored to market realities and other external factors. The major research projects have been summarized below:

Study title

Availability study of SMC and other competitor's products

Objective of the study

The objective of this study was to understand the product availability status of SMC and other available competitor brands at Blue Star (BS) and Green Star (GS) outlets.

Key findings

- During the survey a total of 21 brands of OCP were found in the GS and BS outlets. 'Femicon' was found as the most available OCP brand followed by 'Femipil'.
- During the survey a total of 79 brands of Condom were found in the BS and GS outlets. 'Panther Dotted' was found as the most available Condom brand followed by 'Sensation Classic'.
- Almost 100% of the BS and GS outlets sell 'ORSaline-N'. During the survey a total of 29 brands of ORS were found in the BS and GS outlets.
- During the survey a total of 3 brands of MNP were found in both outlets. 'MoniMix' was found as the most

available MNP brand followed by 'Pushtikona'.

- During the survey a total of 15 brands of Zinc (both tablet and syrup) were found in the GS and BS outlets. 'SMC Zinc' tablet was found as the most available Zinc brand followed by 'SMC Zinc Syrup'.
- Penetration of SDK brands were found higher in rural outlets (70%) as compared with urban outlets (65%). 'Safety Kit' was found as the most available SDK brand.
- During the survey a total of 48 brands of Sanitary Napkin were found in the GS and BS outlets. 'Joya Belt 8' was found as the most available Sanitary Napkin brand followed by 'Joya Belt 5' and 'Senora Belt'.
- 'SOMA-JECT' was found as the most available Injectable Contraceptive brand followed by 'Sayana Press'.
- During the survey a total of 10 brands of ECP were found in the outlets. 'Norix 1' was found as the most available ECP brand followed by 'Emcon'.
- Interestingly it was found that around 85% of the BS and 79% of the GS providers reported that they sell SMC pharma products.
- About 93% of the BS and GS providers reported that they are satisfied with selling SMC products.

Study title

MoniMix usage study

Objective of the study

To generate a profile of the current, lapsed and potential users of MoniMix, determine the acceptability among users, identify knowledge gaps to correct use and reasons for discontinuation.

Key findings

- Awareness about anemia is lower among the potential users (49.8%) compared to the current (74.8%) and lapsed users (72.3%).
- Among the potential users, 75% were aware about MoniMix, whereas, only 19% were aware of Pustikona.
- GSM was mentioned as the major source of awareness for MoniMix, followed by relatives and Uthan Baithak session.

Study title

Assessing the Strengths, Weaknesses, Opportunities and Threats of Gold Star Network

Objective of the study

The main purpose of the study was to understand the strength, weakness, opportunity, and threat of Gold Star model.

Key findings

Knowledge Related Information

- Study findings show that more than three-fifth of the GSMs (64%) were using family planning (FP) methods.
- Awareness of emergency contraceptive pill (ECP) seems universal among GSMs (99%). All of aware GSMs reported Norix as ECP.
- A little more than half of the respondents (55%) could correctly mention the legal age at marriage of male i.e. 21 years. In case of female, 94% of the GSMs could correctly mention the legal age of marriage i.e. 18 years.
- All of the GSMs had knowledge on the associated risks of early age pregnancy (below 20 years).
- Most of the GSMs (95%) correctly mentioned that the ideal birth spacing is three (03) years.
- Similar to the knowledge regarding risks of early pregnancy, awareness of risk of late pregnancy (35 years or more) was also found among almost all of the interviewed GSMs (99%).
- Study findings show that all of the GSMs (100%) were aware about complexities during pregnancy and after delivery.
- Most of the GSMs could correctly mention that sanitary napkin is used during menstruation (91%) and it reduced risk of infection (84%).
- According to the qualitative findings, community women and girls were found to be cautious about their personal hygiene.
- The awareness about SDK was universal among the GSMs.
- Almost all of the GSMs had the awareness of giving saline and zinc tablet, if children suffer from diarrhea.

Work and program related information

- The data revealed that the majority of the GSMs (69%) got motivated due to financial reasons followed by social responsibility (54%).
- Ninety percent of the GSMs reported that they had not faced product supply related problems.
- Study findings reveal that almost all of GSMs (98%) expressed satisfaction as being member of Gold Star Network.
- Except a few GSMs, an overwhelming 94% of the GSMs reported that sale has been increased in the current year as compared with the last year.
- Majority (83%) of the GSMs showed confidence that they will be able to run the business after withdraw of project support.

Benefit and Contribution to the Families as GSM

- Almost all of the GSMs mentioned that their family income had increased after they joined the network and started contributing to the family income.
- All of the GSMs perceived that their reputation got enhanced because of working as GSM.

Study title

Pre-testing SMC's Pregnancy Kit

Objective of the study

The prime objective of the pretest was to identify the level of efficacy of the sample pregnancy kit devices.

Key findings

- Study findings revealed that among the confirmed pregnant women, all the test results were 'Positive', whereas, among the confirmed non-pregnant women, all test results showed 'Negative'.
- Regarding user-friendliness of the pregnancy kit, out of 91 respondents, 77 reported SMC marketed device is 'very easy to use', followed by 'easy to use' (13).
- Study findings show that, on an average respondents were willing to pay BDT. 50 for the pregnancy kit. However, about 60% respondents were willing to pay BDT. 75 for the kit.

- Considering the above-mentioned findings, the efficacy of the proposed 'Pregnancy Kit Device' was established in a positive stature.

Study title

Conducting an end line study among MWRA of Korail & Sat-tola Slum.

Objective of the study

To measure the changes in knowledge, attitude and practice of MWRA regarding LARC and Permanent Method (PM), which took place due to intervention.

Key findings

Findings from PM Clients

- Study findings reveal that 1.3% respondents had adopted male sterilization and 4% adopted female sterilization due to intervention, whereas service statistics of the intervention show that 20% potential PM clients have adopted Tubectomy and 7.9% have adopted Vasectomy. The gap between survey result and service statistics information happened mostly due to migration.
- Study findings reveal that 62.2% of the acceptors of PM methods got motivated by SMC program staff.
- Major reasons for not adopting PM methods reported by respondents were satisfied with the current method (30.7%) followed by fear of side-effects (17.6%).

Findings from LARC Clients

- Study findings reveal that 27 respondents had adopted IUD and 195 respondents had adopted Implant due to intervention, whereas service statistics of the intervention show that 102 potential LARC clients have adopted IUD and 425 have adopted Implant method. The gap between survey result and service statistics information happened mostly due to migration.
- Study findings reveal 85.5% of the acceptors of LARC methods got motivated by SMC program staff.
- All of the respondents who were aware about LARC were asked to tell reasons for not accepting LARC currently. Major reasons reported by respondents were satisfied with the current method followed by fear of side-effects of LARC.

Study title

Strengthening hand washing practice in the rural and urban community.

Objective of the study

The main objective of this initiative was to test the feasibility of selling and marketing hand washing product through brand promoters as pilot test marketing.

Key findings

- Since there were no awareness among the 'Traders' regarding 'Paper Soap,' therefore, majority of the 'Traders' were not willing to purchase the product from the promoters.
- At every school, the brand promoters conducted 'Hand washing sessions' and they used 'Easy Clean' for practical demonstration. After the sessions, students showed positive intention to purchase and they were also willing to use it in future.
- In the morning, garment workers were in a hurry to attend their workplace and in the evening they were also in a hurry towards their residence. Even though Brand promoters tried to convince them, they didn't show any significant willingness.
- General people who were waiting at different terminals, were not willing to pay proper attention to the 'Brand promoters', as they were always in a rush.
- Through this activity, it was learned that 'Brand Promoter' could play a very vital role in increasing awareness of the 'product' and thus it will also increase the product demand.

Obituaries

During this reporting period, we lost Ms. Niloufer Manzur, Member and former Director of Social Marketing Company (SMC). A resolution condoling the sad demise of Mrs. Manzur was adopted in the 31st AGM of the company held on June 15, 2020. All company members were present at the meeting and observed one minute silence for late Mrs. Niloufer Manzur as a mark of respect and gratitude.

The employees of SMC and its Board of Directors also deeply mourned the sad demise of Mr. Sarwar Jahan, Senior Executive, MIS & IT of SMC and eight Blue Star and Pink Star providers of SMC who passed away during April-June, 2020. The Board of SMC in its 193rd meeting held on June 26, 2020 observed one minute silence in memory of the deceased and recalled their contribution made towards SMC and adopted a resolution expressing condolence and heartfelt sympathy for the members of the bereaved family.

Future Outlook 2020-21

To expand the program activities in line with its vision and mission, SMC has always been focusing on adding value and thereby increasing its product portfolio. Several new initiatives are in the pipeline which we hope to include in our program activities from the next fiscal year. These are:

- Expansion of Blue Star and Green Star Networks by adding 1,000 new Blue Star and 400 new Green Star providers.
- Expansion of Gold Star Member activities in another eight Upazilas including one low income urban area.
- To make operational another SMC clinic at SMC Tower-2 at Kallyanpur, Dhaka.
- To establish SMC complex comprising of Area Office and third SMC Clinic at Company's own land in Khulna.
- Launching of MMS tablet for the pregnant women of the country. Launching of Micronutrient powder MoniMix Plus for children belonging to age group five to twelve to address their micronutrient deficiencies.

Acknowledgement

On behalf of the Board of Directors, I would like to take this opportunity to express our sincere thanks to all company members, management staff and employees, development partners, customers, bankers, suppliers, government agencies, regulatory bodies, star network members and everyone with whom the company interacted. We are grateful to you for your valuable support and cooperation extended to us to take SMC's mission forward.

On behalf of the Board of Directors,



Siddiqur Rahman Choudhury
Chairman
Social Marketing Company

প্রিয় কোম্পানীর সদস্যবৃন্দ,

কোম্পানীর পরিচালনা পর্ষদের পক্ষ থেকে, সোশ্যাল মার্কেটিং কোম্পানী-এর ২০১৯-২০ অর্থবছরের পরিচালকের প্রতিবেদন উপস্থাপন করতে পেরে আমি অত্যন্ত সম্মানিত বোধ করছি।

আপনারা সবাই জানেন যে, কোভিড-১৯ মহামারীর কারণে আমরা একটি বৈশ্বিক সঙ্কটের মধ্য দিয়ে যাচ্ছি যা কেবল দেশের স্বাস্থ্য ব্যবস্থাকেই বিপর্যস্ত করেনি বরং সামাজিক, বাণিজ্যিক এবং অর্থনৈতিক কর্মকাণ্ডেও মারাত্মক ব্যাঘাত সৃষ্টি করেছে। তবে, করোনা মহামারীর প্রকোপ সত্ত্বেও আমাদের মাঠ পর্যায়ের কর্মীবৃন্দ সকল প্রতিকূলতা এবং চ্যালেঞ্জ মোকাবেলা করে ২০১৯-২০ অর্থবছরে ভালো পারফরম্যান্স অব্যাহত রাখতে নিরলসভাবে কাজ করেছেন।

বিগত বছরগুলোর মতো, আমি এই কথাটি জানাতে পেরে অত্যন্ত আনন্দিত যে, এসএমসি তার সফলতার ধারা অব্যাহত রেখে বাংলাদেশের জাতীয় স্বাস্থ্য ও পরিবার পরিকল্পনা কর্মসূচিতে স্বতন্ত্র ভূমিকা বজায় রাখার পাশাপাশি প্রজনন স্বাস্থ্য, মা ও শিশু স্বাস্থ্য এবং পুষ্টি সেবার ক্ষেত্রেও উল্লেখযোগ্য ভূমিকা রেখে চলেছে। এছাড়াও এসএমসি বয়ঃসন্ধিকালীন স্বাস্থ্য, মাতৃস্বাস্থ্য ও স্বাস্থ্যবিধি এবং যক্ষার মতো গুরুত্বপূর্ণ কর্মসূচী নিয়েও কাজ করছে

প্রোগ্রামের সামগ্রিক অগ্রগতি

জাতীয় স্বাস্থ্য ও পরিবার পরিকল্পনা কার্যক্রমে এসএমসি'র অবদান

এসএমসি জাতীয় কর্মসূচীর একটি অবিচ্ছেদ্য অংশ হিসেবে বাংলাদেশের স্বাস্থ্য ও জনসংখ্যা কর্মসূচীতে গুরুত্বপূর্ণ ভূমিকা পালন করে আসছে। ১৯৭৫ থেকে ২০১৭ সাল পর্যন্ত, দেশের মোট গর্ভধারণের হার ৬.৩ থেকে ২.৩ এ নেমেছে এবং বর্তমানে বিবাহিত মহিলাদের মধ্যে পরিবার পরিকল্পনা পদ্ধতি ব্যবহারের হার ৮% থেকে ৬২% বৃদ্ধি পেয়েছে যার মধ্যে আধুনিক পরিবার পরিকল্পনা পদ্ধতি ব্যবহারের হার ৫২%। বাংলাদেশ ডেমোগ্রাফিক এন্ড হেলথ সার্ভে (বিডিএইচএস)^১ ২০১৭-১৮ অনুসারে, এসএমসি জাতীয় পর্যায়ে ৪৭% পিল, ৬২% কনডম এবং ৩৩% ইনজেক্টেবল সরবরাহের মাধ্যমে পরিবার পরিকল্পনা পদ্ধতি ব্যবহারের হার (সিপিআর) বৃদ্ধিতে উল্লেখযোগ্য ভূমিকা রেখে চলেছে। সামগ্রিকভাবে আধুনিক পরিবার পরিকল্পনা পদ্ধতি ব্যবহারের ক্ষেত্রে এসএমসি'র অবদান ৩৮% অর্থাৎ এক তৃতীয়াংশের বেশী দম্পতি এসএমসি'র ব্র্যান্ড ব্যবহার করছে। প্রতিবেদনের সময়কালে, এসএমসি ৫.৭৬ মিলিয়ন কাপল ইয়ারস অব প্রোটেকশন (সিওয়াইপি)^২ সরবরাহ করেছে যা গত বছরের তুলনায় ১৩% বেশি। যুক্তরাষ্ট্রের ডিকেটি ইন্টারন্যাশনাল কর্তৃক প্রকাশিত কন্ট্রাসেপটিভ সোশ্যাল মার্কেটিং স্ট্যাটিসটিকস ২০১৯ অনুসারে, সিওয়াইপি'র (কাপল ইয়ারস অব প্রোটেকশন) ভিত্তিতে এসএমসি বিশ্বব্যাপী দ্বিতীয় বৃহত্তম পরিবার পরিকল্পনা সামগ্রীর সামাজিক বিপণন সংস্থা হিসেবে স্থান করে নিয়েছে।

পিএসআই ইমপ্যাক্ট ক্যালকুলেটর অনুসারে, ১৯৭৪ সাল থেকে শুরু করে ৩০ জুন, ২০২০ পর্যন্ত এসএমসি গুরুত্বপূর্ণ স্বাস্থ্য সূচকগুলোতে উল্লেখযোগ্য প্রভাব ফেলেছে। এছাড়াও এসএমসি ডায়রিয়া, শিশুস্বাস্থ্য, বয়ঃসন্ধিকালীন স্বাস্থ্য, সাধারণ স্বাস্থ্য ও স্বাস্থ্যবিধি এবং অন্যান্য ক্ষেত্রেও গুরুত্বপূর্ণ অবদান রেখেছে।

- ✓ ১০৭ মিলিয়ন সিওয়াইপি (কাপল ইয়ারস অব প্রোটেকশন) সরবরাহ
- ✓ ২১৪ মিলিয়ন ডিজেবিলিটি-এডজাস্টেড লাইফ ইয়ারস (DALYs) প্রতিহত
- ✓ ২.৩ মিলিয়ন মৃত্যু প্রতিহত
- ✓ ২২ মিলিয়ন অনিচ্ছাকৃত গর্ভধারণ প্রতিহত

বাংলাদেশে শিশু স্বাস্থ্য এবং পুষ্টির মানোন্নয়নে, এসএমসি'র ওরস্যালাইন-এন, জিংক এবং মাইক্রোনিউট্রিয়েন্ট পাউডার মনিমিস্ক প্রশংসনীয় ভূমিকা পালন করেছে। বলা বাহুল্য যে, ওরস্যালাইন-এন বাংলাদেশে শিশু মৃত্যুর হার হ্রাসে প্রধান অবদানকারী হিসেবে ভূমিকা রেখেছে যা ১৯৮৫ সালের শেষের দিকে দেশের পাঁচ বছরের কম বয়সী শিশুদের ডায়রিয়াজনিত রোগের প্রতিকারের জন্য প্রবর্তিত হয়েছিল। প্রতিবেদনের সময়কালে বাজারে ওরস্যালাইন-এন এর মার্কেট শেয়ার ছিল প্রায় ৬১%। ধারাবাহিক প্রবৃদ্ধি বজায় রেখে, এসএমসি'র সাবসিডিয়ারি কোম্পানী এসএমসি এন্টারপ্রাইজ লিমিটেড (এসএমসি ইএল) ২০১৯-২০ অর্থবছরে ১১৯ কোটি স্যাশেট ওআরএস-এন বিক্রি করেছে। পাঁচ বছরের কম বয়সী শিশুদের ডায়রিয়ার ক্ষেত্রে থ্রি-প্যাকেজড ওআরএস-এন এর ব্যবহার ২০০০ সালে ৬১% থেকে বেড়ে ২০১৭ সালে ৮৩% হয়েছে।

এসএমসি জিঙ্ক ২০০৮ সাল থেকে শিশুর ডায়রিয়ার দ্রুত নিরাময় ও প্রতিরোধে একটি সহায়ক চিকিৎসা হিসেবে প্রবর্তিত হয়েছিল। এসএমসি গত কয়েক বছরে এই পণ্য বিক্রয়ের মাধ্যমে উল্লেখযোগ্য প্রবৃদ্ধি অর্জন করেছে। ২০১৯-২০ অর্থবছরে, এসএমসি কমার্শিয়াল আউটলেটগুলোর পাশাপাশি কমিউনিটি পর্যায়ে ০.৭০ মিলিয়ন জিংক ট্যাবলেট বিক্রি করেছে। বিডিএইচএস ২০১৭-১৮ অনুসারে, ৫% শিশু ১৫ দিনের মধ্যে ডায়রিয়ায় আক্রান্ত হয় এবং তাদের মধ্যে ৪৪% শিশুদের খাবার স্যালাইনের^৩ পাশাপাশি জিংক ট্যাবলেট খাওয়ানো হয়। জিঙ্কের এই ক্রমবর্ধমান বিক্রয় প্রবৃদ্ধি পাঁচ বছরের কম বয়সী শিশুদের ডায়রিয়ার স্থায়িত্ব এবং তীব্রতা হ্রাসে গুরুত্বপূর্ণ অবদানেরই ইঙ্গিত প্রদান করে।

গত এক দশকে শিশু পুষ্টির ধারাবাহিক উন্নতি হওয়া সত্ত্বেও বাংলাদেশে পাঁচ বছরের কম বয়সী শিশুদের মধ্যে ৩১%^৪ খর্বকায় এবং ২২%^৫ কম ওজন সম্পন্ন শিশু রয়েছে। এসএমসি পাঁচ বছরের কম বয়সী শিশুদের মধ্যে মাইক্রোনিউট্রিয়েন্ট পাউডার মনিমিস্ক (এমএনপি) বিপুল সংখ্যক ব্যবহারকারীদের চাহিদা মেটাতে সক্ষম হয়েছে এবং এসএমসি'র অব্যাহত প্রচেষ্টার ফলে গত আট বছরে এমএনপি-এর বিক্রয় চারগুন বৃদ্ধি পেয়েছে।

কিশোরী ও নারীর ব্যক্তিগত স্বাস্থ্য ব্যবস্থাপনায়, এসএমসি'র জয়া স্যানিটারি ন্যাপকিন তার সাবসিডিয়ারি কোম্পানীর মাধ্যমে ১৭.১৩ মিলিয়ন স্যানিটারি ন্যাপকিন বিক্রির মাধ্যমে দ্রুত দেশের দ্বিতীয় সর্বাধিক বিক্রিত ব্র্যান্ড (নেলসন স্টাডি) হিসেবে প্রতিষ্ঠিত হয়েছে (বর্তমানে মার্কেট শেয়ার ২২%)। গুণগত মান এবং সাশ্রয়ী মূল্যের কারণে ব্র্যান্ডটি স্বল্প-আয়ের নারী এবং কিশোরীদের মাঝে খুব অল্প সময়ের মধ্যেই গ্রহণযোগ্যতা অর্জন করতে সক্ষম হয়েছে। একটি সমীক্ষায় দেখা গেছে, এসএমসি'র প্রোগ্রাম কর্মসূচীর আওতাভুক্ত এলাকায় প্রায় ৭৭% কিশোরী স্যানিটারি ন্যাপকিন ব্যবহার করে, যেখানে প্রোগ্রাম কর্মসূচীর বহির্ভূত এলাকায় প্রায় ৫৬% কিশোরী পণ্যটি ব্যবহার করে^৬।

^১ বিডিএইচএস ২০১৭-১৮

^২ কাপল ইয়ারস অব প্রোটেকশন (সিওয়াইপি) ৪ একটি সিওয়াইপি ওসিপি'র ১৫ টি সাইকেলস বা ১২০ পিসেস কনডম বা ৪টি ইনজেকশন ভায়ালস বা ২০ ডোজেস ইসিপি হিসাবে গণনা করা হয়। আইইউডির জন্য একটি প্রয়োগকে ৪.৬ সিওয়াইপি হিসাবে গণনা করা হয় এবং ইমপ্যাক্টের জন্য একটি প্রয়োগকে ৩.৮ সিওয়াইপি হিসাবে গণনা করা হয়।

এসএমসি ২০১৩ সাল থেকে অগ্রাধিকারপ্রাপ্ত এলাকায় কমিউনিটি মোবাইলাইজেশন কর্মসূচী বাস্তবায়ন করছে যেখানে পরিবার পরিকল্পনা পদ্ধতি ব্যবহারের প্রবণতা কম এবং উচ্চ শিশু মৃত্যুর হার পরিলক্ষিত হয়। প্রতিবছর প্রায় অর্ধ মিলিয়ন গ্রামীণ মহিলা এবং ৮০,০০০ কিশোরীদের বাল্যবিবাহ এবং কৈশোরকালীন গর্ভাবস্থার ঝুঁকি ও পরিণতিসহ বিভিন্ন স্বাস্থ্য ও পুষ্টি বিষয়ে সচেতনতা বৃদ্ধির লক্ষ্যে উঠান বৈঠক, আন্তঃব্যক্তিক যোগাযোগসহ বিভিন্ন কার্যক্রম পরিচালনা করা হয়। ফলে, কৈশোরকালীন গর্ভাবস্থার হার ২০১৪ সালে ৩১% থেকে কমে ২০১৭ সালে ২৮% হয়েছে।

বাংলাদেশে, ২০১৭ সালে যক্ষ্মা (টিবি) রোগী শনাক্তের হার ৬৭%^৩ যেখানে ২০১৪ সালে ছিল ৫০%^৩। এসএমসি'র বুস্টার সেবাপ্রদাকারীরা সন্দেহজনক যক্ষ্মা রোগীকে সনাক্ত করে নিকটস্থ সার্ভিস ডেলিভারি সেন্টারে রেফার করে থাকে। রিপোর্টিং সময়কালে মোট ১৬১,০০০ জন সন্দেহভাজন রোগীকে যক্ষ্মা পরীক্ষার জন্য মনোনীত স্বাস্থ্য কেন্দ্রে প্রেরণ করা হয়েছিল।

প্রোগ্রাম বিভাগের কার্যক্রম পর্যালোচনা

করোনা মহামারীর শুরু দিকে এসএমসি বিভিন্ন চ্যালেঞ্জ এবং প্রতিকূল পরিস্থিতির সম্মুখীন হয় যখন এই মরণঘাতী ভাইরাস মানবজীবনে মারাত্মক বিপর্যয় এবং আতঙ্ক সৃষ্টি করেছিল। এসএমসি বাংলাদেশের শিশু, মহিলা এবং পারিবারিক স্বাস্থ্য ও সার্বিক উন্নতির লক্ষ্যে ধারাবাহিকভাবে কাজ করে যাচ্ছে। এসএমসি'র কর্মসূচী বাস্তবায়নের মধ্যে রয়েছে স্বাস্থ্যসম্মত আচরণ ও অনুশীলনে ইতিবাচক পরিবর্তন আনা, জনস্বাস্থ্য পণ্যের চাহিদা ও সরবরাহ বৃদ্ধি করা এবং বেসরকারী খাতের নন-গ্র্যাডুয়েট স্বাস্থ্যসেবা প্রদানকারীদেরকে দক্ষ করে তোলা।

এসএমসি'র প্রোগ্রাম ডিভিশন দশটি জনস্বাস্থ্য পণ্য বাজারজাত করে থাকে। যার মধ্যে চারটি ইউএসএআইডি-এর অনুদানপ্রাপ্ত (সোমা-জেক্ট, সায়ানা প্রেস, রিল্যাক্স, এবং আই-প্ল্যান্ট) এবং বাকি পণ্যসমূহ (মনিমিক্স, জিঙ্ক, সেফ ডেলিভারি কিট, পেপার সোপ, প্রোগনেন্সি টেস্ট ডিভাইস এবং কুমিনাশক ট্যাবলেট ভার্মিসিড) নিজস্ব অর্থায়নে স্থানীয়ভাবে ত্রয়কৃত।

এসএমসি কৃমির সংক্রমণ প্রতিরোধে ২০২০ সালের মার্চ মাসে কুমিনাশক ট্যাবলেট 'ভার্মিসিড' প্রবর্তন করে। কৃমি এক ধরণের একক বা মিশ্র পরজীবী যা মাটির মাধ্যমে সংক্রমিত হয়ে মানুষের শরীরে প্রবেশ করে, এগুলো সাধারণত অল্পের কৃমি হিসেবে পরিচিত। এই ধরণের সংক্রমণের কারণে শিশুদের শারীরিক বিকাশ ও মানসিক বৃদ্ধি ব্যাহত হয় এবং মনোসংযোগ ও শিশুদের শেখার ক্ষমতা কমে যায়। শুধু শিশুরাই নয়, প্রাপ্তবয়স্কদেরও কর্মক্ষমতা কমে যায়। বর্তমানে এসএমসি'র স্বাস্থ্য নেটওয়ার্কের আওতাভুক্ত বুস্টার এবং গ্রীন স্টার আউটলেটসহ বাংলাদেশের বিভিন্ন ফার্মেসি আউটলেটগুলোতেও পাওয়া যাচ্ছে। আশা করা হচ্ছে এই ট্যাবলেটটি দেশের জাতীয় জনস্বাস্থ্য ডি-ওয়ার্মিং কর্মসূচীতে উল্লেখযোগ্য অবদান রাখবে। জুন, ২০২০ অবধি ২৮৭,৪০০টি ভার্মিসিড ট্যাবলেট বিক্রি হয়।

^৩ ২০১৯ এর এসএমসি'র বয়সস্কিকালীন স্বাস্থ্য কর্মসূচীর গবেষণা অনুসারে
^৪ টিবি প্রিভ্যালেন্স রিপোর্ট ২০১৭



গত বছরের তুলনায় এসএমসি'র প্রোগ্রাম পণ্যসমূহ ২০১৯-২০ অর্ধবছরে তাৎপর্যপূর্ণ প্রবৃদ্ধি অর্জন করেছে। এসএমসি'র প্রোগ্রাম কার্যক্রমসমূহ সকল পণ্যের ধারাবাহিক প্রবৃদ্ধির ধারা বজায় রেখে চলেছে।

৫ বছরের কম বয়সী শিশুদের আয়রনের ঘাটতিজনিত রক্তস্বল্পতা হ্রাস করতে, এসএমসি ২০০৮ সাল থেকে মনিমিক্স বিপণন করেছে। প্রতিবেদনের সময়কালে, এসএমসি ২৭.৮৩ মিলিয়ন স্যাম্পেট

প্রোগ্রাম পণ্যগুলির বিতরণ/ব্যবহার এর প্রবৃদ্ধি

- > মনিমিক্স ২০%
- > ইনজেক্টেবলস ২০%
- > রিল্যাক্স ২০%
- > আই-প্ল্যান্ট ১৬%
- > জিঙ্ক ট্যাবলেট ৫১%
- > প্রোগনেন্সি টেস্ট ডিভাইস ১৩%



মনিমিক্স বিক্রি করেছে যা বার্ষিক বিক্রয় লক্ষ্যমাত্রা অর্জনের ১০১% প্রতিনিধিত্ব করে। এসএমসি'র বুস্টার নেটওয়ার্কও পাঁচ বছরের কম বয়সী শিশুদের পুষ্টির মান উন্নয়নে কম ওজন ও খর্বাকৃতি কমিয়ে আনার লক্ষ্যে শারীরিক বৃদ্ধি পর্যবেক্ষণ এবং প্রচার কর্মসূচি পরিচালনা করে। এসএমসি গত বছরের তুলনায় এই বছরেও ৫০% প্রবৃদ্ধির সাথে ০.৭০ মিলিয়ন মাইক্রোনিউট্রিয়েন্ট জিঙ্ক বিতরণ করে। এসএমসি তার স্টার নেটওয়ার্ক (বুস্টার, গ্রীন স্টার এবং পিঙ্ক স্টার) এবং এনজিও সেবাদানকারীদের মধ্যে ৩.১৩ মিলিয়ন (ভয়াল) ইনজেক্টেবলস বিতরণ করেছে। ফলশ্রুতিতে, এসএমসি'র ইনজেক্টেবলের বিক্রয় গত বছরের তুলনায় ২০% বৃদ্ধি পেয়েছে। এছাড়া অন্যান্য প্রোগ্রাম পণ্যসমূহও গত বছরের তুলনায় ইতিবাচক প্রবৃদ্ধি অর্জন করেছে। পরবর্তী ছকে ২০১৯-২০ অর্ধবছরের প্রোগ্রাম পণ্যসমূহের বিক্রয় লক্ষ্যমাত্রা এবং অর্জন দেখানো হলো।

ব্র্যান্ড	পদ্ধতি/পণ্য	লক্ষ্যমাত্রা (জুলাই'১৯-জুন'২০)	অর্জন (জুলাই'১৯-জুন'২০)	% লক্ষ্যমাত্রা অর্জন	পণ্যের উৎস
সোমা-জেক্ট (ভায়ালস)	ইনজেক্টেবল	২,৮৩২,৪৫০	৩,০৫৪,৩৬৭	১০৮%	ইউএসএআইডি অনুদান
সায়ানা প্রেস (ভায়ালস)	ইনজেক্টেবল	৯৬,০৩০	৮৩,৩৭৮	৮৭%	ইউএসএআইডি অনুদান
রিলাক্স (পিসেস)	সিইউটি-আইইউডি	৭,৪৭৫	৭,৫৫২	১০১%	ইউএসএআইডি অনুদান
আই-প্লান্ট (পিসেস)	ইমপ্লান্ট	৩,৮৫৩	৩,৬৯৫	৯৬%	ইউএসএআইডি অনুদান
মনিমিক্স (স্যাম্পেল)	মাইক্রোনিউট্রিয়েন্ট পাউডার	২৭,৪৯৪,০০০	২৭,৮৩১,৩৫৮	১০১%	নিজস্ব অর্থায়ন
জিংক (ব্লিস্টারস)	মাইক্রোনিউট্রিয়েন্ট পাউডার	৫৭৫,০০০	৬৯৮,৬৮২	১২২%	নিজস্ব অর্থায়ন
সেফটি কিট (প্যাকেটস)	সেফ ডেলিভারি কিট	৫৮,৯৬০	৫৩,৮০১	৯১%	নিজস্ব অর্থায়ন
কুইক টেস্ট (পিসেস)	প্রোগনোসিস টেস্ট ডিভাইস	৫৯,৬৪০	৫৭,০৬৭	৯৬%	নিজস্ব অর্থায়ন
ইজি ক্লিন (প্যাকেটস)	কাগজের সাবান	২০০,০০০	১০৪,৬২০	৫২%	নিজস্ব অর্থায়ন
ভার্মিসিড (পিসেস)	কৃমিনাশক ঔষধ	-	২৮৭,৪০০	-	নিজস্ব অর্থায়ন
মোট সিওয়াইপি		৭৮১,১৪৬	৮৩৩,২১৬	১০৭%	
প্রোগ্রাম ইনকাম (টাকা)		১৬৯,৮৮২,০৩৮	১৮১,১৯০,৪৭৯	১০৭%	

এসএমসি'র প্রোগ্রাম পণ্যগুলোর স্ল্যাপশট



এসএমসি পণ্য সরবরাহ থেকে শুরু করে প্যাকেজিং, গুদামজাত ও বিতরণ অবধি সাপ্লাই চেইন ম্যানেজমেন্ট-এর প্রতিটি ক্ষেত্রে অত্যন্ত উচ্চমানের মানদণ্ড নিশ্চিত করে। এসএমসি তার পণ্যসমূহ ও পরিষেবাদের প্রসারে তিনটি প্রধান বিতরণ প্রক্রিয়ার উপর গুরুত্বারোপ করে থাকে যেমনঃ বানিজ্যিক বিতরণ, পাইকারি ও খুচরা বিক্রয় কেন্দ্রসমূহ; স্থানীয় এনজিও ও কমিউনিটি ভিত্তিক বিতরণ কেন্দ্রসমূহ এবং বেসরকারী স্বাস্থ্য সুবিধা ও স্বাস্থ্য সেবা প্রদানকারীদের নেটওয়ার্ক। এছাড়াও কমিউনিটি মোবাইলিজেশন এবং গণমাধ্যমে যোগাযোগ কার্যক্রম পরিচালনার মাধ্যমে পণ্যসমূহের ব্যবহার বৃদ্ধির প্রচেষ্টা করা হয়।

কমিউনিটি মোবাইলিজেশন কার্যক্রম

কোভিড-১৯ মহামারীর কারণে সৃষ্ট বহুবিধ সমস্যা, সরকার কর্তৃক আরোপিত দেশব্যাপী লকডাউন এবং পরিবহন ব্যবস্থার অপ্রতুলতার কারণে প্রথম কয়েক সপ্তাহ কমিউনিটি মোবাইলিজেশন কার্যক্রম ব্যাহত হয়েছিল। তবে পরবর্তীতে স্বাস্থ্যবিধি এবং সরকারী নীতিমালা মেনে কমিউনিটি মোবাইলিজেশন কার্যক্রম শুরু করা হয়। তদুপরি, ২০২০ সালের মার্চের মাঝামাঝি থেকে সমস্ত শিক্ষাপ্রতিষ্ঠান বন্ধ থাকার কারণে কমিউনিটি পর্যায়ে কিশোর-কিশোরীদের নিয়ে স্বাস্থ্য সেশন পরিচালনা শুরু করে। কমিউনিটি মোবাইলিজেশন কার্যক্রমের মাধ্যমে জনগোষ্ঠীর

মধ্যে সচেতনতা এবং স্বাস্থ্যকর অভ্যাস গড়ে তুলতে উদ্বুদ্ধ করা হয়। এসএমসি ২০১৬ সালের অক্টোবর মাস থেকে ৬টি উপজেলায় ইউএসএআইডি-এর অর্থায়নে মার্কেটিং ইনোভেশনস ফর সাসটেইনেবল হেলথ ডেভেলপমেন্ট প্রোগ্রাম (এমআইএসএইচডি) বাস্তবায়িত করছে। এমআইএসএইচডি আওতাভুক্ত এলাকাগুলোতে সাধারণত পরিবার পরিকল্পনা ব্যবহারকারীর হার কম এবং তুলনামূলকভাবে শিশু মৃত্যুর হার বেশি।

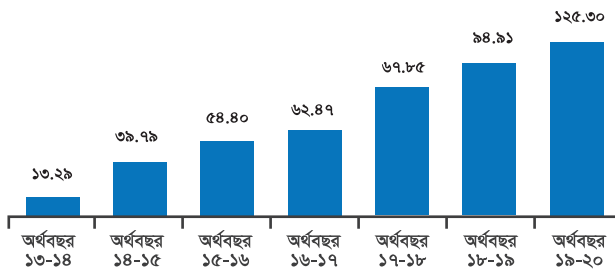
এমআইএসএইচডি কর্মসূচির উদ্দেশ্য হলো দলীয় সভা, ইন্টার-পারসোনাল কমিউনিকেশন (আইপিসি), ওরিয়েন্টেশন সেশন, শিক্ষা প্রতিষ্ঠান ও কমিউনিটি পর্যায়ে কিশোর-কিশোরীদের স্বাস্থ্য অধিবেশন পরিচালনার মাধ্যমে জনস্বাস্থ্য বিষয়ক তথ্য ও পণ্যের চাহিদা বৃদ্ধি করা। এসএমসি নিজস্ব অর্থায়নে নাটোর, বগুড়া, সিরাজগঞ্জ, এবং কক্সবাজার জেলার মোট ১২টি উপজেলায় একই ধরনের কর্মসূচি বাস্তবায়ন করছে। এসএমসি এই উদ্যোগটি রংপুর ও যশোর জেলার আটটি উপজেলায় সম্প্রসারণের পরিকল্পনা করছে। এই কার্যক্রম এককথায় “নতুন দিন” নামে পরিচিত যেখানে এসএমসি ইন্টার-পারসোনাল কমিউনিকেশন (আইপিসি) এবং বিভিন্ন কর্মসূচীর মাধ্যমে ৫৪৩,১০৯ জন ব্যক্তির কাছে জনস্বাস্থ্য বিষয়ক জরুরী বার্তাসমূহ পৌঁছে দিচ্ছে যা পরবর্তী ছকে বর্ণিত করা হলো।

লক্ষ্যিত জনগোষ্ঠী	যোগাযোগের মাধ্যম	প্রচারিত স্বাস্থ্যবার্তাসমূহ	যোগাযোগের সংখ্যা
এমডব্লিউআরএ (প্রজননক্ষম বিবাহিতা মহিলা) এবং পাঁচ বছরের কম বয়সী শিশুদের লালন-পালনকারী	দলীয় আলোচনা/ আইপিসি	গর্ভধারণের সঠিক সময় ও বিরতি, শিশু জন্মের প্রথম ১০০০ দিনের যত্ন যেগুলো হলো গর্ভকালীন যত্ন, নিরাপদ প্রসব, সন্তানের জন্ম, জন্মের পর যত্ন, শিশুকে বুকের দুধ পান করানো, মাইক্রোনিউট্রিয়েন্ট পাউডার, ওরস্যালাইন এবং শিশুর ডায়রিয়ায় জিংক এর ব্যবহার ইত্যাদি বিষয়ে গুরুত্ব দেয়া	৪৫১,৪৭০
স্কুল / কলেজ / মাদ্রাসার কিশোর-কিশোরী (ছেলে ও মেয়ে)	স্কুল-ভিত্তিক স্বাস্থ্য বিষয়ক অধিবেশন/ কমিউনিটি পর্যায়ে দলীয় আলোচনা	বাল্য বিবাহ এবং অল্প বয়সে গর্ভধারণ, বয়ঃসন্ধি, মাসিক পরিচালনা, ব্যক্তিগত স্বাস্থ্যবিধি, পুষ্টি এবং ধূমপান, মাদক ও যক্ষ্মার সাথে সম্পৃক্ত স্বাস্থ্য ঝুঁকি ইত্যাদি বিষয়ে তথ্য প্রদান	৭৯,৯৩৯
কমিউনিটি এডভোকেসি (সরকার নির্বাচিত জনপ্রতিনিধি, সমাজ নেতা, স্বাস্থ্য ও পরিবার পরিকল্পনা কর্মী, ধর্মীয় নেতা, যুবনেতা ও সমাজের গণ্যমান্য ব্যক্তিগণ)	সভা	নতুন দিন প্রোগ্রামের উদ্দেশ্য ও কার্যক্রমসমূহের সংক্ষিপ্ত বিবরণ এবং কর্মসূচী বাস্তবায়নে সমাজের গণ্যমান্য ব্যক্তিগণের ভূমিকা সম্পর্কে অবহিত করা	৭,৭১৫
নবদম্পতি	আইপিসি	গর্ভধারণের সঠিক সময় ও বিরতি, শিশু জন্মের প্রথম ১০০০ দিনের যত্ন যথা গর্ভকালীন যত্ন, নিরাপদ প্রসব, সন্তানের জন্ম, জন্মের পর যত্ন, শিশুকে বুকের দুধ পান করানো এবং শিশু পুষ্টি ইত্যাদি বিষয়ে তথ্য প্রদান	৩,৯৮৫
মোট বিসিসি যোগাযোগ			৫৪৩,১০৯

গোল্ড স্টার নেটওয়ার্ক

কমিউনিটি মোবাইলাইজেশন কর্মসূচির একটি গুরুত্বপূর্ণ পদক্ষেপ হলো সম্ভাব্য গ্রামীণ মহিলাদেরকে উদ্যোক্তায় রূপান্তরিত করা। সামাজিক বিপণনের এই ধারণাটি অত্যন্ত সফলভাবে নারীর ক্ষমতায়ন, তাদের স্বনির্ভরতা নিশ্চিত করেছে।

জিএসএম কর্তৃক বাৎসরিক বিক্রয় রাজস্ব (মিলিয়ন টাকায়)



গ্রামীণ মহিলা উদ্যোক্তা বিকাশের ধারণাটি শুরু হয়েছিল মূলত কমিউনিটি পর্যায়ে তারা যাতে নিজস্ব উদ্যোগে জনস্বাস্থ্য পণ্যের চাহিদা এবং সরবরাহ বৃদ্ধি করতে পারে। এই প্রচেষ্টা গ্রামীণ জনগোষ্ঠীতে নারীর ক্ষমতায়নকে উল্লেখযোগ্যভাবে বৃদ্ধি করেছে।

এই গোল্ড স্টার সদস্যরা দীর্ঘমেয়াদী ও স্থায়ী জন্মবিরতিকরন পদ্ধতি এবং সন্দেহজনক যক্ষ্মারোগীকে নিকটস্থ সার্ভিস ডেলিভারি কেন্দ্রে পাঠানো, সামাজিক সচেতনতা বৃদ্ধি, আচরণে ইতিবাচক পরিবর্তন আনা ইত্যাদি বিষয়ে তথ্য প্রদান করার পাশাপাশি বাড়ি বাড়ি গিয়ে এসএমসি'র জনস্বাস্থ্য পণ্যসমূহ বিক্রি করছে।

প্রতিবেদনের সময়কালে ২,৪০০ জনেরও বেশি গোল্ড স্টার মেম্বার (জিএসএম) সর্বমোট ১২৫ মিলিয়ন ওআরস্যালাইন-এন, মাইক্রোনিউট্রিয়েন্ট পাউডার (এমএনপি), কনডম, ওরাল কন্ট্রাসেপটিভ পিল (ওসিপি), ইমার্জেন্সি কন্ট্রাসেপটিভ পিল (ইসিপি), জিঙ্ক, স্যানিটারি ন্যাপকিন, সেফ ডেলিভারি কিট, বেবি ডায়াপার, প্রেগনেসি টেস্ট ডিভাইস, পেপার সোপ, কুমিনাশক ট্যাবলেট এবং রিফ্রেশিং পাউডার ড্রিঙ্ক বিক্রি করেছে। রিপোর্টিং বছরে জিএসএম কর্তৃক বিক্রয় রাজস্ব গত বছরের তুলনায় ৩২% বেশি ছিল। গোল্ড স্টার সদস্যদের মোট সংখ্যা ২০১৯-২০ অর্থবছরে ২,২৪৫জন থেকে বেড়ে ২০১৯-২০ অর্থবছরে ২,৪১৫জন হয়েছে এবং ইতিমধ্যে আরো ৮টি উপজেলায় এই প্রোগ্রাম যুক্ত করা হয়েছে।

ব্লু-স্টার নেটওয়ার্ক

এসএমসি ব্লু-স্টার, কমিউনিটি পর্যায়ের নন-গ্র্যাজুয়েট স্বাস্থ্য সেবা

প্রদানকারীদের একটি নেটওয়ার্ক। ব্লু-স্টার কর্মসূচির লক্ষ্য হলো বেসরকারী খাতে কমিউনিটি পর্যায়ের নন-গ্র্যাজুয়েট স্বাস্থ্যসেবা প্রদানকারীদের সক্ষমতা বৃদ্ধি করা এবং তাদের মাধ্যমে মানসম্পন্ন পরিষেবা নিশ্চিত করা। নেটওয়ার্ক প্রোভাইডারদের দক্ষতা বৃদ্ধি এবং পণ্যের সহজলভ্যতা নিশ্চিত করার মাধ্যমে উদ্দীষ্ট জনগোষ্ঠীকে তাদের সেবাকেন্দ্র থেকে সাশ্রয়ী মূল্যে স্বাস্থ্যসেবা প্রদান করে থাকেন।

নেটওয়ার্ককে শক্তিশালী করার জন্য, এসএমসি নিয়মিত প্রশিক্ষণ প্রদান^৭, পণ্য সরবরাহ, প্রচারমূলক ও প্রযুক্তিগত সহায়তা প্রদান এবং নিয়মিত তত্ত্বাবধান ও পর্যবেক্ষণ কর্মকান্ড পরিচালনা করে থাকে। ২০১৯-২০ অর্থবছরে নতুন ১,০০৬ জন সেবাপ্রদানকারী প্রশিক্ষণ

১৬১,৭২১ জন সন্দেহজনক যক্ষ্মারোগী রেফার

১৩৬,৫৫০ জন সক্ষম দম্পতিকে এলএপিএম গ্রহণের জন্য রেফার

১৮,৭৫২ জন পাঁচ বছরের কম বয়সী শিশুদের জিএমপি সেবা প্রদান

গ্রহণ করে ব্লু-স্টার নেটওয়ার্কে অন্তর্ভুক্ত হয়েছে যা জাতীয়ভাবে সেবা প্রদানকারীর সংখ্যা বৃদ্ধি পেয়ে দাড়িয়েছে মোট ৮০০০ জনে। এছাড়াও উল্লেখিত বছরে ১,৫৫০ জন ব্লু-স্টার সেবাপ্রদানকারীদের রিফ্রেশার্স ট্রেনিং প্রদান করা হয়। প্রোগ্রামটির প্রধান কর্মকান্ডের মধ্যে একটি হল ইনজেক্টেবল কনট্রোসপিটিভসের জন্য পরিষেবা প্রদান করা। এই পরিষেবার ক্ষেত্রে ইনজেক্টেবল কনট্রোসপিটিভসের জাতীয় গর্ভনিরোধক প্রবণতার হার (সিপিআর) প্রায় ৩৩% যা এই সেবাদানকারীদের দ্বারা প্রদান করা হয়। ব্লু-স্টার সেবাপ্রদানকারীরা গর্ভনিরোধক ইনজেক্টেবলস প্রদান এবং মনিমিস্র সরবরাহ করার পাশাপাশি পাঁচ বছরের কম বয়সী শিশুদের শারীরিক বৃদ্ধি পর্যবেক্ষন এবং প্রচার (জিএমপি) কর্মসূচীতে নিয়োজিত থাকেন। সেবাপ্রদানকারীরা সক্ষম দম্পতিকে দীর্ঘমেয়াদী এবং স্থায়ী জন্মনিরোধক পদ্ধতি (এলএপিএম) গ্রহণের জন্য এবং সন্দেহজনক যক্ষ্মা রোগীদের নিকটস্থ সার্ভিস ডেলিভারি সেন্টারে রেফার করে থাকেন।

পিঙ্ক স্টার নেটওয়ার্ক

এসএমসি ২০১৩ সাল থেকে গ্র্যাজুয়েট ডাক্তারদের মাধ্যমে সারাদেশে এলএআরসি সেবা দিয়ে যাচ্ছে যা পিঙ্ক স্টার হিসেবে পরিচিত। এই প্রোগ্রাম কর্মসূচীর লক্ষ্য হলো নিজস্ব চেম্বারে এবং অন্যান্য বেসরকারী চিকিৎসা কেন্দ্রে প্রাইভেট মেডিকেল প্র্যাকটিশনারদের মাধ্যমে আইইউডি, ইমপ্ল্যান্ট এবং ইনজেক্টেবলস এর গ্রহণযোগ্যতা, সহজলভ্যতা এবং ব্যবহার বৃদ্ধি করা। বর্তমানে, ৩৫০জন পিঙ্ক স্টার সেবাপ্রদানকারীগণ (পিএসপি) সারাদেশে সক্রিয়ভাবে আইইউডি, ইমপ্ল্যান্ট এবং ইনজেক্টেবলস সেবা প্রদান করছে।

৩৫০ জন পিএসপি এলএআরসি এবং ইনজেক্টেবল সেবা প্রদান করেন

৭,৫৫২ পিস আইউডি বিতরণ

৩,৬৯৫ পিস ইমপ্ল্যান্ট বিতরণ

প্রতিবেদনের সময়কালে প্রায় ৫৪ জন পিঙ্ক স্টার ডাক্তারগণ (পিএসপি) এলএআরসি-এর উপর বেসিক এবং রিফ্রেশার্স ট্রেনিং পেয়েছে। এসএমসি কমিউনিটি কাউন্সেলরদের দ্বারা আইপিসির মাধ্যমে পারিবারিক পর্যায়েও এলএআরসি পরিষেবাদের চাহিদা বাড়ানোর উদ্যোগ অব্যাহত রেখেছে। তারা গর্ভবতী মায়েদের প্রসবোত্তর পরিবার পরিকল্পনা পদ্ধতি সম্পর্কেও পরামর্শ দিয়ে থাকে। রিপোর্টিং সময়কালে, এসএমসি পিঙ্ক স্টার ডাক্তারদের কাছে ১১,২৪৭টি এলএআরসি পদ্ধতি (৭,৫৫২ আইইউডি এবং ৩,৬৯৫ ইমপ্ল্যান্ট) বিক্রি করে। এসএমসি এলএআরসি পারফরম্যান্স পর্যালোচনা, সর্বোত্তম অনুশীলনের অভিজ্ঞতা শেয়ার, প্রাইভেট সেক্টরের মাধ্যমে এলএআরসি'র ব্যবহার বৃদ্ধি এবং ভবিষ্যতে সেবার মান আরো উন্নত করার লক্ষ্যে সেবাদানকারীদের সাথে “এক্সপেরিয়েন্স শেয়ারিং এন্ড পারফরম্যান্স রিভিউ মিটিং” এর আয়োজন করে। পিঙ্ক স্টার সেবাদানকারীদের মোট সংখ্যা ২০১৮-১৯ অর্থবছরে ৩০০ জন থেকে বেড়ে ২০১৯-২০ অর্থবছরে ৩৫০ জন হয়েছে।

গ্রীন স্টার নেটওয়ার্ক

এসএমসি'র গ্রীন স্টার নেটওয়ার্কের আওতায় প্রায় ৪,৩০০ জন ওষুধ বিক্রোতা বা ফার্মেসি সেলসম্যান (গ্রীন স্টার প্রোভাইডার নামে পরিচিত) বাংলাদেশে স্বাস্থ্যসেবা প্রদানে গুরুত্বপূর্ণ ভূমিকা পালন করছে। গ্রামীণ জনগোষ্ঠী স্বাস্থ্য ও পরিবার পরিকল্পনা সম্পর্কিত তথ্যের জন্য প্রাথমিকভাবে গ্রীন স্টার সেবা প্রদানকারীদের সাথে যোগাযোগ করে থাকে। দুর্ভাগ্যবশত, এই ধরনের সেবা প্রদানকারীদের মধ্যে অনেকেরই পরিষেবা প্রদানে যথাযথ জ্ঞান এবং অনুশীলন ও দক্ষতার অভাব রয়েছে। এসএমসি গ্রীন স্টার নেটওয়ার্ককে শক্তিশালী করার জন্য নিয়মিত প্রশিক্ষণ প্রদান^৮, পণ্য সরবরাহ এবং প্রচারনামূলক সহায়তা নিশ্চিতকরণ, প্রয়োজন ভিত্তিক প্রযুক্তিগত সহায়তা প্রদান এবং নিয়মিত তত্ত্বাবধান ও পর্যবেক্ষণ কর্মকান্ড পরিচালনা করে থাকে। ২০২০ অর্থবছরে, এসএমসি সারা দেশে ১০০ জন ওষুধ বিক্রোতা বা ফার্মেসি সেলসম্যানকে গ্রীন স্টার নেটওয়ার্কের আওতায় আনতে মৌলিক প্রশিক্ষণ প্রদান করে। এসএমসি সাইনবোর্ড, স্টিকার এবং পোস্টার, সংক্রমণ প্রতিরোধ/ বর্জ্য অপসারণ সামগ্রী প্রদান এবং সেবাকেন্দ্রের বাহ্যিক সৌন্দর্য বৃদ্ধির জন্য অপরিহার্য পণ্যসমূহের বিবরণ সম্বলিত বিভিন্ন উপকরণ দিয়ে গ্রীন স্টার চিহ্নিত ফার্মেসিকে সুসজ্জিত করে। গ্রীন স্টার সেবাপ্রদানকারীরা ইন্টারেক্টিভ ভয়েস রেসপন্সের মাধ্যমে একটি মোবাইল-ভিত্তিক ইলেকট্রনিক রিপোর্টিং পদ্ধতি ব্যবহার করে মাসিক ভিত্তিতে এসএমসি'র কাছে তাদের পারফরম্যান্স সম্পর্কিত তথ্য প্রেরণ করেন। কোভিড-১৯ মহামারীর প্রাদুর্ভাবের সময় প্রথম কয়েক সপ্তাহ, এসএমসি তার স্টার নেটওয়ার্ক সেবাপ্রদানকারীদের জন্য প্রশিক্ষণ কর্মসূচি বাস্তবায়নে কিছুটা সমস্যার সম্মুখীন হয়েছিল। এসএমসি ২০২০ সালের জুন মাস থেকে যে সকল জেলায় সরকারী নিষেধাজ্ঞা তুলনামূলকভাবে শিথিল করা হয়েছিল সেখানে সামাজিক দূরত্ব এবং ব্যক্তিগত সুরক্ষা বজায় রেখে প্রশিক্ষণ কার্যক্রমের আয়োজন শুরু করেছিল। গ্রীন স্টার সেবাপ্রদানকারীদের মোট সংখ্যা ২০১৮-১৯ অর্থবছরে ৪,০২০ জন থেকে বেড়ে ২০১৯-২০ অর্থবছরে ৪,৩০০জন হয়েছে।

^৭ প্রশিক্ষণের বিষয়গুলির মধ্যে রয়েছে সঠিক মাত্রায় ইনজেক্টেবলস এর প্রয়োগ, এমএনপি এবং ঔষধের যথাযথ ব্যবহার সম্পর্কিত পরামর্শ এবং সেবা গ্রহীতাদের উপযুক্ত স্বাস্থ্য সেবাকেন্দ্রে রেফার করা।
^৮ পরিবার পরিকল্পনা পদ্ধতি, এর পার্শ্বপ্রতিক্রিয়া, যৌন রোগ, এইচআইভি / এইডস, অপরিষ্কৃত গর্ভধারণ, কিশোর-কিশোরীদের স্বাস্থ্য বিষয়ক সমস্যা, সংক্রামক রোগ যেমন যক্ষ্মা ইত্যাদি।

টেলিফোন কাউন্সেলিং সার্ভিস “টেলি-জিজ্ঞাসা”

টেলি-জিজ্ঞাসা এসএমসি'র প্রধান কার্যালয়ে অবস্থিত একটি টেলিফোন কাউন্সেলিং পরিষেবা যা সঠিক তথ্য এবং ব্যক্তিগত পরামর্শের সুযোগ বাড়াতে দেশব্যাপী কলারদের প্রশ্নের জবাব দিয়ে থাকে। এই পরিষেবাটি একটি সংক্ষিপ্ত ফোন কোড নম্বর (১৬৩৮৭)-এর মাধ্যমে পরিচালিত হয় যা রবিবার থেকে বৃহস্পতিবার সকাল ৯টা থেকে বিকাল ৫টা পর্যন্ত চালু থাকে। মহিলা ও পুরুষ পরামর্শদাতাগণ পরিবার পরিকল্পনা, মা ও শিশু স্বাস্থ্য, পুষ্টিসহ স্বাস্থ্য বিষয়ক প্রশ্নের উত্তর দিয়ে থাকেন। প্রতিবেদনের সময়কালে ৮,৪০০টিরও বেশি ফোন কল গ্রহণ করা হয়েছে যার মধ্যে শতকরা ৩৬% ভাগই নারী। প্রোগ্রামটি বিভিন্ন স্টার নেটওয়ার্কের আওতাভুক্ত সেবাদানকারীদেরকে বিভিন্ন স্বাস্থ্য সম্পর্কিত তথ্য এবং প্রযুক্তিগত আধুনিক পদ্ধতি সম্পর্কিত বার্তা প্রেরণ করে থাকে। বিশেষত, কোভিড-১৯ মহামারীর সময়কালে (মার্চ-জুন'২০) যখন দেশটি লকডাউনের মুখোমুখি হয়েছিল এবং ফলস্বরূপ মাঠ পর্যায়ের কর্মীদের কার্যক্রম হ্রাস পেয়েছিল তখন এই যোগাযোগ মাধ্যমটি বিভিন্ন স্টার নেটওয়ার্কের আওতাভুক্ত সেবাদানকারীদের সাথে যোগাযোগ রক্ষায় খুবই কার্যকর ভূমিকা রেখেছিল। এই ইউনিটটির মাধ্যমে বিভিন্ন নিরীক্ষণ কার্যক্রম এবং দ্রুত সমীক্ষার কাজও পরিচালনা করা হয়ে থাকে। প্রতিবেদনের বছরে, এসএমসি টেলিফোনের মাধ্যমে সেবাদানকারীর মতামত, কর্মসূচী বিষয়ক সুস্বদৃষ্টি, নেটওয়ার্ক পারফরম্যান্স, সরবরাহকারী পর্যায়ে মজুদের অবস্থা, বিভিন্ন প্রোগ্রাম কার্যক্রমগুলোর পর্যবেক্ষণ ইত্যাদি বিষয়ে ত্বরিত গতিতে ৬টি জরিপ চালায়।

অন্যান্য প্রকল্পসমূহ

এসএমসি নীলতারা ক্লিনিক এবং ফার্মেসী

সাশ্রয়ী মূল্যে লক্ষিত জনগোষ্ঠীর কাছে মানসম্পন্ন স্বাস্থ্যসেবা প্রদান এবং বাংলাদেশের সকল আয়ের জনগণের জন্য একটি টেকসই মডেল ক্লিনিক বিকাশের লক্ষ্যে, এসএমসি ২০১৮ সালে নীলতারা ক্লিনিক এবং মডেল ফার্মেসী স্থাপন করে।

এসএমসি নীলতারা ক্লিনিক পারফরমেন্স

সূচক	লক্ষ্যমাত্রা (জুলাই'১৯ - জুন'২০)	অর্জন (জুলাই'১৯ - জুন'২০)	লক্ষ্যমাত্রা অর্জন (%)
সাধারণ স্বাস্থ্য সেবা প্রাপ্ত গ্রাহকদের সংখ্যা	৫,৩১০	৫,৯৭৪	১১৩
বিশেষজ্ঞ চিকিৎসকের কাছ থেকে বিশেষ সেবা প্রাপ্ত গ্রাহকদের সংখ্যা	৯৪৪	১,৮৪৩	১৯৫
ল্যাব সেবা প্রাপ্ত গ্রাহকদের সংখ্যা	৪,০৬৭	৫,৯২৭	১৪৬
পরিচালন ব্যয়ের বিপরীতে খরচ পুনরুদ্ধার	৫৫	৫৫	১০০

রিপোর্টিং বছরে, মোট ৫,৯৭৪ জন গ্রাহক সাধারণ স্বাস্থ্য পরিষেবা, ১,৮৪৩ জন গ্রাহক বিশেষ স্বাস্থ্য পরিষেবা এবং ৫,৯২৭ জন গ্রাহক ল্যাবরেটরি পরিষেবা গ্রহণ করে। পরিচালনার দ্বিতীয় বছরেই ক্লিনিকটি পরিচালনা ব্যয়ের ৫৫% পুনরুদ্ধার করে। নীলতারা ক্লিনিকের কার্যক্রম প্রচারের জন্য বিসিসি কর্মসূচি অব্যাহত

রাখে এবং সম্প্রদায়ের মধ্যে ডেঙ্গু এবং কোভিড-১৯ সম্পর্কে সচেতনতা তৈরি করে। এছাড়াও ক্লিনিকটি বাংলাদেশ সরকার এবং ডব্লিউএইচও নির্দেশিত স্বাস্থ্য ও সুরক্ষাবিধি সম্পর্কিত সমস্ত নির্দেশিকা কঠোরভাবে অনুসরণ করে ক্লিনিকটির সার্বিক কার্যক্রম পরিচালনা করে। এই মডেলটি আরও বিস্তৃত করার উদ্দেশ্যে, ঢাকার দারুসসালাম কল্যাণপুরে এসএমসি টাওয়ার-২ এ আরও একটি ক্লিনিকের কার্যক্রম অতিশীঘ্রই শুরু হবে বলে আশা করা যাচ্ছে। নির্মাণ কাজ প্রায় শেষ হওয়ায় এসএমসি অবিলম্বে প্রস্তাবিত নতুন ক্লিনিকের ফার্মেসি কার্যক্রম শুরু করবে। নির্মাণ কাজ শেষ হওয়ার সাথে সাথে কনসালটেশন এবং ল্যাবরেটরি পরিষেবাগুলো সরবরাহ করা হবে।

মাল্টিসেক্টরাল নিউট্রিশন প্রোগ্রামিং (এমএসএনপি)

এসএমসি ২৪ অক্টোবর, ২০১৮ সালে একটি বৈজ্ঞানিক চিন্তাধারা সম্বলিত কর্মসূচীর মাধ্যমে ইএসএআইডি-এর সহায়তায় মাল্টিসেক্টরাল নিউট্রিশন প্রোগ্রামিং (এমএসএনপি) প্রকল্পটি শুরু করেছিল। এই প্রকল্পটি ইএসএআইডি-এর অর্থায়নে এফএইচআই ৩৬০ (FHI 360) এর নেতৃত্বে কেয়ার বাংলাদেশ, এআইআরএন (AIRN), পিএইচডি (PHD), এসএমসি (SMC) এবং লাইফকর্ড (LifeChord) এর নেতৃত্বে পরিচালিত। প্রকল্পটি বাংলাদেশে দুই বছরের কম বয়সী শিশুদের পুষ্টিমান বাড়ানোর জন্য সরকার, বিভিন্ন এনজিও এবং বেসরকারী সংস্থাগুলোর পুষ্টিসংক্রান্ত কার্যক্রমগুলোর প্রভাব নির্ধারণের জন্য একটি মিশ্র গবেষণা পদ্ধতি অনুসরণ করেছিল। এসএমসি ব্রু-স্টার প্রোগ্রামের (বিএসপি) দ্বারা পুষ্টি পরিষেবা প্রদানের জন্য তিনটি প্রকল্প পরিচালিত জেলার আওতাধীন ৯টি উপজেলার ৩০টি ইউনিয়নে কাজ করেছিল। প্রকল্পের সফল ফলাফল অর্জনের জন্য এসএমসি নিম্নলিখিত কার্যক্রম সম্পাদন করে:

- বিএসপিগণ শারীরিক বৃদ্ধি পর্যবেক্ষণ ও প্রচার, ইনফ্যান্ট এন্ড ইয়ং চাইল্ড ফিডিং (আইওয়াইসিএফ), এবং অন্যান্য পুষ্টি-সম্পর্কিত প্রশিক্ষণ গ্রহণ করে।

- বিএসপিগণদের মধ্যে শিশুর ওজন এবং উচ্চতা মাপার স্কেল এবং সেবা প্রদানের উপকরণসমূহ বিতরণ করে।

- বিএসপিগণ কমিউনিটি মোবাইলাইজেশন কার্যক্রম পরিচালনা করার জন্য পুষ্টি সম্পর্কিত আইসিসি/ বিসিসি উপকরণ গ্রহণ করে।

- ২ বছরের কম বয়সী শিশুদের জন্য মিড-আপার আর্ম সার্কিফারেন্স (এমইউএসি) পরিষেবা প্রদানের জন্য বিএসপি আউটলেটে একটি পুষ্টি কেন্দ্র স্থাপন করা।

ইউএসএআইডি/ এফএইচআই ৩৬০ এর নেতৃত্বাধীন প্রকল্পটির কৌশলগত পরিবর্তনের কারণে জুন ৩০, ২০২০ তারিখে প্রকল্পের কার্যক্রম বন্ধ করে দেওয়া হয়। প্রত্যাশিত মেয়াদ শেষ হওয়ার আগে কার্যক্রমগুলি বন্ধ হয়ে যাওয়া সত্ত্বেও উদ্যোগগুলো প্রমাণ করেছে যে এসএমসি ন্যূনতম সহায়তায় সারা দেশে বিএসপিদের মধ্যে জিএমপি এবং এমইউএসি পরিষেবাগুলো প্রসারিত করতে পেরেছে।

বাংলাদেশে যক্ষ্মা প্রতিরোধে এসএমসি, ইউএসএআইডি টিবি লোকাল অর্গানাইজেশন নেটওয়ার্ক (এলওএন) প্রকল্প

বাংলাদেশ বিশ্বের অন্যতম বৃহত্তম যক্ষ্মা (টিবি) বহনকারী দেশ। বিগত কয়েক বছর ধরে এই রোগের বিরুদ্ধে লড়াইয়ে দেশের অভূতপূর্ব অগ্রগতি থাকা সত্ত্বেও, টিবি ২০৩০ লক্ষ্যে পৌঁছাতে গুরুত্বপূর্ণ পদক্ষেপ ও প্রচেষ্টার প্রয়োজন। এটা প্রমাণিত যে বাংলাদেশে প্রায় এক তৃতীয়াংশ টিবি রোগীদের বিলম্বে বা সঠিক নিয়মে যত্ন নিতে অনীহা, কমিউনিটি পর্যায়ে জরিপ কার্যক্রমের সীমাবদ্ধতা, যক্ষ্মা দ্বারা সংক্রমিত ব্যক্তির পরিবারের সদস্যদের সংক্রমণ অনুসন্ধানের অপ্রতুলতা এবং শহরাঞ্চলে টিবি পরিষেবা সরবরাহ তুলনামূলকভাবে দুর্বল।

ইউএসএআইডি'র স্থানীয় সংস্থা নেটওয়ার্ক (এলওএন) প্রকল্পের আওতায় আইসিডিডিআর,বি এর নেতৃত্বাধীন পাঁচটি বাংলাদেশ ভিত্তিক সংস্থার কনসোর্টিয়াম- “দ্য অ্যালায়েন্স ফর কমিউটিং টিবি ইন বাংলাদেশ (এসিটিবি)” টিবির সংক্রমণ প্রতিরোধ এবং আক্রান্তদের প্রয়োজনীয় চিকিৎসা সেবা নিয়ে কর্মসূচী বাস্তবায়নের পরিকল্পনা করছে। জোটের সদস্য হিসেবে, এসএমসি নিম্ন লিখিত দুটি প্রধান লক্ষ্য অর্জনে সহায়তা করবে:

- বেসরকারী সেবাপ্রদানকারীদের অংশগ্রহণে সন্দেহজনক যক্ষ্মা রোগী শনাক্তের পরিমাণ বাড়ানো এবং রেফারেল সেবাসমূহের ফলো-আপ ব্যবস্থা নিশ্চিত করা।

- কমিউনিটির মহিলা উদ্যোক্তাদের (জিএসএম) অংশগ্রহণ কাজে লাগিয়ে কমিউনিটি পর্যায়ে সন্দেহজনক যক্ষ্মা রোগী শনাক্ত এবং নির্ণয় করা।

এসিটিবি-এলওএন একটি চার বছরের প্রকল্প। এসিটিবি প্রকল্পের আওতাধীন এলাকাগুলো হলো রাজশাহী, সিলেট এবং ঢাকা বিভাগের কিছু অংশ। এসিটিবি প্রকল্পের অধীনে এসএমসি'র প্রধান কার্যক্রম নিম্নরূপ:

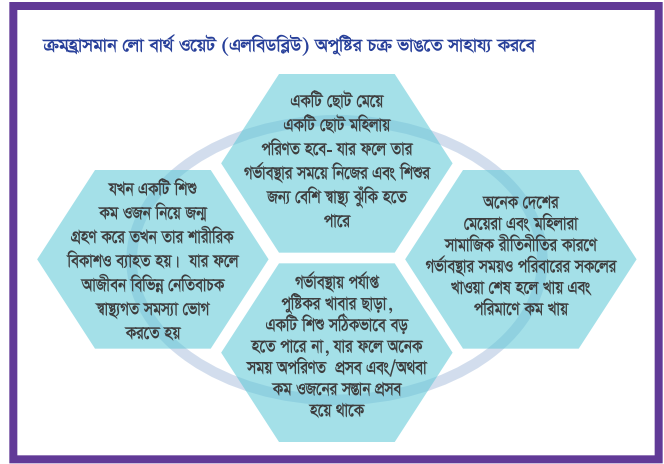
- সন্দেহজনক যক্ষ্মা রোগী শনাক্তের ক্ষেত্রে এসএমসি'র বু-স্টার এবং গ্রীন স্টার সেবাপ্রদানকারীদের অর্ন্তভুক্ত করা।

- সন্দেহজনক যক্ষ্মা রোগীদের রেফারেল সেবা প্রদানের জন্য সরাসরি চিকিৎসা পর্যবেক্ষণ, শর্ট-কোর্স (ডটস) সেবাপ্রদানকারী এবং এসএমসি'র নেটওয়ার্ক সেবাপ্রদানকারীদের সাথে যোগাযোগ স্থাপন করা।

- যক্ষ্মা বিষয়ে সচেতনতা তৈরী, কমিউনিটি-ভিত্তিক সক্রিয় জরিপ কার্যক্রম এবং যক্ষ্মা দ্বারা সংক্রমিত ব্যক্তির পরিবারের সদস্যদের সংক্রমণ অনুসন্ধান কমিউনিটি পর্যায়ে গোল্ড স্টার সদস্য হিসেবে পরিচিত এসএমসি'র মহিলা উদ্যোক্তাদের সম্পৃক্ত ক...

- গ্রামাঞ্চলে যক্ষ্মা রোগী অনুসন্ধানের জন্য “টিবি সারভাইভার” গ্রুপ তৈরি করা।

- সন্দেহজনক যক্ষ্মা রোগী অথবা যক্ষ্মায় আক্রান্ত রোগীদের ফলো-আপ এবং পরামর্শ প্রদানে এসএমসি'র টেলি-জিওসাস (একটি টেলি-কাউন্সেলিং পরিষেবা কেন্দ্র) কাউন্সেলরদের অর্ন্তভুক্ত করা।



গ্লোবাল অ্যালায়েন্স ফর ইম্প্রুভড নিউট্রিশন (গেইন) - “একটি স্বাস্থ্যবান শিশুর প্রত্যাশায়, প্রতিদিন একটি এমএমএস”

এসএমসি বাংলাদেশের গর্ভবতী মহিলাদের জন্য সাশ্রয়ী, গুণগত এবং মানসম্পন্ন মাল্টিপল মাইক্রোনিউট্রিয়েন্ট সাপ্লিমেন্টস (এমএমএস) সরবরাহের জন্য বাংলাদেশে একটি টেকসই ব্যবসায়িক মডেল স্থাপনের লক্ষ্যে গ্লোবাল অ্যালায়েন্স ফর ইম্প্রুভড নিউট্রিশন (গেইন) এর সাথে পাঁচ বছর মেয়াদী একটি চুক্তি স্বাক্ষর করেছে।

ডব্লিউএইচও'র তথ্য অনুযায়ী, মানবদেহে মাইক্রোনিউট্রিয়েন্ট খুব অল্প পরিমাণে প্রয়োজন হলেও এটি স্বাভাবিক শারীরিক ক্রিয়াকলাপ, বৃদ্ধি এবং বিকাশের জন্য খুবই প্রয়োজনীয় এবং অপরিহার্য। মাতৃস্বাস্থ্য ও পুষ্টি এবং ভ্রূণের বিকাশের জন্য গর্ভকালীন সময়ে মাইক্রোনিউট্রিয়েন্টস যেমন ভিটামিন এ, আয়রন, আয়োডিন এবং ফলিক এসিড ইত্যাদি উপাদানের ঘাটতি প্রায়শই বিদ্যমান। এই ঘাটতিগুলো গর্ভাবস্থায় মা এবং সেই সাথে নবজাতক শিশুর স্বাস্থ্যের উপর নেতিবাচক প্রভাব ফেলতে পারে। কম ওজনের শিশু জন্ম হওয়ার একটি প্রধান ঝুঁকি হলো গর্ভবতী মহিলাদের মধ্যে মাইক্রোনিউট্রিয়েন্টস এর ঘাটতি। গর্ভবতী মহিলাদের মধ্যে মাইক্রোনিউট্রিয়েন্টস এর ঘাটতি থাকলে কম ওজনের শিশু জন্ম হওয়ার আশংকা থাকে।

বিশ্বের মধ্যে বাংলাদেশে কম ওজনের শিশু জন্মের হার (২৮%) অনেক বেশি যার মধ্যে প্রধান কারণ হলো মাইক্রোনিউট্রিয়েন্টস এর ঘাটতি। প্রজনন বয়সী নারীদের মধ্যে ৪০% এরও বেশি রক্তস্বল্পতা এবং ৫৭% এরও বেশি জিঙ্ক এর ঘাটতিতে ভোগেন।

সম্প্রতি গবেষণায় আরো প্রমাণিত হয়েছে যে, এমএমএস এর মধ্যে রয়েছে ১৫টি প্রয়োজনীয় ভিটামিনস ও মিনারেলস যা বিশ্বে ১৪টি নিম্ন এবং মধ্যম আয়ের দেশগুলোতে ১২% লো বার্থ ওয়েট (এলবিডব্লিউ) এবং ৪% ছোট গর্ভস্থ শিশুদের (গর্ভকালীন বয়সে স্বাভাবিকের চেয়ে ছোট বা কম বিকশিত) আয়রন এবং ফলিক অ্যাসিডের প্রয়োজনীয়তা পূরণ করে। এমএমএস জাতিসংঘের আন্তর্জাতিক মাল্টিপল মাইক্রোনিউট্রিয়েন্ট অ্যান্টিনেটাল প্রিপারেশন (ইউএনআইএমএমএপি) ফর্মুলায় তৈরী একটি মাইক্রোনিউট্রিয়েন্ট সাপ্লিমেন্ট।

পর্যবেক্ষণ ও মূল্যায়ণ (এমএভই)

এসএমসি'র প্রধান কার্যালয় এবং ফিল্ড অফিস পর্যায়ে একটি শক্তিশালী পর্যবেক্ষণ ও মূল্যায়ণ (এমএভই) দল রয়েছে। প্রয়োজনে সঠিক এবং কার্যকর পদক্ষেপ নিতে নিয়মিত কার্যক্রম পরিচালনা করার জন্য টিমের সদস্যরা দায়বদ্ধ। এমএভই টিমের সদস্যরা কর্মসূচীর কার্যক্রম পর্যবেক্ষণ, পরিকল্পনা ও উন্নয়নের কাজের সাথেও জড়িত। এই ইউনিটটির উদ্দেশ্য হলো নীতি-নির্দেশকসমূহ অনুসরণ, গুণগতমান বজায় রাখা, বৈধতা এবং প্রতিবেদনের নির্ভুলতা নিশ্চিত করা।

মাঠ-পর্যায়ের পর্যবেক্ষণ কার্যক্রম

প্রকল্পটি নিম্নলিখিত উপায়ে এসএমসি'র এরিয়া অফিসগুলোতে বিদ্যমান পর্যবেক্ষণ ও নিরীক্ষণ কার্যক্রমসমূহের উন্নয়ন ও বাস্তবায়ন করে যাচ্ছে:

- ডেপুটি ফিল্ড প্রোগ্রাম ম্যানেজার (ডিএফপিএম) প্রোগ্রাম কার্যক্রম গুলোকে আরো শক্তিশালী ও সঠিক বাস্তবায়নের লক্ষ্যে প্রতিদিনকার কর্মসূচী পরিদর্শন ও পর্যবেক্ষণ করছে।
- প্রোগ্রাম অফিসার-ট্রেনিং এবং সার্ভিস ডেলিভারি (পিও-টিএসডি) প্রশিক্ষণ এবং পরামর্শের মাধ্যমে এসএমসি নেটওয়ার্ক-এর আওতাভুক্ত আউটলেটগুলোর দক্ষতা বৃদ্ধির জন্য নিয়মিতভাবে আউটলেটগুলো পরিদর্শন করেন।
- আঞ্চলিক অফিসগুলোতে কর্মরত এলএআরসি'র ফিল্ড কোঅর্ডিনেটরগণ একটি মানসম্পন্ন অডিট চেকলিস্ট নিয়ে পিংক স্টার আউটলেটগুলো পরিদর্শন করে থাকেন।
- প্রশিক্ষণ দলের সদস্যরা প্রয়োজনীয় পরামর্শ এবং প্রযুক্তিগত সহায়তা প্রদানের মাধ্যমে সেবাপ্রদানকারীদের দক্ষ করে তোলার জন্য নিয়মিত হেলথ নেটওয়ার্কস এর আওতাভুক্ত আউটলেটগুলো পরিদর্শন করে থাকেন।

• কমিউনিটি মোবাইলাইজেশন কর্মসূচীর প্রোগ্রাম অফিসারগণ প্রোগ্রাম কার্যক্রমগুলোর সুষ্ঠু বাস্তবায়নের জন্য কমিউনিটি মোবাইলাইজেশন পার্টনারদের সাথে কাজ করে থাকে। তারা প্রোগ্রাম কার্যক্রম বাস্তবায়ন এবং ইমপ্লিমেন্টিং পার্টনারদের পারফরমেন্স সংক্রান্ত প্রতিবেদনের যথার্থতা পর্যবেক্ষণ করে থাকে।

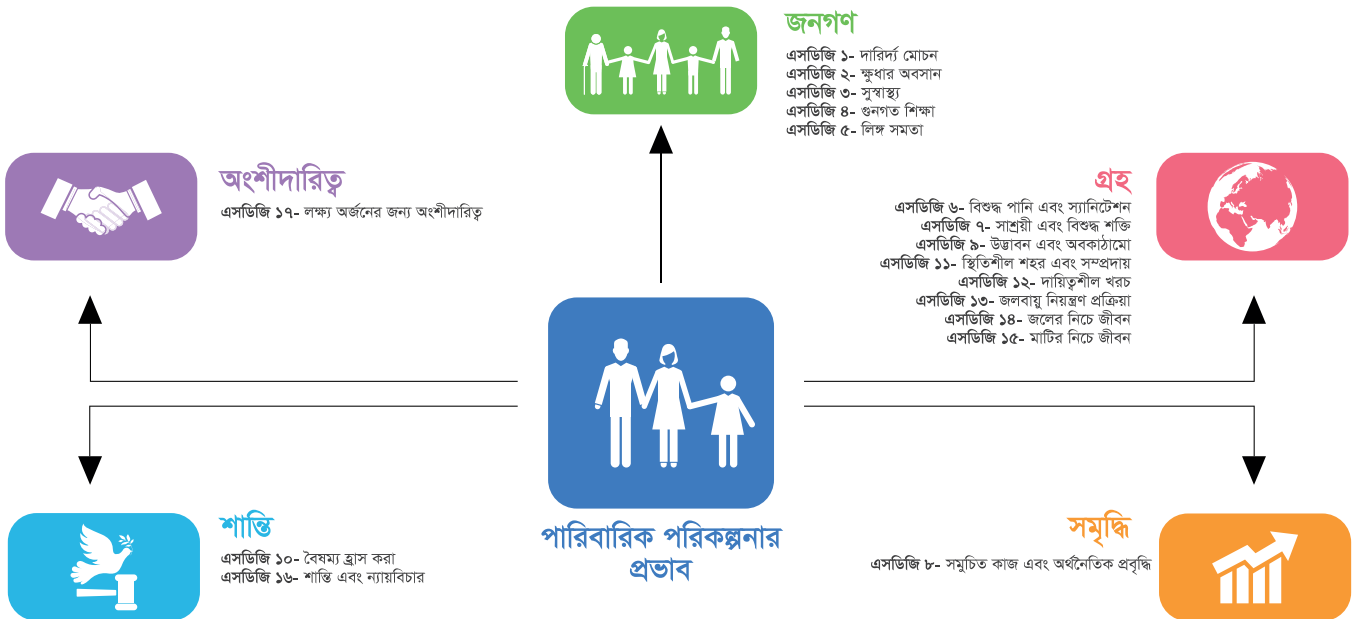
• এমএভই ইউনিট বিভিন্ন পর্যবেক্ষণ তালিকা ব্যবহার করে নিয়মিতভাবে এসএমসি'র প্রোগ্রাম কার্যক্রমগুলো পর্যবেক্ষণ করে থাকে। এই ইউনিটটি কর্মসূচীর সংশোধন ও উন্নয়নের জন্য সংশ্লিষ্ট বিভাগকে তাদের অভিমত প্রদান করে।

• এসএমসি প্রকল্প কর্মীদের মাঠ পর্যায়ের কার্যক্রম পর্যবেক্ষণ করতে এবং সেবাদানকারীদের মতামত, গুণগত মান ও কার্যসম্পাদন মূল্যায়ন করতে ই-ফোর্ট (ইলেক্ট্রনিক ফিল্ড অপারেশনস রিপোর্টিং টুলস) নামে একটি মোবাইল-ভিত্তিক অ্যাপ তৈরী করেছে।

ডেটা কোয়ালিটি অ্যাসেসমেন্ট (ডিকিউএ)

ইউএসএআইডি-এর পরামর্শক্রমে মার্কিন সরকারের নীতিমালা অনুযায়ী এসএমসি নিয়মিতভাবে পরিবার পরিকল্পনা এবং অন্যান্য পরিষেবাদের ডেটা কোয়ালিটি অডিট এবং কমপ্লায়েন্স (ডিকিউএ) নিশ্চিত করে থাকে। এসএমসি'র প্রধান কার্যালয় এবং এরিয়া অফিসের কর্মকর্তাগণ এই সময়ের মধ্যে এমআইএসএইচডি প্রকল্পের আওতাধীন উপজেলার কমিউনিটি মোবাইলাইজেশন কার্যক্রমগুলো পরিদর্শনের মাধ্যমে ডিকিউএ পরিচালনা করেছেন। টিমটি উপজেলা অফিসগুলো থেকে সংগৃহীত তথ্যের ধারাবাহিকতা, নির্ভরযোগ্যতা ও বৈধতা নিশ্চিত করতে গ্রাম এবং পরিবারগুলো পরিদর্শন করেছে। সংশ্লিষ্ট কর্মীরা ডিকিউএ থেকে প্রাপ্ত অনুসন্ধানগুলোর মাধ্যমে তথ্যের কার্যকারিতা এবং গুণগতমান নিশ্চিত করতে যথাযথ পদক্ষেপ গ্রহণ করে থাকেন।

৫টি সাসটেইনেবল ডেভেলপমেন্ট গোলস (এসডিজি) এর মূল বিষয়বস্তু - মানুষ, গ্রহ, সমৃদ্ধি, শান্তি এবং অংশীদারিত্ব



এসডিজি (সাসটেইনেবল ডেভেলপমেন্ট গোলস) এর মূল লক্ষ্যের সাথে পরিবার পরিকল্পনার সমন্বয়:

এলেন স্টারবার্ড এবং অন্যান্য বিশেষজ্ঞের মতে “পরিবার পরিকল্পনা স্বেচ্ছাকৃতভাবে নারী, পরিবার, সম্প্রদায় এবং দেশগুলোতে পরিবর্তনশীল সুবিধা নিয়ে আসে। পরিবার পরিকল্পনায় বিনিয়োগ করা হলো একটি উন্নয়ন “সেরা ক্রয় যা মানুষ, গ্রহ, পৃথিবী, শান্তি-সমৃদ্ধি এবং অংশীদারিত্বের মতো ৫টি এসডিজি এর লক্ষ্য অর্জনকে ত্বরান্বিত করতে পারে।” বিশেষজ্ঞের এই উক্তি এটাই ইঙ্গিত করে যে, এসএমসি'র পরিবার পরিকল্পনা সম্পর্কিত কার্যক্রম সকলের জন্য উন্নত এবং স্থিতিশীল ভবিষ্যৎ গঠনের মাধ্যমে এসডিজি এর ১৭টি লক্ষ্য অর্জনে প্রত্যক্ষ এবং পরোক্ষভাবে প্রভাব ফেলে। ২০১৫ সালে এসডিজি এর ১৭টি লক্ষ্যমাত্রা জাতিসংঘের সাধারণ পরিষদ কর্তৃক নির্ধারিত হয় যা ২০৩০ সালের মধ্যে অর্জনের পরিকল্পনা রয়েছে।

কোভিড-১৯ সংকট মোকাবেলায় এসএমসি'র ভূমিকা

এসএমসি কোভিড-১৯ এর সংক্রমণ এবং বিস্তার রোধে মাঠ কর্মী এবং হেলথ নেটওয়ার্কের আওতাভুক্ত সেবাপ্রদানকারীদের সর্বোচ্চ নিরাপত্তা নিশ্চিত করে পণ্য ও পরিষেবা সরবরাহের মাধ্যমে দেশের স্বাস্থ্য, জনসংখ্যা এবং পুষ্টির লক্ষ্য অর্জনের প্রচেষ্টা অব্যাহত রেখেছে। পণ্য এবং পরিষেবার চাহিদা পূরণে বর্তমান কর্মসূচী ছাড়াও এসএমসি কোভিড-১৯ এর সংক্রমণ এবং বিস্তার রোধে নিম্নলিখিত কার্যক্রম সম্পাদন করে:

- এসএমসি বর্ধিত চাহিদা মেটাতে পরিবার পরিকল্পনা পণ্যসামগ্রীর সরবরাহ অব্যাহত রেখেছে। ফলস্বরূপ, এপ্রিল-জুন, ২০২০ (কোভিড-১৯ এর সময়) এর তুলনায় জানুয়ারি-মার্চ, ২০২০ (মহামারীর আগে) এ কাপলস ইয়ারস অব প্রোটেকশন (সিওয়াইপি) ২৮% বৃদ্ধি পেয়েছে। যদিও পরিস্থিতি মোকাবেলায় পরিষেবাগুলোর অন্যান্য উৎসগুলো পর্যাণ্ডভাবে কার্যকর ছিল না।

- নিরাপদে মানসম্পন্ন পরিষেবা চালিয়ে যেতে এসএমসি'র বু-স্টার সেবাদানকারীদের মধ্যে ৮২২৫টি ব্যক্তিগত স্বাস্থ্য সুরক্ষা সামগ্রী (পিপিই) বিতরণ করে। সেবাপ্রদানকারীদের মধ্যে এই পিপিই বিতরণ কার্যক্রম সেবাপ্রদানকারী এবং সেবাগ্রহীতাদের স্বাস্থ্য সুরক্ষা নিশ্চিত করতে অনেকাংশে সহায়তা করেছিল।

- এসএমসি তার হেলথ নেটওয়ার্কের আওতাভুক্ত সেবাপ্রদানকারীদের মধ্যে মাস্ক সরবরাহ করেছিল যাতে তারা ব্যক্তিগত স্বাস্থ্য সুরক্ষা এবং সামাজিক দূরত্ব বজায় রেখে নিরাপদে তাদের কার্যক্রম চালিয়ে যেতে পারে।

- করোনাকালীন সময়ে এসএমসি গোল্ড স্টার সদস্যদের পাশে দাঁড়াতে তাদের মাঝে নিত্যপ্রয়োজনীয় পণ্য (১০ কেজি চাল, ৪ কেজি ময়দা, ৫ কেজি আলু, ১ কেজি মসুর ডাল, ২ কেজি ভোজ্য তেল, ১ কেজি চিনি, ৪০০ গ্রাম গুঁড়ো দুধ এবং এক প্যাকেট ভার্মিসিড) বিতরণ করে।

- এসএমসি কোভিড-১৯ সম্পর্কে সচেতনতা বৃদ্ধির লক্ষ্যে সোশ্যাল মিডিয়া প্ল্যাটফর্মে (বু-স্টার, পিঙ্ক স্টার এবং মনিমিক্স ফেইসবুক পেইজ) বিভিন্ন গুরুত্বপূর্ণ তথ্য প্রচার করে। এছাড়াও কোভিড-১৯

সম্পর্কে স্বেচ্ছ ধারণা দিতে বিশ্বস্ত এবং নির্ভরযোগ্য উৎস থেকে প্রাপ্ত বেশ কয়েকটি প্রাসঙ্গিক ভিডিও কনটেন্ট শেয়ার করা হয়। বার্তাগুলোতে কোভিড-১৯ পরীক্ষা কেন্দ্র এবং সারাদেশে চিকিৎসার জন্য নির্ধারিত হাসপাতালগুলোর তালিকা শেয়ার করা হয় যাতে নেটওয়ার্কের আওতাভুক্ত সেবাপ্রদানকারীরা সন্দেহজনক করোনা রোগীদের রেফার করতে পারেন।

- এসএমসি সরকার নির্ধারিত নীতি-নির্দেশিকার সাথে সঙ্গতি রেখে প্রতিনিয়ত কোভিড-১৯ সংক্রান্ত প্রয়োজনীয় বার্তাগুলো আপডেট করে চলেছে। এসএমসি'র "টেলি-জিজ্ঞাসায়" নিয়োজিত কর্মীগণ নিয়মিত নেটওয়ার্ক সেবাদানকারীদের কাছে কোভিড-১৯ বিষয়ে সচেতনতামূলক বার্তা প্রচার করে।

- করোনাকালীন সময়ে এসএমসি তার নেটওয়ার্ক সেবাপ্রদানকারীদের জন্য কোভিড-১৯ সম্পর্কিত যে কোনও ধরণের প্রশ্নের সমাধানে অন-কল চিকিৎসা পরামর্শ প্রদানের জন্য চারজন মেডিকেল ডাক্তারকে নিযুক্ত করে।

- এসএমসি'র কমিউনিটি মোবাইলাইজেশন কর্মসূচির আওতাভুক্ত গোল্ড স্টার সদস্যরাও প্রয়োজনীয় স্বাস্থ্য বার্তাসমূহ প্রদানের মাধ্যমে অগ্রাধিকারপ্রাপ্ত স্বাস্থ্য পণ্যগুলি মানুষের দোরগোড়ায় পৌঁছে দিতে গুরুত্বপূর্ণ ভূমিকা পালন করে। এছাড়াও এসএমসি কমিউনিটি পর্যায়ে গোল্ড স্টার সদস্যরা যেন ব্যক্তিগত স্বাস্থ্য সুরক্ষা বজায় রেখে নিরাপদে তাদের কার্যক্রম চালিয়ে যেতে পারে সে বিষয়ে তাদের মধ্যে সচেতনতা সৃষ্টির উদ্যোগ নেয়।

- এছাড়াও এসএমসি কমিউনিটি মোবাইলাইজেশন কর্মসূচির আওতাভুক্ত ইমপ্লিমেন্টিং পার্টনারদের মাধ্যমে সাবান বা স্যানিটাইজার দিয়ে হাত ধোয়া, ভাইরাস সংক্রমণ রোধে মাস্ক এবং গ্লাভস এর ব্যবহার, সামাজিক দূরত্বের সুবিধা ইত্যাদি বিষয়ে সচেতনতামূলক বার্তা প্রচার করে।

- এসএমসি ডিরেক্টরেট জেনারেল অব হেলথ সার্ভিসেস (ডিজিএইচএস) এর মাধ্যমে কোভিড-১৯ চিকিৎসায় নিয়োজিত ফ্রন্টলাইন চিকিৎসক এবং স্বাস্থ্যকর্মীদের মাঝে হ্যান্ড স্যানিটাইজার, এসএমসি ড্রিঙ্কিং ওয়াটার, ফেইস শিল্ড এবং সার্জিক্যাল মাস্ক বিতরণ করে।

- এসএমসি জনসাধারণের মধ্যে সচেতনতা তৈরি এবং নীতিনির্ধারকদের দৃষ্টি আকর্ষণ করতে সরকারি কর্মকর্তাদের সম্পৃক্ত করে স্যাটেলাইট টিভি চ্যানেলে কোভিড-১৯ প্রাদুর্ভাব বিষয়ক টক শোয়ের আয়োজন করে।

কোভিড-১৯ শুধুমাত্র আমাদেরকে সংবদ্ধভাবে কাজ করাই শেখায়নি বরং ভবিষ্যতে মহামারী এবং অন্যান্য চ্যালেঞ্জ মোকাবেলা করা যায় সে বিষয়েও শিক্ষা দিয়েছে। কোভিড-১৯ মহামারীকে আমাদের ইকো সিস্টেমের একটি অংশ হিসাবে গ্রহণ করতে হবে এবং এর সাথে বাঁচতে শিখতে হবে।

আর্থিক ফলাফল

নিচের আর্থিক বিবরণীটি জুলাই ১, ২০১৯ থেকে জুন ৩০, ২০২০ সময়ের সাথে সম্পর্কিত।

আয় এবং ব্যয়ের হিসাব

বিবরণ	অর্থবছর ২০১৯-২০	অর্থবছর ২০১৮-১৯
	টাকা	টাকা
রাজস্ব	১৮১,১৯০,৬৩০	১৪৯,৯৬৬,৯৬৫
বিক্রিত সামগ্রীর উৎপাদন খরচ	৭৪,০১০,৬৮১	৫৫,৭৩৫,৩১২
মোট লাভ	১০৭,১৭৯,৯৪৯	৯৪,২৩১,৬৫৩
পরিচালনা খরচ	৬৪৮,২৫৪,৭৩৯	৭২০,২৪২,৪৬০
অনুদান গ্রহণ	২৬৫,১৩১,৩০২	৩১৭,৪২৬,০৭৬
অন্যান্য আয়	৩৩৭,১২৮,২৪০	২৯৯,১৪৯,২৭৯
নেট উদ্বৃত্ত / (ঘাটতি)	৬১,১৮৪,৭৫২	৯,৪৩৫,৪৫২

আর্থিক অবস্থার বিবৃতি

বিবরণ	অর্থবছর ২০১৯-২০	অর্থবছর ২০১৮-১৯
	টাকা	টাকা
মূলধন তহবিল	৩,৪০৯,৮৮৭,৪৭২	৩,৩৪৮,৭০২,৭২০
চলতি দায়	৮৬৯,৭৭৩,২৬৭	৪৫৭,০১৬,৩১৯
মোট দায়	৪,২৭৯,৬৬০,৭৩৯	৩,৮০৫,৭১৯,০৩৯
স্থায়ী সম্পদ	১,৩১৫,০৬৮,৬৫৭	৯৫২,১৩৭,০৩৫
চলতি সম্পদ	২,৯৬৪,৫৯২,০৮২	২,৮৫৩,৫৮২,০০৪
মোট সম্পদ	৪,২৭৯,৬৬০,৭৩৯	৩,৮০৫,৭১৯,০৩৯

- এসএমসি হোল্ডিং এবং এসএমসি প্রোগ্রাম ডিভিশনের সম্পদ এবং দায়ের আর্থিক বিবরণী।
- এসএমসি হোল্ডিং এবং প্রোগ্রামের স্থায়ী সম্পদের নীট মূল্য ৮৬৫,৬৯৯,৭৫০ টাকা।
- স্থায়ী সম্পদের মধ্যে ১০ কোটি টাকা সহযোগী কোম্পানী এসএমসি এন্টারপ্রাইজ লিমিটেড- এ শেয়ারে বিনিয়োগ।
- ইজারা সম্পত্তির ৩৪৯, ৩৬৮, ৯০৭ টাকা এবং ৫, ৭২৫, ০৪০ টাকা এসএমসি এবং এসএমসি ইল-এর স্থায়ী এবং চলতি সম্পদের মধ্যে অন্তর্ভুক্ত।
- চলতি সম্পদের মধ্যে ১,৮১০,৭৯৩,৮৪২ টাকা (৬,৮১৮,১০০ টাকা স্টাফ ওয়েলফেয়ার ফ্রিম-এর জন্য) এসএমসি হোল্ডিং কর্তৃক এফডিআর-এ বিনিয়োগ।

প্রাতিষ্ঠানিক সুশাসন

প্রশাসনিক কার্যক্রমের অংশ হিসাবে, এসএমসি তার সকল স্টেকহোল্ডারদের স্বার্থ রক্ষার্থে আন্তরিকতা, জবাবদিহিতা এবং স্বচ্ছতা নিশ্চিত করার মাধ্যমে প্রশাসনিক মানদণ্ড বজায় রাখতে প্রতিশ্রুতিবদ্ধ। বোর্ড এবং ব্যবস্থাপনা কর্তৃপক্ষ এসএমসিকে একটি সম্পূর্ণ স্বচ্ছ এবং নিরবচ্ছিন্ন কোম্পানী হিসাবে গড়ে তোলার লক্ষ্যে প্রচলিত আইন এবং আন্তর্জাতিক বিধিবিধান মেনে চলার জন্য সকল প্রচেষ্টা অব্যাহত রেখেছে। কোম্পানীর পরিচালনা পরিষদ প্রশাসনিক নিয়মকানুন এবং নীতিনির্দেশিকা নিয়মিত পর্যালোচনা ও পর্যালোচনা করে এবং সঠিক সময়ে প্রয়োজনীয় পরিবর্তন এবং সংশোধন করে থাকে। এসএমসিতে, সকল প্রশাসনিক কার্যক্রম সর্বদা আমাদের মূল্যবোধ এবং নীতি দ্বারা নিয়ন্ত্রিত যা সুগঠিত প্রাতিষ্ঠানিক সাফল্য নিশ্চিত করার লক্ষ্যে কোম্পানীর সকল স্তরে আরোপিত হয়ে থাকে।

এসএমসিতে পর্যাপ্ত আন্তর্জাতিক নিয়ন্ত্রণ ব্যবস্থা বিদ্যমান রয়েছে। বোর্ডের তত্ত্বাবধানে পরিচালিত শক্তিশালী বোর্ড সাব-কমিটিগুলো কোম্পানীর কার্যক্রম ত্বরান্বিত করতে সহায়ক ভূমিকা পালন করে থাকে।

বোর্ড এবং তার গঠন বিন্যাস

বোর্ডের পরিচালকমন্ডলী বার্ষিক সাধারণ সভায় (এজিএম) কোম্পানীর সদস্যবৃন্দের দ্বারা নিযুক্ত হন। কোম্পানীর ব্যবসায়িক কর্মকান্ডের সূষ্ঠা এবং গঠনমূলক নিয়ন্ত্রণ নিশ্চিত করতে এসএমসি বোর্ড দ্বায়বদ্ধ। বোর্ডের পরিচালকগণ কোম্পানীর আর্থিক অবস্থা সম্পর্কে অবগত এবং সকল প্রশাসনিক, অর্থনৈতিক এবং সম্পদ ব্যবস্থাপনা কার্যক্রমগুলোর নিয়মিত পর্যবেক্ষণ ও তত্ত্বাবধানের মাধ্যমে কোম্পানীর আভ্যন্তরীণ নিয়ন্ত্রণ কাঠামোর স্বচ্ছতা নিশ্চিত করেন। বোর্ড আরো নিশ্চিত করে যে, সাধারণ নীতি-নির্দেশিকা, পদ্ধতি এবং আচরণবিধি কোম্পানীর সকল স্তরে বিদ্যমান এবং প্রশাসনিক বিষয়গুলো সঠিকভাবে বাস্তবায়ন, রক্ষণাবেক্ষণ এবং অনুসরণ করা হয়। কোম্পানী প্রাতিষ্ঠানিক সুশাসন এবং আভ্যন্তরীণ কার্যক্রমগুলো যথাযথভাবে নিয়ন্ত্রণের জন্য সাধারণ নীতিমালাগুলো মেনে চলে।

বোর্ড সভা এবং উপস্থিতি

সংস্থার আর্টিকেলস অব অ্যাসোসিয়েশন অনুসারে প্রতি কোয়ার্টারে কমপক্ষে একবার এবং বছরে চারবার বোর্ড সভার আয়োজন করা বাধ্যনীয়। ২০১৯-২০২০ অর্থবছরে আটবার বোর্ড সভার বৈঠক অনুষ্ঠিত হয়েছে। প্রতিটি বোর্ড সভার নোটিশ সভা অনুষ্ঠিত হওয়ার আগেই লিখিতভাবে পেশ করা হয়। ২০১৯-২০২০ অর্থবছরে বোর্ড সভা এবং সভায় পরিচালক মন্ডলীর উপস্থিতির সংখ্যা নিচের ছকে দেয়া হলো।

অবসর ও পরিচালক নির্বাচন

কোম্পানীর আর্টিকেলস অব অ্যাসোসিয়েশনের ৪৫ অনুচ্ছেদ অনুযায়ী পরিচালকমন্ডলীর এক তৃতীয়াংশ অবসর নিবেন। পরিচালকমন্ডলীর মধ্যে তারাই অবসর নিবেন যারা তাদের বিগত নির্বাচনের পর থেকে দীর্ঘ সময় কর্মরত ছিলেন। একজন অবসরপ্রাপ্ত পরিচালক পুনর্নির্বাচনের জন্য যোগ্য হতে পারবেন। কোনো ব্যক্তি পর পর দু'বারের অধিক মেয়াদে পরিচালক হিসেবে নির্বাচনের যোগ্য হতে পারবেন না।

উপরোক্ত ধারানুযায়ী এসএমসি বোর্ডের পরিচালক ডাঃ মাসুদ একরামুল্লাহ খান আসন্ন বার্ষিক সাধারণ সভাতে পর পর দু'বার দায়িত্ব পালন শেষে অবসর নেবেন।

এছাড়াও জনাব মোহাম্মদ সিদ্দিক উল্লাহ, জনাব এ.কে.এম আফতাব উল ইসলাম এফসিএ এবং জনাব মোহাম্মদ ফরহাদ হোসেইন এফসিএ আসন্ন বার্ষিক সাধারণ সভা থেকে অবসর নিবেন এবং দ্বিতীয় মেয়াদে পরিচালক পদে পুনর্নির্বাচনের জন্য যোগ্য হবেন।

বোর্ড সাব কমিটি

কোম্পানীর কার্যক্রমগুলো স্বচ্ছ এবং সঠিকভাবে সম্পাদনের জন্য পাঁচটি বোর্ড সাব কমিটি রয়েছে। সেগুলো হলো : অডিট বিষয়ক বোর্ড সাব কমিটি (এসএমসি এবং এসএমসি ইএল-এর যৌথ কমিটি),

পরিচালকগণের নাম	পদবী	বোর্ড মিটিংয়ের উপস্থিতি (এসএমসি)
জনাব সিদ্দিকুর রহমান চৌধুরী	চেয়ারম্যান	৮
জনাব মোহাম্মদ আলী	ডিরেক্টর	৮
বেগম রোকেয়া কাদের	ডিরেক্টর	৭
জনাব মোঃ সিদ্দিক উল্লাহ	ডিরেক্টর	৮
ডাঃ ইয়াসমিন এইচ আহমেদ	ডিরেক্টর	৫
জনাব আফতাব উল ইসলাম এফসিএ	ডিরেক্টর	৬
ডাঃ মাসুদ ইকরামুল্লাহ খান	ডিরেক্টর	৪
জনাব ফারুক আহমেদ	ডিরেক্টর	৬
জনাব মোহাম্মদ ফরহাদ হুসেইন এফসিএ	ডিরেক্টর	৬
জনাব মোঃ আলী রেজা খান	এক্স-অফিশিও ডিরেক্টর	৭
জনাব আব্দুল হক	এক্স-অফিশিও ডিরেক্টর	৭

যেসকল পরিচালকগণ সভায় অংশগ্রহণ করতে পারেননি তাদের অনুপস্থিতি কোম্পানী আইন ১৯৯৪ এর ১০৮ ধারা অনুযায়ী পূর্ববর্তী নোটিশ এর মাধ্যমে মঞ্জুর করা হয়। ডাঃ ইয়াসমিন হেমায়েত আহমেদ টানা দুইবার দায়িত্ব পালন করার পর অবসর গ্রহণের কারণে বেগম রূপালী হক চৌধুরী ১৫ জুন, ২০২০ তারিখে অনুষ্ঠিত বার্ষিক সাধারণ সভায় এসএমসি বোর্ডে যোগদান করেন। জনাব মুহাম্মদ আলী, বেগম রোকেয়া কাদের এবং জনাব ফারুক আহমেদ উক্ত সভায় অবসর নেন এবং দ্বিতীয় মেয়াদের জন্য পুনর্নির্বাচিত হন।

বিগত আগস্ট ১৪, ২০২০ তারিখে অনুষ্ঠিত ১৯৪তম বোর্ড সভায় বেগম রূপালী হক চৌধুরীর পদত্যাগের কারণে উক্ত পদে জনাব ওয়ালিউল ইসলাম মার্চ ৭, ২০২১ তারিখে অনুষ্ঠিত ১৯৮তম বোর্ড সভায় এসএমসি বোর্ডের পরিচালক হিসেবে নিযুক্ত হন।

জনসম্পদ নীতি এবং প্রশাসন সংক্রান্ত বোর্ড সাব কমিটি (এসএমসি এবং এসএমসি ইএল-এর যৌথ কমিটি), নির্মাণ এবং প্রকৌশল সংক্রান্ত বোর্ড সাব কমিটি (এসএমসি এবং এসএমসি ইএল-এর যৌথ কমিটি), এসএমসি ক্রয় সংক্রান্ত বোর্ড সাব কমিটি এবং এসএমসি প্রোগ্রাম উন্নয়ন বোর্ড সাব কমিটি। প্রতিটি কমিটি বোর্ড কর্তৃক অনুমোদিত সনদ/টার্মস অব রেফারেন্স (টিওআর) মেনে কাজ করে এবং অর্পিত দায়িত্ব পালন করে থাকে। বোর্ড সাব কমিটিগুলো যখন প্রয়োজন তখনই বৈঠক করে এবং সভায় স্ব স্ব ক্ষেত্র সম্পর্কিত বিষয়গুলি নিয়ে আলোচনা করে বোর্ডকে প্রয়োজনীয় সুপারিশ প্রদান করে।

ম্যানেজমেন্ট কমিটি

ম্যানেজমেন্ট কমিটি হলো এসএমসি'র কার্যনির্বাহী কমিটি। এমডি ও সিইও'র নেতৃত্বে এই কমিটি কোম্পানীর কার্যক্রম তত্ত্বাবধান এবং পরিচালনার জন্য দায়বদ্ধ। বর্তমানে ম্যানেজমেন্ট কমিটিতে অর্থ ও হিসাবের প্রধান, চিফ অব প্রোথ্রাম অপারেশনস, জেনারেল ম্যানেজার, ইঞ্জিনিয়ারিং এবং এডিশনাল জিএম, মানবসম্পদ এবং প্রশাসন রয়েছে। ম্যানেজমেন্ট কমিটি বোর্ড কর্তৃক নির্ধারিত কোম্পানীর কৌশলগত লক্ষ্য এবং উদ্দেশ্য অর্জনের জন্য বিধিবিধান সম্পর্কিত বিষয়গুলোর প্রণয়ন এবং বাস্তবায়নে এমডি ও প্রধান নির্বাহীর কার্যক্রমকে সহায়তা করে। নির্ধারিত দায়িত্ব পালনের জন্য ম্যানেজমেন্ট কমিটি এমডি ও সিইও'র দিক নির্দেশনায় যখন প্রয়োজন হয় তখনই আলোচনার মাধ্যমে প্রয়োজনীয় পদক্ষেপ গ্রহণ করে।

এসএমসি'র নিয়ন্ত্রণ ব্যবস্থা

এসএমসিতে সুশাসন বাস্তবায়ন ও নিশ্চিতকরণের ক্ষেত্রে বোর্ড এবং পরিচালনা কমিটি নিম্নলিখিত বিষয়গুলি নিশ্চিত করে।

আভ্যন্তরীণ নিয়ন্ত্রণ ব্যবস্থা

সংস্থার আভ্যন্তরীণ নিয়ন্ত্রণের একটি বিস্তৃত ব্যবস্থা রয়েছে যা সম্পদের সর্বোত্তম ব্যবহার, সুরক্ষা এবং অনিয়ম ও জালিয়াতি প্রতিরোধ ও শনাক্তকরণের বিষয়টি নিশ্চিত করে। আভ্যন্তরীণ নিয়ন্ত্রণ ব্যবস্থাসমূহ সংশোধন ও উন্নতিসাধন এবং প্রযোজ্য আইন, নীতিমালা, বিধি-বিধান অনুসারে আর্থিক ও প্রশাসনিক অনুশীলন ও পদ্ধতিগুলোর সাথে পর্যবেক্ষণের বাধ্যবাধকতা নিশ্চিত করার একটি চলমান প্রক্রিয়া। কর্তৃপক্ষের সকল দিক নির্দেশনা অনুসরণ করা এবং ম্যানেজমেন্ট ও নন-ম্যানেজমেন্ট কর্মীদের কাজের জবাবদিহিতার জন্য রিপোর্টিং নিশ্চিত করতে বোর্ড একটি অর্গানোগ্রাম এর অনুমোদন দিয়েছে। স্পষ্টভাবে পরিমাপযোগ্য লক্ষ্য নির্ধারণের ভিত্তিতে এবং অর্জনসমূহের উদ্দেশ্যমূলক মূল্যায়নের মাধ্যমে কর্মীর কর্মদক্ষতা মূল্যায়ন করা হয়।

আর্থিক বিবরণ

এসএমসি'র একটি সূদৃঢ় আর্থিক রিপোর্টিং পদ্ধতি বিদ্যমান রয়েছে। ইন্টারন্যাশনাল ফাইন্যান্সিয়াল রিপোর্টিং স্ট্যান্ডার্ড (আইএফআরএস), কোম্পানী আইন ১৯৯৪, বাংলাদেশ সিকিউরিটিজ অ্যান্ড এক্সচেঞ্জ কমিশন কর্তৃক প্রদত্ত প্রাসঙ্গিক নির্দেশিকা, আর্থিক প্রতিবেদন আইন, ২০১৫ এবং বাংলাদেশের অন্যান্য প্রযোজ্য আইন অনুসারে আর্থিক বিবৃতি প্রস্তুত করা হয়। সকল আর্থিক লেনদেনসমূহ "ড্রিম অ্যাপস" অ্যাকাউন্টিং সফটওয়্যার এর মাধ্যমে রেকর্ড করা হয়। যার ভিত্তিতে আর্থিক বিবরণী প্রস্তুত করা হয়। এই আর্থিক বিবৃতি প্রস্তুত হওয়ার পর প্রথমে অর্থ ও হিসাবের প্রধান এবং এমডি ও সিইও পর্যালোচনা করেন এবং তারপরে ত্রৈমাসিক ভিত্তিতে বোর্ড অডিট কমিটি দ্বারা পর্যালোচনা করা হয়। বার্ষিক নিরীক্ষা বহিরাগত নিরীক্ষক দ্বারা পরিচালিত হয় যারা বার্ষিক সাধারণ সভায় কোম্পানী সদস্যদের অনুমোদনের ভিত্তিতে নিযুক্ত হন। তথ্যের অখণ্ডতা এবং নির্ভরযোগ্যতা নিশ্চিত করতে সংস্থাটি একটি শক্তিশালী এমআইএস অনুসরণ করে যা তথ্যের নির্ভুলতা এবং স্বচ্ছতা নিশ্চিত করার লক্ষ্যে উচ্চ প্রযুক্তিসম্পন্ন প্রক্রিয়ার মাধ্যমে ডেটা সুরক্ষা নিশ্চিত করে। এসকল কার্যক্রম পরিচালনার জন্য, এসএমসি'র সাপ্লাই চেইন ম্যানেজমেন্ট এবং মানব সম্পদ ব্যবস্থাপনায় একটি অটোমেটেড ইআরপি

সফটওয়্যার ভিত্তিক একটি স্বয়ংক্রিয় অ্যাকাউন্টিং সিস্টেম রয়েছে।

সংবিধিবদ্ধ নিরীক্ষা

কোম্পানীর নিরীক্ষা কার্যক্রম কোম্পানী আইন ১৯৯৪ অনুযায়ী এবং ইন্টারন্যাশনাল স্ট্যান্ডার্ড অন অডিটিং (আইএসএ) অনুসারে পরিচালিত হয়। এই বিধি মোতাবেক নিরীক্ষকগণ প্রতি বার্ষিক সাধারণ সভায় কোম্পানীর সদস্যদের দ্বারা নিযুক্ত হন এবং তাদের পারিশ্রমিকও কোম্পানির সদস্যগণ সভায় স্থির করেন। কর্পোরেট প্রশাসনের সঠিক ও যথাযথ অনুশীলনের উপর ভিত্তি করে তাদের কাজের স্বাধীনতা নিশ্চিত করা হয়। বাংলাদেশ সিকিউরিটিজ অ্যান্ড এক্সচেঞ্জ কমিশনের (বিএসইসি) নির্দেশনা অনুযায়ী নিরীক্ষকগণ পর পর তিন বছরের বেশি সময় নিযুক্ত হতে পারবেন না। বোর্ডের পরিচালনা পর্ষদের কাছে আর্থিক বিবরণীটি অনুমোদনের জন্য পেশ করার আগে আর্থিক বিবরণীটি অডিট কমিটি পর্যালোচনা করে। যে কোনও বিষয়ে আলোচনা করার জন্য অডিট কমিটি এবং বোর্ডের সাথে নিরীক্ষকগণের যোগাযোগ করার বিধান রয়েছে।

আভ্যন্তরীণ নিরীক্ষা

আভ্যন্তরীণ নিরীক্ষা কোম্পানীকে এর ঝুঁকি ব্যবস্থা নিয়ন্ত্রণ এবং প্রশাসনিক কার্যক্রমসমূহের মূল্যায়ন ও উন্নয়নের জন্য একটি নিয়মতান্ত্রিক ও শৃঙ্খলাবদ্ধ পদ্ধতির মাধ্যমে তার লক্ষ্যগুলি অর্জনে সহায়তা করে। আভ্যন্তরীণ নিরীক্ষা প্রধানের নেতৃত্বে দশ সদস্যবিশিষ্ট নিরীক্ষা বিভাগটি বোর্ড কর্তৃক অনুমোদিত নিরীক্ষা সনদ এবং ম্যানুয়াল অনুসারে যথাযথ ও কার্যকর আভ্যন্তরীণ নিয়ন্ত্রণ ব্যবস্থা নিশ্চিত করার লক্ষ্যে পরিচালনার সকল ক্ষেত্রে নিরীক্ষা কার্যক্রম সম্পাদন করে থাকে। আভ্যন্তরীণ নিরীক্ষণের সাংগঠনিক স্বাধীনতা নিশ্চিত করার জন্য, নিরীক্ষা প্রধান কার্যকরীভাবে অডিট কমিটিকে এবং প্রশাসনিকভাবে এসএমসি'র এমডি ও সিইওকে রিপোর্ট করেন। এটি নীতিমালা এবং পদ্ধতিগুলোর মধ্যে সমন্বয় এবং আভ্যন্তরীণ নিয়ন্ত্রণ ব্যবস্থার কার্যকারিতা যাচাই করে এবং নন-কমপ্লায়েন্স বিষয়গুলো উপস্থাপন করে।

হেড অফিস, ফ্যাক্টরী, রিজিওনাল অফিস, এরিয়া অফিস এবং হোল্ডিং এবং সহায়ক কোম্পানী (এসএমসি এন্টারপ্রাইজ)-এর সেন্ট্রাল ওয়ারহাউজে অডিট করা হয়। অপারেশনাল এবং ম্যানেজমেন্ট কার্যক্রম বিষয়ের উপর একটি স্বতন্ত্র প্রতিবেদন প্রদানের জন্য নিরীক্ষা বিভাগ ঝুঁকি পর্যালোচনার উপর ভিত্তি করে নিরীক্ষা কার্যক্রম ও পূর্ণ কার্যক্রমের তালিকা প্রস্তুত করে। এসএমসি'র একটি ঝুঁকিভিত্তিক বার্ষিক নিরীক্ষণ প্রক্রিয়া রয়েছে যা আভ্যন্তরীণ কৌশলগত বিকাশ এবং ঝুঁকির মাত্রা নির্ণয়ের মাধ্যমে নিরীক্ষা কার্যক্রম পরিচালনার প্রয়োজনীয়তা বিবেচনা করা হয়। বার্ষিক নিরীক্ষা কর্মসূচী সংক্রান্ত পরিকল্পনাটি নিরীক্ষা কমিটি কর্তৃক পর্যালোচিত ও অনুমোদিত হয় এবং নিরীক্ষার মূল বিষয়গুলি পর্যায়ক্রমে সভায় নিরীক্ষা কমিটি দ্বারা পর্যালোচনা করা হয়।

বার্ষিক সাধারণ সভা

বিগত ১৫ জুন, ২০২০ তারিখে ঢাকায় সোশ্যাল মার্কেটিং কোম্পানী (এসএমসি)-এর প্রধান কার্যালয়ে কোম্পানীর ৩১তম বার্ষিক সাধারণ সভা অনুষ্ঠিত হয়। সভায় কোম্পানীর ২০১৮-২০১৯ অর্থবছরের পরিচালক মণ্ডলীর প্রতিবেদন এবং নিরীক্ষা প্রতিবেদন গ্রহণ ও অনুমোদন করা হয় এবং ২০১৯-২০২০ অর্থবছরের জন্য নিরীক্ষক নিয়োগ দেওয়া হয়।

31ST ANNUAL GENERAL MEETING (VIRTUAL)
SOCIAL MARKETING COMPANY
15 June, 2020



From left to right: Mr. Tadesse Muluken Khaw (Chief of Program Operations, SMC), Mr. Faruque Ahmed (Director, SMC Board), Mr. Shah Uddin Ahmed (Chief of Finance & Accounts, SMC), Mr. Abdul Aziz Khan (PCA Director, SMC & SMC EL Board), Mr. Spid Mohammed Zubayr Ali (PCA Company Secretary, SMC & SMC EL Board), Mr. Siddique Rahman Chowdhury (Chairman, SMC & SMC EL Board), Mr. Mohammed Ali (Director, SMC & SMC EL Board), Mr. Md. Ali Reza Khan (Managing Director & CEO, SMC), Mr. Mohammed A. Hameed Ali (Company Member), Dr. Yasmin Hameed Ahmed (Director, SMC Board), Mr. Siddique Mulla (Director, SMC & SMC EL Board), Mr. Khalid Haque (Managing Director, SMC EL), Mr. Rabeya Quadus (Director, SMC Board), Mr. Wafiq Islam (Director, SMC & SMC EL Board), Dr. Masud Ehsanullah Khan (Director, SMC Board), Dr. Jaber Uddin Ahmed (Director, SMC EL Board), Mr. Rezaul Haque Chowdhury (Company Member), Mr. Muhammad Farhad Hussain (PCA Director, SMC & SMC EL Board).

সভায় সভাপতিত্ব করেন এসএমসি-এর পরিচালনা পর্ষদের চেয়ারম্যান জনাব সিদ্দিকুর রহমান চৌধুরী। বোর্ডের পরিচালক মন্ডলী, কোম্পানীর সদস্যবৃন্দ, এসএমসি-এর ব্যবস্থাপনা পরিচালক এবং কোম্পানীর উর্ধতন কর্মকর্তাবৃন্দ সভায় উপস্থিত ছিলেন।

সংবিধিবদ্ধ নিরীক্ষক নিয়োগ

কোম্পানীর আর্টিকেলস অব অ্যাসোসিয়েশনের ৪৯ অনুচ্ছেদ এবং কোম্পানী আইন ১৯৯৪ এর ২১০-২১৩ ধারা অনুযায়ী কোম্পানীর সংবিধিবদ্ধ নিরীক্ষক ম্যাবস এন্ড জে পার্টনারস, চার্টার্ড অ্যাকাউন্টেন্টস ৩২তম বার্ষিক সাধারণ সভায় অবসর নিবেন। নিরীক্ষক সংস্থাটি ২০২০-২০২১ অর্থবছরের জন্য পুনরায় নিয়োগ (ইওআই সংযুক্ত) হওয়ার এবং বিদ্যমান ব্যয়ের যুক্তিসংগত বৃদ্ধি বিবেচনা করার বিষয়ে তাদের আহ্বাহ প্রকাশ করেছে। বোর্ড ২০২০-২১ সালে পুনর্নিয়োগের জন্য বর্তমান নিরীক্ষককে অডিট ফি বাবদ ৩০০,০০০ টাকা সুপারিশ করেছে যারা পরবর্তী বার্ষিক সাধারণ সভা পর্যন্ত কার্যক্রম চালিয়ে যাবে। ম্যাবস এন্ড জে পার্টনারস, চার্টার্ড অ্যাকাউন্টেন্টসকে নিরীক্ষক হিসেবে পুনরায় নিয়োগের প্রস্তাব কোম্পানীর আগত বার্ষিক সাধারণ সভায় রাখা হবে।

মানব সম্পদ

কোম্পানী সর্বদা মানবসম্পদ পরিচালনার বিষয়ে সদা সচেষ্ট এবং কোম্পানীতে নিয়োজিত কর্মীদের সম্ভাব্য বিকাশ এবং দক্ষতা অর্জনের জন্য প্রয়োজনীয় পদক্ষেপ নিয়ে থাকে। আমরা একটি নিরাপদ, মানসম্পন্ন এবং অনুকূল কাজের পরিবেশ নিশ্চিত করে কর্মক্ষেত্রে সাফল্য অর্জনের জন্য কর্মীদের ক্ষমতায়ন বিকাশের সংস্কৃতির চর্চা করে থাকি।

এসএমসি বিশ্বাস করে যে কর্মীরা সবচেয়ে গুরুত্বপূর্ণ মানব সম্পদ যা কোম্পানীকে নতুন উচ্চতায় পৌঁছাতে সহায়তা করতে পারে। প্রতিবেদনের সময়কালে, এসএমসি'র অধীনে ২৮৮ জন কর্মী কাজ করেন যার মধ্যে ৪১% স্থায়ী কর্মচারী এবং ৫৯% ছিলেন চুক্তিবদ্ধ কর্মচারী। পুরুষ ও মহিলার অনুপাত ছিল ৮১% এবং ১৯%। মাঠ পর্যায়ে বিপুল সংখ্যক পুরুষ কর্মচারী কর্মরত থাকার কারণে কোম্পানীতে পুরুষ কর্মীর সংখ্যার হার বেশি যেখানে মহিলা কর্মীদের অংশগ্রহণ তুলনামূলকভাবে কম। কোম্পানীতে জেন্ডার ইকুইটি আনতে, এসএমসি ম্যানেজমেন্ট আগামীতে আরও বেশিসংখ্যক নারীকর্মী নিয়োগের উপর জোর দিয়ে যাচ্ছে।

এমপ্লয়ী টার্নওভার

কিছু সংখ্যক অনুদানপ্রাপ্ত প্রকল্পগুলো হঠাৎ বন্ধ হয়ে যাওয়ার কারণে গত অর্থ বছরের তুলনায় এ বছর কর্মচারী টার্নওভারের সংখ্যা বৃদ্ধি পেয়েছে।

রিপোর্টিং বছরে মোট ৪০জন কর্মচারী কোম্পানী থেকে বিচ্ছিন্ন হয়। এদের মধ্যে ৩০% স্থায়ী এবং ৭০% চুক্তিভিত্তিক কর্মচারী ছিল। কর্মী নিঃসরণের হার ছিল ১৪%।

নতুন নিয়োগ

এসএমসি ম্যানেজমেন্ট ও নন-ম্যানেজমেন্ট ক্যাটেগরিতে, বিশেষ করে চুক্তিভিত্তিক পদে অনুদান প্রাপ্ত এবং নিজস্ব অর্থায়নে পরিচালিত প্রকল্পগুলোতে বেশ সংখ্যক কর্মচারী নিয়োগ দিয়েছে। অবিচ্ছিন্ন প্রবৃদ্ধি বজায় রাখতে এসএমসি নতুন কর্মচারী নিয়োগের চেয়ে কর্মদক্ষতা বিকাশের মাধ্যমে কর্মীদের অভিজ্ঞ ও পারদর্শী করার বিষয়ে আরও বেশী জোর দেয়। নীচে পুরুষ এবং মহিলাদের নতুন নিয়োগের সংখ্যা দেওয়া হল।

২০১৯-২০ অর্থবছরে নিয়োগকৃত কর্মীদের সংখ্যা		
পুরুষ	মহিলা	মোট সংখ্যা
২৬ (৭৬%)	৮ (২৪%)	৩৪

কর্মীদের জ্ঞান এবং দক্ষতার বিকাশ

কর্মশালার ধরণ	কর্মশালা	অংশগ্রহণকারী
বৈদেশিক প্রশিক্ষণ	৪	৪
দেশীয় প্রশিক্ষণ	১০	৮৯
মোট	১৪	৯৩

এসএমসিতে কর্মীদের দক্ষতা এবং জ্ঞানের বিকাশ বরাবরই অগ্রাধিকার পেয়েছে। কোম্পানী বিশ্বাস করে যে একটি সুদক্ষ এবং জ্ঞানসম্পন্ন মানব সম্পদ সংস্থার সাফল্যকে সহজতর করতে এবং সফলতার উচ্চ শিখরে পৌঁছাতে গুরুত্বপূর্ণ ভূমিকা রাখে। সক্ষমতা বৃদ্ধির কৌশলগুলো কোম্পানীর সামগ্রিক মিশন এবং অপারেশনাল চাহিদার সাথে সামঞ্জস্য রাখা জরুরী। আমরা নেতৃত্ব, কার্যক্ষম এবং দক্ষতাভিত্তিক প্রশিক্ষণের ব্যবস্থা করি যাতে কর্মীরা সাংগঠনিক সাফল্য ধরে রাখার জন্য জ্ঞান এবং দক্ষতার শীর্ষে থাকে।

এইচআর উদ্যোগ

কোম্পানীকে প্রায়শই নতুন এবং জটিল চ্যালেঞ্জের সম্মুখীন হতে হচ্ছে যার ফলে বিদ্যমান পদ্ধতি এবং নীতিমালা সমূহের পুনঃসংস্কারের জন্য নতুন নতুন উপকরণ প্রয়োগের প্রয়োজনীয়তা দেখা দিচ্ছে।

আর এই চ্যালেঞ্জ মোকাবেলায় মানব সম্পদ বিভাগ বেশ কয়েকটি উদ্যোগ গ্রহণ করেছে। উল্লেখযোগ্য উদ্যোগগুলি হলো:

- ক) নতুন ও বিদ্যমান বিধিবিধান ও নীতিমালাসমূহের উন্নয়ন সাধন এবং হাল নাগাদ করা,
- খ) সকল এইচআর কার্যক্রম পরিচালনার জন্য স্ট্যান্ডার্ড অপারেটিং প্রসিডিউরস (এসওপি)-এর প্রণয়ন
- গ) উত্তরাধিকার (সাকসেশন) পরিকল্পনা প্রণয়ন,
- ঘ) একটি উদ্ভিষ্ট ও প্রাণবন্ত মানব সম্পদ ব্যবস্থাপনা (হিউম্যান রিসোর্স ম্যানেজমেন্ট সিস্টেম) পদ্ধতির দিকে ধাবিত হওয়া যা ডিজিটালাইজেশনের মাধ্যমে এইচআর-এর কার্যক্রমগুলোকে আরো গতিশীল ও বেগবান করবে।

এগিয়ে চলা

কোম্পানীর অতীষ্ট লক্ষ্য অর্জনে এসএমসি প্রথমত তার জনশক্তিকে লক্ষ্য অনুসরণে অনুপ্রাণিত করে এবং একটি নিরাপদ ও ফলপ্রসূ কর্মক্ষেত্র প্রদানের প্রতিশ্রুতি দেয়। কোভিড-১৯ মহামারীর কারণে সৃষ্ট ব্যাঘাতের কারণে পরিচালনা পদ্ধতিতে বহুবিধ পরিবর্তন সাধিত হওয়া সত্ত্বেও এসএমসি কর্মীদের সুস্থতার উপর গুরুত্বারোপ করে কোভিড-১৯ প্রতিরোধে বিভিন্ন সচেতনতামূলক সেশনের আয়োজন করে এবং কর্মীদের মধ্যে ব্যক্তিগত স্বাস্থ্যসুরক্ষা সামগ্রীর সরবরাহ নিশ্চিত করে। এই সকল প্রতিকূলতা অতিক্রম করে কর্মীরা ভাল পারফরম্যান্স বজায় রাখার পাশাপাশি আশানুরূপ সাফল্য অর্জন করেছে। নতুন প্রকল্পগুলো শুরু করার প্রাক্কালে, মানব সম্পদ বিভাগ মেধাবী ও দক্ষ কর্মীদের গঠনে গুরুত্বপূর্ণ ভূমিকা পালন করে এবং যথাসময়ে নিয়োগ কাজ সম্পন্ন করে।

মানব সম্পদ বিভাগ কর্মক্ষেত্রে নারী বৈষম্য দূরীকরণ, যৌগ হররানির অবসান, প্রচলিত সামাজিক ব্যবস্থায় সাংগঠনিক পরিবর্তনকে প্রভাবিত করার লক্ষ্যে এবং সমতা ও মর্যাদার অবস্থা উন্নয়নে কর্মীদের জন্য একটি পলিসি ফর একুয়ালিটি এন্ড ডিগনিটি (P4E&D) প্রণয়ন করতে যাচ্ছে। সাম্য, ন্যায্যতা, সম্মান, অখণ্ডতা এবং কর্মদক্ষতা বজায় রেখে এসএমসি যথাযথ কর্মী পরিচালনার মাধ্যমে সুষ্ঠু কাজের পরিবেশ অব্যাহত রেখেছে।

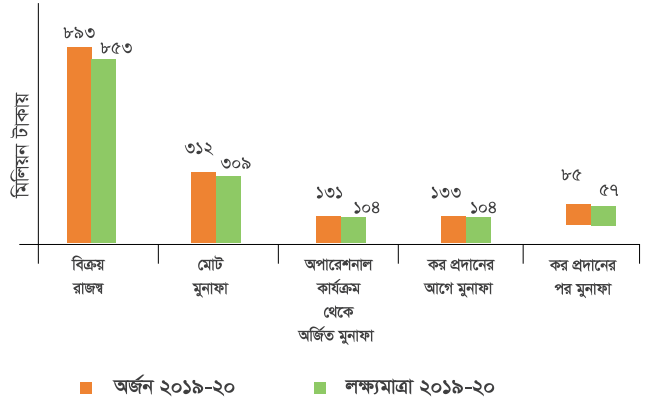
কর্পোরেট সোশ্যালইজেশন

এসএমসি কর্পোরেট সেক্টরে সুশাসন প্রতিষ্ঠায় ভূমিকা রাখতে দেশের শীর্ষস্থানীয় চেম্বার যেমন মেট্রোপলিটন চেম্বার অব কমার্স এন্ড ইন্ডাস্ট্রিজ (এমসিসিআই), বাংলাদেশ এমপ্লয়র্স ফেডারেশন, ঢাকা চেম্বার অব কমার্স এন্ড ইন্ডাস্ট্রিজ (ডিসিসিআই) ইত্যাদির সদস্যপদ অব্যাহত রেখেছে। এছাড়াও এসএমসি এনবিআর, বানিজ্য মন্ত্রণালয়, আরজেএসসি, ওষুধ প্রশাসন অধিদপ্তর, ডিরেক্টোরেট জেনারেল অব হেলথ সার্ভিসেস (ডিজিএইচএস), ডিরেক্টোরেট জেনারেল অব ফ্যামিলি প্ল্যানিং (ডিজিএফপি), বাংলাদেশ স্ট্যান্ডার্ড এন্ড টেস্টিং ইন্সটিটিউট (বিএসটিআই) প্রভৃতি বিভিন্ন সরকারী নিয়ন্ত্রক সংস্থার সাথে যোগাযোগ রক্ষা ও সুসম্পর্ক বজায় রেখেছে। এই সদস্যপদগুলো স্টেকহোল্ডারদের সুবিধার্থে সুশাসন প্রতিষ্ঠায় এসএমসিকে সুযোগ করে দিয়েছে।

সাবসিডিয়ারি অপারেশন ঃ এসএমসি এন্টারপ্রাইজ লিমিটেড

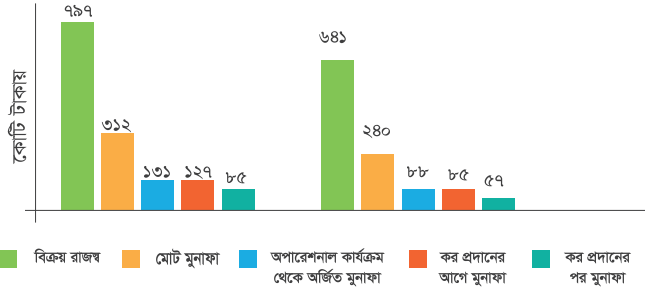
এসএমসি'র একমাত্র সহযোগী প্রতিষ্ঠান এসএমসি এন্টারপ্রাইজ লিমিটেড ২০১৯-২০২০ অর্থবছরেও প্রশংসনীয় ব্যবসায়িক কার্যক্রম অব্যাহত রেখে ক্রমবর্ধমান প্রবৃদ্ধি অর্জন করে চলেছে। প্রতিষ্ঠানের মোট রাজস্ব আয় গত বছরের তুলনায় ২৮% বেড়ে ৮৯৩ কোটি টাকায় পৌঁছায়, যা ছিলো লক্ষ্যমাত্রার ১০৫%। কর প্রদানের পূর্বে মুনাফার পরিমাণ ছিলো ১৩৩ কোটি টাকা যা আগের বছরের তুলনায় ৪৯% বেশি ছিল। কৌশলগত ব্যবস্থাপনা, নেতৃত্ব, প্রতিশ্রুতি এবং সর্বস্তরের কর্মীদের সম্মিলিত প্রচেষ্টা এবং কঠোর পরিশ্রমের কারণেই এই ভালো ফলাফল অর্জন করা সম্ভবপর হয়েছে।

২০১৯-২০ অর্থবছরের অর্জন বনাম লক্ষ্যমাত্রা



পরিচালক মন্ডলীর প্রতিবেদনেটি জুন ৩০, ২০২০ অর্থ বছরের কোম্পানীর নিরীক্ষিত আর্থিক বিবরণী যথা লাভ-ক্ষতির বিবরণী, অন্যান্য আয়ের বিবরণী, নগদ প্রবাহের বিবরণী, ইকুইটি পরিবর্তন এবং নিরীক্ষিত আর্থিক প্রতিবেদন যা এসএমসি ইএল-এর ব্যবসায়িক কার্যক্রম 'সাবসিডিয়ারি কোম্পানী অপারেশনাল কার্যক্রম' অধ্যায়ে বিশদ বিবরণ সন্নিবেশিত হয়েছে।

২০১৮-১৯ অর্থবছরের তুলনায় ২০১৯-২০ অর্থবছরের প্রবৃদ্ধি পর্যালোচনা



রিপোর্টিং সময়কালে এসএমসি এন্টারপ্রাইজ লিমিটেড (এসএমসি ইএল)-এর ইস্যুকৃত ১০০ টাকা অভিহিত মূল্যের ১০ লক্ষ শেয়ারের মধ্যে এসএমসি'র ৯৯৯,৯৯৯৮ টি শেয়ারের মালিকানা রয়েছে। পোস্ট ব্যালেন্সশিট ইভেন্টের আওতায়, এসএমসি ইএল আগস্ট ১৬, ২০২০ তারিখে ২৯ লক্ষ টাকার ১০০ টাকা অভিহিত মূল্যের ২৯ লক্ষ শেয়ার এসএমসি'র পক্ষে বরাদ্দ করেছে। ফলশ্রুতিতে, এসএমসি ইএল-এর পরিশোধিত মূলধনের পরিমাণ ১০ কোটি টাকা থেকে বেড়ে ৩৯ কোটি টাকায় দাঁড়িয়েছে।

সাধারণ পরিষেবা

দক্ষতা এবং কার্যকর ব্যয় আনয়নের লক্ষ্যে এসএমসি'র বেশ কয়েকটি সাধারণ পরিষেবামূলক অনুবিভাগ রয়েছে যথা নির্মাণ ও প্রকৌশল, এমআইএস এবং আইটি, গবেষণা ও পর্যবেক্ষণ এবং কর্পোরেট অ্যাফেয়ার্স।

এই বিভাগসমূহ এসএমসি এবং এর সাবসিডিয়ারী প্রতিষ্ঠান এসএমসি এন্টারপ্রাইজ লিমিটেড-এর অবকাঠামোগত বিকাশ, তথ্য প্রযুক্তির মাধ্যমে ব্যবসায়িক কার্যক্রমগুলোকে স্বয়ংক্রিয়করণ, ক্রেতাদের দৃষ্টিভঙ্গি ও মনোভাব জানতে গবেষণা কার্যক্রম পরিচালনা, কর্পোরেট ব্র্যান্ড ইমেজকে শক্তিশালী করার মাধ্যমে কোম্পানী এবং এর অংশীদারদের মধ্যে সেতুবন্ধন তৈরী করার লক্ষ্যে সেবা প্রদান করে আসছে।

এইসকল পরিষেবাসমূহের উল্লেখযোগ্য কার্যক্রমগুলো নিচে দেয়া হলো।

নির্মাণ ও প্রকৌশল বিভাগ

এসএমসি ব্যবসায়িক কার্যক্রমের সম্প্রসারণ, বৈচিত্রকরণ এবং উন্নয়নের মাধ্যমে অবকাঠামোগত উন্নয়নে উল্লেখযোগ্য আর্থিক বিনিয়োগ করেছে। নির্মাণ ও প্রকৌশল বিভাগ, এসএমসি এবং এর সহযোগী প্রতিষ্ঠান এসএমসি ইএল উভয়কে নির্মাণ ও অবকাঠামো সম্পর্কিত বিষয়গুলোর ক্ষেত্রে প্রযুক্তিগত সহায়তা প্রদান করে থাকে। রিপোর্টিং সময়কালে, নির্মাণ ও প্রকৌশল বিভাগ এসএমসি এবং এসএমসি ইএলকে নিম্নলিখিত প্রযুক্তিগত সহায়তা প্রদান করেছে।

এসএমসি টাওয়ার-২, মিরপুর, ঢাকা

এসএমসি টাওয়ার-২ একটি পরিকল্পিত ১৪-তলা ভবন যা তিন স্তর বিশিষ্ট বেইজমেন্ট পার্কিং সুবিধা নিয়ে নির্মিত। কনকর্ড ইঞ্জিনিয়ার্স অ্যান্ড কনস্ট্রাকশন লিমিটেড কাঠামোগত অংশের কাজ শেষ করে ফেব্রুয়ারী ২৭, ২০২০ তারিখে প্রকল্পটি যথাসময়ে এসএমসি'র হাতে হস্তান্তর করে।



টাওয়ারের নিচ তলায় ফার্মেসি এবং প্রথম ও দ্বিতীয় তলায় এসএমসি ক্লিনিক কার্যক্রম পরিচালনা সুবিধা থাকবে। এসএমসি'র নির্মাণ ও

প্রকৌশল বিভাগ নির্মাণ কাজ সম্পাদন, তদারকি এবং বাস্তবায়ন করছে।

উৎপাদন ক্ষমতা বাড়াতে কুমিল্লায় হেলথ এন্ড হাইজিন ফ্যাক্টরীর সম্প্রসারণ প্রকল্প

এসএমসিই হল বোর্ড, প্রশাসনিক এবং পরিষেবা ভবন নির্মাণ সহ স্যানিটারি ন্যাপকিন এবং বেবি ডায়াপার এর উৎপাদন ক্ষমতা বাড়াতে আরও দুটি উৎপাদন লাইন যুক্ত করার সিদ্ধান্ত নিয়েছে। সেই অনুযায়ী, ৩৫৩টি প্রিকাস্ট পাইলিং এর কাজ সম্পন্ন হয়েছে। পিলার ঢালাইয়ের কাজ প্রক্রিয়াধীন আছে। প্রথম পর্যায়ের নির্মাণ কাজ প্রায় শেষ পর্যায়ে। এইচ এন্ড এইচ ফ্যাক্টরীর উৎপাদন এবং প্রশাসনিক ভবন সম্প্রসারণের দ্বিতীয় ধাপের কাজ অবিলম্বে শুরু হবে।



কুমিল্লায় আরএম ওয়্যারহাউজের জন্য প্রিফ্যাব্রিকেটেড ইম্পাত মেজাইন ফ্লোর (ফেইজ-২) নির্মাণ

পণ্যের উৎপাদন বৃদ্ধির কারণে এসএমসি ইএল এর কাঁচামাল সংরক্ষণের জন্য অধিক জায়গার প্রয়োজন হওয়ায় নির্মাণ ও প্রকৌশল বিভাগ প্রিফ্যাব্রিকেটেড ইম্পাত সহ আরও দুটি স্তরের মেজোনাইন ফ্লোর তৈরি করে। ফলে, কাঁচামাল সংরক্ষণের ধারণক্ষমতা অতিরিক্ত ১০০০ টন বৃদ্ধি পেয়েছে।



ভালুকায় মাইক্রোবায়োলজিকাল এবং ওআরএস এর প্রি-প্রসেসিংয়ের জন্য একটি ৩ তলা ভবন নির্মাণ

অবকাঠামোগত উন্নয়ন এবং আভ্যন্তরীণ নির্মাণের কাজ প্রায় শেষ পর্যায়ে। নিচতলায় সফলভাবে আগুন নিয়ন্ত্রন ও সুরক্ষা ব্যবস্থা এবং ফ্লোর ইউক্রিট এর কাজও সম্পন্ন করা হয়েছে।

ময়মনসিংহের ভালুকায় ফুড ম্যানুফ্যাকচারিং ডিভিশন (এফএমডি)-এর সম্প্রসারণ (ফেইজ -১)

এসএমসি ইএল বোর্ড ক্রমবর্ধমান চাহিদা মেটাতে তার ফুড ম্যানুফ্যাকচারিং ডিভিশন (এফএমডি)-এর ধারণক্ষমতা বৃদ্ধির সিদ্ধান্ত নেয়। পরবর্তীতে, অবকাঠামোগত উন্নয়নের প্রায় ১০০% এবং আভ্যন্তরীণ নির্মাণের প্রায় ৫০% সম্পন্ন হয়েছে।

কুমিল্লার হেলথ এন্ড হাইজিন ফ্যাক্টরীতে একটি নতুন প্যাকেজিং ইউনিট নির্মাণ

এসএমসি'র নির্মাণ ও প্রকৌশল বিভাগ হেলথ এন্ড হাইজিন ফ্যাক্টরীতে একটি নতুন প্যাকেজিং ইউনিট তৈরি করেছে। এই সুবিধার মধ্যে রয়েছে ভেরিয়েবল রেফ্রিজারেট ফ্লো (ভিআরএফ) সিস্টেম, ইউট্রিকট ফ্লোর ইত্যাদি।



এমআইএস এন্ড আইটি বিভাগ

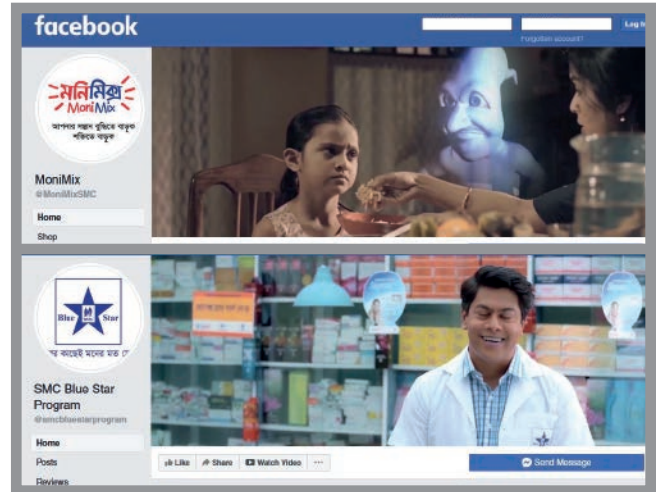
এমআইএস এন্ড আইটি বিভাগ এসএমসি এবং এসএমসি ইএল উভয়ের ব্যবসায়িক কার্যক্রমে ব্যয় হ্রাস তথা পরিচালনা কার্যক্রমসমূহের দক্ষতা বৃদ্ধির ক্ষেত্রে গুরুত্বপূর্ণ ভূমিকা পালন করে যাচ্ছে, যা উভয় প্রতিষ্ঠানের ব্যবসায়িক সফলতা এবং সামগ্রিক উন্নয়নে যথেষ্ট প্রভাব ফেলেছে। ব্যবসায়িক কার্যক্রম স্বয়ংক্রিয়করণ প্রক্রিয়ার অংশ হিসাবে এসএমসি এবং এর সাবসিডিয়ারী প্রতিষ্ঠান এসএমসি এন্টারপ্রাইজ লিমিটেড-এর মাঠ পর্যায়ে সামগ্রিক কার্যক্রমসমূহ সর্বাধুনিক মোবাইল-ভিত্তিক এবং ওয়েব-ভিত্তিক সফটওয়্যার অ্যাপ্লিকেশন ব্যবহার করে অটোমেটেড করা হয়েছে। এইসব স্বয়ংক্রিয়করণ প্রক্রিয়া মাঠ পর্যায়ে (গ্রাহক, ফার্মাসিউটিক্যাল এবং প্রোথ্রাম কার্যক্রমসমূহ) কর্মীদের স্মার্ট ফোন ব্যবহারের মাধ্যমে ইলেক্ট্রনিক বিক্রয় চালান তৈরী এবং ইনভেন্টরি ম্যানেজমেন্ট-এ সহযোগিতা প্রদান করছে। যার ফলে এসএমসি'র নির্বাহী কর্মকর্তাগণ এখন জিওগ্রাফিক ইনফরমেশন সিস্টেম (জিআইএস) এবং গ্লোবাল পজিশনিং সিস্টেম (জিপিএস) ব্যবহার করে ব্যবসায়িক তথ্যের সার্বিক চিত্র বিশ্লেষণ করতে সক্ষম হয়েছে। এছাড়াও এই বিভাগটি বেশ কিছু আইটি বিষয়ক কার্যক্রমসমূহের উন্নয়ন ও বাস্তবায়ন করেছে। এর মধ্যে রয়েছে ৪ সাপ্লাই চেইন ম্যানেজমেন্ট-এর জন্য নতুন ওয়েব-ভিত্তিক সাইট চালু করা যার মাধ্যমে কেন্দ্রীয় ওয়ারহাউজ, ভালুকা ফ্যাক্টরী, কুমিল্লা এইচ এন্ড এইচ ফ্যাক্টরী এবং বিক্রয় অফিসের বিদ্যমান ইনভেন্টরি ব্যবস্থাপনা কার্যক্রমগুলোকে একীভূত করা যায়। মানব সম্পদ ব্যবস্থাপনা কার্যক্রম পরিচালনা করার জন্য সফটওয়্যার বাস্তবায়ন করেছে; প্রধান কার্যালয়ের

এন্টি-ভাইরাস সার্ভারটি পুনরায় স্থাপন করার মাধ্যমে আইটি পরিচালনা কার্যক্রমগুলোর সুরক্ষা নিশ্চিত করেছে; তথ্য বিপর্যয় পুনরুদ্ধার পদ্ধতি এবং তথ্য সংরক্ষণের পরিকল্পনা বাস্তবায়িত করেছে যা কোম্পানীর মূল্যবান সম্পদের সুরক্ষা নিশ্চিত করবে। এই সকল উদ্যোগসমূহ নিঃসন্দেহে কোম্পানীর ক্রমবিকাশ এবং দক্ষতা বৃদ্ধি করতে সহায়তা করবে এবং বৈশ্বিক অবস্থার সাথে সংগতি রেখে আমাদের ব্যবসায়িক কার্যক্রমকে প্রসারিত করতে আধুনিক প্রযুক্তি ও পদ্ধতির প্রবর্তনে আমাদের প্রয়াস অব্যাহত থাকবে।

কর্পোরেট অ্যাফেয়ার্স বিভাগ

এসএমসি'র কর্পোরেট অ্যাফেয়ার্স অনুবিভাগ, আভ্যন্তরীণ এবং বাহ্যিক যোগাযোগ রক্ষায় কোম্পানী এবং তার অংশীদারদের মধ্যে সেতুবন্ধন তৈরী করার লক্ষে কোম্পানীর উদ্দেশ্যের সাথে সংগতি রেখে সামাজিক বার্তা প্রচারে গুরুত্বপূর্ণ ভূমিকা পালন করে চলেছে। এই অনুবিভাগটি কোম্পানীর মূল কার্যক্রম সংক্রান্ত সামাজিক তথ্যসমূহ বিভিন্ন মাধ্যমে প্রচার ও প্রসার, বার্ষিক কমপ্লিমেন্টারি আইটেম তৈরী, বার্ষিক প্রতিবেদন প্রণয়ন, কর্পোরেট বিজ্ঞাপন প্রচার করে যা কোম্পানীর ব্র্যান্ডিং ও মূল্যবোধকে তুলে ধরে।

প্রতিবেদনের সময়কালে এই অনুবিভাগটি এসএমসি'র বিভিন্ন স্বাস্থ্য নেটওয়ার্কসমূহ যেমনঃ এসএমসি ব্লু-স্টার, পিংক স্টার এবং মনিমিক্সের জন্য ফেইসবুক পেইজ চালু করার মাধ্যমে ডিজিটাল যোগাযোগ ব্যবস্থার প্রবর্তন করেছে। এই প্ল্যাটফর্মটি দর্শকদের সাথে সার্বক্ষণিক তথ্যের আদান-প্রদানের মাধ্যমে যোগাযোগ রক্ষা করে চলেছে এবং ইতিমধ্যে সামাজিক পর্যায়ে জনপ্রিয়তা অর্জন করে এর সার্থকতা প্রমাণ করেছে।



তদুপরি, এই বিভাগটি জাতীয় পর্যায়ে বিভিন্ন দৈনিক পত্রিকার ওয়েব পোর্টালগুলোতে এসএমসি'র হেলথ নেটওয়ার্কের সাথে যুক্ত সেবাদানকারীদের উল্লেখযোগ্য কৃতিত্ব/সাফল্যের গল্পগুলিও উপস্থাপন করে। এভাবে কর্পোরেট অ্যাফেয়ার্স অনুবিভাগ আধুনিক ব্যবসায়িক রীতির সাথে সামঞ্জস্য বজায় রেখে কোম্পানীর জন্য একটি কার্যকর গনযোগাযোগ মাধ্যম প্রতিষ্ঠিত করেছে।

এছাড়াও উক্ত অনুবিভাগের আরো একটি সমন্বিত পদক্ষেপ ছিলো এসএমসি'র কর্পোরেট ওয়েবসাইটকে ঢেলে সাজিয়ে আরও গতিশীল, আধুনিক, ইন্টারেক্টিভ এবং সমৃদ্ধশালী করে তোলা।

এসএমসি'র গবেষণামূলক কার্যক্রমসমূহ

২০১৯-২০ অর্থবছরে এসএমসি'র গবেষণা ও পর্যবেক্ষণ অনুবিভাগ প্রোগ্রাম কার্যক্রমগুলোর প্রভাব নির্ণয়ে গবেষণা কার্যক্রম পরিচালনা করে। এই সকল তথ্যসমূহ বর্তমান কর্মসূচীর মধ্যে সমন্বয় সাধনের পাশাপাশি ভবিষ্যৎ পদক্ষেপসমূহের পরিকল্পনার জন্য বাজারের পরিস্থিতি এবং অন্যান্য বাহ্যিক অবস্থার সাথে তাল মিলিয়ে চলার কাজে গুরুত্বপূর্ণ ভূমিকা রাখে। নিম্নলিখিত ছকে এসএমসি'র মূখ্য গবেষণা প্রকল্পগুলোর সংক্ষিপ্ত বিবরণ উল্লেখ করা হলো।

গবেষণার শিরোনাম

এসএমসি এবং এর প্রতিযোগী পণ্যগুলোর সহজলভ্যতা অনুসন্ধান করা।

গবেষণার উদ্দেশ্য

গবেষণার মূল উদ্দেশ্য ছিল বিএসপি এবং জিএসপি আউটলেটগুলোতে এসএমসি পণ্যের সহজলভ্যতা এবং অন্যান্য প্রতিযোগী পণ্যের মূল্যায়ন করা।

মূল অনুসন্ধানসমূহ

- জরিপের সময়, জিএস এবং বিএস আউটলেটগুলোতে মোট ২১টি ব্র্যান্ডের ওরাল কন্ট্রাসেপটিভ পিল (ওসিপি) পাওয়া যায়। এগুলোর মধ্যে 'ফেমিকন' সর্বাধিক উপলভ্য ওসিপি ব্র্যান্ড হিসেবে পাওয়া যায় এবং তার পরে ছিল 'ফেমিপিল'।
- জরিপের সময়, বিএস এবং জিএস আউটলেটগুলোতে মোট ৭৯ টি ব্র্যান্ডের কনডম পাওয়া যায়। 'প্যাথার ডটেড' সর্বাধিক উপলভ্য কনডম ব্র্যান্ড হিসেবে পাওয়া যায় এবং তারপরে ছিল 'সেনসেশন ক্লাসিক'।
- বিএস এবং জিএস আউটলেটগুলোতে ওআরসালাইন-এন এর বিক্রয় প্রায় ১০০%। জরিপের সময় বিএস এবং জিএস আউটলেটগুলোতে মোট ২৯টি ব্র্যান্ডের ওআরএস পাওয়া যায়।
- জরিপের সময় উভয় আউটলেটে মোট ৩টি ব্র্যান্ডের এমএনপি পাওয়া যায়। এর মধ্যে 'মনিমিক্স' সর্বাধিক উপলভ্য ব্র্যান্ড হিসেবে পাওয়া যায় এবং তারপরে ছিল 'পুষ্টিকণা'।
- জরিপের সময়, জিএস এবং বিএস আউটলেটগুলোতে মোট ১৫টি ব্র্যান্ডের জিঙ্ক (ট্যাবলেট এবং সিরাপ উভয়) পাওয়া যায়। এর মধ্যে 'এসএমসি জিঙ্ক' ট্যাবলেট সর্বাধিক উপলভ্য জিঙ্ক ব্র্যান্ড হিসেবে পাওয়া যায় এবং তারপরে ছিল 'এসএমসি জিঙ্ক সিরাপ'।
- এসডিকে ব্র্যান্ডগুলো শহরের আউটলেটগুলোর (৬৫%) তুলনায় গ্রামের আউটলেটগুলোতে (৭০%) বেশি পাওয়া যায়। 'সেফটি কিট' সর্বাধিক উপলভ্য এসডিকে ব্র্যান্ড হিসেবে পাওয়া যায়।
- জরিপের সময়, জিএস এবং বিএস আউটলেটগুলোতে মোট ৪৮টি ব্র্যান্ডের স্যানিটারি ন্যাপকিন পাওয়া যায়। এর মধ্যে 'জয়া বেল্ট ৮'

সর্বাধিক উপলভ্য স্যানিটারি ন্যাপকিন ব্র্যান্ড হিসেবে পাওয়া যায় এবং এরপরেই রয়েছে 'জয়া বেল্ট ৫' এবং 'সেনোরা বেল্ট'।

- 'সোমা-জেক্ট' সর্বাধিক উপলভ্য ইনজেক্টেবল কন্ট্রাসেপটিভ ব্র্যান্ড সর্বাধিক উপলভ্য হিসেবে পাওয়া যায় এবং তারপরেই ছিল 'সায়ানা প্রেস'।
- জরিপের সময়, আউটলেটগুলোতে মোট ১০টি ব্র্যান্ডের ইসিপি পাওয়া যায়। এর মধ্যে সর্বাধিক উপলভ্য ব্র্যান্ড হিসেবে পাওয়া যায় 'নরিক্স ১' এবং তারপরেই ছিল 'এমকন'।
- আকর্ষণীয়ভাবে এই সমীক্ষায় দেখা যায় যে, প্রায় ৮৫% বিএস আউটলেট এবং ৭৯% জিএস আউটলেট এসএমসি'র ফার্মাসিউটিক্যালস প্রোডাক্ট বিক্রি করে থাকে।
- প্রায় ৯৩% বিএস এবং জিএস আউটলেটগুলো জানায় যে তারা এসএমসি'র পণ্য বিক্রয় করে সম্ভ্রষ্ট।

গবেষণার শিরোনাম

মনিমিক্স এর ব্যবহার বিশ্লেষণ

গবেষণার উদ্দেশ্য

মনিমিক্সের বর্তমান, অতীত এবং সম্ভাব্য ব্যবহারকারীদের প্রোফাইল তৈরি, ব্যবহারকারীদের মধ্যে মনিমিক্সের গ্রহণযোগ্যতা নির্ধারণ, সঠিক ব্যবহার সম্পর্কে জ্ঞানের অপ্রতুলতা এবং খাওয়ানো বন্ধ করার কারণগুলো শনাক্ত করা।

মূল অনুসন্ধানসমূহ

- বর্তমান (৭৪.৮%) এবং অতীত ব্যবহারকারীদের (৭২.৩%) তুলনায় সম্ভাব্য ব্যবহারকারীদের মধ্যে রক্তস্বল্পতা সম্পর্কে সচেতনতা কম রয়েছে (৪৯.৮%)।
- সম্ভাব্য ব্যবহারকারীদের মধ্যে, ৭৫% মনিমিক্স এবং ১৯% পুষ্টিকনা সম্পর্কে সচেতন ছিল।
- মনিমিক্স সম্পর্কে সচেতনতা বৃদ্ধির মূল উৎস হিসেবে গোল্ড স্টার মেম্বারদের (জিএসএম) ভূমিকা উল্লেখ করা হয়, তারপরে ছিল আত্মীয়-স্বজন এবং উঠান বৈঠকের মাধ্যমে।

গবেষণার শিরোনাম

গোল্ড স্টার নেটওয়ার্কের শক্তি, দুর্বলতা, সুযোগ এবং চ্যালেঞ্জ মূল্যায়ন করা।

গবেষণার উদ্দেশ্য

গবেষণার মূল উদ্দেশ্য হলো গোল্ড স্টার নেটওয়ার্কের শক্তি, দুর্বলতা, সুযোগ এবং চ্যালেঞ্জ মূল্যায়ন করা।

মূল অনুসন্ধানসমূহ

জ্ঞান সম্পর্কিত তথ্য

- গবেষণায় দেখা যায় যে, তিন-পঞ্চমাংশেরও বেশি জিএসএম (৬৪%) পরিবার পরিকল্পনা (এফপি) পদ্ধতি ব্যবহার করেন।
- ৯৯% জিএসএম ইমার্জেন্সি কন্ট্রাসেপ্টিভ পিল সম্পর্কে অবগত। সকল সচেতন জিএসএমই নরিব্লকে ইসিপি হিসেবেই আখ্যায়িত করে।
- অর্ধেকেরও বেশি উত্তরদাতা, পুরুষদের বিবাহের সঠিক আইনী বয়স (২১ বছর) উল্লেখ করতে পেরেছিলেন। অন্যদিকে ৯৪% জিএসএম মহিলাদের বিবাহের সঠিক আইনী বয়স (১৮ বছর) উল্লেখ করতে পেরেছিলেন।
- সকল জিএসএম-এর কৈশোরকালীন গর্ভাবস্থা (২০ বছরের কম বয়সী) সম্পর্কিত ঝুঁকি সম্পর্কে জ্ঞান ছিল।
- বেশিরভাগ জিএসএম (৯৫%) সঠিকভাবে উল্লেখ করেন যে, আদর্শ জন্ম বিরতি হলো তিন (০৩) বছর।
- একই ভাবে প্রায় সকল জিএসএম (৯৯%) কৈশোরকালীন গর্ভাবস্থা এবং দেরিতে গর্ভধারণের (৩৫ বছর বা তার বেশি) ঝুঁকি সম্পর্কে অবগত ছিলেন।
- গবেষণায় দেখা যায় যে, সকল জিএসএম (১০০%) গর্ভাবস্থা এবং প্রসব পরবর্তী জটিলতা সম্পর্কে সচেতন ছিলেন।
- বেশিরভাগ জিএসএম (৯১%) সঠিকভাবে উল্লেখ করেন যে, স্যানিটারি ন্যাপকিন ঋতুস্রাবের সময় ব্যবহৃত হয় এবং এটি নিরাপদ ও সংক্রমণের ঝুঁকি হ্রাস করে।
- গবেষণায় দেখা যায় যে, কমিউনিটির মহিলা এবং কিশোরীরা তাদের ব্যক্তিগত স্বাস্থ্যবিধি সম্পর্কে সতর্ক এবং সচেতন।
- জিএসএমদের মধ্যে এসডিকে সম্পর্কে সচেতনতা ছিল।
- প্রায় সকল জিএসএম অবগত ছিলেন যে, শিশুরা ডায়রিয়ায় আক্রান্ত হলে স্যালাইন এবং জিঙ্ক ট্যাবলেট খুবই কার্যকর।

কাজ এবং প্রোগ্রাম সম্পর্কিত তথ্য

- গবেষণায় প্রকাশিত হয় যে, বেশিরভাগ জিএসএম (৬৯%) সামাজিক দায়বদ্ধতা এবং আর্থিক স্বচ্ছলতার জন্য (৬৫%) জিএসএম হওয়ার জন্য অনুপ্রাণিত হন।
- ৯০ শতাংশ জিএসএম রিপোর্ট করেন যে তারা কোনও পন্য সরবরাহ সমস্যার সম্মুখীন হয়নি।

• অনুসন্ধান দেখা গেছে যে প্রায় সকল জিএসএম (৯৮%) গোল্ড স্টার নেটওয়ার্কের সদস্য হতে পারায় সন্তুষ্ট।

• কিছু সংখ্যক নতুন সদস্যব্যতীত ৯৯% জিএসএম জানিয়েছে যে গত বছরের তুলনায় চলতি বছরে তাদের বিক্রয় বৃদ্ধি পেয়েছে।

• বেশিরভাগ জিএসএম (৮৩%) আত্মবিশ্বাসী ছিলেন যে তারা প্রকল্প সহায়তা ছাড়াও ব্যবসায়িক কার্যক্রম পরিচালনা করতে সক্ষম।

পারিবারিক পর্যায়ে জিএসএমদের অবদান

• প্রায় সকল জিএসএম উল্লেখ করেন যে, গোল্ড স্টার নেটওয়ার্কে যোগদানের পরে তাদের আর্থিক স্বচ্ছলতা এসেছে এবং পরিবারের আয় বৃদ্ধির ক্ষেত্রে তারা অবদান রাখতে পারছে।

• সকল জিএসএম উল্লেখ করেন যে, জিএসএম হিসেবে কাজ করার কারণে তাদের সুনাম ও খ্যাতি বৃদ্ধি পেয়েছে।

গবেষণার শিরোনাম

'এসএমসি প্রেগনেসি কিট' এর প্রাক-পরীক্ষামূলক গবেষণা

গবেষণার উদ্দেশ্য

গবেষণার মূল উদ্দেশ্য ছিল স্যাম্পল সেফটি কিট ডিভাইসের কার্যকারিতা চিহ্নিত করা।

মূল অনুসন্ধানসমূহ

• অনুসন্ধান প্রমাণিত হয় যে নিশ্চিত গর্ভবতী মহিলাদের মধ্যে সকল পরীক্ষার ফলাফল ছিল ইতিবাচক। অন্যদিকে, নিশ্চিত অ-গর্ভবতী মহিলাদের মধ্যে সমস্ত পরীক্ষার ফলাফল ছিল নেতিবাচক।

• প্রেগনেসি কিটের ব্যবহার বিষয়ে, শতকরা ৯১ জন উত্তরদাতা এসএমসি'র ডিভাইসটিকে 'ব্যবহার করা খুব সহজ' এবং ৭৭ জন উত্তরদাতা 'সহজেই ব্যবহারযোগ্য' বলে উল্লেখ করেন।

• অনুসন্ধান দেখা যায় যে, গড়ে একজন উত্তরদাতা প্রেগনেসি ডিভাইসের মূল্য ৫০ টাকা দিতে রাজি ছিলেন। তবে, প্রায় ৬০% উত্তরদাতা প্রেগনেসি কিটের মূল্য ৭৫ টাকা দিতে রাজি ছিলেন।

• উপরে বর্ণিত অনুসন্ধানগুলো থেকে বিবেচনা করা যায় যে, প্রস্তাবিত প্রেগনেসি কিট ডিভাইস এর কার্যকারিতা সম্পর্কে ইতিবাচক ধারণা বিদ্যমান।

গবেষণার শিরোনাম

কড়াইল ও সাততলা বস্তির এমডব্লিউআরএ-দের উপর একটি এন্ড লাইন স্টাডি পরিচালনা

গবেষণার উদ্দেশ্য

এলএআরসি ও স্থায়ী পদ্ধতি সম্পর্কে এমডব্লিউআরএ-দের জ্ঞান, দৃষ্টিভঙ্গি এবং অনুশীলনের পরিবর্তনগুলো পরিমাপ করা

মূল অনুসন্ধানসমূহ

পিএম ক্লায়েন্টদের কাছ থেকে প্রাপ্ত তথ্য

- গবেষণা অনুসন্ধানে প্রমাণিত হয়ে যে ১.৩% উত্তরদাতা মেল স্টেরিলাইজেশন এবং ৪% উত্তরদাতা ফিমেল স্টেরিলাইজেশন গ্রহণ করেন, যেখানে পরিষেবা পরিসংখ্যানে দেখা যায় যে ২০% সম্ভাব্য পিএম ক্লায়েন্ট টিউবেক্টোমি এবং ৭.৯% পিএম ক্লায়েন্ট ভ্যাসেকটমি গ্রহণ করেন। জরিপের ফলাফল এবং পরিষেবা পরিসংখ্যান তথ্যের মধ্যে ব্যবধানটি বেশিরভাগই মাইগ্রেশন এর কারণে ঘটেছিল।
- গবেষণার ফলাফলে প্রতীয়মান হয় যে, প্রোগ্রাম স্টাফ দ্বারা অনুপ্রাণিত হয়ে ৬২.২% ক্লায়েন্ট পিএম পদ্ধতি গ্রহণ করে।
- পিএম পদ্ধতি গ্রহণ না করার প্রধান কারণগুলো ছিল বর্তমান পদ্ধতি (৩০.৭%) ব্যবহার করে সম্ভূষ্ট এবং পিএম পদ্ধতির পার্শ্ব প্রতিক্রিয়ার (১৭.৬%) আশঙ্কা।

এলএআরসি ক্লায়েন্টদের কাছ থেকে প্রাপ্ত তথ্য

- গবেষণা অনুসন্ধানে প্রমাণিত দেখা যে ২৭ জন উত্তরদাতারা আইইউডি এবং ১৯৫ জন উত্তরদাতা ইমপ্লান্ট পদ্ধতি গ্রহণ করেছিলেন, যেখানে পরিষেবা পরিসংখ্যানে দেখা যায় যে ১০২ জন সম্ভাব্য এলএআরসি ক্লায়েন্ট আইইউডি এবং ৪২৫ জন ইমপ্লান্ট পদ্ধতি গ্রহণ করেছিলেন। জরিপের ফলাফল এবং পরিষেবার পরিসংখ্যান তথ্যের মধ্যে ব্যবধানটি বেশিরভাগই মাইগ্রেশন এর কারণে ঘটেছিল।
- গবেষণায় দেখা যায় যে, ৮৫.৫% ক্লায়েন্ট প্রোগ্রাম স্টাফদের দ্বারা অনুপ্রাণিত হয়ে এলএআরসি পদ্ধতি গ্রহণ করে।
- যারা এলএআরসি সম্পর্কে সচেতন ছিল তাদের সকলকে এলএআরসি গ্রহণ না করার কারণ জানাতে বলা হয়েছিল। উত্তরদাতা কর্তৃক প্রধান কারণগুলো ছিল প্রথমত বর্তমান পদ্ধতির সাথে সম্ভূষ্ট এবং দ্বিতীয়ত এলএআরসি'র পার্শ্ব প্রতিক্রিয়া নিয়ে আশঙ্কা।

গবেষণার শিরোনাম

গ্রামীণ ও আরবান জনগোষ্ঠীর মাঝে হাত ধোয়ার অনুশীলনকে জোরদার করা।

গবেষণার উদ্দেশ্য

এই গবেষণা উদ্যোগের মূল লক্ষ্য ছিল পাইলট টেস্ট মার্কেটিং হিসেবে ব্র্যান্ড প্রবর্তকদের মাধ্যমে 'পেপার সোপ' পণ্য সামগ্রীর বিক্রয় এবং বিপণনের সম্ভাব্যতা পরীক্ষা করা।

মূল অনুসন্ধানসমূহ

- যেহেতু হাত ধোয়ার সম্পর্কে ব্যবসায়ীদের মধ্যে কোনও সচেতনতা ছিল না, তাই, বেশিরভাগ ব্যবসায়ী প্রোমোটরদের কাছ থেকে পণ্যটি কিনতে অগ্রহী ছিলেন না।
- প্রতিটি স্কুলে, ব্র্যান্ড প্রোমোটররা 'হাত ধোয়ার সেশন' পরিচালনা করেছিলেন এবং ব্যবহারিকভাবে দেখানোর জন্য 'ইজি ক্লিন' ব্যবহার করেন। সেশনগুলোর পরে, শিক্ষার্থীরা পণ্যটি কেনার বিষয়ে ইতিবাচক

মনোভাব দেখিয়েছিল এবং তারা ভবিষ্যতে এটি ব্যবহার করতেও প্রস্তুত ছিল।

- সকালে গার্মেন্টস কর্মীরা তাদের কর্মস্থলে উপস্থিত হওয়ার জন্য ব্যতিব্যস্ত থাকে এবং সন্ধ্যায়ও তাদের বাসায় ফেরার তাড়া থাকে। যেকারণে ব্র্যান্ড প্রোমোটররা তাদের বোঝানোর চেষ্টা করা সত্ত্বেও, তারা তেমন কোন ইচ্ছা প্রকাশ করেনি।
- সাধারণ জনগণ বিভিন্ন টার্মিনালে সর্বদা ভিড়ের মধ্যে বাসের অপেক্ষায় থাকায়, ব্র্যান্ড প্রোমোটরদের প্রতি যথাযথ মনোযোগ দিতে ইচ্ছুক ছিল না।
- এসকল কার্যক্রমের মাধ্যমে পরিলক্ষিত হয় যে, ব্র্যান্ড প্রোমোটররা পণ্য সম্পর্কে সচেতনতা বাড়াতে গুরুত্বপূর্ণ ভূমিকা রাখতে পারে। আর এসকল উদ্যোগের মাধ্যমে পণ্যের চাহিদাও বৃদ্ধি পাবে।

শোক সংবাদ

প্রতিবেদনের সময়কালে, আমরা কোম্পানী মেম্বার এবং এসএমসি বোর্ডের প্রাক্তন পরিচালক মিসেস নীলুফার মনজুরকে হারিয়েছি। বিগত জুন ১৫, ২০২০ তারিখে অনুষ্ঠিত কোম্পানির ৩১ তম বার্ষিক সাধারণ সভায় এ সংক্রান্ত একটি শোক প্রস্তাব সর্বসম্মতিক্রমে গৃহীত হয়। সভায় উপস্থিত কোম্পানীর সদস্যবৃন্দ শ্রদ্ধা ও কৃতজ্ঞতার সাথে প্রয়াত মিসেস নীলুফার মনজুরের প্রতি গভীর শ্রদ্ধা নিবেদন করে এক মিনিট নীরবতা পালন করেন।

এসএমসি'র এমআইএস এবং আইটি বিভাগের সিনিয়র এক্সিকিউটিভ, জনাব সরোয়ার জাহান এবং এসএমসি'র ৮ জন পিঙ্ক স্টার এবং ব্লু-স্টার প্রোভাইডারগণ যারা ২০২০ সালের এপ্রিল-জুনের মধ্যে মৃত্যু বরণ করেন, তাদের অকাল মৃত্যুতেও এসএমসি'র ব্যবস্থাপনা এবং এর পরিচালনা পর্ষদ গভীর শোক প্রকাশ করেন। বিগত জুন ২৬, ২০২০ তারিখে অনুষ্ঠিত ১৯তম বোর্ড সভায় তাদের অবদানের কথা স্মরণ করে এক মিনিট নীরবতা পালন করা হয় এবং শোক-সন্তু পরিবারের সদস্যদের প্রতি গভীর সমবেদনা ও সহমর্মিতা জ্ঞাপন করে একটি শোক প্রস্তাব গৃহীত হয়।

ভবিষ্যৎ দৃষ্টিভঙ্গি ২০২০-২১

কোম্পানীর মিশন এবং ভিশনের সাথে সংগতি রেখে প্রোগ্রাম কার্যমণ্ডলকে প্রসারিত করার ক্ষেত্রে এসএমসি সর্বদা গুরুত্বারোপ করেছে, যার ফলে কোম্পানীর প্রোগ্রাম পোর্টফোলিও বৃদ্ধি পেয়েছে। এসএমসি'র বেশ কয়েকটি নতুন উদ্যোগ ও পরিকল্পনা রয়েছে যা পরবর্তী অর্থবছর থেকে প্রোগ্রাম কার্যক্রমগুলোর সাথে অন্তর্ভুক্ত করা হবে। এর মধ্যে রয়েছেঃ

- ১,০০০ জন নতুন ব্লু-স্টার এবং ৪০০ জন নতুন গ্রীন স্টার প্রোভাইডার নিয়োগের মাধ্যমে ব্লু-স্টার এবং গ্রীন স্টার নেটওয়ার্কের সম্প্রসারণ।
- একটি স্বল্প আয়ের আরবান এরিয়া সহ আরও আটটি উপজেলায় গোল্ড স্টার সদস্যের নেটওয়ার্ক সম্প্রসারণ।
- ঢাকার কল্যাণপুরে এসএমসি টাওয়ার -২ এ আরও একটি এসএমসি ক্লিনিক চালু করা।

- কোম্পানীর নিজস্ব জমিতে খুলনা এরিয়া অফিস নির্মাণ ও খুলনা এসএমসি ক্লিনিক সমন্বিত একটি এসএমসি কমপ্লেক্স প্রতিষ্ঠা করা।
- গর্ভবতী মহিলাদের মাইক্রোনিউট্রিয়েন্ট এর ঘাটতি পূরণের জন্য এমএমএস ট্যাবলেট এবং ৫ থেকে ১২ বছর বয়সী শিশুদের আয়রনের অভাবজনিত রক্তস্বল্পতা এবং দৈনন্দিন প্রয়োজনীয় পুষ্টির চাহিদা পূরণের লক্ষ্যে মাইক্রোনিউট্রিয়েন্ট পাউডার 'মনিমিক্স প্লাস' এর প্রবর্তন করা।

কৃতজ্ঞতা জ্ঞাপন

বোর্ডের পরিচালনা পর্ষদের পক্ষ থেকে কোম্পানীর সকল সদস্যবৃন্দ, অংশীদারবৃন্দ, গ্রাহক, ব্যাংকার, সরবরাহকারী, সরকারী সংস্থা, নিয়ন্ত্রক সংস্থাসহ যারা কোম্পানীর প্রোগ্রাম কার্যক্রম পরিচালনার সাথে সম্পৃক্ত ছিলেন, তাদের প্রতি আন্তরিক ধন্যবাদ জ্ঞাপন করছি। এসএমসি'র লক্ষ্যকে সামনে এগিয়ে নিতে আপনাদের মূল্যবান সমর্থন এবং সহযোগিতা প্রদানের জন্য আমরা কৃতজ্ঞতা প্রকাশ করছি।

পরিচালক মণ্ডলীর পক্ষ থেকে



সিদ্দিকুর রহমান চৌধুরী
চেয়ারম্যান
সোশ্যাল মার্কেটিং কোম্পানী

Audit Committee Report

The Audit Committee of SMC, being one of its prime Board sub-committees, assists the Board in discharging its governance responsibilities. The Committee plays a key role in the governance of the Company's financial reporting, risk management, control and assurance processes and the external audit.

Dear Company Members,

This report provides an overview of how the Committee operated, an insight into the Committee's activities and its role in ensuring the integrity of the Company's published financial information and ensuring the effectiveness of its risk management, controls and related processes

Composition and Meeting

The Audit Committee of SMC comprises the following Board members:

1. Mr. Siddiqur Rahman Choudhury	Chairman
2. Mr. Muhammed Ali	Member
3. Mr. Waliul Islam	Member
4. Mr. Aftab ul Islam FCA	Member
5. Mr. Muhammed Farhad Hussain FCA	Member

The Audit Committee held three meetings during the period 2019-2020. The Managing Director & CEO, SMC; Managing Director, SMC EL; Chief of Finance & Accounts, SMC; Chief Financial Officer (CFO), SMC EL; Head of Internal Audit and the Company Secretary were the permanent invitees to the Audit Committee meetings. Relevant heads of divisions and other members of the Management and the internal audit team also attended the meetings on occasions, as required.

Major responsibilities of the Audit Committee

In 2019-2020, the Audit Committee reviewed its terms of reference in line with the Bangladesh Securities and Exchange Commission's (BSEC) notification on corporate governance. The Committee carried out its duties in accordance with the terms of reference of the Audit Committee. Some of the major responsibilities of the Audit Committee are as follows:

- Review the annual, half-yearly and quarterly financial statements and other financial results, and upon its satisfaction of the review, recommend the same to the Board.
- Review the adequacy and effectiveness of financial reporting process, internal control system, risk management, auditing matters, and the company's processes

for monitoring compliance with laws and regulations and the Codes of Conduct.

- Recommend appointment, termination and determination of audit fees for statutory auditors. Consider the scope of work, and oversee the work performed by statutory auditors. Review permitted non-audit services performed by statutory auditors.
- Exercise its oversight of the work of Internal Audit department of the company. Review the effectiveness of Internal Audit function including performance, structure, adequacy of resources, and compliance with professional standards. Examine audit findings and weaknesses and monitor implementation of audit action plans.

Major Activities of the Audit Committee

- Reviewed and recommended to the Board the quarterly and annual financial statements for the year ended June 30, 2020.
- Considered and made recommendation to the Board on the appointment and remuneration of statutory auditors.
- Reviewed the management letter from external auditors for the year 2019-2020 together with management's responses to the findings.
- Approved the Internal Audit Plan for 2020-2021, monitored progress and effected revisions when necessary.
- Discussed Internal Audit reports and findings in detail with auditors and members of management and monitored the status of implementation of audit action plans and provided guidance to ensure timely completion of audit plans.
- Reviewed the activities of the compliance function, incidence reporting and actions, and the status of enforcement of the company's Code of Conduct.
- Reviewed the Internal Audit Charter.



Siddiqur Rahman Choudhury
Chairman, Audit Committee
January 15, 2020

Program Activities

SMC's Health Program Visit by Ambassador Miller in Sylhet



Since its inception, SMC has been closely associated with USAID for 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 reversible contraception, 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 of 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 Toker Bazar in Sylhet City Corporation. The Blue

Star program is a network of community level non-graduate health providers who are trained on family planning, reproductive and child health and nutrition with other public health priority areas to offer quality services to the community people.

The Ambassador received a warm welcome 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 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.

USAID High Officials Impressed With SMC Blue Star Program Activities



A high-level delegation of the USAID led by its Director, OPHNE, Mr. Xerses Sidhwa visited SMC's Blue Star outlet 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. The officials observed activities of the Blue Star provider. 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 provider.



Program Activities Visit by the Chairman 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 outlet 'M/s. Al-Modina Pharmacy' belonging to Mr. Md. Shahnur Hossain in Lamakazi Point of Bishwanath Upazila, Sylhet where he advised the pharmacy owner to increase sales of MoniMix and SMC's pharmaceutical products. He also attended a meeting of GSMs in Chhatak Upazila of 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. 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 are helping 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.



Performance Review Meeting of BSPs in Khulna Region

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, lessons learned and way forward for the improvement of Blue Star Program. The providers actively participated in the session and provided 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. Sheikh Kabir Ahmed, Senior



Sales Manager, Khulna, SMC EL; Dr. Alia El Mohandes, Senior Health Advisor, Office of Population, Health, Nutrition & Education (OPHNE), U.S. Agency for International Development (USAID) Bangladesh and other high officials were present at the meeting.

Special Session on Personal Hygiene at Area Office Level

In order to promote the use of Sanitary Napkins in general and Joya in particular as an essential part of menstrual hygiene management, Kushtia and Chattogram Area Offices organized a School Activation Program on “Reproductive Health Awareness,” “Personal Health & Hygiene” and promoted Sanitary Napkin ‘Joya’ to the adolescent girls.



la Colony High School in Pahartali of Khulshi in Chattogram district. A total of 750 adolescent girls from Class VII to 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.

The chief guest in both areas discussed elaborately on menstrual health and answered all the questions raised by the adolescent school girls. They also advised the students to use SMC’s sanitary napkin ‘Joya’ after describing its features and benefits. At the end of the session, SMC distributed Joya among the female students. The program was very successful and the adolescent girls were very happy to gather knowledge about health and hygiene along with the ‘Joya’ sample.

In Kushtia, the program was held at Harinakundu Government Girls High School in Harinakundu Upazila of Jhenaidah district on January 28, 2020. A total of 300 adolescent girls from Class VI to X attended the program. It was an excellent platform to promote health education among 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.



In Chattogram, the program was held at Wireless Jhauta-

OGSB Leaders in the Pink Star Performance Review Meeting

SMC organized an ‘Experience Sharing and Performance Review Meeting’ with Obstetrician-Gynecologist (OBGYN) 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 to offer 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.



Success Story of Luthfa Begum

(Gold Star Member)



Ms. Luthfa Begum was born in a rural village under Sirajdikhan upazila of Munshiganj District. After the death of her mother at an early age, being the eldest of seven siblings, she had to struggle to help her father in running a family of eight members. But she got married at the age of 14 years to 36 years aged person.

Ms. Luthfa had to take the responsibility of her family on her shoulder after marriage due to her husband's mental health problem that she came to know after her marriage. She had to marry off her two elder daughters before their legal age at marriage due to economic hardship. She continued to struggle to be solvent to carry on her third daughter's undergraduate study alongside managing the expenses of her husband's mental health treatment.



She used to work as domestic aid to support her family. Luthfa's dream was to be self-reliant in society but it was about to be shrunk. However, as a struggler, Luthfa again tried to turn her story in a different direction.

In November 2016, Luthfa met Nasrin Akter Munni, a Community Mobilizer of PSTC (MISHD project) came to know about the Notun Din project activities and got inspired to be a potential woman entrepreneur through joining the Gold Star Member (GSM) network. She received GSM training and started her new journey with the Notun Din program

with a mere capital of taka four hundred only. Within a short time, she raised her capital to taka ten thousand, and from her hard-earned profit, she began to support her family expenditures including kids' education and husband's treatment that she never thought of.

In recent days, the capital of Luthfa rose to Tk. 20,000 and her profit are close to Tk. 6,000 per month. Now her daughter is studying at the National University and her son in Class II. Ms. Begum transformed her tragic story into a hopeful one. She said, "Notun Din has opened up a new door of opportunity for me and I will increase my profit margin gradually to reach the goal that I dreamt of". However, Luthfa's story of becoming self-reliant was neither overnight nor easy. Her hard work and determination might be a source of inspiration for other women as well who are in need.





Success Story of **Mr. Tofazzal Hossain** (Blue Star Provider)

Mr. Tofazzal Hossain is a trained Blue Star Provider (BSP) serving the community for the last 30 years at his village with a chamber and pharmacy located in Baghda Bazar under Gobindaganj upazila of Gaibandha district. He is practicing as well as selling drugs from his pharmacy.

He was struggling in providing quality services to the vast community, particularly on family planning (FP), child health, nutrition, and other essential services due to lack of training and relevant certification to offer health and FP services. He was not solvent. At the end of the year 2000, he came to know about the family planning program activities of SMC. In 2001, he joined the Blue Star Network and received 3 day-long basic training on FP counseling & injectable contraceptives, healthy timing and spacing of pregnancy, postnatal care, essential newborn care, integrated management of childhood illness focusing on ARI/pneumonia, diarrhea, tuberculosis, and child nutrition.

Later on, he also received refresher trainings on family planning and other public health priority areas which helped him to update the knowledge and to build further capacity in providing FP and other health services with ensuring the quality, and also to refer clients to the nearest service delivery centers.

SMC continues its efforts to promote Blue Star outlets and the network through comprehensive demand creation activities by using both local and mass media, capacity building, ensures commodity supply, provides need-based technical assistance, and conducts regular supervision and monitoring. SMC has branded the outlet with a signboard, curtain, branded apron, and five posters regarding compliance, infection prevention/waste disposal, and essential product details. SMC promoted the network by conducting loudspeaker announcements (Miking) at the community level to make familiar with the community people as a Blue Star provider and also informed community people about the availability of services in the BS outlet. This initiative builds his image and acceptability in the community that helped to increase the number of clients as well as the sales volume of the outlets.

Mr. Hossain said “SMC gave me a lot, at the same time, I also grateful to Allah to allow me to serve the people and to contribute to the well-being of the community at large. Now, I am a well-off and trusted provider in my community that has been possible only because of becoming an SMC Blue Star Provider.”

He has been offering injectable contraceptives SOMA-JECT, Sayana PRESS along other short-acting FP contraceptives. He also refers to suspected TB cases, potential LAPM clients, and severely sick mothers and children to the nearest service delivery points. Also, he provides nutritional counseling and services for under-5 children and offers them MoniMix to address Iron Deficiency Anemia (IDA).

Mr. Hossain said, “Since joining the BSN, I am providing quality FP services, especially contraceptive injectable, counseling, maternal and child health (MCH) services, MoniMix to address IDA of under 5 children, and referral for LAPM, Presumptive TB cases. SMC’s supports helped me to increase not only monthly income but also increased my recognition in the community as a trusted provider known as “Blue Star Provider”. I wish to continue my services and keep the community people as healthy as I promised.”

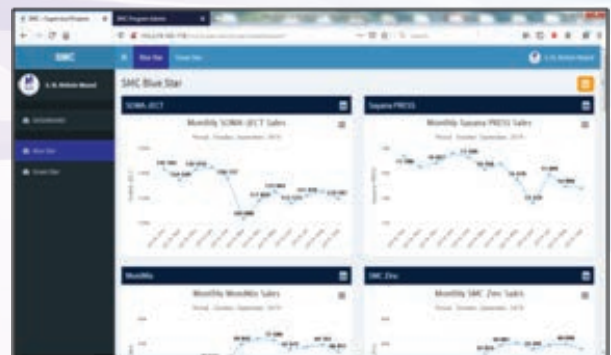
Mother and child clients were increasing immensely day by day. The selling of drugs and other public health commodities including safe delivery kits and FP contraceptives have also been increased tremendously. Once he realized that engaging the female particularly in FP counseling will be more effective which ensures client satisfaction, bring more clients, as well as increase the interaction with the client level. He trained his wife on FP counseling to assist him. She actively involves in FP counseling, record keeping, and follow-up of the clients.

Mr. Hossain is one of the very good Blue Star providers across the network. He was also recognized by SMC as the best performer for his outstanding performance at the regional level. Mr. Hossain is capitalizing his positive image, which is now well accepted in his community universally known as ‘doctor’ (Ma O Shishu Dactar in English mother & child doctor). Now, he is a well-off and trusted provider in his community.

Blue Star Electronic Reporting System

SMC has strong networks of 8,000 non-graduate medical practitioners across the country branded as Blue Star Providers (BSP). BSPs are offering family planning (FP) counseling, administering FP injectable, generating prescriptions for limited curative care, counseling under 5 child nutrition, counseling antenatal and postnatal mothers, and referring suspected TB cases and potential LAPM clients to specific centers. SMC improves the skills of these providers through periodic basic and refresher trainings. These networks are banded by SMC as the quality private sector outlets to promote public health products and services. SMC has a team for providing more comprehensive monitoring and adapted supervisory supports to the Blue Star Network. The team ensures periodic visits to the providers to reinforce ongoing and new service delivery issues to improve the provider’s knowledge and service coverage with high-quality services. It is a challenging act to manage these large numbers of providers by the limited number of staff.

Considering this limitation, in 2016, SMC introduced an innovative monitoring & supervision approach named as ‘Blue Star Electronic Reporting System (BSERS)’ to collect monthly reports from all BSP across the country. The system is based on mobile phone technology through the Interactive Voice Response (IVR) approach. In this system, each BSP receives a call to send their monthly performance report on the first week of each month. They are sending their monthly report using their cell phones. SMC introduced several indicators to analyze their performance in the format of a monthly performance report. Based on the self introductory report SMC’s relevant program staff are capable to analyze their performance at the end of each month. SMC’s program staff can take initiative to improve the performance or any other support needed from program management. SMC program staff can also identify individual providers who are empty stock and needed to supply program products. This system helps to monitor and ensure the supply chain. Recently, SMC has upgraded the system according to the program needs.



It is quite impressive that more than 95% of BSPs are submitting monthly reports through this e-reporting system during this time. This system helps to manage and support a large number of providers individually as well as to track the individual performance of program personals.

Based on the success of BSERS, SMC introduced another system for Green Star Network named Green Star Electronic Reporting System (GSERS) to monitor a similar type of activity. Green Star Providers are the drug sellers who are providing follow-up doses of contraceptive injectables and nutrition services to children under 5 years.

Corporate Engagement

“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.

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



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

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.

Completion of Structural Work of “SMC Tower-2”

A newly constructed second building “SMC Tower-2” has been handed over to SMC authority recently by M/s. Concord Engineers & Construction Ltd.

The structural part of the construction work was started on August 10, 2017 and completed their awarded part within the stipulated time. It is a 14-storied building having three basements.



On that occasion, an official program titled “Handover Ceremony of SMC Tower-2” was held at a local hotel in the capital on February 27, 2020. At the event, the building was handed over by Mr. Shahriar Kamal, Managing Director of Concord Group of Companies and taken over by Mr. Md. Ali Reza Khan, Managing Director & CEO of SMC. The program was attended by two Directors of the SMC Board, Mr. Muhammed Ali and Mr. Md. Siddique Ullah and senior officials of both the companies.

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 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 usually. 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 Received Prestigious Award from the Finance Minister



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 Value Added Tax (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 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.

Joya's Initiative for Women Empowerment

SMC took a commendable initiative to educate and aware the women segment of the society on various topics associated with women empowerment.

A weekly TV program "Nari Nokkhotro" sponsored by Joya was aired every Saturday at 6:05 pm on Rtv discussing issues related to women development, advancement, autonomy, efficiency, health, education, knowledge, empowerment, and building awareness to address the outbreak of COVID-19 pandemic. Different eminent personalities, policymakers and celebrities attended in the event to make it more acceptable.



Signing Ceremony with Shakib Al Hasan

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.

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.

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



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

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.

SMC Drinking Water Assures Purity and Safety to Consumers

SMC Enterprise Ltd. launched "SMC Purified Drinking Water" in the market on October 15, 2019. The brand provides 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's Initiatives to Raise Dengue Awareness

ডেঙ্গুর লক্ষণসমূহ

- ◆ তীব্র জ্বর এবং মাথাব্যথা
- ◆ চোখে ব্যথা হওয়া বা আলোর দিকে তাকাতে সমস্যা হওয়া
- ◆ মাংসপেশি এবং হাড়ের সংযোগস্থানে প্রচণ্ড ব্যথা হওয়া
- ◆ শরীরের চামড়ায় লালচে ছোপ বা র্যাশ উঠা
- ◆ বমি ভাব বা বমি হওয়া এবং খাওয়ার অরুচি হওয়া

আপনার বাসা এবং আশেপাশে জমে থাকা পরিষ্কার পানিতে বংশবিস্তার করে এডিস মশা।
তাই বাসার ভেতরে ও আশেপাশে পানি জমার স্থান চিহ্নিত করে দুই-তিন দিন পর পর পরিষ্কার করুন।

ডেঙ্গু প্রতিরোধে করণীয়	ডেঙ্গু প্রতিকারে করণীয়
<ul style="list-style-type: none"> মশা তাড়ানোর ঔষধ বা স্প্রে ব্যবহার করুন। মশার কামড় থেকে দূরে থাকতে দিনের যেকোন সময়ই ফুলহাতা জামা/প্যান্ট পরিধান করুন দিনে বা রাতে যেকোন সময় ঘুমাতে গেলে মশারি ব্যবহার করুন ফুলের টবে, এলি বা ফ্রিজের নিচে বা অন্যকোন স্থানে বন্ধ পানি থাকলে তা পরিষ্কার করুন ঘরের আনাচে-কানাচে অঙ্ককারাছড়া জায়গায় মশার ঔষধ বা স্প্রে ব্যবহার করুন 	<ul style="list-style-type: none"> ডেঙ্গু আক্রান্ত ব্যক্তিকে অবশ্যই মশারি ভেতরে রাখুন অতি দ্রুত আক্রান্ত ব্যক্তিকে নিকটস্থ হাসপাতালে নিয়ে যান বা ডাক্তারের পরামর্শ নিন এবং সেই অনুযায়ী ব্যবস্থা গ্রহণ করুন জ্বরে প্যারাসিটামল ব্যতীত অন্য বাথানাসক ঔষধ খাওয়া থেকে বিরত থাকুন। রোগীকে বেশি বেশি তরল খাবার খাওয়ান বিশ্রাম নিন এবং রক্তচাপ কমে যাচ্ছে কিনা নিয়মিত পরীক্ষা করুন

জনস্বার্থে: SMC Live better

SMC stood beside the people during the outbreak of the mosquito-borne disease 'dengue.' To help people 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 be 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.



Vermicid – A New Public Health Product of SMC



SMC has recently added a new product called Vermicid (Albendazole 400 mg) in its portfolio targeting all the family members including children above two years of age to treat soil-transmitted helminth infection. This infection is caused by a group of parasites commonly known as intestinal worms responsible for malnutrition stunted growth, slowed intellectual development, attention deficit and learning disabilities of children and so on. An in-house launching ceremony of the product took place on March 3, 2020 in presence of MD & CEO of

SMC, Mr. Md. Ali Reza Khan; MD of SMC EL, Mr. Abdul Haque and other senior officials of both the companies.

Vermicid is a chewable deworming tablet with mango and orange flavor and currently available at pharma outlets around Bangladesh including Blue Star and Green Star outlets under SMC's health networks. It is expected that the tablet will contribute significantly to the national public health deworming program of the country.

Personal Hygiene and Protection Brand “Germ Kill” in Market Now

SMC EL launched its personal hygiene and protection brand “Germ Kill” on April 20, 2020. Initially, the Instant Hand Sanitizer with its antiviral and antibacterial properties was introduced in the market with an aim to protect people from all germs. Germ Kill Instant Hand Sanitizer is formulated with WHO and CDC recommended 70% Isopropyl alcohol. It is effective to kill 99.9% germs including Coronavirus without any use of water. It is available in the market with in SKUs- 50 ml Bottle, 50 and 100 ml Tube.

Based on the positive market feedback and customer appreciation, the company launched its Hand Wash in May 2020. Germ Kill Antigerm Hand Wash is also effective to kill 99.9% germs. It is strongly recommended to wash your hands with hand wash for minimum 20 seconds following WHO recommended steps to remove germs. Germ Kill Hand Wash is available in the market in three SKUs which are affordable yet the best quality- 180 ml Spout, 180 ml Refill, 60 ml Tube, 3 ml Sachets (as 12 pcs string).



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 Warehouse at Bhaluka, Mymensingh. During their visit to the factory, they were impressed to see the manufacturing process and quality evaluation system which follows the Current Good Manufacturing Practice (cGMP) guideline of WHO. 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.



Annual General Meeting 2020 - SMC and SMC EL

31ST ANNUAL GENERAL MEETING (VIRTUAL) SOCIAL MARKETING COMPANY

15 June, 2020



From left to right: **Mr. Toslim Uddin Khan** (Chief of Program Operations, SMC), **Mr. Faruque Ahmed** (Director, SMC Board), **Mr. Shaif Uddin Ahmed** (Chief of Finance & Accounts, SMC), **Mr. Aftab ul Islam FCA** (Director, SMC & SMC EL Board), **Mr. Syed Mohammad Zubeyr Ali FCMA** (Company Secretary SMC & SMC EL Board), **Mr. Siddiqur Rahman Choudhury** (Chairman, SMC & SMC EL Board), **Mr. Muhammed Ali** (Director, SMC & SMC EL Board), **Mr. Md. Ali Reza Khan** (Managing Director & CEO, SMC), **Mr. Muhammed A. (Rumeel) Ali** (Company Member), **Dr. Yasmin Hemayet Ahmed** (Director, SMC Board), **Mr. Siddique Ullah** (Director, SMC & SMC EL Board), **Mr. Abdul Haque** (Managing Director, SMC EL), **Ms. Rokeya Quader** (Director, SMC Board), **Mr. Waliul Islam** (Director, SMC & SMC EL Board), **Dr. Masud Ekramullah Khan** (Director, SMC Board), **Dr. Jahir Uddin Ahmed** (Director, SMC EL Board), **Ms. Rupali Haque Chowdhury** (Company Member), **Mr. Muhammed Farhad Hussain FCA** (Director, SMC & SMC EL Board).

5TH ANNUAL GENERAL MEETING (VIRTUAL) SMC ENTERPRISE LIMITED

16 June, 2020



From left to right: **Mr. Syed Mohammad Zubeyr Ali FCMA** (Company Secretary SMC & SMC EL Board), **Mr. Tapan Bala FCA FCMA** (Head of Internal Audit, SMC), **Mr. Md. Feroza-Ul-Alam** (Chief of Factory Management, SMC EL), **Dr. Jahir Uddin Ahmed** (Director, SMC EL Board), **Mr. Taufiqur Rahman Mollick** (Chief of Marketing & Supply Chain, SMC EL), **Mr. Abdul Haque** (Managing Director, SMC EL), **Mr. Siddique Ullah** (Director, SMC & SMC EL Board), **Mr. Khandaker Shamim Rahman** (Additional General Manager, Marketing, SMC EL), **Mr. Siddiqur Rahman Choudhury** (Chairman, SMC & SMC EL Board), **Mr. Muhammed Ali** (Director, SMC & SMC EL Board), **Mr. Muhammed Farhad Hussain FCA** (Director, SMC & SMC EL Board), **Mr. Chandra Nath Mandal** (Additional General Manager, Sales, SMC EL), **Mr. Md. Ali Reza Khan** (Managing Director & CEO, SMC), **Mr. Aftab ul Islam FCA** (Director, SMC & SMC EL Board), **Mr. Abul Bashir Khan FCMA** (Chief Financial Officer, SMC EL), **Mr. Waliul Islam** (Director, SMC & SMC EL Board).

Financial Results

Statement of Income and Expenditure

Particulars	FY2019-20 Taka	FY2018-19 Taka	FY2017-18 Taka	FY2016-17 Taka
Program Income	181,190,630	149,966,965	140,680,596	109,177,204
Commodity cost of SMC own products	74,010,681	55,735,312	58,259,017	52,519,000
Surplus/(Deficit)	107,179,949	94,231,653	82,421,579	56,658,204
Donation Income	265,131,302	317,512,730	357,165,745	282,835,924
Income (Corporate)				
Dividend Income	34,999,930	29,999,940	24,999,950	9,999,960
Interest Income	178,419,121	158,320,774	77,910,285	113,756,950
Rental Income	97,113,326	96,546,019	81,434,266	64,969,592
Income from Services (Niltara)	22,809,911	12,356,221	548,646	-
Management Fees	516,327	1,251,179	4,544,976	7,205,079
Miscellaneous *	3,269,626	588,492	18,284,589	29,040,595
Total Income (Corporate)	337,128,240	299,062,625	207,722,712	224,972,176
Total Income	709,439,491	710,807,008	647,310,036	564,466,304
Expenditure				
SMC Corporate	304,598,767	313,536,743	245,933,992	276,264,695
SMC Program Division	283,231,896	379,929,818	409,838,723	338,776,451
SMC Funded Projects Costs	60,424,076	26,775,899	12,210,485	1,416,110
Total Expenditure	648,254,739	720,242,460	667,983,200	616,457,256
Surplus/(Deficit)	61,184,752	(9,435,452)	(20,673,164)	(51,990,952)

* FY 17-18, Misc. income includes sale of land at ORS Factory.

Statement of Financial Position

Particulars	FY2019-20 Taka	FY2018-19 Taka	FY2017-18 Taka	FY2016-17 Taka
Capital Fund	3,409,887,472	3,348,702,720	2,956,759,546	2,916,429,830
Retained Earnings			397,056,038	441,692,033
Current liabilities	869,773,267	457,016,319	443,557,791	498,273,310
Liabilities	4,279,660,739	3,805,719,039	3,797,373,375	3,856,395,173
Non-current assets	1,315,068,657	952,137,035	863,292,768	824,950,680
Current assets	2,964,592,082	2,853,582,004	2,934,080,607	3,031,444,493
Assets	4,279,660,739	3,805,719,039	3,797,373,375	3,856,395,173



Auditors' Report

and Consolidated Financial
Statements - SMC

**Independent Auditors' Report
To the Members of
Social Marketing Company**

Opinion

We have audited the accompanying Consolidated Financial Statements of **Social Marketing Company and its subsidiary**, SMC Enterprise Limited (together referred to as the "Group") which comprise the Consolidated Statement of Financial Position as at 30 June 2020, Consolidated Statement of Profit or Loss and Other Comprehensive Income, Consolidated Statement of Changes in Equity, Consolidated Statement of Cash Flows for the year then ended and a Summary of Significant Accounting Policies and Other Explanatory Notes.

In our opinion, the accompanying Consolidated Financial Statements present fairly, in all material respects, (or give a true and fair view of) the Financial Position of **Social Marketing Company and its subsidiary**, as at 30 June 2020 and (of) its Financial Performance and its Cash Flows for the year then ended in accordance with International Financial Reporting Standards (IFRSs), comply with the Companies Act 1994, and other applicable laws and regulations.

Basis for Opinion:

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Consolidated Financial Statements section of our report. We are independent of the Company in accordance with the ethical requirements that are relevant to our audit of the Consolidated financial statements and we have fulfilled our ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the Consolidated Financial Statements in accordance with IFRSs, and for such internal control as management determines is necessary to enable the preparation of Financial Statements that are free from material misstatement, whether due to fraud or error.

In preparing the Consolidated Financial Statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the Consolidated Financial Statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the Consolidated financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company's to cease to continue as a going concern.
- Evaluate the overall presentation, structure, and content of the Consolidated financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and audit findings, including any deficiencies in internal control that we identify during our audit.

Report on Other Legal and Regulatory Requirements

We also report that:

- a) We have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit and made due verification thereof;
- b) In our opinion, proper books of accounts as required by law have been kept by the Company so far as it appeared from our examination of those books;
- c) The Consolidated Statement of Financial Position, Consolidated Statement of Profit or Loss and Other Comprehensive Income of the Company dealt with by the report are in agreement with the books of account.

Dhaka, Bangladesh
Date: 13 March 2021




MABS & J Partners
Chartered Accountants

Signed By: Nasir U Ahmed FCA, FCS, CGMA,
ACMA (UK), ACA (England & Wales)
Senior Partner
Enrollment No: 0535

Social Marketing Company
Consolidated Statement of Financial Position
As at 30 June 2020

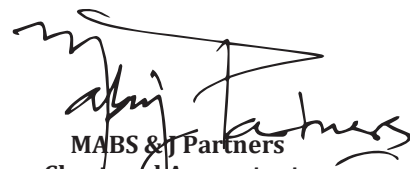
Particulars	Notes	30-Jun-2020	30-Jun-2019
		BDT	BDT
Assets			
Non-current assets			
Property, plant and equipment	4	2,860,560,899	2,681,150,263
Right-of-use assets	4	167,603,854	-
Capital work-in-progress	5	46,621,727	141,991,636
Total non-current assets		3,074,786,480	2,823,141,899
Current assets			
Inventories	6	1,076,866,989	955,353,472
Receivables	7	53,110,209	43,715,440
Advances, deposits and prepayments	8	1,146,025,079	935,992,757
Investment in fixed deposit	9	2,330,305,528	1,771,136,123
Cash and bank balances	10	1,266,221,184	539,739,948
Total current assets		5,872,528,989	4,245,937,740
Total assets		8,947,315,469	7,069,079,639
Equity			
Capital fund	11	3,409,887,473	3,348,702,720
Retained earnings	12	2,907,131,542	2,089,592,084
		6,317,019,015	5,438,294,804
Non-controlling interest		7,919	6,284
Total equity		6,317,026,934	5,438,301,088
Liabilities			
Non-current liabilities			
Retirement benefit obligation-gratuity	13	56,698,416	23,587,394
Lease Liability	19	124,757,188	-
Deferred tax liability	25	40,299,361	55,568,780
Total non-current liabilities		221,754,964	79,156,174
Current liabilities			
Deferred Income	14	63,171,331	36,099,143
Income tax	15	901,587,413	704,788,032
Accounts and other payables	16	1,331,331,610	756,463,023
Worker's Profit Participation Fund & Welfare Fund	17	66,670,547	44,702,472
Security deposits	18	11,765,569	9,569,708
Lease Liability	19	34,007,101	-
Total current liabilities		2,408,533,571	1,551,622,377
Total equity and liabilities		8,947,315,469	7,069,079,639


Md. Hashim Uddin, FCA
Chief of Finance & Accounts
(Current Charge)


Md. Ali Reza Khan
Managing Director & CEO


Siddiqur Rahman Choudhury
Chairman


Place: Dhaka, Bangladesh
Date: 13 March 2021


MABS & J Partners
Chartered Accountants
Signed By: Nasir U Ahmed FCA, FCS, CGMA,
ACMA (UK), ACA (England & Wales)
Senior Partner
Enrollment No: 0535

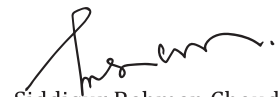
Social Marketing Company
Consolidated Statement of Profit or Loss and Other Comprehensive Income
For the year ended 30 June 2020

Particulars	Notes	30-Jun-2020	30-Jun-2019
		BDT	BDT
Revenue	20	8,153,524,455	6,558,409,562
Cost of goods sold	21	(4,927,386,894)	(4,068,399,269)
Gross profit		3,226,137,560	2,490,010,293
Operating expenses	22	(1,486,787,935)	(1,400,678,657)
Selling & Marketing Expenses		(968,036,568)	(825,393,158)
Profit from operations		771,313,058	263,938,478
Finance Expenses		(5,425,535)	(11,768,388)
Net Operating Profit		765,887,523	252,170,090
Donation income	23	265,131,302	317,426,076
Other Income	24	363,576,878	315,017,824
Contribution to WPPF		(66,670,547)	(44,702,472)
Net profit before tax		1,327,925,155	839,911,518
Current Income tax		(429,468,728)	(287,336,868)
Deferred tax	25	15,269,419	6,524,303
Net profit after tax		913,725,847	559,098,953
Other comprehensive income		-	-
Total comprehensive income		913,725,847	559,098,953
Profit attributable to:			
Social Marketing Company		913,724,142	559,097,816
Non-controlling interest		1,705	1,137
		913,725,847	559,098,953


These financial statements should be read in conjunction with annexed notes


Md. Jashim Uddin, FCA
Chief of Finance & Accounts
(Current Charge)


Md. Ali Reza Khan
Managing Director & CEO


Siddiqur Rahman Choudhury
Chairman


Place: Dhaka, Bangladesh
Date: 13 March 2021


MABS & Partners
Chartered Accountants
Signed By: Nasir U Ahmed FCA, FCS, CGMA,
ACMA (UK), ACA (England & Wales)
Senior Partner
Enrollment No: 0535

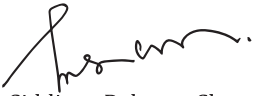
Social Marketing Company
Consolidated Statement of Changes in Equity
For the year ended 30 June 2020

Particulars	Capital fund	Retained earnings	Non-controlling interest	Total Equity
	BDT	BDT	BDT	BDT
Balance as on 01 July 2019	3,348,702,721	2,089,592,084	6,284	5,438,301,088
Surplus for the year - SMC	61,184,752	-	-	61,184,752
Dividend for the year 2018-2019	-	(34,999,930)	(70)	(35,000,000)
Profit for the year - SMC Enterprise Limited	-	852,539,389	1,705	852,541,094
Balance as at 30 June 2020	3,409,887,473	2,907,131,542	7,919	6,317,026,934

Balance as on 01 July 2018	2,956,759,546	1,948,114,795	5,207	4,904,879,548
Surplus/(Deficit) for the year - (SMC-Program division under capital fund and SMC Corporate under retained earnings)	31,814,565	(41,250,017)	-	(9,435,452)
Transfer to Capital Fund	360,128,609	(360,128,609)	-	-
Dividend for the year 2017-2018	-	(29,999,940)	(60)	(30,000,000)
Previous years adjustment	-	4,322,588	-	4,322,588
Profit for the year - SMC Enterprise Limited	-	568,533,267	1,137	568,534,404
Balance as at 30 June 2019	3,348,702,721	2,089,592,084	6,284	5,438,301,088


Md. Jashim Uddin FCA
Chief of Finance & Accounts
(Current Charge)


Md. Ali Reza Khan
Managing Director & CEO


Siddiqur Rahman Choudhury
Chairman

Social Marketing Company
Consolidated Statement of Cash Flows
For the year ended 30 June 2020

Particulars	30-Jun-2020	30-Jun-2019
	BDT	BDT
A. Cash flows from operating activities		
Reconciliation of profit before tax to cash generated from operations		
Net profit before tax	1,333,350,690	851,679,906
Adjustments for non-cash items:	-	-
Depreciation on property, plant and equipment	290,003,500	251,610,376
	1,623,354,189	1,103,290,282
Changes in working capital components:		
(Increase)/decrease in inventories	(121,513,516)	(250,399,421)
(Increase)/decrease in previous year adjustment	-	4,322,588
(Increase)/decrease in accounts and other receivable	298,398,648	48,408,854
(Increase)/decrease in advances, deposit and prepayments	(169,866,182)	31,672,756
Increase/(decrease) in deferred income	27,072,185	10,098,417
Increase/(decrease) in accounts and other payables	351,229,189	104,273,738
Increase/(decrease) in lease liabilities	158,764,295	-
Increase/(decrease) in provision of WPPF & Welfare Fund	21,968,075	3,722,703
Increase/(decrease) in security deposit	2,195,860	(7,139,083)
Increase/(decrease) in retirement benefit obligation-gratuity	33,111,022	(34,256,604)
Finance Cost Paid	-	(11,768,388)
	601,359,576	(101,064,442)
Cash generated from operations	2,224,713,766	1,002,225,840
Income tax paid	(261,658,879)	(293,583,863)
	1,963,054,887	708,641,977
B. Cash flows from investing activities		
Acquisition of property, plant and equipment	(315,159,986)	(461,357,273)
Proceeds from sale of property, plant and equipment	4,492,818	8,551,776
Disposal of Non-Current Assets	153,429	-
Investment in Capital-work-in progress	(36,953,366)	(83,713,061)
Encashment of Fixed Deposit	50,000,000	-
Right-of-use assets -addition	(194,937,141)	-
Investment in fixed deposit	(609,169,405)	(54,655,249)
	(1,101,573,650)	(591,173,807)
Net cash (used in)/generated by investing activities		
Dividend Paid	(35,000,000)	(30,000,000)
Payments to Vendor's Account	(100,000,000)	-
	(135,000,000)	(30,000,000)
Net cash (used in)/generated by financing activities		
Net increase in cash and bank balances (A+B+C)	726,481,237	87,468,170
Cash and bank balances at the beginning of the year	539,739,948	452,271,778
Cash and bank balances at the end of the year	1,266,221,184	539,739,948



Md. Jashim Uddin, FCA
Chief of Finance & Accounts
(Current Charge)



Md. Ali Reza Khan
Managing Director & CEO



Siddiqur Rahman Choudhury
Chairman

Social Marketing Company

Notes to the Consolidated Financial Statements

For the year ended 30 June 2020

1. Organisation and its of activities

Social Marketing Company (SMC) ("the Company") is a not-for-profit company incorporated in Bangladesh in April 1990 as per section 26 of the Companies Act, 1913 which subsequently comes under the jurisdiction of the Companies Act, 1994 and is involved in the reproductive, health and nutrition programs of the country. It is funded by the United States Agency for International Development (USAID) both through cash and contraceptive items. SMC formed SMC Enterprise Ltd, a for-profit subsidiary to separate profitable operations from non-profit activities in October 2014. SMC Enterprise Limited ("SMCEL") is registered with Registrar of Joint Stock Companies and Firms vide registration no. L-30001503052-H.

2. Basis of preparation of financial statements

2.1 Statement of compliance

The consolidated financial statements have been prepared in accordance with International Financial Reporting Standards (IFRSs) and the Companies Act 1994.

IFRSs are designed to apply to general purpose financial statements and other financial reporting of all profit-oriented entities. The Company is not a profit oriented entity for the Programme Division. As such it is not possible to comply with all the requirements of IFRSs. However, the Company adopted the IFRSs so far it is possible to comply without any contradiction to the local laws, as its reporting framework.

2.2 Principles of consolidation

Subsidiaries are entities controlled by the Group. An investor controls an investee if and only if it has all of the following:

- power over the investee;
- exposure, or rights, to variable returns from its involvement with the investee, and
- the ability to use its power over the investee to affect the amount of the investor's returns.

The consolidated financial statements incorporate the financial statements of Social Marketing Company and the financial statements of a majority-owned subsidiary (SMCEL) company from the date that control commences until the date that control ceases. The financial statements of such subsidiary company are incorporated on a line by line basis and the investments held by the Group are eliminated against the corresponding share capital of subsidiary in the consolidated financial statements. All significant intercompany transactions and balances have been eliminated in consolidation. Figures used in the consolidated financial statements are based on the audited financial statements which are audited by other auditors.

2.3 Measurement of the elements in the financial statements

Measurement is the process of determining the monetary amounts at which the elements of the financial statements are to be recognised and carried in the statement of financial position and statement of profit or loss and other comprehensive income. The measurement basis adopted by Social Marketing Company is historical cost. Under the historical cost, assets are recorded at the amount of cash or cash equivalents paid or the fair value of the consideration given to acquire them at the time of their acquisition.

Liabilities are recorded at the amount of proceeds received in exchange for the obligation, or in some circumstances (for example, income taxes), at the amounts of cash or cash equivalents expected to be paid to satisfy the liability in the normal course of business.

The complete set of Financial Statements includes the following components:

- Consolidated Statement of Financial Position as at 30 June 2020;
- Consolidated Statement of Profit or Loss and Other Comprehensive Income for the year ended 30 June 2020;
- Consolidated Statement of Changes in Equity for the year ended 30 June 2020
- Consolidated Statement of Cash Flows for the year ended 30 June 2020; and
- Notes to the Consolidated Financial Statements for the year ended 30 June 2020.

2.4 Functional and presentational currency

These financial statements are prepared in Bangladesh Taka (BDT), which is the Company and its subsidiaries' functional currency as well. All financial information presented in BDT has been rounded to the nearest integer.

2.5 Use of estimates and judgments

The preparation of the financial statements in conformity with IFRSs requires management to make judgments, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from those estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimates are revised and in any future periods affected.

Information about critical judgments in applying accounting policies that have the most significant effect on the amounts recognised in the financial statements are described in the following notes:

Note - 4	Depreciation of property, plant and equipment
Note - 5	Inventories
Note -13	Retirement benefit obligation-gratuity
Note -15	Provision for income tax

2.6 Statement of cash flows

Statement of cash flows has been prepared in accordance with the International Accounting Standard (IAS) 7: Statement of cash flows, under indirect method. Statement of cash flows of SMC for year ended 30 June 2020 have been prepared following indirect method which is represented in this financial statements to make it comparable.

2.7 Reporting period

The accounting period of the Company has been determined to be from 1 July to 30 June each year. These financial statements cover twelve months from 1 July 2019 to 30 June 2020.

Financial statements of one accounting period must be comparable to another in order for the users to derive meaningful conclusions about the trends in an entity's financial performance and position over time.

2.8 Non-controlling interests in consolidated financial statements

Social Marketing Company adopted the accounting guidance on non-controlling interests in consolidated financial statements.

Accounting guidance requires that a non-controlling interest in the equity of a subsidiary be accounted for and reported as equity and provides guidance on the treatment of net income and losses attributable to the non-controlling interest and changes in ownership interests in a subsidiary and requires additional disclosures that identify and distinguish between the interests of the controlling and non-controlling owners. Profit attributable to non-controlling interest represent income attributable to the common shareholders of SMC Enterprise Limited in a single line.

The composition of fully paid- up share capital of SMC Enterprise Limited is as follows:

Name of shareholder	Nationality	No. of shares	Face value per share	Amount in
			BDT	BDT
Social Marketing Company	Bangladeshi	999,998	100	99,999,800
Mr. Siddiqur Rahman Choudhury	Bangladeshi	1	100	100
Mr. Md. Ali Reza Khan	Bangladeshi	1	100	100
		1,000,000		100,000,000

3. Significant accounting policies

The accounting policies set out below have been applied consistently to all periods presented in these consolidated financial statements, and have been applied consistently by group entities.

3.1 Revenue

3.1.1 Commodities sold

Products and ORS are sold at profits. Selling prices are fixed time to time by the management with a view to increase the effective use of modern contraceptive methods through promotion of family planning in a generic sense and to promote increased use of ORS for the interest of mother and child health care. Sales are recognised when all of the following conditions are fulfilled:

- SMC has transferred the significant risks and rewards of ownership of the products to the retailers;
- The Company retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
- The amount of sales can be measured reliably; and
- The costs incurred or to be incurred in respect of the transaction can be measured reliably.

3.1.2 Revenue from the sale of donated goods

The policy of the Company is to sell its USAID donated products and products at subsidised prices.

3.1.3 Donation income in the form of cash donation

Donation income in the form of cash donation is generated from fund provided by foreign donor(s) for programme expenditures.

3.1.4 Other income

Gains and losses on sale of property, plant and equipment are determined by comparing the proceeds from disposal with the carrying amount of property, plant and equipment. Interest accrued and earned on fixed deposits, is recognised as other income.

3.2 Inventories

Contraceptives received through USAID have been valued at realisable value to the Company. The procured contraceptives are valued at average invoice price which includes C&F charges and other costs.

Inventories are carried at the lower of cost and net realizable value as prescribed by IAS 2: "Inventories". Cost is determined on weighted average cost basis. The cost of inventories comprises of expenditure incurred in the normal course of business in bringing the inventories to their present location and condition. Net realizable value is based on estimated selling price less any further costs expected to be incurred to make the sale.

3.3 Property, plant and equipment

3.3.1 Recognition and measurement

3.3.2 Subsequent cost

Subsequent expenditure is capitalised only when it is probable that the future economic benefits associated with the expenditure will flow to the Company. Ongoing repairs and maintenance are expensed as incurred.

3.3.3 Depreciation

Depreciation is calculated to write off the cost of items of property, plant and equipment less their estimated residual values using the straight-line basis over their estimated useful lives. The principal rates generally in use are as follows:

Asset category	Rate (%)
Land (HQ and Factory)	0
Buildings (HQ, Factory and CWH)	2.5 to 10
Lifts (HQ and CWH)	20
Power sub-stations (HQ, Factory and CWH)	20
Fire control system	20
Central air conditioning (HQ and Factory)	20
Deep tube well (Factory)	15
Plant and machinery	10
QC equipment	10
Warehouse equipment	10
Furniture and fittings	10
Vehicles	20 to 25
Other equipment	20
Office equipment	20
Mobile phone	30
Water treatment plant	15
Software development	20
Diesel reservoir	20
Other assets	20
Books	0

Items of assets are depreciated from the month of that the asset is completed or purchased and ready for use and no depreciation is charged in the month when an asset is disposed off. Depreciation methods, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate.

Land is not depreciated.

3.3.4 Impairment

The carrying amounts of property, plant and equipment are reviewed at each reporting date to determine whether there is any indication of impairment. An impairment loss is recognised in the statement of profit or loss and other comprehensive income if the carrying amount of an asset exceeds its estimated recoverable amount. However, no such conditions that would arise the risk of impairment of assets existed at the reporting date.

3.4 Financial instruments

A financial instrument is any contract that gives rise to a financial asset of one entity and a financial liability or equity instrument of another entity.

3.4.1 Financial assets

The Company initially recognises receivables and deposits on the date that they are originated. All other financial assets are recognised initially on the date at which the Company becomes a party to the contractual provisions of the transaction.

The Company derecognises a financial asset when the contractual rights or probabilities of receiving the cash flows from the asset expire or it transfers the rights to receive the contractual cash flows on the financial asset in a transaction in which substantially all the risks and rewards of ownership of the financial asset are transferred.

Financial assets include cash and cash equivalents, investment and investment of gratuity fund, interest and other receivables.

3.4.1.1 Cash and bank balances

Cash and bank balances comprise cash balances in hand, current, short term and fixed deposits.

3.4.1.2 Other receivables

The other receivables includes receivables from donors, SMCEL (vendor agreement-current position) and other miscellaneous receivables.

3.4.2 Financial liability

All other financial liabilities are recognised initially on the transaction date at which the Company becomes a party to the contractual provisions of the liability.

The Company derecognises a financial liability when its contractual obligations are discharged or cancelled or expired.

Financial liabilities include accrued expenses, other liabilities and accounts & other payables.

3.5 Impairment of financial assets

3.5.1 Financial assets

A financial asset not carried at fair value through profit or loss is assessed at each reporting date to determine whether there is objective evidence that it is impaired. A financial asset is impaired if objective evidence indicates that a loss event has occurred after the initial recognition of the asset and that the loss event had a negative effect on the estimated future cash flows of that asset that can be estimated reliably.

Objective evidence that financial assets are impaired can include default or delinquency by a debtor, restructuring of an amount due to the Company on terms that the Company would not consider otherwise, indications that a debtor or issuer will enter bankruptcy, adverse changes in the payment status of borrowers or issuers in the Company.

3.6 Foreign currency translations

Transactions in foreign currencies are translated to Bangladesh Taka (BDT) currency at the foreign exchange rates ruling at the dates of the transactions. Monetary assets and liabilities denominated in foreign currencies are translated at the rates of exchange ruling at the end of the year. Resulting exchange differences are recognised in the statement of profit or loss and other comprehensive income (profit and loss statement).

3.7 Employee benefits

3.7.1 Short term benefits

Short-term employee benefit obligations are measured on an undiscounted basis and are expensed as the related service is provided.

3.7.2 Defined contribution plan (Provident Fund)

A defined contribution plan is a post-employment benefit plan under which an entity pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. The Company maintains a recognised provident fund.

3.7.3 Defined benefit plan (Gratuity Fund)

Defined benefit plan is a retirement benefit plan under which amounts to be paid as retirement benefits are determined by reference to employees' earnings and/or year of services. The Company has unfunded gratuity fund. The Employees' Gratuity Fund is being considered as defined benefit plan as it meets the recognition criteria. The Company's obligation is to provide the agreed benefits to current employees as per condition of the fund.

The Company operates a gratuity scheme for its permanent employees; provision for gratuity is made annually against one month's basic salary for an eligible employee who have been employed for less than 10 years and 1.5 month's basic salary for employees who have been employed for more than 10 years for each completed year of services.

3.7.4 Defined Staff Welfare Benefit

SMC Staff Welfare Benefit was created on 1st January 2015. As per which employees are given on additional benefit at each year end as per the decision of the board.

3.7.5 Workers' Profit Participation Fund

SMC Enterprise Limited's Workers' Profit Participation Fund (the "WPPF") also qualifies as defined contribution plan. The Company is required to provide 5% of net profit before tax before charging such expense in accordance with Bangladesh Labour Act 2006 (amended in 2013).

3.8 Taxation

Income tax for the year comprises current tax recognised in the statement of profit or loss and other comprehensive income (profit and loss statement).

3.8.1 Current income tax

Current tax is the expected tax payable on the taxable income chargeable for the year, using tax rates enacted or substantively enacted at the statement of financial position date, and any adjustment to tax payable in respect of previous years. Provision for current tax expenses has been made on the basis of Income Tax Ordinance 1984 (as amended up to date).

3.8.2 Deferred tax

SMCEL a majority - owned subsidiary has recognised deferred tax liability in accordance with the provision of IAS 12 (Income tax) based on temporary differences arising due to difference in the carrying amount of the assets or liabilities and its tax base.

3.9 Provisions

Provisions are recognised in the statement of financial position when the Company has a legal and constructive obligation as a result of past events and it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate thereof can be made.

3.10 Finance income and finance costs

Finance income comprises interest income on funds invested. Interest income is recognised as it accrues in profit or loss, using the effective interest method. Finance costs comprise interest expense on borrowings. Borrowing costs that are not directly attributable to the acquisition, construction or production of a qualifying asset are recognised in profit or loss using the effective interest method.

3.11 Leases (as lessor)

The Company leased out a number of floors of the Head Office building. The lease income from operating leases shall be recognised in the statement of profit or loss and other comprehensive income on a straight-line basis over the lease term, unless another systematic basis is more representative of the time pattern in which use benefit derived from the leased asset is diminished.

3.12 Leases (as lessee)

Leases of assets in which the Group assumes substantially the risks and rewards of ownership are classified as finance leases. Finance leases are capitalised at the inception of the lease at the lower of the fair value of the leased property and the present value of the minimum lease payments. Each lease payment is allocated between the liability and finance charges so as to achieve a constant rate on the finance balance outstanding. The corresponding rental obligations, net of finance charges, are included as liabilities. The interest element of the finance cost is taken to the Statement of Profit or Loss and Other Comprehensive Income over the lease period so as to produce a constant periodic rate of interest on the remaining balance of the liability for each period.

3.13 Events after the reporting period

Events after the reporting period that provide additional information about the Company's position at the date of statement of financial position or those that indicate the going concern assumption is not appropriate are reflected in the financial statements. Events after the reporting period that are not adjusting event are disclosed in the notes when material.

	Consolidated	Consolidated
	30-Jun-2020	30-Jun-2019
	BDT	BDT
4. Property, plant and equipment		
Opening Balance	3,674,836,679	3,222,380,344
Add: Addition during the year	447,483,262	463,895,933
Less: Sales/Adjustments during the year	50,018,762	11,439,601
Less: Accumulated depreciation (note 4.1)	1,211,740,280	993,686,413
Total	2,860,560,899	2,681,150,263
4.1 Accumulated depreciation		
Opening Balance	993,686,413	744,963,862
Add: Charged during the year	262,670,213	251,610,377
Less: Sales/Adjustments during the year	44,616,346	2,887,826
Total	1,211,740,280	993,686,413

* This amount represents written down value at the date of financial statements. Details are shown in **Annexure- A.**

4.2 Right-of-use assets

A Opening balance	-	-
Add: Addition during the year	194,937,141	-
Total	194,937,141	-
Accumulated depreciation		
Opening balance	-	-
Add: Charged during the year	27,333,287	-
B Total	27,333,287	-
Written down value (A-B)	167,603,854	-

5 Capital work-in-progress

Construction work at Comilla	-	9,111,282
Construction work at Bhaluka for ORS factory	15,062,934	91,306,774
Construction work for CWH at Bhabanipur	540,000	540,000
Construction work at Khulna	748,298	748,298
Construction work for expansion of H&H Factory	8,888,750	-
Property, plant and equipment (Other than construction works)	21,381,745	40,285,282
	46,621,727	141,991,636

The movement and subsequent position of this amount is as under:

Opening balance	141,991,636	60,817,235
Add: Addition during the year	47,150,033	83,713,061
	189,141,669	144,530,296
Less: Transfer to property, plant and equipment during the year	132,323,275	2,538,660
Less: Transfer to revenue expenditure during the year	10,196,667	-
	46,621,727	141,991,636

6. Inventories

Details of the above are as follows:

a. Contraceptives, ORS & others :

USAID - Somaject
USAID - Sayanapress
USAID - IUD
USAID - Implant
SMC - Pregnancy Test Kit
SMC - Somaject
SMC-Easy Clean (Paper Soap)
SMC - SDK
SMC-Vermicid
SMC - Niltara Clinic-Pharmacy Products
SMC - Zinc
SMC - Monimix
SMC EL - Hero
SMC EL- Panther
SMC EL - Sensation Group
SMC EL- U&ME Group
SMC EL- Extreme Group
SMC EL- Noret
SMC EL- Femicon
SMC EL- Raja
SMC EL- Pharma Products
SMC EL- Taste Me
SMC EL- Bolt
SMC EL- Amore
SMC EL- Joya
SMC EL- Norix
SMC EL- Minicon
SMC EL- Mypill
SMC EL- Femipill
SMC EL- Smile
SMC EL- Ovacom Gold
SMCEL-Germ Kill items
SMCEL-Drinking Water

Sub-Total

b. ORS raw materials
c. ORS work-in process
d. ORS finished product stock
e. MoniMix
f. Vermicid
g. Generator Fuel
h. Advertising materials
i. Vehicle spare parts and others
i. Packaging Materials
k. Raw materials stock at factory - Joya
l. Raw materials stock at factory - Pharma
m. Raw materials stock at factory - ED

Sub-Total

Grand-Total

Consolidated	Consolidated
30-Jun-2020	30-Jun-2019
BDT	BDT

55,530,964	30,537,916
6,045,440	3,234,720
424,177	581,857
1,170,750	1,744,650
240,401	218,624
-	8,672,295
332,682	-
1,213,527	358,885
652	-
3,552,160	2,723,850
4,302,760	3,191,214
10,375,175	12,461,661
15,395,842	8,947,023
37,724,818	27,894,875
24,815,687	8,846,083
9,210,125	15,953,517
3,697,590	1,421,664
1,904,332	9,521,409
15,578,438	77,286,910
22,397,739	11,831,038
31,908,055	24,004,407
16,323,754	13,312,530
26,071,969	12,014,517
74,352	2,339,525
25,001,845	59,493,360
5,991,111	3,892,572
6,418,569	6,751,121
900,488	6,469,238
20,367,439	38,220,762
61,742,127	43,415,556
362,691	-
15,062,476	-
1,868,219	-
426,006,354	440,740,940
27,757,550	41,347,042
10,468,050	8,177,066
253,436,303	98,215,666
1,576,665	-
254,896	-
897,107	-
20,579,942	28,846,574
61,330,178	54,668,556
126,066,360	-
100,176,097	158,534,901
34,275,803	27,906,835
14,041,682	8,546,688
650,860,635	514,612,532
1,076,866,989	955,353,472

	Consolidated	Consolidated
	30-Jun-2020	30-Jun-2019
	BDT	BDT
7. Receivables		
Current account with area offices - trade	15,034,289	11,021,614
Other receivables (note 7.1)	19,628,769	9,851,767
Receivable from ADL for Pharma Sales	2,160,111	66,532
Current account with area offices - expenses	16,287,041	22,775,527
Total	53,110,209	43,715,440
7.1. Other receivables		
Receivable from SMC PF Account	357,108	2,200,000
Receivable from SMC Gratuity Account	9,832,387	6,109,411
Receivable for TBA/NGO/Packing Bill	1,462,069	-
Receivable from PF, GF & WPPF	3,139,284	-
Pragati Insurance Ltd	1,558,084	443,064
Receivable from donors for cash fund	527,834	132,567
Others	2,752,003	966,724
Sub-Total	19,628,769	9,851,767
8. Advances, deposits and prepayments		
a. Advance		
Vehicle loans (note 8.1)	43,952,856	48,617,990
Advance against expenses	24,393,188	19,702,648
Advance against import (L/C)	244,155,264	166,726,808
Advance income tax (note 8.2)	732,210,852	605,397,004
Advance VAT-Toll Manufacturing	-	342,950
L/C margin	-	3,568,453
Advance to contractors	25,091,540	26,587,250
Bank guarantee-Rupali/Uttara Bank Limited	1,160,000	1,160,000
Advance/loan welfare fund	32,063	283,571
Advances to Media Persons	-	6,869,949
Linde Bangladesh Limited.	53,044	-
Uttara Motors Ltd.	690,000	-
Fountech	953,400	-
Rashid Enterprise	7,051	-
Meghna Sugar Refinery Ltd.	548,500	-
Iconic Engineering & Trading Company	67,999	-
Current Account with VAT-ORS factory	6,199,500	6,199,500
Current Account with VAT-H & H Factory	7,849,945	7,849,945
Current Account with VAT-Stock	32,180,238	30,059,979
Pragati Insurance Ltd	2,736,574	1,897,096
Sub-Total	1,122,282,014	925,263,143

Consolidated	Consolidated
30-Jun-2020	30-Jun-2019
BDT	BDT

b. **Security deposits**

Deposits against / with:

Bangladesh Telecommunications Company Limited

Grameenphone Limited

Titas Gas Transmission and Distribution Company Limited

Palli Biddut Samity deposit

Dhaka Electric Supply Authority

Alpine Fresh Water

General Post Office

Palli Bidyut Samity

First Security Islami Bank Limited, for 1640 K.W load of ORS
Factory

First Security Islami Bank Limited, for 550 KW power to 1600
KVA substation at Bhaluka, Mymensingh for electrolyte drink

Performance Security to BRAC

First Security Islami Bank Limited, for electricity line
construction

BRAC for OCP purchase

Power Development Board (PDB)

Palli Biddut Samitee

Ifad Multi Products Ltd

284,290	284,290
11,451	11,451
141,430	69,780
-	541,750
482,000	482,000
19,500	19,500
48,000	48,000
-	1,149,600
-	2,538,960
2,476,960	2,476,960
30,000	30,000
-	1,484,000
50,000	50,000
768,000	768,000
6,054,620	340,310
12,500,000	-
22,866,251	10,294,601

c. **Prepayments**

Insurance Premium

Sub-Total

Grand Total (a+b+c)

876,814	435,015
876,814	435,015
1,146,025,079	935,992,757

8.1 Vehicles loans

The above loan was given by the Company to its staff to increase their operational efficiency. Entire amount of BDT 43,952,856 is receivable from graded and management level personnel against motor car / motorbike loan under this scheme through a fixed number of installments.

The movement and subsequent position of this amount are as under:

Opening balance	48,617,990	33,531,674
Add: Advance given during the year	4,658,000	25,910,094
	53,275,990	59,441,768
Less: Adjusted/Realised during the year	9,323,134	10,823,778
Closing balance	43,952,856	48,617,990

Consolidated	Consolidated
30-Jun-2020	30-Jun-2019
BDT	BDT

8.2 Advance Income Tax:

Opening balance	605,397,004	537,019,080
Add: Advance given during the year	359,483,194	323,804,948
	964,880,198	860,824,028
Less: Adjusted/Realised during the year	232,669,346	255,427,024
Closing balance	732,210,852	605,397,004

As per clause 1(a) of section 94 of Income Tax Ordinance 1984, if NBR does not assess the income of two years from the end of the first assessment year in which the income was first assessable then the amount of tax provision can be adjusted based on the acknowledgement receipt from NBR at the time of payment of tax as per return under 82BB. So here SMC Enterprise Limited has adjusted the tax paid for the assessment year 2018-2019 against the advance income tax. The company subsequently will adjust if there is any over or under provision assessed by NBR.

9. Investment in fixed deposit

This represents fixed deposit including interest thereon with various banks and financial institutions namely:

NBFI'S:

MIDAS Financing Limited	203,988,216	231,600,704
IPDC Finance Limited	439,314,521	322,843,936
IDLC Finance Limited	227,100,751	103,077,000
IIDFCL	232,686,899	310,897,901
Lanka Bangla Finance Limited	137,581,623	298,341,278
IIDFC & MIDAS (Staff Welfare Benefit)	6,818,100	6,070,407
Delta Brac Housing Finance Corporation Limited	254,078,556	209,716,925

Banks:

Dhaka Bank Limited	54,777,500	50,000,000
Agrani Bank Limited	72,000,000	-
IFIC Bank Limited	44,762,500	-
Sonali Bank Limited	200,000,000	-
United Commercial Bank Limited	50,000,000	-
Southeast Bank Ltd.	102,238,000	-
Jamuna Bank Limited	84,699,665	82,055,472
One Bank Limited	43,420,000	40,000,000
Brac Bank Limited	59,430,157	54,562,500
Pubali bank Limited	93,275,000	40,000,000
Modhomoti Bank Limited	24,134,040	21,970,000
	2,330,305,528	1,771,136,123

	Consolidated	Consolidated
	30-Jun-2020	30-Jun-2019
	BDT	BDT
10. Cash and bank balances		
Cash in hand (note 10.1)	59,654,524	1,046,969
Cash at bank (note 10.2)	1,206,566,660	538,692,979
Grand Total	1,266,221,184	539,739,948
10.1 Cash in hand		
Head Office	369,613	263,974
All area offices & factories	544,566	584,113
Area offices: SO Bases*	58,740,345	198,882
Total	59,654,524	1,046,969
* Sales Officer's hand (Undeposited Sales proceeds)		
10.2 Cash at bank		
This represents balances in current and short term deposits with:		
Uttara Bank Ltd	650,884,931	156,830,900
Pubali Bank Ltd	212,967,149	192,534,957
BRAC Bank Ltd	11,404,024	1,331,695
United Commercial Bank Ltd	2,593,061	2,839,963
Dutch Bangla Bank Limited	36,238,237	9,616,127
Stanadard Chartered Bank	120,644,472	29,854,654
Janata Bank Ltd	-	1,326
National Bank Ltd	182,680	661,066
Prime Bank Limited	780,868	21,848,492
Sonali Bank Ltd.	63,280,530	3,431,861
Eastern Bank Ltd.	17,529,352	52,511,252
Agrani Bank Ltd.	7,894	8,771
IFIC Bank Ltd.	77,108	79,020
The City Bank Ltd.	32,405,197	841,286
First Security Islami Bank Limited	43,905,435	50,719,218
Bangladesh Krishi Bank, Banani Branch	4,749,964	252,749
Balance at Area offices & factorys' Banks	8,915,759	15,329,642
Total	1,206,566,660	538,692,979

	Consolidated	Consolidated
	30-Jun-2020	30-Jun-2019
	BDT	BDT
11. Capital fund		
Opening balance	3,348,702,720	2,956,759,546
Surplus/(deficit) transferred from statement of Income and Expenditure-SMC	61,184,752	31,814,565
Transfer from Retained earnings	-	360,128,609
Closing balance	<u>3,409,887,473</u>	<u>3,348,702,720</u>
12. Retained earnings		
Opening balance	2,089,598,368	1,948,120,002
Profit for the year of SMC Enterprise Limited	852,541,094	568,534,404
Previous years adjustment	-	4,322,588
Dividend Paid	(35,000,000)	(30,000,000)
Transfer to capital fund	-	(360,128,609)
Surplus/(deficit) transferred from statement of Income and Expenditure-SMC	-	(41,250,017)
Closing balance	<u>2,907,139,462</u>	<u>2,089,598,368</u>
Represented by:		
Retained earnings	2,907,131,542	2,089,592,084
Non-controlling interest	7,919	6,284
Closing balance	<u>2,907,139,462</u>	<u>2,089,598,368</u>
13. Retirement benefit obligation-gratuity		
For the FY 2019-20, gratuity fund is maintained as a separate set of accounts		
Opening balance	23,587,394	57,843,998
Add: Provision made during the year	50,698,416	41,587,394
	74,285,810	99,431,392
Less: Payment made during the year	17,587,394	75,843,998
Closing balance	<u>56,698,416</u>	<u>23,587,394</u>
14. Deferred Income		
Deferred income has been recognised for the closing stock of donated goods and such goods are valued at realisable value.		
Donated goods	63,171,331	36,099,143
	<u>63,171,331</u>	<u>36,099,143</u>
15. Provision for income tax		
Opening balance	704,788,032	672,878,188
Add: Provision made during the year	429,468,728	287,336,868
Less: Adjustment for the assessment year 2018-19	232,669,347	255,427,024
Closing balance	<u>901,587,413</u>	<u>704,788,032</u>

Consolidated	Consolidated
30-Jun-2020	30-Jun-2019
BDT	BDT

16. Accounts and other payables

Advance received from tenant	146,234,812	16,218,386
Partner MISHD Project - Engender Health	-	1,077,097
Partner MISHD Project - PSTC	2,222,143	2,361,540
CSR Fund (corporate social responsibility)	3,566,623	4,214,582
Essential Drugs Company Ltd	44,634,772	12,791,733
Popular Pharmaceuticals Ltd.	53,213,183	60,063,039
SMC Employees Welfare Fund	8,095,953	6,291,141
SMC Employees Welfare Fund (Current year)	5,916,000	7,524,000
Renata Limited	385,078,016	272,745,048
Liabilities for expenses	268,076,510	157,945,054
Beximco Pharmaceuticals Ltd.	11,849,474	-
A.H.KHAN & CO.	31,331,953	-
Payable - various suppliers	262,363,807	139,920,957
SMC Area Offices	2,992,167	720,248
MABS & J Partners	1,040,783	332,500
Suppliers and contractors	44,689,080	46,812,572
Performance Incentive	15,867,936	14,470,048
Badal and Company	21,591,462	5,859,510
Others	22,566,937	7,115,568
Total	1,331,331,610	756,463,023

17. Provision for Worker's Profit Participation Fund & Welfare Fund

Opening Balance	44,702,472	40,979,769
Add: Addition during the year	66,670,547	44,702,472
	111,373,019	85,682,241
Less: Paid during the year	44,702,472	40,979,769
	66,670,547	44,702,472

18. Security Deposits

Neptune Advertisers	111,790	111,790
Adway Publicity	288,916	288,916
Azad Art Hall	163,363	163,363
Aziz & Company Ltd.	34,000	34,000
Asiatic Marketing Communication Ltd	154,441	154,441
Magnum Eng. & Const. Ltd	1,186,448	1,141,449
Adcomm Ltd.	9,978	9,978
ACMEC Consortium Ltd.	108,000	108,000
Bitopi Advertising Ltd.	246,121	170,052
Asiatic Marketing Comm. Ltd.	10,610	10,610
Media Com Ltd.	172,485	145,335

Airy International	580,705	444,741
Cross World Power Ltd.	856,925	435,748
Nutech Construction Chemical Ltd	41,678	41,678
Mayer Dawua Thai Alominium Fabricator	37,501	11,662
Power property care service	8,375	8,375
Total Engineering & Construction Solution Tech	-	111,436
Godhury Marketing Communication	595,108	595,108
Nexus Trading	396,366	396,366
Nodi Enterprize	94,500	94,500
Gray Advt.(BD) Ltd.	37,791	37,791
Nazma Construction Co.	1,243,733	1,243,733
ISE LTD.	64,780	64,780
Energypac Engg. Ltd.	1,398,675	1,398,675
Noor Ad.	72,000	72,000
Multi Product Engg. Ltd	643,874	122,847
Uranus Communication	183,000	183,000
OOH Leader & Printers	362,250	362,250
GREY	31,433	31,433
Ogilvy & Mather Communication Pvt. Ltd	1,444	1,444
Paragon Ceramic Industries Ltd	167,290	167,290
Build Asia	728,855	728,855
Marn Steel Structure Ltd.	1,015,177	455,564
Base Technologies Ltd.	717,957	222,498
	11,765,569	9,569,708

19. Lease Liabilities

Current portion	34,007,101	-
Non Current portion	124,757,188	-
Total	158,764,289	-

	Consolidated	Consolidated
	30-Jun-2020	30-Jun-2019
	BDT	BDT
20. Revenue		
Programme division	181,190,630	149,966,965
Corporate Enterprise	8,926,372,407	6,975,742,119
Less: Value added Tax	878,568,368	504,093,227
Less: Discount on Sales	75,470,215	63,206,295
Total	8,153,524,455	6,558,409,562
21. Cost of goods sold		
Opening stock	500,133,615	365,147,981
Add: Production cost (note 21.1)	4,974,399,248	4,125,814,257
Add: Purchase during the year	65,573,199	80,157,574
Less: Transferred to SMC EL(Raja)	-	2,586,928
Less: Closing stock	612,719,167	500,133,615
Total	4,927,386,894	4,068,399,269
21.1 Production cost		
Consumption of raw materials	943,124,976	697,378,165
Consumption of packing materials	657,655,356	537,948,210
Factory Overhead	662,541,508	2,353,456,611
Purchase of commodities during the year	2,713,368,393	540,657,465
Opening work in process	8,177,066	4,550,872
Less: Closing work in process	10,468,050	8,177,066
Sub-Total	4,974,399,248	4,125,814,257
22 Operating expenses		
Salaries and benefits	693,451,567	612,582,590
Rent	43,117,381	55,809,357
Utilities	12,297,607	11,984,490
Communication	9,762,790	6,584,789
Bank Charges & Commission	1,256,633	1,027,744
Office Supply	23,736,322	15,036,216
Repair & maintenance	8,083,303	5,618,427
Legal and professional expenses	17,645,650	4,307,543
Trade license expenses	198,871	61,185

	Consolidated	Consolidated
	30-Jun-2020	30-Jun-2019
	BDT	BDT
Product Registration Fees	705,587	636,272
Postage	564,075	21,500
Rate & taxes	409,632	632,551
Security services	10,808,102	11,153,144
Generator fuel	618,744	680,869
Product Development Expenses	63,700	484,301
Trade handling charges	123,100	123,700
Honorarium	2,214,422	2,062,225
Recruitment & Training Expenses	1,262,871	601,996
Entertainment	4,069,105	6,192,282
Meeting & conference exp.	6,530,538	6,288,774
Insurance & premium	7,685,071	7,451,267
Inventory write off	25,416,183	375,238
Audit fees	806,000	727,525
Meal expenses	1,976,610	1,543,739
Staff gratuity	38,765,305	33,472,401
Medical check-up & Medical expenses	536,747	1,244,000
Cleaning & washing	1,311	6,600
Vehicle Taxes	304,292	401,758
Vehicle Fuel	15,938,052	15,996,763
Vehicle maintenance expenses	8,016,369	9,311,441
Interest Expenses	8,127,482	-
Depreciation	135,885,897	106,994,343
Travel & Transportation	19,903,286	19,432,525
Packaging	4,052,846	11,836,031
Advertisement & Promotion	33,027,448	76,160,624
Staff development cost	446,041	1,913,078
Reasearch and product development	3,146,280	5,391,148
General operating cost	104,071,038	125,879,986
Program related training	181,337,600	213,874,336
SMC Funded Projects	60,424,076	26,775,899
Total	1,486,787,935	1,400,678,657

23. Donation income

USAID	256,959,319	302,861,047
MMS/CIFF	145,163	8,768,653
UN-CHAP	323,536	5,796,375
FHI360	7,703,283	-
Total	265,131,302	317,426,076

24. Other Income

Break-up of the above is as follows:

A. Bank interest

Interest received on FDRs	190,543,571	162,050,241
Interest received on STDs	8,096,327	7,568,521
Sub-Total	198,639,898	169,618,762

B. Members' subscription

	14,000	17,000
--	---------------	---------------

	Consolidated	Consolidated
	30-Jun-2020	30-Jun-2019
	BDT	BDT
C. Headquarters building rent	97,113,326	96,546,019
D. Miscellaneous income		
Insurance claim	315,404	750,280
Sale of scraps	5,149,212	3,699,379
Income from PF Forfeited Accounts	357,108	-
Gain/(loss) on sale of fixed assets	(2,420,116)	462,755
Service charges through SMC Nil Tara clinic	4,314,344	3,223,775
Income from sale of medicine-SMC Clinic	18,495,567	9,132,446
Income from rent of company vehicles to the staffs	-	105,566
Management fee	516,327	1,251,179
Income from Lease	5,425,535	-
Dividend Income	34,999,930	29,999,940
Other income	656,344	210,723
Sub-Total	67,809,654	48,836,044
Grand-Total (A+B+C+D)	363,576,878	315,017,824

25 Deferred Tax (Income)/ Expense

Closing balance of Deferred tax liability	40,299,361	55,568,780
Opening Balance of Deferred tax liability	(55,568,780)	(62,093,083)
Deferred tax (income)/expense recognized directly in profit	(15,269,419)	(6,524,303)

25.1 Deferred tax liability

Deferred tax liability has been recognised in accordance with the provision of IAS 12 (Income tax) based on temporary differences arising due to difference in the carrying amount of the assets or liabilities and their tax base.

Opening balance	(55,568,780)	(62,093,083)
Add: Addition during the year	15,269,419	6,524,303
Closing balance	(40,299,361)	(55,568,780)

26 Event after the reporting period

No material events had occurred after the reporting period, which could affect the values as stated in the financial statements.

Social Marketing Company

Details of Consolidated property, plant and equipment

As at 30 June 2020

Annexure - A

Particulars	Cost			Depreciation			Written down value as at 30 June 2020		
	Balance at 01 July 2019	Addition during the year	Sales/adjustment during the year	Balance at 30 June 2020	Rate	Charged during the year		Sales/adjustment during the year	Balance at 30 June, 2020
	Taka	Taka	Taka	Taka	%	Taka		Taka	Taka
Land (HQ, Factory, Bogra, Comilla and Khulna)	943,622,263	13,559,632	756,164	956,425,731	-	-	-	-	956,425,731
Building (HQ, Factory, Electrolyte Dr., CWH, Staff Quarter, Comilla & Bogra)	1,023,278,576	181,165,033	-	1,204,443,609	2.5 & 10	33,891,099	-	186,083,576	1,018,360,034
Lift H.Q. Building	65,677,567	7,721,730	-	73,399,297	20	14,349,123	-	52,647,792	20,751,505
Power Sub-Station	106,061,619	27,582,150	3,568,453	130,075,316	20	13,643,649	-	99,451,936	30,623,381
Fire Alarm System	46,471,180	910,702	-	47,381,882	20	7,592,716	-	43,942,496	3,439,386
Central warehouse equipment	19,388,894	-	-	19,388,894	-	1,938,886	-	13,155,108	6,233,786
Central A/C System	202,601,559	11,104,348	1,858,095	211,847,813	20	36,049,776	1,858,047	180,897,019	30,950,793
Diesel reservoir	615,692	-	-	615,692	20	123,138	-	358,733	256,959
Deep Tubewell (Factory)	1	1	1	1	15	1	1	1	-
Plant & Machinery	606,826,920	136,148,080	-	742,975,000	15	72,567,541	-	233,537,340	509,437,660
QC Equipment	19,618,780	5,670,331	-	25,289,111	15	2,453,009	-	5,333,164	19,955,947
Warehouse Equipment	3,632,315	-	3,632,315	-	15	3,632,298	-	-	-
Furniture & Fittings	57,285,810	19,101,717	5,702,628	70,684,899	10	19,172,986	5,798,100	19,432,450	51,252,449
Software development	7,578,995	2,081,005	-	9,660,000	20	1,936,089	-	3,641,804	6,018,196
Vehicles	209,880,772	9,684,545	5,271,891	214,293,426	25	131,863,110	15,701,836	4,988,810	71,717,290
Other Equipment	153,905,660	3,044,481	7,380,094	149,570,048	20	93,707,772	23,987,371	7,315,701	39,190,605
Office Equipment	91,578,029	16,648,800	20,832,741	87,394,088	20	47,361,758	12,037,675	39,132,925	48,261,162
MFU Equipment	2,398,942	-	950,481	1,448,461	25	950,456	-	950,455	1,448,460
Water treatment plant	3,709,495	-	-	3,709,495	15	713,407	370,949	1,084,356	2,625,139
Other Assets	110,620,781	13,060,707	65,900	123,615,588	20	60,119,413	20,032,482	80,086,005	43,529,583
Books & Periodicals	82,828	-	-	82,828	-	-	-	-	82,828
Total	3,674,836,679	447,483,262	50,018,762	4,072,301,178		993,686,413	262,670,213	44,616,346	1,211,740,280
Right of use (ROU) assets		194,937,141		194,937,141			27,333,287		167,603,854
Total-(2019-2020)	3,674,836,679	642,420,403	50,018,762	4,267,238,319		993,686,413	290,003,500	44,616,346	1,239,073,567
Total-(2018-2019)	3,222,380,344	463,895,932	11,439,602	3,674,836,679		744,963,861	251,610,376	2,887,826	2,681,150,263



Auditors' **Report**

and Standalone Financial
Statements - SMC

Independent Auditors' Report To the Members of Social Marketing Company

Opinion

We have audited the accompanying financial statements of **Social Marketing Company**, which comprise the statement of financial position as at 30 June 2020, Statement of Income and Expenditure, statement of changes in equity, statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory notes.

In our opinion, the accompanying financial statements present fairly, in all material respects, or give a true and fair view of the financial position of **Social Marketing Company**, as at 30 June 2020 and of its financial performance and its cash flows for the year then ended in accordance with International Financial Reporting Standards (IFRSs), comply with the Companies Act 1994, and other applicable Laws and Regulations.

Basis for Opinion:

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the ethical requirements that are relevant to our audit of the financial statements and we have fulfilled our ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with IFRSs, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure, and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and audit findings, including any deficiencies in internal control that we identify during our audit.

Report on Other Legal and Regulatory Requirements

We also report that:

- a) We have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit and made due verification thereof;
- b) In our opinion, proper books of accounts as required by law have been kept by the Company so far as it appeared from our examination of those books;
- c) The Statement of Financial Position, Income and Expenditure Account of the Company dealt with by the report are in agreement with the books of account.



MABS & J Partners
Chartered Accountants

Signed By: Nasir U Ahmed FCA, FCS, CGMA, ACMA
(UK), ACA (England & Wales)

Senior Partner

Enrollment No: 0535


DVC: 2103110535AS126911

Dhaka, Bangladesh
Dated: 07 March 2021

Social Marketing Company
Statement of Financial Position
As at 30 June 2020

Particulars	Notes	30- June-2020	30 -June- 2019
		BDT	BDT
Assets			
Non-current assets			
Property, plant and equipment	4	865,699,750	852,137,035
Finance lease receivable	5	349,368,907	-
Investment in subsidiary		100,000,000	100,000,000
Total Non-current assets		1,315,068,657	952,137,035
Current assets			
Finance lease receivable	5	5,725,040	-
Inventories	6	83,188,688	63,725,672
Receivables	7	411,420,452	599,588,990
Advance, deposits and prepayments	8	315,146,272	311,080,657
Investment in fixed deposits	9	1,810,793,842	1,659,567,030
Cash and cash equivalents	10	338,317,788	219,619,653
Total current assets		2,964,592,082	2,853,582,004
Total assets		4,279,660,739	3,805,719,039
Equity & liabilities			
Equity			
Capital fund	11	3,409,887,472	3,348,702,720
Total equity		3,409,887,472	3,348,702,720
Liabilities			
Non-current liabilities			
		-	-
Current liabilities			
Provision for corporate income tax	12	304,353,398	304,353,398
Deferred Income	13	63,171,331	36,099,143
Accounts and other payables	14	502,248,538	116,563,778
Total current liabilities		869,773,267	457,016,319
Total equity and liabilities		4,279,660,739	3,805,719,039


These financial statements should be read in conjunction with annexed notes


Md. Jashim Uddin FCA
Head of GCA and
Chief of Finance & Accounts
(Current Charge)


Md. Ali Reza Khan
Managing Director & CEO


Siddiqur Rahman Choudhury
Chairman


Dhaka, Bangladesh
Dated, 07 March 2021


MABS & J Partners
Chartered Accountants
Signed By: Nasir U Ahmed FCA, FCS, CGMA,
ACMA (UK), ACA (England & Wales)
Senior Partner
Enrollment No.: 0535
DVC: 2103110535AS126911

Social Marketing Company
Statement of Income and Expenditure
For the year ended 30 June 2020

Particulars	Notes	30- June-2020	30 -June- 2019
		BDT	BDT
Income	15	783,450,172	766,542,319
Expenditure:	16		
Salary and benefits		186,528,270	185,052,964
Travel and transportation		19,903,286	19,432,525
Packaging Cost		4,052,846	9,417,268
General operating costs		104,371,037	128,573,749
Advertisement and promotion		33,027,448	76,160,624
Commodity of SMC Own Products		74,010,681	55,735,312
Research and product development		3,146,280	5,391,148
SMC Funded Projects costs		60,424,076	26,775,899
Program related training		181,337,601	213,874,336
Depreciation		55,017,853	53,650,869
Staff development cost		446,041	1,913,078
Total Expenditure		(722,265,420)	(775,977,772)
Surplus/(Deficit) transferred to capital fund		61,184,752	(9,435,452)


These financial statements should be read in conjunction with annexed notes.


 Md. Jashim Uddin FCA
 Head of GCA and
 Chief of Finance & Accounts
 (Current Charge)


 Md. Ali Reza Khan
 Managing Director & CEO


 Siddiqur Rahman Choudhury
 Chairman

Dhaka, Bangladesh
Dated, 07 March 2021


MABS & Partners
Chartered Accountants
 Signed By: Nasir U Ahmed FCA, FCS, CGMA,
 ACMA (UK), ACA (England & Wales)
 Senior Partner
 Enrollment No.: 0535
 DVC: 2103110535AS126911

Social Marketing Company
Statement of Changes in Equity
For the year ended 30 June 2020

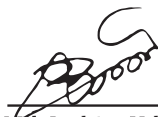
Particulars	Capital fund	Retained earnings	Total
	BDT	BDT	BDT

Year ended 30 June 2020:

Balance as at 01 July 2019	3,348,702,720	-	3,348,702,720
Surplus / (deficit) transferred from Statement of Income and Expenditure	61,184,752	-	61,184,752
Balance as at 30 June 2020	3,409,887,473	-	3,409,887,473

Year ended 30 June 2019:

Balance as at 01 July 2018	2,956,759,546	397,056,038	3,353,815,584
Surplus/ (Deficit) for the year	31,814,565	(41,250,017)	(9,435,452)
Previous years adjustment	-	4,322,588	4,322,588
Transfer to Capital Fund	360,128,609	(360,128,609)	-
Balance as at 30 June 2019	3,348,702,720	-	3,348,702,720



Md. Jashim Uddin FCA
Head of GCA and
Chief of Finance & Accounts
(Current Charge)




Md. Ali Reza Khan
Managing Director & CEO



Siddiqur Rahman Choudhury
Chairman

Social Marketing Company
Statement of Cash Flows
For the year ended 30 June 2020

Particulars	30- June-2020	30 -June- 2019
	BDT	BDT
A. Cash flows from operating activities		
INCOME:		
Revenue from sales	181,190,630	149,966,965
Miscellaneous/Other Income	121,221,041	119,047,809
Total Income	302,411,671	269,014,774
PAYMENTS:		
Salary and benefits	196,936,358	191,649,019
Packaging Cost	4,052,846	11,836,031
Travel and transportation	22,714,972	20,297,574
General operating costs	125,412,853	134,237,998
Advance, deposit etc.	(73,857,724)	(167,555,469)
Advertisement and promotion	33,215,913	76,355,474
Research and product development	3,402,921	5,908,767
Staff Development cost	446,041	1,913,078
Program Related Training	188,937,630	214,025,107
Commodity of SMC Own Products	82,225,174	88,365,750
Total Payments	583,486,984	577,033,329
Net Cash Provided by operating activities	(281,075,313)	(308,018,555)
B. Cash flows from investing activities		
Acquisition of property, plant and equipment	(70,961,845)	(143,751,468)
Proceeds from sale of property, plant and equipment	(1,268,383)	463,000
Investment in Banking & Non- Banking Financial Institutions	(150,479,119)	2,778,096
Interest Received	178,421,281	157,602,440
Net cash (used in) / generated by investing activities	(44,288,066)	17,092,068
C. Cash flows from financing activities		
Principal amount receipts against Lease Agreement	8,488,434	-
Interest receipts against Lease Agreement	5,425,535	-
Donation receipts	395,147,615	320,660,090
Dividend receipts	34,999,930	29,999,940
Net cash (used in) / generated by financing activities	444,061,514	350,660,030
Net increase/(decrease) in cash and cash equivalents (A+B+C)	118,698,135	59,733,544
Cash and cash equivalents at the beginning of the year	219,619,653	159,886,109
Cash and cash equivalents at the end of the year	338,317,788	219,619,653


 Md. Jashim Uddin FCA
 Head of GCA and
 Chief of Finance & Accounts
 (Current Charge)


 Md. Ali Reza Khan
 Managing Director & CEO


 Siddiqur Rahman Choudhury
 Chairman

Social Marketing Company

Notes to the Financial Statements

For the year ended 30 June 2020

1. Organization and its activities

Social Marketing Company (SMC) ("the Company") is a not-for-profit company incorporated in Bangladesh in April 1990 as per section 26 of the Companies Act, 1913 which subsequently comes under the jurisdiction of the Companies Act, 1994 and is involved in the reproductive, health and nutrition programs of the country. It is funded by the United States Agency for International Development (USAID) both through cash and contraceptive items. SMC formed SMC Enterprise Ltd, a for-profit subsidiary to separate profitable operations from non-profit activities in October 2014. Social Marketing Company ("SMC") is registered with Registrar of Joint Stock Companies and Firms vide registration no. CTO-284(3)/90 dated 19-04-1990 and SMC Enterprise Limited ("SMCEL") is also registered with Registrar of Joint Stock Companies and Firms vide registration no. L-30001503052-H.

2. Basis of preparation of financial statements

2.1 Statement of compliance

The financial statements have been prepared in accordance with International Financial Reporting Standards (IFRSs) and the Companies Act 1994.

IFRSs are designed to apply to general purpose financial statements and other financial reporting of all profit-oriented entities. The Company is not a profit oriented entity. As such it is not possible to comply with all the requirements of IFRSs. However, the Company adopted the IFRSs so far it is possible to comply without any contradiction to the local laws, as its reporting framework.

2.2 Measurement of the elements in the financial statements

Measurement is the process of determining the monetary amounts at which the elements of the financial statements are to be recognized and carried in the statement of financial position and income and expenditure account. The measurement basis adopted by Social Marketing Company is historical cost. Under the historical cost, assets are recorded at the amount of cash or cash equivalents paid or the fair value of the consideration given to acquire them at the time of their acquisition. Liabilities are recorded at the amount of proceeds received in exchange for the obligation, or in some circumstances (for example, income taxes), at the amounts of cash or cash equivalents expected to be paid to satisfy the liability in the normal course of business.

The complete set of Financial Statements includes the following components:

- Statement of Financial Position as at 30 June 2020
- Statement of Income and Expenditure for the year ended 30 June 2020
- Statement of Changes in Equity for the year ended 30 June 2020
- Statement of Cash Flows for the year ended 30 June 2020; and
- Notes to the Financial Statements for the year ended 30 June 2020

2.3 Functional and presentational currency

These financial statements are prepared in Bangladesh Taka (BDT), which is the Company's functional currency as well. All financial information presented in BDT has been rounded to the nearest integer.

2.4 Use of estimates and judgments

The preparation of the financial statements in conformity with IFRSs requires management to make judgments, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from those estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized in the period in which the estimates are revised and in any future periods affected.

Information about critical judgments in applying accounting policies that have the most significant effect on the amounts recognized in the financial statements are described in the following notes:

Note - 4	Depreciation of property, plant and equipment
Note - 6	Inventories
Note - 12	Provision for corporate income tax

2.5 Statement of cash flows

Statement of cash flows has been prepared in accordance with the International Accounting Standard (IAS) 7: Statement of cash flows, under direct method.

Statement of cash flows of SMC for year ended 30 June 2020 have been prepared following direct method which is represented in this financial statements to make it comparable.

2.6 Reporting period

The accounting period of the Company has been determined to be from 1 July to 30 June each year. These financial statements cover twelve months from 1 July 2019 to 30 June 2020.

3. Significant accounting policies

The accounting policies set out below have been applied consistently to all periods presented in these financial statements, and have been applied consistently.

3.1 Revenue

3.1.1 Commodities sold

Sales are recognized when all of the following conditions are fulfilled:

- SMC has transferred the significant risks and rewards of ownership of the products to the retailers;
- The Company retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
- The amount of sales can be measured reliably; and
- The costs incurred or to be incurred in respect of the transaction can be measured reliably.

3.1.2 Revenue from the sale of donated goods

The policy of the Company is to sell its USAID donated products at subsidized prices.

3.1.3 Donation income in the form of cash donation

Donation income in the form of cash donation is generated from fund provided by foreign donor(s) for program expenditures.

3.1.4 Other income

Gains and losses on sale of property, plant and equipment are determined by comparing the proceeds from disposal with the carrying amount of property, plant and equipment. Interest accrued and earned on fixed deposits, is recognized as income.

3.2 Inventories

Commodities received through USAID have been valued at realizable value to the Company. The procured commodities are valued at average invoice price which includes C&F charges and other costs.

3.3 Property, plant and equipment

3.3.1 Recognition and measurement

Items of property, plant and equipment are measured at cost less accumulated depreciation and any accumulated impairment losses.

Cost includes expenditure that is directly attributable to the acquisition of the asset.

Any gain or loss on disposal of an item of property, plant and equipment (calculated as the difference between the net proceeds from disposal and the carrying amount of the item) is recognized in gain or loss.

3.3.2 Subsequent cost

Subsequent expenditure is capitalized only when it is probable that the future economic benefits associated with the expenditure will flow to the Company. Ongoing repairs and maintenance are expensed as incurred.

3.3.3 Depreciation

Depreciation is calculated to write off the cost of items of property, plant and equipment less their estimated residual values using the straight-line basis over their estimated useful lives. The principal rates generally in use are as follows:

Asset category	Rate (%)
Land (SMC Tower, SMC Tower-2)	0
Building (SMC Tower)	2.5 to 10
Lift - SMC Tower	20
Power Sub-Station	20
Fire Alarm System	20
Central A/C System	20
Warehouse equipment	15
Furniture and fittings	10
Vehicles	25
Other equipment	20
Office equipment	20
Other assets	20
Books & Periodicals	0

Items of assets are depreciated from the month of that the asset is completed or purchased and ready for use and no depreciation is charged in the month when an asset is disposed off. Depreciation methods, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate.

Land and Books & Periodicals are not depreciated.

3.3.4 Impairment

The carrying amounts of property, plant and equipment are reviewed at each reporting date to determine whether there is any indication of impairment. An impairment loss is recognized in the Income and Expenditure Account if the carrying amount of an asset exceeds its estimated recoverable amount. However, no such conditions that would arise the risk of impairment of assets existed at the reporting date.

3.4 Financial instruments

A financial instrument is any contract that gives rise to a financial asset of one entity and a financial liability or equity instrument of another entity.

3.4.1 Financial assets

The Company initially recognizes receivables and deposits on the date that they are originated. All other financial assets are recognized initially on the date at which the Company becomes a party to the contractual provisions of the transaction.

The Company derecognizes a financial asset when the contractual rights or probabilities of receiving the cash flows from the asset expire or it transfers the rights to receive the contractual cash flows on the financial asset in a transaction in which substantially all the risks and rewards of ownership of the financial asset are transferred.

Financial assets include cash and cash equivalents, investment, interest and other receivables.

3.4.1.1 Cash and cash equivalents

Cash and cash equivalents includes cash in hand and at banks which are held and available for use by the company without any restriction.

3.4.1.2 Other receivables

The interest and other receivables includes receivables from SMC Enterprise Ltd. (Subsidiary of SMC) and other miscellaneous receivables.

3.4.2 Financial liability

All other financial liabilities are recognized initially on the transaction date at which the Company becomes a party to the contractual provisions of the liability.

The Company derecognizes a financial liability when its contractual obligations are discharged or cancelled or expired.

Financial liabilities include accrued expenses, other liabilities and creditor for other finance.

3.5 Impairment of financial assets

3.5.1 Financial assets

A financial asset not carried at fair value through profit or loss is assessed at each reporting date to determine whether there is objective evidence that it is impaired. A financial asset is impaired if objective evidence indicates that a loss event has occurred after the initial recognition of the asset and that the loss event had a negative effect on the estimated future cash flows of that asset that can be estimated reliably.

Objective evidence that financial assets are impaired can include default or delinquency by a debtor, restructuring of an amount due to the Company on terms that the Company would not consider otherwise, indications that a debtor or issuer will enter bankruptcy, adverse changes in the payment status of borrowers or issuers in the Company.

3.6 Foreign currency translations

Transactions in foreign currencies are translated to Bangladesh Taka (BDT) currency at the foreign exchange rates ruling at the dates of the transactions. Monetary assets and liabilities denominated in foreign currencies are translated at the rates of exchange ruling at the end of the year. Resulting exchange differences are recognized in the income and expenditure account.

3.7 Employee benefits

3.7.1 Short term benefits

Short-term employee benefit obligations are measured on an undiscounted basis and are expensed as the related service is provided.

3.7.2 Defined contribution plan (provident fund)

A defined contribution plan is a post-employment benefit plan under which an entity pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. The Company maintains a recognized provident fund.

3.7.3 Defined benefits plan (gratuity)

Defined benefit plan is a retirement benefit plan under which amounts to be paid as retirement benefits are determined by reference to employees' earnings and/or year of services. The Company has funded gratuity fund. The Employees' Gratuity Fund is being considered as defined benefit plan as it meets the recognition criteria of IAS-19 Employee Benefits. The Company's obligation is to provide the agreed benefits to current employees as per condition of the fund.

The Company operates a gratuity scheme for its permanent employees; provision for gratuity is made annually against one month's basic salary for an eligible employees who have been employed for less than 10 years and 1.5 month's basic salary for employees who have been employed for more than 10 years for each completed year of services.

3.7.4 Defined Staff Welfare Benefit

SMC Staff Welfare Benefit was created on 1st January 2015. As per which employees are given on additional benefit at each year end as per the decision of the board.

3.8 Provisions

Provisions are recognized in the statement of financial position when the Company has a legal and constructive obligation as a result of past events and it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate thereof can be made.

3.8.1 Provision for corporate income tax

Corporate income tax is the expected tax payable or receivable on the taxable income or loss for the year using tax rates incurred or substantively incurred at the reporting date, and any adjustment to tax payable in respect of previous years.

3.9 Finance income and finance costs

Finance income comprises interest income on funds invested. Interest income is recognized as it accrues in profit or loss, using the effective interest method. Finance costs comprise interest expense on borrowings. Borrowing costs that are not directly attributable to the acquisition, construction or production of a qualifying asset are recognized in profit or loss using the effective interest method.

3.10 Finance Lease: Lessor

The Company leased out land and building to SMC Enterprise Limited with a total value of BDT.363,582,381 on a yearly lease payment of BDT.9,275,979 including the finance expense of 1% on the outstanding balance for a tenure upto 2068 under finance lease. As per IFRS-16, with the company as a lessor, the present value of the lease payments are recognised as a receivable. The difference between the gross receivable and the present value of the receivable is recognised as unearned finance income. The lease income is recognised over the lease term using the net investment method, which reflects a constant periodic rate of return.

3.11 Events after the reporting period

Events after the reporting period that provide additional information about the Company's position at the date of statement of financial position or those that indicate the going concern assumption is not appropriate are reflected in the financial statements. Events after the reporting period that are not adjusting event are disclosed in the notes when material.

	30- June-2020	30- June-2019
	BDT	BDT
4. Property, plant and equipment		
Opening Balance	1,235,378,500	1,094,515,104
Add: Addition during the year	74,538,763	152,302,998
Less: Sales/Adjustments during the year	(49,031,090)	(11,439,602)
Less: Accumulated depreciation (note 4.1)	(395,186,423)	(383,241,465)
Total	865,699,750	852,137,035
4.1 Accumulated depreciation		
Opening Balance	383,241,466	331,222,337
Add: Charged during the year	56,483,229	54,906,954
Less: Sales/Adjustments during the year	(44,538,272)	(2,887,826)
Sub - total	395,186,423	383,241,465
Note : Depreciation for the year includes BDT 1,465,376.00 for SMC Niltara Clinic. Details are given in Annexure-A		
5. Finance lease receivable		
Opening Balance	-	-
Add: Agreement made with SMC EL during this year	363,582,381	-
Less: Payment made during the year	(8,488,434)	-
Total	355,093,947	-
Break-up of the above as per IFRS 16:		
Above 1 year but up to 5 years	14,821,118	-
Finance Lease Receivable above 5 years	334,547,789	-
Sub-total	349,368,907	-
Up to 1 year	5,725,040	-
Sub-total	5,725,040	-
Total	355,093,947	-
6. Inventories		
Details of the above are as follows:		
a. Donor's Products (USAID) :		
Somaject	55,530,964	30,537,916
Sayanapress	6,045,440	3,234,720
IUD	424,177	581,857
Implant	1,170,750	1,744,650
Sub- total	63,171,331	36,099,143
b. SMC Products:		
Somaject	-	8,672,295
Pregnancy Test Kit	240,401	218,624
Zinc	4,302,760	3,191,214
Monimix	10,375,175	12,461,661
Easy Clean (Paper Soap)	332,682	-
Vermicid	652	-
SDK	1,213,527	358,885
Sub - total	16,465,197	24,902,679
Sub-total (a+b) (As detailed in Annexure-B)	79,636,528	61,001,822
c. SMC Niltara Clinic-Pharmacy Products	3,552,160	2,723,850
Total (a+b+c)	83,188,688	63,725,672

	30- June-2020	30- June-2019
	BDT	BDT
7. Receivables		
Other receivables (note 7.1)	395,133,411	576,813,463
Current account with area offices - expenses	16,287,041	22,775,527
Total	411,420,452	599,588,990
7.1. Other receivables		
SMC Enterprise Limited (note 7.1.1)	384,185,514	568,216,882
Receivable from SMC Gratuity Account	9,832,387	6,109,411
Receivable from SMC PF Account	357,108	2,200,000
Interest Receivables (Staff Welfare Benefit)	156,460	137,053
Sales Proceeds (Brac Bank - POS & cash sales)	527,834	132,567
Receivable from DESCO (For shifting of electric pole at SMC Tower 2)	74,108	17,550
Total	395,133,411	576,813,463
7.1.1. SMC Enterprise Limited (Vendor's Agreement)		
Share money portion		
Share money deposit with SMC EL	290,000,000	290,000,000
Sub - total	290,000,000	290,000,000
Operational activities portion		
Vendor accounts with SMC Enterprise Limited	-	249,904,481
Other receivables (Sales proceeds, installment of lease, common service, security deposit and direct purchase on behalf of SMC EL)	94,185,514	28,312,402
	-	-
Sub - total	94,185,514	278,216,883
Total	384,185,514	568,216,883
8. Advances, deposits and prepayments		
a. Advance		
Vehicle loans (note 8.1)	14,109,781	15,380,842
Advance against expenses	3,262,287	5,108,792
Advance against Import (Lifts for SMC Tower-2)	167,583	3,568,453
Advance to contractors	25,091,540	26,587,250
Bank guarantee- Progati Insurance Ltd.	200,000	160,000
Advance/loan welfare fund	29,939	189,503
Advance to SMC EL (note 8.2)	-	11,176,607
Advance income tax (note 8.3)	270,513,086	241,523,554
Sub-Total	313,374,217	303,695,001
b. Security deposits		
Deposits against / with:		
Bangladesh Telecommunications Company Limited	284,290	284,290
Grameenphone Limited	11,451	11,451
Titas Gas Transmission and Distribution Company Limited	-	780
Dhaka Electric Supply Authority	482,000	482,000
Alpine Fresh Water	19,500	19,500
General Post Office	48,000	48,000
Mymensingh Palli Bidyut Samity-2	-	6,054,620
BRAC for OCP purchase	50,000	50,000
Sub-Total	895,241	6,950,641

	30- June-2020	30- June-2019
	BDT	BDT
c. Prepayments		
Insurance Premium	876,814	435,015
Sub-Total	876,814	435,015
Total	315,146,272	311,080,657

8.1 Vehicle loans

The loan was given by the Company to its staff to increase their operational efficiency. Entire amount of BDT 14,109,781 is receivable against motor car / motorbike loan under this scheme through a fixed number of installments.

The movement and subsequent position of this amount are as under:

Opening balance	15,380,842	11,808,989
Add: Loan given during the year	2,550,000	6,310,000
	<u>17,930,842</u>	<u>18,118,989</u>
Less: Adjusted/Realised during the year	3,821,061	2,738,147
Closing balance	<u>14,109,781</u>	<u>15,380,842</u>

8.2 Advance to SMC Enterprise Limited

Term loan to SMC Enterprise Ltd.	-	11,176,607
Closing balance	<u>-</u>	<u>11,176,607</u>

8.3 Advance Income Tax

Opening balance	241,523,554	203,366,715
Add: Advance tax paid during the year	28,989,532	38,156,839
	<u>270,513,086</u>	<u>241,523,554</u>
Less: Adjusted/Realised during the year	-	-
Closing balance	<u>270,513,086</u>	<u>241,523,554</u>

	30- June-2020	30- June-2019
	BDT	BDT
9. Investment in fixed deposits		
This represents fixed deposits with banks and non-banking financial institutions, namely:		
Non-Banking Financial Institutions:		
a. Industrial Promotion and Development Company of Bangladesh Limited (IPDC)	372,040,835	261,274,843
b. Delta Brac Housing Finance Corporation Limited	254,078,556	209,716,925
c. Industrial and Infrastructure Development Finance Company Limited (IIDFCL)	232,686,899	310,897,902
d. IDLC Finance Limited	227,100,751	103,077,000
e. MIDAS Financing Limited	203,988,216	231,600,704
f. Lanka Bangla Finance Limited	137,581,623	298,341,278
g. IIDFC & MIDAS (Staff Welfare Benefit)	6,818,100	6,070,407
Sub-total	1,434,294,980	1,420,979,058
Banks:		
a. Agrani Bank Limited	72,000,000	-
b. BRAC Bank Limited	59,430,157	54,562,500
c. Dhaka Bank Limited	54,777,500	50,000,000
d. IFIC Bank Limited	44,762,500	-
e. One Bank Limited	43,420,000	40,000,000
f. Pubali Bank Limited	43,275,000	40,000,000
g. Jamuna Bank Limited	34,699,665	32,055,472
h. Modhumoti Bank Limited	24,134,040	21,970,000
Sub-total	376,498,862	238,587,972
Total	1,810,793,842	1,659,567,030
10. Cash and cash equivalents		
Cash in hand (note 10.1)	250,000	250,000
Cash at bank (note 10.2)	338,067,788	219,369,653
Total	338,317,788	219,619,653
10.1 Cash in hand		
Head Office	250,000	250,000
Sub-Total	250,000	250,000
10.2 Cash at bank		
This represents balances in current and short term deposits with:		
a. Uttara Bank Limited	259,472,111	31,706,780
b. Pubali Bank Limited	53,937,458	131,777,951
c. BRAC Bank Limited	11,021,903	-
d. Standard Chartered Bank	7,201,727	12,624,840
e. Dutch Bangla Bank Limited	4,990,895	8,575,426
f. First Security Islami Bank Limited	1,046,784	34,108,590
g. Bangladesh Krishi Bank	200,507	198,665
h. Sonali Bank Limited	111,402	289,611
i. IFIC Bank Limited	77,108	79,020
j. Agrani Bank	7,894	8,771
Sub - total	338,067,788	219,369,653

	30- June-2020	30- June-2019
	BDT	BDT
11. Capital fund		
Opening balance	3,348,702,720	2,956,759,546
Transferred from Statement of Income and Expenditure *	61,184,752	31,814,565
Transfer from Retained earnings	-	360,128,609
Closing balance	3,409,887,472	3,348,702,720

11.1 Retained earnings

Opening balance	-	397,056,038
Deficit for the year - SMC Corporate*	-	(41,250,017)
Previous years adjustment	-	4,322,588
Transfer to Capital Fund	-	(360,128,609)
Closing balance	-	-

* Retained Earnings have been transferred to Capital Fund from FY 2018-19 and since then it is reported accordingly. The Surplus/(Deficit) of SMC Corporate and SMC Program Division of FY 2018-19 is cumulatively shown in the Statement of Income and Expenditure as BDT (9,435,452) i.e. BDT (31,814,565 - 41,250,017).

12. Provision for corporate income tax

Opening balance	304,353,398	304,353,398
Current tax expense	-	-
Closing balance	304,353,398	304,353,398

13. Deferred income

Deferred Income represents the closing stock of donated goods (USAID) and such goods are valued at realisable value. (Details are given in Annexure-B)

Opening balance	36,099,143	26,000,726
Add: Goods received during the year	111,241,806	85,627,076
Less: Goods Distributed during the year	(84,169,619)	(75,528,659)
Closing balance	63,171,331	36,099,143

30- June-2020	30- June-2019
BDT	BDT

14. Accounts and other payables

A. Accounts Payable:

1 Partner MISHD Project - Engender Health	-	1,077,097
2 Partner MISHD Project - PSTC	2,222,143	2,361,540
3 Partner MISHD Project - CWFD	2,234,841	-
4 Partner MISHD Project - SHIMANTIK	3,803,160	-
5 Payable to SMC Enterprise Ltd. (Courier bills, MoniMix purchase, TBA&NGO meet, Sales Incentive, Vendor Agreement)	231,803,730	5,686,458
6 Provision for Staff Welfare Benefit (Current year)	5,916,000	7,524,000
7 Others (Various Party)	22,566,937	7,124,913
8 Renata Limited	-	3,311,814
9 The New Sania Automobile Engineering Works	37,900	-
10 Alpine Fresh Water System Ltd	22,560	-
11 Vaggyakash	13,043	-
12 Ashraf Printing	679,829	-
13 METRONET	35,532	-
14 Monthly expenses (SMC Area Offices)	2,992,167	720,248
15 Creative Trade International	2,314,585	-
16 Printing Mart Ltd	715,618	-
17 Adcomm Ltd	86,956	-
18 MUKTI PRINTING	319,947	-
19 High Source Electronics	44,753	-
20 MD. ZULFIKAR ALI	34,167	-
21 RSK Marketing Ltd	22,000	-
22 BIZMOTION LTD	400,000	-
23 Mediastar limited	52,325	-
24 Softwind Ltd	20,066	-
25 Windmill Infotech Limited	284,561	-
26 Digital Bridge	72,900	-
27 THE ACME LABORATORIES	2,360,000	-
28 Intimacy Printers	121,209	-
29 JMI Hospital Requisite Mfg. Ltd.	418,260	-
30 Masro Printing & Packaging Ltd.	19,565	-
31 Asia Plastic Container Industries	559,508	-
32 Bashundhara Paper Mills Ltd.	8,914	-
33 MABS & J Partners	534,783	275,000
34 Creative Engineeres Ltd	70,338	-
35 ICEL PRIVATE LIMITED	3,005,837	-
36 Liabilities for expenses (Staff Incentive)	15,867,936	14,470,048
Sub - total (A):	299,662,070	42,551,118

B. Other Payables:

Advance received from Donor's	146,234,812	16,218,386
CSR Fund (corporate social responsibility)	3,566,623	4,214,582
Staff Welfare Benefit	8,095,953	6,291,141
Security deposits from Suppliers and contractors	22,535,195	20,658,687
Security deposits from Tenants (SMC Tower)	22,153,885	26,153,885
Suppliers TDS and VDS withheld	-	459,722
Liabilities for expenses	-	16,258
Sub - total (B):	202,586,468	74,012,661
Total (A+B):	502,248,538	116,563,778

		30-Jun-2020	30-Jun-2019
		BDT	BDT
15. Income			
	a. Dividend	34,999,930	29,999,940
	b. Interest on FDR's	178,419,121	158,407,428
	c. Rental Income	97,113,326	96,546,019
	d. Income from Lease-SMC EL	5,425,535	-
	e. Gain/(Loss)from Sales of Fixed Assets	(2,940,444)	462,755
	f. Management Fee & Overheads	516,327	1,251,179
	g. Income from PF Forfeited Accounts	357,108	-
	h. Income from Sale of Scrap	284,000	-
	i. Vehicle rental income	111,666	108,737
	j. Rental Income-Training Room	17,761	-
	k. Member's Subscription	14,000	17,000
	l. Sales proceeds from USAID Donated Products (Note 15.1)	94,534,129	84,134,205
	m. Sales proceeds from SMC Products (Note 15.2)	86,656,501	65,832,760
	n. Donation from :		
	USAID	256,959,319	302,861,047
	MMS/CIFF	145,163	-
	UN-CHAP	323,536	8,768,653
	FHI360	7,703,283	5,796,375
	o. Income from Service through SMC Niltara Clinic	22,809,911	12,356,221
	Total Income	783,450,172	766,542,319

15.1 Sales proceeds from USAID Donated Products

Source	Brand Name	Qty (Unit)	Average Selling Price	FY'2019-20 (July'19 to Jun'20)	FY'2018-19 (July'18 to Jun'19)
			BDT	BDT	BDT
USAID	Somaject (Vial)	2,714,202	32.17	87,328,874	76,262,801
	Sayanapress (Vial)	83,378	77.96	6,499,965	7,197,984
	IUD	7,552	20.00	151,040	140,620
	Implant	3,695	150.00	554,250	532,800
	Sub-Total			94,534,129	84,134,205

15.2 Sales proceeds from SMC Products

SMC	Easy Clean	104,620	7.50	784,650	-
	Pregnancy Test Kit (PTK)	57,067	11.97	683,083	557,982
	Vitamin	-	-	-	31,024
	Hematinic	-	-	-	129,178
	MoniMix	27,831,359	2.10	58,563,391	48,897,345
	SMC Zinc	698,692	14.79	10,332,550	6,832,909
	Vermicid	287,400	3.60	1,034,640	-
	Somaject (Vial)	340,090	32.21	10,953,585	4,782,722
	Safe Delivery Kit (SDK)	53,801	80.01	4,304,602	4,601,600
	Sub-Total			86,656,501	65,832,760
Total			181,190,630	149,966,965	

30-Jun-2020	30-Jun-2019
BDT	BDT

16. Expenditure

a. SMC Corporate (Note-16.1)	378,609,448	369,272,055
b. SMC Program Division (Note-16.2)	283,231,896	379,929,818
c. SMC Funded Projects Costs (Note-16.3)	60,424,076	26,775,899
Total	722,265,420	775,977,772

16.1 SMC Corporate

a. Salary and benefits	141,774,319	130,867,884
b. Travel and transportation	10,444,827	8,623,572
c. General operating costs	93,724,987	112,606,206
d. Advertisement and promotion	2,779,749	3,456,371
e. Commodity of SMC Own Products (Note:16.1.1)	74,010,681	55,735,312
f. Depreciation	55,017,853	53,650,869
g. Packaging expenses	130,200	2,418,763
h. Research and product development	280,791	-
i. Staff development cost	446,041	1,913,078
Total	378,609,448	369,272,055

16.1.1 Commodity of SMC Own Products

Opening stock	24,902,680	3,067,346
Add: Purchase during the year	65,573,199	80,157,574
Less: Transferred to SMC EL(Raja)	-	2,586,927
Less: Closing stock	16,465,197	24,902,680
Total	74,010,681	55,735,312

Details are given in Annexure-B

16.2 SMC Program Division

a. Salary and benefits	44,753,951	54,185,080
b. Travel and transportation	9,458,459	10,808,953
c. Packaging expenses	3,922,646	9,417,268
d. General operating costs	10,646,051	13,548,780
e. Advertisement and promotion	30,247,699	72,704,253
f. Research and product development	2,865,489	5,391,148
g. Program related training	181,337,601	213,874,336
Total	283,231,896	379,929,818

Details are given in Annexure-C

16.3 SMC Funded Projects Costs

30-Jun-2020	30-Jun-2019
BDT	BDT

a. Salary & Benefits	10,408,088	6,961,942
b. Travel & Transportation	2,811,686	865,049
c. General Operating Costs	21,041,816	8,621,407
d. Advertisement & Promotion	188,465	194,850
e. Research & Product Development	256,641	517,619
f. Cost of Medicine (COGS)	16,651,975	8,208,176
g. Program Related Training	7,600,029	150,771
h. Depreciation	1,465,376	1,256,085
Total	60,424,076	26,775,899

Program wise details given below:

A. SMC Niltara Clinic

Salary and benefits	5,380,962	3,955,945
Fees and Honorarium	1,885,444	934,610
Travel and transportation	189,329	319,951
General operating costs	3,990,207	3,291,322
Advertisement and promotion	188,465	194,850
Depreciation	1,465,376	1,256,085
Cost of medicine (COGS)	16,651,975	8,208,176
Total SMC Niltara Clinic	29,751,758	18,160,939

B. Community Mobilization Program	16,325,201	6,311,051
C. BSP Expansion	12,813,148	-
D. Program Monitoring	843,463	-
E. SMC Clinic (SMC Tower-2)	319,082	-
F. Slum Program (Korail and Sattola)	371,424	2,303,909
Total	60,424,076	26,775,899

17 Event after the reporting period

No material events had occurred after the reporting period, which could affect the values as stated in the financial statements.

Social Marketing Company
Details of Property, Plant and Equipment
as at 30 June 2020

Annexure - A

Particulars	Cost					Depreciation					Written down value as at 30 June 2020
	Balance at 01 July 2019	Addition during the year	Sales/ adjustment during the year	Balance at 30 June 2020	Rate	Balance at 01 July 2019	Charged during the year	Sales/ adjustment during the year	Balance at 30 June 2020		
	BDT	BDT	BDT	BDT	%	BDT	BDT	BDT	BDT		
Land (SMC Tower, SMC Tower-2)	280,896,559	-	-	280,896,559	-	-	-	-	-	-	280,896,559
Building (SMC Tower)	335,341,847	50,457	-	335,392,304	2.5 & 10	78,423,849	9,528,037	-	87,951,886	-	247,440,419
Building SMC Tower-2 (WIP)	154,519,397	64,031,907	-	218,551,304	10	-	-	-	-	-	218,551,304
Lift - SMC Tower	60,060,055	-	-	60,060,055	20	35,346,868	12,012,010	-	47,358,878	-	12,701,177
Power Sub-Station	23,711,047	3,568,453	3,568,453	23,711,047	20	23,595,045	116,000	-	23,711,045	-	2
Fire Alarm System	29,108,226	793,450	-	29,901,676	20	23,061,283	4,265,838	-	27,327,121	-	2,574,555
Central A/C System	112,406,428	-	1,858,095	110,548,334	20	77,657,241	18,006,054	1,858,048	93,805,247	-	16,743,086
Warehouse Equipment	3,632,315	-	3,632,315	-	15	3,632,298	-	3,632,298	-	-	-
Furniture & Fittings	30,256,380	721,900	5,702,628	25,275,652	10	12,901,447	1,998,636	5,538,637	9,361,446	-	15,914,206
Vehicles	113,516,731	2,160,295	5,049,369	110,627,657	25	64,114,126	5,779,662	4,910,732	64,983,056	-	45,644,601
Other Equipment	33,410,469	-	7,371,109	26,039,360	20	28,748,943	813,930	7,315,702	22,247,172	-	3,792,189
Office Equipment	55,731,178	3,212,301	20,832,741	38,110,738	20	34,725,845	3,962,437	20,266,509	18,421,773	-	19,688,965
MFU Equipment	2,398,942	-	950,481	1,448,461	25	950,456	-	950,456	-	-	1,448,461
Other Assets	306,097	-	65,900	240,197	20	84,063	627	65,891	18,799	-	221,398
Books & Periodicals	82,828	-	-	82,828	-	-	-	-	-	-	82,828
Total FY 2019-20	1,235,378,500	74,538,763	49,031,090	1,260,886,173		383,241,466	56,483,229	44,538,272	395,186,423		865,699,750
Total FY 2018-19	1,094,515,104	152,302,998	11,439,602	1,235,378,500		331,222,337	54,906,954	2,887,826	383,241,465		852,137,035

Social Marketing Company
Cost of Goods Sold
For the year ended 30 June 2020

Annexure - B

Particulars	Donors		Own Source										FY'2019-20 (July'19 to Jun'20) Total		FY'2018-19 (July'18 to Jun'19) Total	
	USAID	SMC-Somaject	PTK	SMC ZINC	Monimix	Easy Clean	SDK	VERMICID	Total Own Source	BDT		BDT		BDT		
										BDT	BDT	BDT	BDT	BDT	BDT	BDT
Opening stock	36,099,143	8,672,295	218,624	3,191,214	12,461,661	-	358,885	-	24,902,679					61,001,822		29,068,072
Add: Cost of production/ purchase/donation received during the year	111,241,806	-	529,414	9,440,000	49,887,045	1,026,400	3,773,690	916,650	65,573,199							
	147,340,949	8,672,295	748,038	12,631,214	62,348,706	1,026,400	4,132,575	916,650	90,475,878					237,816,828		194,852,721
Less: Consumption/COGS		8,672,295	507,637	8,328,454	51,973,531	693,718	2,919,048	915,998	74,010,681					74,010,681		55,735,312
Less: Goods Distributed during the year	147,340,949	-	240,401	4,302,760	10,375,175	332,682	1,213,527	652	16,465,197					163,806,147		139,117,409
	84,169,619	-	-	-	-	-	-	-	-					84,169,619		78,115,587
Closing stock	63,171,331	-	240,401	4,302,760	10,375,175	332,682	1,213,527	652	16,465,197					79,636,528		61,001,822



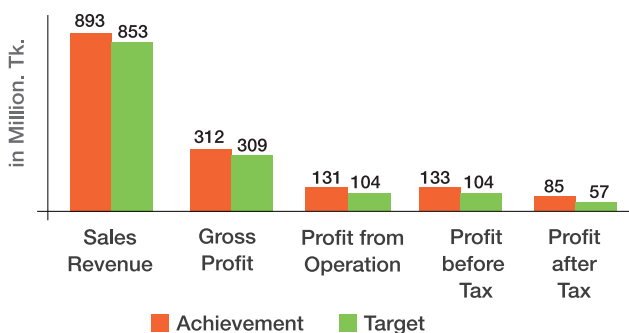
Directors'
Report
of SMC EL

Dear Shareholders,

On behalf of the Board of Directors of the Company, it is my privilege to present the Directors' Report, Auditor's Report and the Audited financial statements of SMC Enterprise Limited (SMC EL) for the Financial Year 2019-20.

It is a great pleasure to inform you that the SMC EL did not close its business even for a single day due to COVID-19 pandemic which caused unprecedented havoc across the globe. I express my deep appreciation to the management and all employees of SMC EL for their dedication, discipline and hard work during the critical days of the pandemic. I would also like to congratulate them for achieving outstanding results in FY 2019-20 despite the presence of pandemic situation.

FY 2019-20 Achievement Vs. Target

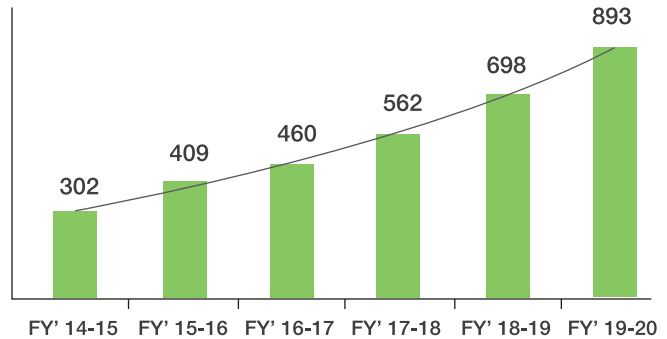


SMC EL continued its commendable performance during FY 2019-20 with a revenue growth of 28% over the last year, earning a gross revenue of Tk. 893 crore and achieving 105% of its target. During the reporting period, the company earned profit before tax amounting to Tk. 133 crore which was 49% more than the last year. Strategic management, leadership and strong focus on growth combined with highly committed employees made those good results possible.

Overall Company Performance

The company has been consistently maintaining sales growth over the last several years and registered significant progress in all profitable brands under three major categories, namely, Female Reproductive Health and Contraceptives (FRH&C), Consumer Products (CP) and General Health and Nutrition (GH&N) including the Pharma business. The ORSaline-N, Contraceptive Pills, Joya Sanitary Napkin and Condoms constituted 87% of the total sales revenue. Besides, SMC EL sold a number of nonprofit products for the Program Division of SMC through its national distribution network without charging any fee. Communication activities of Enterprise reached out to a diversified group of audiences through multiple media that included print, electronic and digital digital platform.

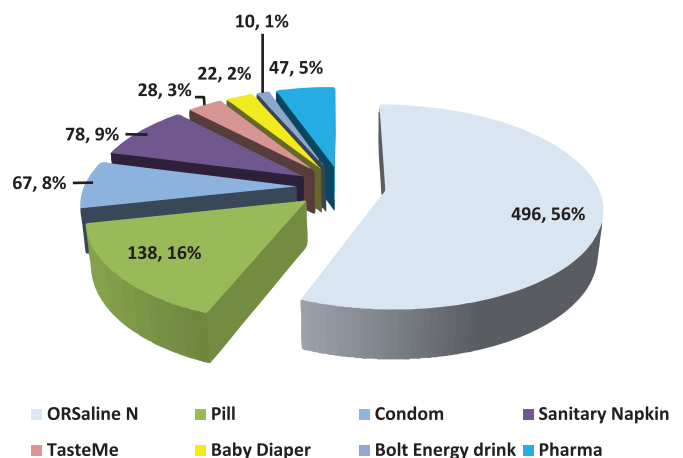
Sales Revenue in crore (BDT)



Sales Performance

During FY 2019-20, ORSaline-N, our key product, performed well with a sales revenue of Tk. 496 crore (119 crore sachets), achieving a growth of 22% over the last year, attaining 101% of the target. Growth of Joya Sanitary Napkin was also strong at 63% with a 112% achievement over the target witnessing a sale of Tk. 78 crore. Ninety two percent of the target achieved in the sale of Condoms category amounting to Tk. 67 crore with a 16% growth over the previous year. Oral Contraceptive Pill grew by 14%, earning sales revenue of Tk. 138 crore, achieving 113% of the target, where Femicon alone grew 17% earning a sales revenue of Tk. 98 crore. Despite declining national trend in the pill market, the Female Reproductive Health & Contraceptive portfolio (FRH&C) category witnessed a revenue growth of 14% with an achievement of 113% of the target for the year. Under this category, the total volume achievement in the FY 2019-20 was 54 million cycles. This surpassed the annual target by 10% having OCP volume growth of 12% as opposed to the last year.

Product Wise Sales Revenue in FY 2019-2020 (BDT crore, %)



The category wise achievement and growth table for FY 2019-20 is depicted below

Product Category	Product Type	Revenue (in crore BDT)		Target Achieved %	Revenue (in crore BDT)		Growth %
		Target (2019-20)	Achievement (2019-20)		Achievement (2018-19)		
Female Reproductive Health and Contraceptives	Oral contraceptive pill	122	138	113%	121		14%
Consumer products	(Condom, sanitary napkin, baby diaper, instant powder drink)	198	205	103%	143		43%
General Health & Nutrition	ORSaline-N	489	496	101%	408		21.56%
Total Sales Revenue		810	846	104%	673		25.70%
Pharma Sales	OTC & Therapeutic class	43	46	108%	25		84%
Combined Total		853	893	105%	698		27.79%

Stepping into the fourth year of its operation, 'Taste Me' and 'BOLT' have registered 71% and 22% growth respectively, which shows a very promising trend of revenue earning of Tk. 25 crore for FY 2018-19 as opposed to Tk. 38 core in FY 2019-20.

Distribution Network

SMC's distribution network is one of the strongest in the country covering a vast number of pharmacies and non-pharmacy outlets in both urban and rural markets. Distribution of brands in FY-2020 was carried out by SMC's direct sales force from 12 Areas Offices who reached almost 729,684 outlets where around 17% were pharmacies and 83% were non-pharmacies. Additionally, products were sold to 850 Institutions that included NGOs, hospitals and clinics.

SMC EL has tremendously extended its Distribution

Sales in FY-2020. Distribution Sales has reached 557,888 non-pharmacy outlets through 305 distributors throughout the country while generating around Tk. 2,126 millions sales revenue. The Distribution Business explored through Condom, Joya, Smile, Taste Me, BOLT and ORSaline-N sales in FY-2020.

Revenue from Direct sales	Tk. 634 crore
Revenue from Distribution sales	Tk. 213 crore

A breakdown of outlet coverage and effective calls in FY 2020 by the SMC's own sales force is shown in the table into the next page.

Outlets Coverage and Effective Calls in FY 2019-20

Criteria	Number by type of outlets			
	Phama outlets	Non-Phama outlets	Institutions	Total
Outlet Coverage	121,072	607,762	850	729,684
Effective Call	1,000,224	1,955,340	4,535	2,960,099

Pharma Business

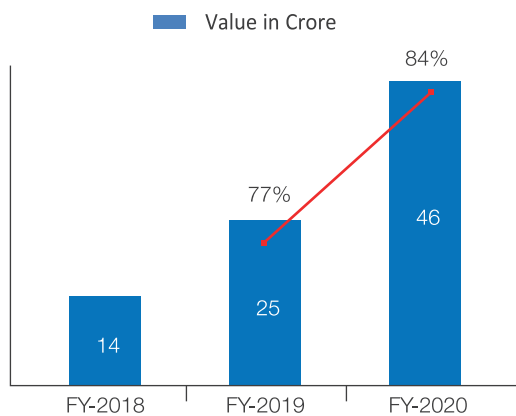
Since its inception in 2017, Pharma sales and marketing department has been working relentlessly with the key objectives of “No one should suffer, especially the less-privileged, due to lack of affordable and quality medicine.” The slogan that will drive SMC’s pharmaceutical business is “providing quality medicine for all” irrespective of socio-economic status and ability to pay.

SMC EL started manufacturing of pharmaceutical products (Tablet, Capsule, Powder for Suspension & Syrups) at Julphar Pharmaceuticals under a Toll manufacturing agreement.

Despite facing the unprecedented situation owing to outbreak of pandemic, SMC’s Pharma team achieved

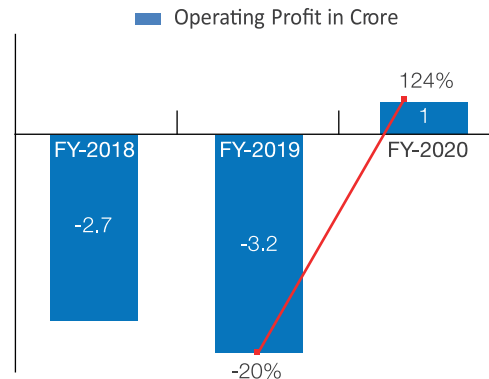
SMC believes that employees are the best resource for business growth and for which employee motivation and in-house promotion is necessary rather than hiring from outside. As a result, in FY-2020 SMC Pharma Division promoted few field staff for their outstanding performance. In FY-2020 Prazomax achieved 1 crore in 4 times in every single month.

Pharma Sales Growth Chart



operating profit of Tk. 78 lac with a sales revenue of Tk. 46 crore, a growth of 84% over the last year and sold 36 different types of OTC and therapeutic products in the market which include antibiotic, anti-ulcerant, NSAIDs, anti-histamine, anti-asthmatic, anti-spasmodic and mineral supplement during the period. Major revenue generating brands comprising of Aziday 500 mg tablet, Cefimax 200 capsule, Esomium 20 mg, Ezevent 10 mg, Prazomax 20 mg, Nurowel and Seacoral tablet occupying around 60% of the Pharma revenue.

Pharma Profit Growth Chart



New Product Launched in FY 2019-20

In FY-2020 SMC have launched- Coral Calcium plus Vitamin D3 tablet in the brand name “Seacoral D & Seacoral DX”. This medication is indicated for osteoporosis/ weak bone, post-menopausal osteoporosis, pregnancy & lactation, elderly care and in case of inadequate intake of calcium in diet.





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

SMC pharma introduced vitamin B1, B6, B12 in the brand name “Nurowel”. This medication is indicated for diabetic/peripheral neuropathy. SMC Pharmaceuticals organized its Annual Conference 2019 at a local hotel in Dhaka on February 29, 2020 with the theme “ENGAGE FOR GROWTH” graced by the Board members and the senior members of the management. The conference was organized to ensure exponential growth in sales

and to increase the Pharma team’s engagement in its daily activities. In the conference, awards were given to the best performers where numbers of strategic directives were given to continue the growth trajectory. In this year SMC launched two new strategies to secure qualified doctor prescription and to increase business through Blue Star Providers under the tagline “Road to 15/6” and “Club 75” (The objective of this campaign “Road to 15/6” is to ensure 15 qualified doctor’s visit as per daily call plan and to generate 6 prescriptions from each territory everyday. The objective of this campaign “Club 75” is to ensure 75 chemists coverage per month in each territory).

Brand Name	Generic Name	Medication Indicated
Seacoral D & Seacoral DX	Coral Calcium plus Vitamin D3 tablet	Osteoporosis/weak bone, post-menopausal osteoporosis, pregnancy & lactation, elderly care & In case of inadequate intake of calcium in diet.
Neoclav	Antibiotic: Cefuroxime plus Clavulanic Acid tablet	Pharyngitis, Otitis media, Sinusitis & Bronchitis. It is also indicated in the treatment of UTI & SSTI.
Nurowel	Vitamin B1, B6, B12	Diabetic/peripheral neuropathy

To bolster the sales during the reporting period the Pharma team arranged huge promotional activities like “Coffee with Doctor, T-20 Campaign, Lung Measuring Campaign, Happy Hour, Triple Star Campaign, Pohela Boishakh Celebration, Women’s Day Celebration, Common Disease Index, Medical Newsletter etc.” Also successfully completed Shwapno Puron campaign and handover gifts items to 672 parties, 8 Fixed Chemist Business (FCB) parties enjoyed a foreign tour after completing their targeted business.

During the 12-month period in the FY 2019-2020, SMC reached over 28,616 health providers including doctors, NGO workers, non-graduate health service providers and traditional birth attendants through various promotional sessions.

In future SMC is going to launch good number of generic pharmaceutical products in the market which will definitely create a very good image of SMC Pharma as well as to contribute to the total growth of SMC.

Pharma Strategic Plan, FY 2020-21

Performance Drivers	FY 19-20	FY 20-21	Growth
Productivity per Territory (MIO)	210,000	250,000	20%
Doctor Coverage (qualified)	1,800	3,500	94%
Doctor cum Chemist including BSPs	3,000	5,000	67%
Chemist Coverage	18,000	25,000	39%
Prescription Monthly Avg.	25,000	40,000	60%
Return upon Delivery	3.5%	2.5%	-28%
Distribution Cost	9.0%	8.0%	-10%

Field Promotion Activities of SMC EL

Sales Promotion Officers implemented a good number of promotional activities under respective area offices with the objective of creating demand and introducing new products through service providers. Such activities include small interactive events like group detailing sessions with Rural Medical Practitioners (RMP), Palli Chikitschoks (PC) and other community level health providers on health-related topics such as contraception, diarrheal management, hygiene, nutrition and reproductive health. Field Officers additionally conducted a number of promotional meetings with graduate doctors which went a long way in increasing prescription rates and enhancing the goodwill of SMC EL further. During the 09 month period in FY-2020, SMC reached over 115,527 important audience including doctors, NGO workers, non-graduate health service providers, traditional birth attendants and Girls Students

Field Promotion Activities during FY 2019-20

Field Promotion Activities	No. of Participants		
	Male	Female	Total
Group Detailing Session (GDS) for Private Health Providers ¹	12,246	98	12,344
Seminar with Graduate Doctors	802	522	1,324
NGO Workers Meeting	957	4,752	5,709
TBA Meeting ²	61	1,182	1,243
Girls' School/college & madrasa training Program ³	8408	86,499	94,907
Total Participants	22,474	93,053	115,527

¹ It includes non-graduate health providers, Pharmacists etc

² Traditional Birth attendant

³ Include male & female teachers and school committee members participated in the girl's school training program

SMC's Pharma Division educated the frontline fighters about COVID-19, seasonal fever and dengue. They promoted online health awareness messages to educate the graduate doctors along with the distribution of Bengali brochure 'CORONABARTA' and 'Dengue Shamachar' among its Blue Star Providers. It was enriched with detailed information about different rules to prevent the COVID-19. It has covered recommended food in daily diet and many other precautions for leading our normal life. They also provided PPEs to their Medical Information Officers (MIOs) to support their health safety.

SMC partnered with DGHS by providing Hand Sanitizer, SMC Purified Drinking Water, face shield and surgical mask to the doctors and health workers who are

through various promotional sessions. Due to COVID-19 pandemic situation Field Promotion Activities could not be carried out from April 2020 to June 2020.

Company's Response to Challenges Posed by COVID –19

The outbreak of COVID-19 pandemic, is a crisis of a completely different magnitude and one that will require a response of unprecedented scale. The management has taken numerous precautionary measures and its effective implementation at both Head Office, Field Office and Factory ever since the outbreak of pandemic across the country. Employees are instructed to follow the guidelines of WHO and the GoB, relating to COVID-19 such as using face mask inside and outside office, washing hands or using hand sanitizer at a regular intervals, keeping social distancing and so on.

combating the pandemic. Additionally, SMC-EL donated ORSaline-N, TasteMe Instant Soft Drink Powder and SMC Purified Drinking Water to Bidyanando Foundation, a nonprofit social welfare organization, providing food support to underprivileged children and communities who are directly affected by the outbreak of the pandemic.

As a part of its social commitment to help people live better, SMC Enterprise Limited introduced 'GERMKILL' at the height of the pandemic. The product is an instant antibacterial and antiviral hand sanitizing solution which follows the WHO recommended 70% IPA formula to meet the additional demand for quality antibacterial soap and hand sanitizer during this predicament.

Highest VAT Payer Recognition under Manufacturing Sector



I am also happy to inform you that SMC Enterprise Ltd was honored by the National Board of Revenue (NBR), Government of Bangladesh (GoB) for being one of the highest VAT-paying firms in the FY 2018-19 in manufacturing

sector under District category. The NBR honored the companies at a gala event held in the Bangabandhu International Conference Centre in Dhaka on December 10, 2019. The NBR gives award to firms based on 2005 VAT policy which 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.

Marketing Highlights



SMC EL has been delivering innovative products and effective marketing campaigns to retain and strive to achieve leadership positions in respective categories. Last year, the company has implemented several

above the line and below the line activities to reach out the consumers to continue building the brand image. It may be noted that SMC achieved prestigious awards, such as International Super Brand Award for Condom Range from Super Brands Global, and The Best Brand Award for ORSaline-N from Bangladesh Brand Forum. Major Public relations (PR) campaigns and collaboration with public and private organizations like DGHS, Bidyanondo, Access to information (A2i) has increased our corporate brand visibility. During the COVID-19, SMC organized did public awareness campaigns through major news programs in different TV channels. The major marketing activities implemented in the last year are briefly mentioned below.



ORSaline-N

SMC's flagship brand ORSaline-N is the most trusted brand in treating diarrhea and correcting dehydration of children and adults. ORSaline-N is also used extensively for treating dehydration caused by excessive sweating. It gives an instant boost in energy. To communicate the extended usage of ORSaline-N, a new campaign was launched, where the most popular film actor Shakib Khan promoted the brand to mass consumer, via TVC, radio, digital and print media. The campaign helped to increase the sales significantly and gain market share.

Taste Me

Instant soft drink powder Taste Me was launched in July 2017 in mouthwatering fruit flavors.



It delivers a refreshing taste which instantly lifts up the mood. Taste Me has been well accepted by consumers and currently one of the leading brands in the category. A new thematic campaign to highlight the taste and health benefit was launched in 2019, and broadcasted in all major media. The campaign was very successful that led to huge growth in sales.

Bolt

Launched in 2018, 'BOLT' has grown consistently every year, being promoted in all major media, supported by strong trade promotions.



SMC Purified Drinking Water

SMC EL reached another milestone by launching "SMC Purified Drinking Water" in October-2019. The product was outsourced from IFAD through a contract manufacturing partnership. Our product promises to ensure 100% germ free drinking water. World's leading all-rounder Shakib Al Hasan was engaged as brand ambassador.



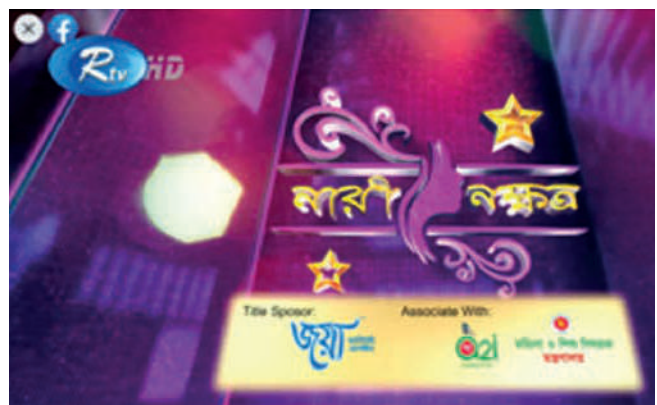
Integrated marketing campaign with the theme of 'Nirapod Pani, Nirapod Jibon' was launched. Initial response was very encouraging until the COVID-19 situation badly impacted the overall bottled drinking water market.

Joya Sanitary Napkin

Joya, currently the second best-selling sanitary napkin in the country, has grown strongly over the years. Powerful aspirational and strategic campaigns played a pivotal role for the success of Joya.



SMC continued to promote the benefits of sanitary napkin and risks of using clothes as well as delivered the messages to convert clothe users to sanitary napkin users. Campaign starring famous actress Nusrat Faria- "Kapor Fele Joya Anun", was highly accepted by the consumers. Joya Alokito Nari- the flagship program of SMC EL was held at local hotel in the capital Dhaka which was attended by policymakers and eminent personalities and celebrities. Throughout the year Joya has sponsored popular films, dramas and collaborated with A2i. School programs and programs with female police forces were conducted throughout the year.





Germ Kill Instant Hand Sanitizer & Hand Wash

During COVID-19 pandemic in Bangladesh, SMC EL responded to the consumer need of hand sanitizing and washing, by successfully launching Germ Kill Hand Sanitizer and Hand Wash, through Contract Manufacturing, with good response from the market. For our hand sanitizer, we adopted the WHO's recommended formula. Bar soap will be launched soon.



SMC EL partnered with DGHS by supplying free products, installed 'Disinfection Tunnels' at various strategic commuting places in the capital city.

Smile Baby Diaper

In Bangladesh, Baby Diaper is one of the fastest growing categories. SMC has launched Smile Baby Diaper with value proposition of 'Ek Diaper e Shara Raat'. The campaign featuring the brand ambassador Shakib Al Hasan, was very successful. In two years time SMC's Baby Diaper has become one of the popular Baby Diaper brands in the country. Smile is promoted through TV, radio, newspaper, outdoor, and digital platform, along with doctor's live session. The product is also sold through popular E-Commerce businesses.



OCP & Condom

Currently, SMC has 9 OCP and 7 condom brands. Number of various types of activities have taken place throughout the year. Few glimpse of the activities are mentioned below.

Norix 1



Norix 1 campaign “One Pill Solution” to prevent unplanned pregnancy has been very successful. Norix 1 is one of the most popular pill in the country.

Xtreme

Xtreme is one of the most premium condom brands in the country. A number of successful campaigns including Valentine’s day and strong trade programs increased the visibility of the brand. Digital campaign including Facebook generated significant reach and engagement.



Financial Results

SMC EL continued to perform remarkably well, generating excellent sales growth, a strong cash flow and profit ensuring a sound financial position. Moreover, the strong liquidity of SMC EL has made it possible to maintain the operational fluidity and required by the growth strategy. This has led to adding value to shareholders equity and achieving a very healthy D/E ratio. During the said period, the process owners of different functional departments have saved Tk. 19 crore.

After dividend the retained earnings increased significantly by 39% along with shareholders Equity that increased by 33%. The dividend to SMC is strengthening and expanding its Program activities that is ultimately helping in creating women empowerment, women’s earnings, improve family health hygiene etc.

Key Financial Information	Achievement FY 2019-20	Achievement FY 2018-19	Growth (%)
Net Sales Revenue	797	641	24%
Gross Profit	312	240	30%
Operating Profit	131	89	47%
Profit before Tax	133	89	49%
Profit After Tax	85	57	50%
Shareholders' Equity	330	248	33%
Liabilities / Debt	249	147	69%
D/E Ratio	1 : 1.33	1 : 1.69	

The financial statement below corresponds to the period July 1, 2019, to June 30, 2020.

Financial Position

Particulars	FY 2019-20	FY 2018-19
Share Capital	100,000,000	100,000,000
Retained Earnings	2,907,139,462	2,089,598,368
Vendor's A/C-SMC (Potential Shares)	290,000,000	290,000,000
Non-current liabilities	571,123,871	179,060,655
Current Liabilities	1,870,474,588	1,287,608,567
Total	5,738,737,921	3,946,267,590
Assets		
Non-current Assets	2,209,086,729	1,971,004,863
Current Asset	3,529,651,191	1,975,262,727
Total	5,738,737,921	3,946,267,590

Income Statement

Particulars	FY 2019-20	FY 2018-19
Revenue	8,926,372,407	6,975,742,119
VAT	(878,568,368)	(505,073,806)
Discount on Sales	(75,470,215)	(63,206,295)
Net Revenue	7,972,333,824	6,408,442,597
Cost of goods sold	4,853,376,213	4,012,663,957
Gross profit	3,118,957,612	2,458,004,356
Operating expenses	(1,806,569,765)	(1,505,829,356)
Profit from operation	1,312,387,847	878,180,896
Other income	26,448,638	15,868,545
Profit before contribution to WPPF	1,333,410,949	894,049,441
Provision for contribution to WPPF	(66,670,547)	(44,702,472)
Profit before tax	1,266,740,402	849,346,969
Income tax expenses	(414,199,308)	(280,812,565)
Profit after tax	852,541,094	568,534,404

In post balance sheet event SMC EL allotted 29 lac ordinary shares of Tk. 100 each with a total amount of Tk. 29 crore in favour of SMC. The shares are already issued to SMC as per provisions of law. As a result the paid up capital of SMC EL raised to Tk. 39 crore from its

present amount of Tk. 10 crore.

During the period under review the said amount was shown in the financial position under Vendor's A/C-SMC (Potential Shares).

Appropriation of Profit

The Board of Directors in its 54th meeting held on March 10, 2021 has recommended the appropriation of the net profit earned during the year 2019-20 in the following manner.

Net Profit for the FY 2019-20	BDT
Appropriation proposed	852,541,094
Cash dividend @ 50% (10 lac shares @ Tk. 100 each)	50,000,000
Net unappropriated profit	802,541,094

Manufacturing Operations

Bhaluka Factory, Mymensingh

SMC's ORS manufacturing facility in Bhaluka, Mymensingh is ISO-certified and cGMP compliant. The state of the art facility operates round the clock to meet growing demand and achieve higher revenue targets. During FY 2019-20, the ORS factory produced 62.39 crore sachets against the target of 61.27 crore, which was 1.82% higher than the target, utilizing 100% of the production capacity. In FY 2020-21 the production target of ORS was enhanced to 90 crore sachets due to expansion of the production line.



In the Food Manufacturing Division (FMD) the production of instant powder drink such as Taste Me in two variants (in mango and orange flavor) along with Bolt (power drink) have surpassed its targeted production as tabulated hereunder:

Product	Total Target (in Million Sachets)	Total Achievement (in Million Sachets)	% of Achievement
Taste Me 25g	32.43	34.81	108
Taste Me 200g	1.97	2.02	103
Bolt 25g	7.65	8.01	105
Bolt 200g	1.03	1.05	102
Bolt 400g	0.36	0.37	103

The factory employed around 977 staff with a combination of full time, casual, contractual employees and daily labor.

Manufacturing Capacity and Infrastructural Development

As a part of its continuous effort to increase the capacity building in line with its business strategy, the company has invested significantly in the infrastructural development with an amount of Tk. 28.8 crore during the period. The major activities done during the year is stated below:

- Construction works of modern microbiological area is ongoing.
- Production line expansion from 8th to 10th lines of OMAG machines in ORS started in October 2019.
- Commercial production of MoniMix started on 31st December 2019.
- Commercial production of capsule started in December 2019
- Change room facilities to accommodate the workforce of 8th to 10th lines started in November 2019.
- New canteen facilities with a capacity of catering 240 personnel started in January 2020.
- AVR of 800 KVA sub-station commissioned in November 2019.
- Procurement process of 11th & 12th line OMAG machines completed by January 2020.
- Phase-1 construction of FMD started in March 2020.

It is pertinent to mention in this regard that the Renewal of Biological and Non Biological license inspection by The Directorate General of Drug Administration held on March 09, 2020.

Outsourcing

Contract Manufacturing: ORS and SMC Zinc Dispersible Tablet

SMC EL continued to contract manufacture its key products such as ORS, along with its own manufacturing to cater to continuously increasing sales demand. In FY 2019-20, SMC EL purchased around 64.15 crore sachets of ORSaline-N from Renata Limited, Popular Pharmaceuticals Ltd, Essential Drugs Company Ltd and The ACME Laboratories. In the last fiscal year 0.8 million Zinc Dispersible Tablet was also purchased from The ACME Laboratories Ltd.

Pharma Products through Toll and Own Plant

SMC EL has been marketing 36 pharma products in different dosage. Out of which thirty four (34) products are produced through toll manufacturing from Julphar Bangladesh Ltd and two (2) products are manufactured at our Bhaluka plant. The newly launched Pharma products and the products under pipeline (to be launched and under development) are depicted below:

Health & Hygiene Factory Located at Bauband, Cumilla

The Health & Hygiene Factory, located at Bauband, Cumilla is an ISO 9001:2015 certified company. It has a state of the Art production facility. The machines are highly sophisticated with Full servo control facility. Currently the factory is producing

- Joya Belt system Sanitary Napkin
- Joya Wings system Sanitary Napkin
- Smile Baby Diaper
- Smile Baby Wipes
- Smile Wet Wipes.

The production is running 24 hours in three shifts to satisfy increasing sales demand. Considering the future growth SMC has initiated the Health & Hygiene factory expansion where the first phase of construction work is near to completion. In the second phase the work will start immediately for vertical expansion of the civil construction of production, building of the current Health & Hygiene factory for pant system diaper machine. This factory employs 242 employees of permanent, contractual and daily basis category.

Newly Launched Pharma Products (FY 2019-2020)	
Brand Name	
Prazomax 20 mg Capsule	Neoclav 250 mg tablet
Prazomax 40 mg Capsule	Neoclav 500 mg tablet
Esomium 20 mg Capsule	Seacoral D Tablet

Upcoming Pharma Products to be Launched (FY 2020-21)	Pharma Products under Development
Tentative Brand Name	
Ficzole 50 Capsule	Hand Rub Solution
Ficzole 150 Capsule	Vitamin D3 2000 IU Tablet
Ferolife Capsule	Vitamin D3 1000 IU Chewable Tablet
Cefuroxime 250 Tablet	Anti TB Drugs: 4 FDC Tablet
Cefuroxime 500 Tablet	Anti TB Drugs: 2 FDC Tablet
SMC A-Z Gold Tablet	Anti TB Drugs: 2 FDC Tablet

The production and capacity utilization during the period under review is exhibited below:

Production Target Vs Achievement (FY 2019-2020)

Product	Target (million Pkt.)	Actual (million Pkt.)	Ach.%
Sanitary Napkin	16.90	17.24	102%
Baby Diaper	2.48	2.53	101%
Baby Wipes	0.26	0.27	102%

Machine Efficiency (FY 2019-2020)

Sl. no.	Machine Name	Machine Efficiency %
1	Sanitary Napkin Belt system	96%
2	Sanitary Napkin Wings system	81%
3	Baby Diaper	80%

To ensure the quality of product we have established a new QC department with modern facilities, along with a micro-biological testing laboratory.

Commodity Procurement

The Supply Chain Department under the Operations Division is responsible for procurement of all goods required by the SMC Enterprise Ltd in compliance with our standard procurement policy guidelines.

The procurement policy of SMC EL aims to procure goods at competitive price at appropriate quality through fair competition and transparent practices, as outlined in Procurement Manual.

During FY 2019-20, the Enterprise procured commodity, packaging and raw materials worth Tk. 431 crore and capital items worth Tk. 37 crore with a combined procurement value of Tk. 468 crore. A breakdown of the value by major items procured is shown in the table.

Cost Saving Projects

In the reporting period, Supply Chain division took 14 cost saving projects. All the projects were implemented in different phases and total savings was Tk. 16.00 crore. The major savings derived by reducing the aluminium thickness of the ORS foil from 12 micron to 9 micron. As a result, the rate (price of foil) has reduced by 13% and, the yield of the foil per kg of sachet has increased by 6% (approx.). We started using this foil since December 2019 and our savings was Tk. 3.52 crore and the next fiscal year the savings will be Tk. 11.80 crore. Previously all foil manufacturers were from Korea. We developed new sources from China, India and Bangladesh.

In outsourcing of ORS finished product we generated a savings of TK 2.45 crore through negotiation with the existing suppliers, as well as inclusion of ACME Pharmaceuticals as a new source . In contraceptive pills, as a result of inclusion of Beximco Pharmaceuticals and Novista Pharmaceuticals, the existing sources have reduced their rates resulted in additional savings of Tk. 1 crore.

Items	Value (in crore Tk.)
Commodity Packeging and Raw Materials	
Procurement of Condom	36
Procurement of Pills	72
Procurement of Water and Germ Kill	5
Procurement of ORSaline–N	157
R/M of ORSaline-N, Joya, Taste Me, BOLT, Pharma Products, Baby Diaper	91
Packing Materials including Foil	70
Sub-total	431
Capital Items	
Land & Building	13
Furniture & Fittings	2
Machinery and Equipment	16
Others	6
Sub-total	37
Grand Total	468

Appointment of Statutory Auditors

In accordance with clause 113 of the Articles of Association and the provisions of section 210-213 of the Companies Act 1994, the statutory auditors of the company, MABS & J Partners, Chartered Accountants, shall retire in the 6th AGM. The firm, being eligible, has expressed its willingness to be re-appointed for 2020-21 and requested us to consider a reasonable enhancement on the existing fee. The existing audit fee is Tk. 415,000 exclusive of VAT. The board recommends their reappointment for the period 2020-21 with a same audit fee of Tk. 4,15,000 and to continue till the next AGM. The resolution to reappoint MABS & J Partners, Chartered Accountants, as auditors will be placed at the forthcoming annual general meeting of the company.

Governance

SMC EL is committed to ensure the highest standards of governance designed to protect the interests of all stakeholders while promoting integrity, transparency, ethics and accountability. The Board and the Management Team also put their best efforts to comply with all the laws of the country and all internal regulations, policies and procedures to make SMC EL a thoroughly transparent Company. The Board continues to monitor and review the Company's Corporate Governance practices and makes necessary changes as appropriate. At SMC EL, the actions are always governed by the values and principles, which are reinforced at all levels within the Company to ensure sustainable success.

The Directors' Report of the company was prepared in compliance with section 184(1) of the Companies Act 1994. SMC EL has adequate system of internal control in place where the Board is assisted in its overseeing role by

strong independent Board Sub-committees who are jointly and or severally serving both the companies.

The Board and Its Composition

The Directors of the Board are appointed by the company members at the AGM and are accountable to the members. The Board is responsible for ensuring that the business activities are soundly administered and effectively controlled. The Directors keep themselves informed about the Company's financial position and ensure that its activities, accounts and asset management are subject to adequate monitoring and control. The Board also ensures that the company Policies & Procedures and Code of Conduct are understood, implemented and maintained at all levels and the Company adheres to the generally accepted principles for good governance and effective control of Company activities.

The SMC EL Board is comprised of nine (09) Directors. The Directors provide independent judgment and advice on issues relating to the Company's strategies, policies, performance, accountability, resources, key appointments, standards of conduct, conflicts of interests and management processes, with the company's interests being the utmost important factor.

Board Meeting and Attendance

The Articles of Association ("AoA") of the Company requires the Board to meet at least four times in a year with once in every quarter. The Board accordingly met eight times during the financial year 2019-20. The notice of each Board Meeting is served in writing ahead of the meeting. The composition of the Board during FY 2019-20 was as follows.

Name of Directors	Designation	Board Meetings attended
Mr. Siddiqur Rahman Choudhury	Chairman	8
Mr. Muhammed Ali	Director	8
Mr. Md. Siddique Ullah	Director	8
Mr. Aftab ul Islam FCA	Director	7
Mr. Waliul Islam	Director	6
Dr. Jahir Uddin Ahmed	Director	8
Mr. Muhammed Farhad Hussain FCA	Director	6
Mr. Md. Ali Reza Khan	Director	8
Mr. Abdul Haque	Ex-officio Director	8

The Directors, who could not attend the meetings, were granted leave of absence from the meeting with prior notice u/s 108 (f) of the Companies Act 1994.

Board Sub-committees

The Board constituted five Sub-committees, viz: Audit Committee (Joint); Personnel Policy and Administrative Matters (Joint); Procurement Committee, Setting up the SMC EL Pharma Factory to assist the Board in the discharge of its responsibilities. Each Committee operates in accordance with the Charter/Terms of Reference (ToR) approved by the Board. The Board delegated certain responsibilities to the committees. The Board Sub-committees meet as and when required and in their meetings make deliberation on the issues relating to their respective areas and make recommendations to the Board.

Management Team/Committee

The Management Team, headed by the MD, is responsible for managing and running the affairs of the Company. Currently the team comprises Chief Financial Officer, Chief of Factory Management, Chief of Marketing and Supply Chain and GM,HR & Administration, GM Marketing, GM Supply Chain, AGM Sales, and Head of marketing and sales, Pharma. The Management Team works to achieve the strategic goals and mission of the Company set by the Board of Directors. In discharging its assigned responsibilities, the management committee meets as and when required by the MD of the company.

Control Environment of SMC EL

In implementing and ensuring good governance in SMC EL, the Board and the Management Team ensure the following.

Internal Control

The company has an extensive system of internal controls; ensuring optimal utilization and protection of resources and for the prevention and detection of irregularities and fraud. However, it is an ongoing process to modify and improve the internal controls and monitoring compliance with financial and administrative practices and procedures as laid down in applicable laws, policies, rules and regulations. The Board has approved an organogram ensuring clear lines of delegation of authority and reporting for accountability of the management and non-management staff all the way down to the line and for effective decision making, evaluation of performance is being done on the basis of clearly set measurable goals and through objective assessment of their achievements.

Financial Reporting

SMC EL has strong financial reporting procedures. Financial statements are prepared in accordance with International Financial Reporting Standards (IFRS), the Companies Act 1994, relevant guidelines issued by the Bangladesh Securities and Exchange Commission, Financial Reporting Act, 2015 and other applicable laws in Bangladesh. All the financial transactions are recorded in the “Dream Apps” accounting and reporting systems. Financial reports extracted from the system are then used to produce the financial statements. These financial statements, once prepared, are reviewed initially by the CFO and the MD respectively and then by the Board Audit Committee on a quarterly basis. The annual audit is conducted by the external auditors, who are recommended by the Board of Directors followed by the Shareholders’ approval in the AGM.

In order to ensure data integrity and reliability the company follows robust MIS with a focus of establishing technology driven process coupled with high level of data security with a view to ensure data accuracy and reliability. To do so, SMC EL has an automated accounting system using ERP based software along with automation in supply chain management and HR management.

Statutory Audit

Auditing of the Company is governed by the Companies Act, 1994 and conducted in accordance with International Standards on Auditing (ISA). As per these regulations, auditors are appointed by Shareholders at each AGM and their remuneration is also fixed by the Shareholders at the AGM. Appropriate structure is in place as per Corporate Governance best practices to ensure their independence. Statutory auditors cannot be appointed for a consecutive period exceeding three years in compliance with the order of Bangladesh Securities and Exchange Commission (BSEC). The Board Audit Committee reviews the Financial Statements before submission to the Board of Directors for approval. Auditors also have access to the Board Audit Committee and the Board for communication of any issues.

Internal Audit

Internal Audit supports the Company in achieving its objectives by bringing a systematic and disciplined approach to evaluate and improve the effectiveness of its risk management, control and governance processes. The company’s 10-member Internal Audit department headed by the Head of Internal Audit is conducting audit covering all areas of operation with a view to ensure effective internal control within the organization in line with the internal audit charter and internal audit manual as approved by the Board.

MIS & IT Training

Like every year, the MIS & IT department has organized and conducted various training programs related to the innovation and technology. The topics covered are “Proper Email Management & Etiquette, Digital Archiving and Organizational Process, Assets and Risk Management System, New Software Orientation programs for e-DMS, Supply Chain Management System etc.

Human Resource Management

SMC Enterprise Limited believes in healthy work environment and employee-friendly, ethical corporate culture that ensures efficiency and productivity. The Human Resource management of SMC EL has comprehensive set of practices for recruiting, managing, developing and optimizing the human resources of the organization. We seek to employ and develop the talent and offer our employees flexibility, mobility and opportunities for growth within SMC EL.

During the reporting period SMC EL had 1,178 employees comprising of 669 management staff and 509 graded staff.

Manpower Details

Employee Type	Grade	Gender	Number	Total
Permanent	Management	Male	634	658
		Female	24	
Contractual	Graded	Male	399	460
		Female	61	
	Management	Male	11	11
		Female	0	
Graded	Male	46	49	
	Female	3		
Total				1,178
Casual	Graded	Male	153	156
		Female	03	
Daily Basis (Own Sourced)	Graded	Male	35	140
		Female	105	
Daily Basis (Out Sourced)	Graded	Male	316	316
		Female	0	
Total				612

Manpower by Operations

Location	2019 - 2020		
	Male	Female	Total
Head Office	74	17	91
Bhaluka Factory	379	56	435
Cumilla Factory	67	10	77
Sales (RO & AO)	359	03	362
Pharma (Field Force)	213	00	213
Total	1092	86	1178

New Hires

Area	Management	Graded	Total
Sales	54	04	58
Factory	15	33	48
Pharma Sales	87	0	87
Head Office	10	05	15
Total	166	42	208

Promotion and Up-gradation

Promotion	Up-gradation		
Management	47	Management	7
Graded	08	Graded	26
Total	55	Total	33

Capacity Building of SMC EL Staff

SMC EL continued to build organizational capacity and provided various training to its employees to drive productivity, efficiency, and job satisfaction. The details are as below.

Training Name	No .of Participants
Selling skills and sales management	51
Fundamentals of distribution & territory management	46
Sales leadership & area management of distribution channel	24
Disciplined innovation & disruption: Strategic & design thinking	20
Others	08
Total	149

Major Employee Engagement Initiatives

1. New Year Celebration Program
2. Women's Day Celebration
3. Award of Excellence Program
4. Annual Picnic

Industrial Relations

Harmonious relationship between worker and management are the key factor of the growth of the Company. SMC EL has two labour unions. Both Management and the CBA are very respectful towards company policies and code of conducts. Management and CBA representatives sit together periodically to implement the issues settled in the Charter of demand. They also sit periodically to amicably resolve any industrial disputes arising within the company.

Research Insights – SMC EL

Every year, SMC EL undertakes a number of research initiatives to assess impact of Sales and Marketing initiatives, conduct product feasibility and generate consumer insights. It utilizes primary research data to understand the current market and design future marketing plan, tailored to market realities as well as other external factors and internal capabilities.

Following are some of the major research projects activities were undertaken by SMC Enterprise during FY 2019-2020:

Study title

Usage and Attitude (U&A) Study for the low end sanitary napkins

Objective of the study

To understand the sanitary napkin and cloth usage habits and behavior in Bangladesh.

Key findings

- About one-third (31%) of only cloth user used sanitary napkin at least once in their lifetime.

- Total category switcher 45% - but it is higher among higher age group.

- More than one-fifth (21%) switched from cloth to sanitary napkin, which is 53% of sanitary napkin users. Hygiene (89%) and no stain on cloths (86%) are top reasons for using sanitary napkin.

- 12% switched from sanitary napkin to cloth, which is 40% of cloth users. Reusable (75%) and affordability (75%) are top reasons for using cloth.

- Sanitary napkin usership – overall 57% but higher among lower age group (14-20 years) – 65%.

- Hygiene (85%) and no stain on cloths (83%) are top reasons for using sanitary napkin.

- Most (95%) sanitary napkin users preferred perfume in sanitary napkin.

- Around thirty percent (29%) of sanitary napkin users used belt system where 36% of them used with undergarments.

- More than nine in ten (91%) of sanitary napkin users agrees with the fact that using cloth may cause infection and skin itching.

- Primary source of awareness on sanitary napkin was from TV (42%) but mother influences most (36%) to use sanitary napkin.

- Sanitary napkin users are dissatisfied (41%) with the price. About half (49%) of the sanitary napkin users think price is not justified. This perception is higher (58%) among garments workers.

- Expected price per piece of sanitary napkin is 5.6 taka which is higher in urban (6.1 taka) and lower in garments area (5.4 taka).

- More than nine in ten (91%) of sanitary napkin users intend to continue using this where rest (9%) did not decide yet. None of them has intension to use other methods.

- Cloth user ship – overall 43% but higher among higher age group (31-35 years) – 58%.

- Reusable (74%) and affordability (71%) are top reasons

for using cloth. On an average, a piece of cloth is reused 6 times by the cloth users.

- Requires frequent changing (77%) and cleaning (76%) are top disadvantages aware by cloth users.
- More than seven in ten (71%) of cloth users agrees that using cloth may cause infection and skin itching.
- Also, less awareness about the fact that 'Using sanitary napkin protects from allergies, infections and diseases' is observed (58%) among cloth users.
- Sixteen percent of cloth users did not want to use Sanitary Napkin in future where 39% are confused about changing the method. Price is the main reason (29%) for not intending to switch.
- High satisfaction (Top box 60%, T2B 79%) about cost is observed among cloth users which is even higher among non intender (Top box 62%, T2B 80%).
- About half (49%) of cloth user are still mentioned using cloth is safe – the percentage is higher (66%) among non intenders and garments areas (57%).

Study title

Product taste for Super Kid

Objective of the study

Conduct product taste evaluation and feasibility of the product.

Key findings

- There is no significant difference in terms of category consumption of snacks. Majority of kids consume all four categories on regular basis.
- Afternoon time (after returning from school, walking or play time) is the peak time for kids to consume all four categories of snacks. A good percentage of kids have biscuits and chips during tiffin time.
- A good percentage of kids have non salty snacks categories of snacks at least once a day which indicates a regular snacking habit.
- Chocolate and Candy category has the highest rating as regular consumed snacks, closely followed by Chips category.
- Chocolate and candy are consumed more than once a day. On the other hand, Salty snacks are more consumed once in 5-6 days.
- For kids, most of the snacking budget is spent on chocolate and candy category, closely followed by chips and biscuit category.
- Advertisement is the most influential factor in case of buying of these categories. A new item/ variant also influences purchase of these largely impulse buying categories, specially chips and salty snacks.
- For 'chocolate & candy' and for 'chips', kids are the main

decision maker for brands. But in other two categories, both primary & secondary decision making by kids are happening.

- At overall level, price and quality remains as top triggers for switching from any brand of snacks. Impulse buying practice enables the buyers to watch out for best offers with good quality snacks items for kids. And while buying any snacks item, taste and kid's health concern also come as important triggers.
- The concept of a healthy snacks item received very high likeability score from mothers. Proof of quality is an important factor in deciding kids' snacks, which is proven by mothers' liking the part of concept where the health goodness and testimonials about the product quality being authenticated by a reliable source has been mentioned.
- The concept is perceived to very believable and relevant but slightly less unique.
- Majority of mothers showed high interest to purchase the product shown in the concept- levels expectedly more among those who have liked the concept more.
- Among mothers, Malai is ahead of chocolate which is actually in line with their child's opinion. Taste and smell are the top factors for liking the variants.

- Majority of mothers also found good fitment between the concept and the product.

Study title

Post evaluation study for ORSaline-N

Objective of the study

To assess the effectiveness of new ORSaline-N advertising and brand association of ORSaline-N with Shakib Khan.

Key findings

- 90% of the total respondents can recall the new TVC of ORSaline-N.
- 96% of them can recall the Brand ambassador Shakib Khan.
- 98% of them liked the new TVC of ORS-N & found it interesting.
- 84% of them think that No.1 hero Shakib Khan is the best fit for one of the biggest brand like Orsaline-N.
- 86% of the respondents found that Shakib Khan preparing and consuming the ORSaline-N and giving message on extended use was very convincing.
- 80% of the respondent were not clear about extended usage of ORSaline-N before the TVC.
- All of them said they have consumed ORSaline-N for any kind of dehydration after watching the TVC and will continue from now on.

- Shakib Khan is the most popular film hero in Bangladesh was the main attraction of the TVC, which grabbed immediate attention in clutters of advertisement.
- They found the TVC very interesting and larger than life scale unlike any TVC.
- Story and messages are simple to understand.
- They also appreciated showing different classes of people along with Shakib Khan himself in consuming ORSaline-N in different conditions.

Study title

Retail audit study

Objective of the study

Understand the retail market scenario of Bangladesh.

Key findings

- Measures retail channels and helps to understand Off take & Distribution for 6 categories (Oral Saline, Sanitary Napkins, Baby Diaper, Condom, Pill, Glucose Powder & Instant Powder Drink).
- Provide data about the best store for SMC brands and categories.
- Provide data about category size & growth in terms of volume and value @different market break.
- Provide data about Market Share, Sales & Reach of all the competition brands & SKU's.
- Provide data about competition's strength & weakness by markets.
- Provide the data about the major markets.
- Measure the distribution quality of the brands in specific market.
- Also measure which segment & pack sizes are growing or declining.

Future Outlook

The overall business strategy is to continue to grow much faster than the industry growth, doubling the size of the business in every four to five years with appropriate investment behind the key brands, launching befitting new products, diversify in the new markets commensurate with the vision of SMC. We note with satisfaction that in the current fiscal year (20-21) our revenue will cross Tk. 1,000 crores, for the first time, despite the prevailing pandemic situation. To achieve this growth SMC will continue to expand its distribution network in all relevant areas, invest in increasing production capacity for the key products, generate significant business through contract/toll manufacturing; maintaining a profitable and healthy balance between in-house and contract manufacturing.

We are happy to mention that our pharmaceutical business is growing fast, and will continue the growth momentum in the coming years. We will continue to add appropriate new products, expand our doctors' and chemists' coverage with a focus to generate prescriptions, and built the positive image of SMC further. We will continue to evaluate the sourcing strategy for our products, and consider expanding toll manufacturing base, and establishing own factory when the size of the business, and likely profitability would justify the investment.

I am also happy to share with you that during the period the company started the commercial production of MoniMix and Capsule in December 2019 in its own plant at Bhaluka which is another milestone in the history of SMC EL.

We will continue to invest in the development of our management people through capacity building, job enhancement, relocation where it is appropriate, and continuous improvement through training. We will continue to update the organogram in line with the strategy and organizational requirement with forward looking approach.

SMC EL believes all employees are responsible and accountable for ensuring healthy and safe workplace. In line with that the company will focus on proposing and ensuring healthy and safe working environment. SMC will also continue to build the skills of the graded workforce to drive productivity, efficiency, and job satisfaction.

SMC is committed to continue investing in technology to ensure world class business automation in systems and processes to remain updated and forward looking. In this line the organization is planning to invest in an enterprise system to integrate all the key processes that will generate strong MIS supporting and enhancing decision making process.

I, on behalf of the Board would like to recognize the dedication, hard work and commitment of management and all the employees of SMC EL who deserve appreciation for achieving growth momentum in terms of sales revenue and bottom line.

Let me take this opportunity to express my gratitude to our shareholders and the Board for their immense contribution and guidelines for the efficient management of the company

I wish continued success of SMC EL in the year 2021, and beyond.



Siddiqur Rahman Choudhury
Chairman, Board of Directors
SMC Enterprise Limited

Product Development & Brand Communication - SMC EL

For years, SMC Enterprise Ltd has been delivering innovative products and effective marketing campaigns to retain leadership position in respective categories and top of mind awareness of their consumers. In the last year, the company has implemented several above the line and below the line activities to reach out to consumers all over the country and achieved prestigious awards for the successful campaigns. Also, SMC EL has appointed superstar celebrities like Shakib Khan, Sakib Al Hasan and Nusrat Faria to communicate brand message to the mass people through behavior change communication. Major marketing activities implemented in the last year are mentioned below in brief.

ORSaline-N

SMC's flagship brand ORSaline-N is the most trusted brand in treating diarrhea and correcting dehydration of children and adults. It has been observed that ORSaline-N also being used for dehydration caused by excessive sweating. To communicate the extended usage of ORSaline-N, a new TVC was launched, where the most popular film actor Shakib Khan promoting the brand to mass consumer. The communication was also published on major newspapers and billboards. The campaigns were done to keep ORSaline-N on top-of-mind of people, to reinforce the benefits and to create new user base. All campaigns helped to protect the brand image and achieve highest sales volume of the brand.



Taste Me

Instant soft drink powder Taste Me was launched in July 2017 in mouthwatering fruit flavors. The product delivers a refreshing taste which instantly lifts up the mood. Its lip

smacking taste charges up and brings fun into one's life when in bad mood, exhausted and depressed. It is a perfect household product for family refreshment, quenches thirst and brings back energy after a tiresome day.

Within a short period of time the brand has successfully won the heart of its consumers which reflects in its achievement of tremendous sales growth over the years. To attain the success, 'Taste Me' was active in executing strategic marketing campaigns during major sports, cultural & religious events throughout the year.

A new thematic campaign was launched with the slogan "Oree Moja Re" in 2019. Mass media TVC campaign was aired during popular programs and sports events like World Cup Cricket '19, Indian Premier League, Ramadan, Eid etc. Popular movie branding was done during Eid occasion. Free product sampling was done during Pahela Boishakh and during school activations were executed to give the target group the experience of natural taste & quality of the brand. As a part of SMC's social responsibility, free Taste Me was given to under-privileged people of Bangladesh during COVID-19 pandemic. Taste Me also actively maintained the official Facebook page to connect the consumer with the brand and to increase awareness.



BOLT

Glucose powder 'BOLT' was launched in 2018 with the positioning of lightning fast solution of energy to address all kinds of exhaustion. The popularity of glucose is increasing due to prolonged summer season and excessive heat. During the launch period, Bangladesh National Cricket Team's fast bowler Taskin Ahmed was the brand ambassador and also the face of the pack and communication. Later, new packaging design was developed to make the product more attractive.

Throughout the year, 'BOLT' was active during the major sports events like World Cup Cricket 2019, Bangabandhu Gold Cup 2020 and popular cricket tournaments. The brand 'BOLT' was actively present in digital space via Facebook to make it's consumers more engaging.



SMC Purified Drinking Water

SMC EL launched "SMC Purified Drinking Water" in the market in October 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. Bangladesh National Cricket Team's Captain Shakib Al Hasan is the brand ambassador and also the face of the communication. This gave the brand an extra credibility & mileage.

It is positioned as "Safest Drinking Water" which is ensured by 7 steps purification. A new campaign had been launched with the slogan "Safe Water, Safe Life". By the communication, SMC Purified Drinking Water offered the consumers a solution with a "Germ Free" safe water. Mass media TVC campaign was aired during popular programs and sports events like World Cup Cricket'19, Indian Premier League, Ramadan, Eid etc. Popular movie branding was done during Eid occasion. An innovative activation program was done with free sampling to the target group. A large number of outdoor branding was done in crowded areas like, DITF, Fantasy Kingdom, Foys Lake, Hazrat Shahjalal International Airport, Gulshan Park etc. SMC Water also actively participated in sponsoring sports events like Bangabandhu Gold Cup 2020, Football tournament

among foreign embassies etc. As part of SMC's social responsibility, SMC Water was given to under-privileged people of Bangladesh during COVID-19 pandemic. SMC Water also actively maintained the official Facebook page to connect the consumer with the brand and to increase awareness.



Joya Sanitary Napkin

Joya's commitment to increase sanitary napkin usage and empower women continued throughout the year with powerful taboo breaking communications and campaigns regarding menstruation and different social challenges.



- To cater women from all social and income segments - Joya Sanitary Napkin is now available in 5 variants and 6 pack sizes: Joya Belt 5 pads pack, Joya Belt 8 pads pack, Joya Wings Regular 8 pads pack, Joya Ultra Comfort Wings 8 pads pack, Joya Extra Heavy Flow Wings 8 pads pack and Joya All Night Wings 8 pads pack.



- SMC has signed in an agreement with Nusraat Faria, a popular actress in Bangladesh and India, as its brand ambassador for Joya. A new 360° campaign for Joya Sanitary Napkin with Brand Ambassador Nusraat Faria was launched in October 2019. TV commercial and thematic press and magazine advertisement were published through-out the year as well as digital campaigns. Thematic outdoor branding was also executed. In Bangladesh, menstruation is considered as a taboo, something that no one talks about. Only 18% to 20% of the menstruating women in Bangladesh use sanitary napkins – 80% to 82% use old cloth, rag or other unhygienic methods. Among students, only 36% knows about menstruation before their first period, with 40% of girls missing an average 3 days of school per month. They are also not aware of the severe health hazards like bacterial infections, UTI, RTI etc, related to use of unhygienic cloth. In this campaign Nusraat Faria is advocating the mother about the disadvantages of using cloth and introduces Joya sanitary napkin. The objective of this campaign is to convert cloth users to Sanitary Napkin users.

- SMC's Joya Sanitary Napkin and ORSaline-N sponsored Bengal Multimedia's full length film "Shap Ludu" - directed by Golam Sorwar Dudul, casted by popular Zahid Hasan, Bidhya Sinha Mim, Arifin Shuvo. The film was released nationwide on 27th September, 2019. The film was also released in Canada, USA, UK, Australia, Malaysia etc. The amount of publicity in TV channels, Press, Public Relation, Magazines, Theatres,

Movie halls, Digital space and locality was huge for both Joya Sanitary Napkin and ORSaline-N.



- WANDER WOMAN - a social platform for the female that provides all kinds of information regarding travel. This social platform has 14k active group members who already helped 25k+ women through information and opportunity. Wander women are the only social platform which has access to niche pool of professional, tech and empowered women. Joya Sanitary Napkin was the Title sponsor of Wander Woman's event "Escapade 2.0" on 6th December at NeoCampers, Gazipur. This event enabled us reach 5 lacs woman through different activities. There was a dedicated session for product promotion, and presence of SMC's logo in all communications, T-shirts. Joya Ultra Comfort and Joya Extra Heavy Flow samples were given to all the participants at this event.

- Joya is a renowned sanitary napkin brand from SMC Enterprise Limited. For the last 5 years, SMC Enterprise Limited has been the title sponsor of "Joya Alokito Nari" to commemorate International Women's Day. This year also on 6th March, 6 enlightened women were honored at "Joya Alokito Nari 2020" for their achievement in different fields like social works, business, sports etc.



"Joya Alokito Nari 2020" was held at 6:30 pm in the evening on March 6th, 2020 at the Pan Pacific Sonargaon Hotel. This year's theme was "each for equal". The Honorable Minister of Education, Dr. Dipu Moni and the Mayor of South Dhaka, Mr. Sheikh Fazle Noor Taposh graced the event as the Chief and Special Guests. SMC's MD & CEO Mr. Ali Reza Khan and SMC EL's MD Mr. Abdul Haque were present along with other high officials from SMC, guests from RTV, diplomats, celebrities and eminent personalities from the public and private sectors. Dr. Tomar Lota Adittyta (Agriculture), Hazera Begum (Social Work), Professor Najma Shams (Scouting), Rabeya Sultana Rabbi (Motor Mechanics), Bibi Amina (Business) and Shirin Sultana (Sports) were the 6 women honored in this year's Joya Alokito Nari.

- Joya has taken another great initiative to educate and aware women of various issues related to women empowerment. Joya sponsored the "Nari Nokkhotro" program on Rtv. It is a weekly program on this channel,

scheduled at 6:05 PM every Saturday. The program has been designed to discuss various issues related to women's development, advancement, efficiency, health, education, empowerment, treatment, and awareness of Corona.



Germ Kill Instant Hand Sanitizer & Hand Wash

During COVID-19 pandemic in Bangladesh SMC has responded immediately by introducing Hand Sanitizer and Hand Wash, the most effective weapons against Corona Virus. Even during lockdown, despite the scarcity of raw materials and contract manufacturing, SMC successfully launched Germ Kill Hand Sanitizer and Hand Wash with a lots of appreciation in the market.



Germ Kill aims to protect your loved ones from 99.99% germs with its anti-germ and antibacterial property and ensures germ free moisturized hands.

Germ Kill Instant Hand Sanitizer is formulated with WHO and CDC recommended 70% Isopropyl Alcohol which is most effective against CoronaVirus.

SMC partnered with DGHS by giving GERM KILL Hand Sanitizer,



SMC Purified Drinking Water, Face Shield and Surgical Mask to support the frontline doctors and health workers, who are working relentlessly during the crisis of COVID-19 pandemic.

While in Bangladesh people's health is at stake due to COVID-19 pandemic, one of the leading companies of the country, SMC Enterprise Ltd. has stepped forward for the public welfare. SMC Enterprise Ltd. has installed 'Disinfection Tunnels' at various highly commuting places in the Dhaka city such as Mohakhali Kachabazar (under the flyover), Kolmilata Bazar, Uttara Kushal



Centre Kachabazar, Mohammadpur Town Hall and Khilgaon Taltola Kachabazar.

These tunnels are useful enough to automatically disinfect not only coronavirus but also other viruses that are harmful to human health. No harmful chemicals have been used in these tunnels.

Through these disinfecting tunnel so far SMC has served around 170,000 people in 5 locations.

Smile Baby Diaper

Launch of Pant System Baby Diaper

In Bangladesh, usage of the diaper is growing faster due to increased buying power and willingness to pay for the baby's comfort and convenience. SMC's first ever diaper brand Smile is already accepted by the customers as a quality diaper from the house of SMC. In recent years, consumer's choice is shifting rapidly towards pant system baby diaper. To address that need and take market share from the competitors, SMC has launched a pant system baby diaper under Smile.



Launch of New Mass Media Campaign

SMC's Smile baby diaper is the perfect baby diaper in the market, which ensures baby's protection for 12 hours. Smile baby diaper has all essential features, which a perfect baby diaper should have. The popular cricket star Shakib Al Hasan is the brand ambassador of Smile baby diaper. A new TVC was launched, where the brand ambassador endorsed Smile baby diaper as the perfect baby diaper.





Smile's Success in Corona Awareness

When the corona epidemic hit our country in early March 2020, people had no idea initially how to prevent it. Smile Baby Diaper quickly launched an informative and easy to understand campaign on its Facebook page to create awareness and educate people to fight against corona. Corona awareness communications were able to reach around 2 million people. Moreover, the communications were shared more than 4,800 times and liked by 62,000 audiences.

Oral Contraceptive Pill (OCP)

A press advertisement was published by SMC EL on World Contraception Day (WCD) to create consciousness to improve awareness about all contraceptive methods available and enable young people to make informed choices on their sexual and reproductive health. World Contraception Day takes place on 26 September every year.



Norix 1

SMC EL recently launched campaign on Norix 1 –Emergency Contraceptive Pill (ECP) including TVC, Press advertisement, Radio Commercial and magazine advertisements. The campaign was based on simple and catchy theme-“One Pill Solution” to prevent unprotected intercourse. SMC has also opened a

Facebook page where posts are being published on regular basis to create more awareness in consumer mind.



Xtreme

SMC's one of the most popular premium condom brands Xtreme has sponsored the event 'Traffic Light" a valentine day event organized by Icon Tech to celebrate the Valentine day.

An estimated number of 300 participants were present in the program. The target audience of the event was young executives those who were the core target group of Xtreme Condom. Sponsoring the event played a vital role in promoting this brand amongst this group.

Sponsoring the even includes logo placement in all the pre-event and post-event social media activity, 10 sec video, E-mail newsletter to 300 participants, 5 times shout out, 3 X banner, a 4X4 booth, photo booth, etc.





Auditors' **Report** and Financial Statements - SMC EL

**Independent Auditor's Report
To the Shareholders
Of
SMC Enterprise Limited**

Opinion

We have audited the accompanying financial statements of SMC Enterprise Limited, which comprise the statement of financial position as at 30 June 2020, the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended and a summary of significant accounting policies and other explanatory notes.

In our opinion, the accompanying financial statements present fairly, in all material respects, or give a true and fair view of the financial position of SMC Enterprise Limited, as at 30 June 2020 and of its financial performance and its cash flows for the year then ended in accordance with International Financial Reporting Standards (IFRSs), comply with the Companies Act 1994, and other applicable Laws and Regulations.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the ethical requirement that are relevant to our audit of the financial statements, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with IFRSs, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company's to cease to continue as a going concern.
- Evaluate the overall presentation, structure, and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.


We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and audit findings, including any deficiencies in internal control that we identify during our audit.

Report on Other Legal and Regulatory Requirements

We also report that:

- a) We have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit and made due verification thereof;
- b) In our opinion, proper books of accounts as required by law have been kept by the Company so far as it appeared from our examination of those books;
- c) The Statement of financial position and statement of profit or loss and other comprehensive income dealt with by the report are in agreement with the books of account.


Dhaka, Bangladesh
Dated: 13 March 2021


MABS & J Partners
Chartered Accountants
Signed by: S H Talukder FCA
Partner
Enrolment No: 1244
DVC:2103141244AS244408

SMC Enterprise Limited
Statement of Financial Position
As at 30 June 2020

	Notes	30.06.2020 Taka	30.06.2019 Taka
Assets			
Non-current assets			
		2,209,086,729	1,971,004,863
Property, plant and equipment	4	1,994,861,148	1,829,013,227
Right of use (ROU) assets	4	167,603,854	-
Capital work-in-progress	5	46,621,727	141,991,636
Current assets			
		3,529,651,191	1,975,262,728
Inventories	6	993,678,300	891,627,800
Accounts receivable	7	33,559,800	11,088,146
Other receivables	8	224,119,201	4,768,685
Advance, security deposit and prepayment	9	830,878,808	636,088,708
Investment in FDRs	10	519,511,686	111,569,093
Cash and bank balances	11	927,903,396	320,120,295
Total assets		5,738,737,921	3,946,267,590
Equity and liabilities			
Capital and equity			
		3,297,139,462	2,479,598,368
Share capital	12	100,000,000	100,000,000
Retained earnings	13	2,907,139,462	2,089,598,368
Vendor's account -SMC (potential shares)	14	290,000,000	290,000,000
Non-current liabilities			
		571,123,871	179,060,655
Vendor's account - loan (After current portion)	14	-	99,904,481
Lease Liabilities (After current portion)	15	474,126,095	-
Payable for gratuity	16	56,698,416	23,587,394
Deferred tax liability	17	40,299,361	55,568,780
Current liabilities			
		1,870,474,588	1,287,608,567
Vendor's account - loan (Current portion)	14	-	150,000,000
Lease Liabilities (Current portion)	15	39,732,141	-
Security deposits	18	11,765,569	9,569,709
Accounts payable	19	886,995,806	524,956,699
Other payables	20	268,076,510	157,945,054
Provision for WPPF & WF	21	66,670,548	44,702,472
Provision for Income Tax	22	597,234,015	400,434,634
Total equity and liabilities		5,738,737,921	3,946,267,590


This Financial Statement should be read in conjunction with annexed notes.


Abul Bashir Khan, FCMA
Chief Financial Officer


Abdul Haque
Managing Director


Siddiqur Rahman Chowdhury
Chairman

Place: Dhaka, Bangladesh
Dated: 13 March 2021


MABS & J Partners
Chartered Accountants
Signed by: S H Talukder FCA
Partner
Enrolment No: 1244
DVC:2103141244AS244408

SMC Enterprise Limited
Statement of Profit or Loss and Other Comprehensive Income
For the period from Jul 2019 to Jun 2020

	Notes	2019-2020 Taka	2018-2019 Taka
Net revenue	23	7,972,333,824	6,408,442,597
Cost of goods sold	24	(4,853,376,213)	(4,012,663,957)
Gross profit		3,118,957,612	2,395,778,640
Operating expenses		(1,806,569,765)	(1,505,829,356)
Administrative expenses	25	(838,533,197)	(680,436,197)
Selling & marketing expenses	26	(968,036,568)	(825,393,158)
Gross operating profit for the year		1,312,387,847	889,949,284
Finance expenses	27	(5,425,535)	(11,768,388)
Net operating profit for the year		1,306,962,312	878,180,896
Other income	28	26,448,638	15,868,545
Profit before WPPF & WF for the year		1,333,410,949	894,049,441
Provision for contribution to WPPF & WF		(66,670,547)	(44,702,472)
Profit before tax for the year		1,266,740,402	849,346,970
Income tax expense		(414,199,308)	(280,812,566)
Current tax expense		(429,468,728)	(287,336,869)
Deferred tax Income/expense	17	15,269,419	6,524,303
Total comprehensive income		852,541,094	568,534,404

This Financial Statement should be read in conjunction with annexed notes.



Abul Bashir Khan, FCMA
Chief Financial Officer


Abdul Haque
Managing Director


Siddiqur Rahman Chowdhury
Chairman

This is the Statement of Profit or Loss and Other Comprehensive Income referred to in our separate report of even date.

Place: Dhaka, Bangladesh
Dated: 13 March 2021


MABS & J Partners
Chartered Accountants
Signed by: S H Talukder FCA
Partner
Enrolment No: 1244
DVC:2103141244AS244408

SMC Enterprise Limited
Statement of Changes in Equity
For the period from Jul 2019 to Jun 2020

(Amount in Taka)

Particulars	Share Capital	Retained Earnings	Vendor's Account-SMC (Potential Shares)	Total Equity
Opening balance	100,000,000	2,089,598,368	290,000,000	2,479,598,368
Net Profit for the year	-	852,541,094	-	852,541,094
Cash Dividend paid for the year 2018-2019	-	(35,000,000)	-	(35,000,000)
Balance as at 30 June 2020	100,000,000	2,907,139,462	290,000,000	3,297,139,462


Particulars	Share Capital	Retained Earnings	Vendor's Account-SMC (Potential Shares)	Total Equity
Opening balance	100,000,000	1,551,063,964	290,000,000	1,941,063,964
Net Profit for the year	-	568,534,404	-	568,534,404
Cash Dividend paid for the year 2017-2018	-	(30,000,000)	-	(30,000,000)
Balance as at 30 June 2019	100,000,000	2,089,598,368	290,000,000	2,479,598,368

The annexed notes from 1 to 36 form an integral part of these financial statements.

Place: Dhaka


Abul Bashir Khan, FCMA
Chief Financial Officer


Abdul Haque
Managing Director


Siddiqur Rahman Chowdhury
Chairman

SMC Enterprise Limited
Statement of Cash Flows
For the year ended 30 June 2020

Particulars	2019-2020 Taka	2018-2019 Taka
A. Cash flows from operating activities		
Net profit before interest and taxes	1,272,165,937	861,115,357
Item not involving in movement of cash:		
Depreciation on property, plant and equipment	233,520,270	196,703,422
	1,505,686,207	1,057,818,779
Changes in working capital/Non Operating/ Non Cash Items		
(Increase)/Decrease in advances, deposit and prepayments	(194,790,099)	5,455,490
(Increase) in inventories	(102,050,500)	(217,256,478)
Decrease/(Increase) in accounts receivables	(22,471,654)	57,304,722
Decrease/(Increase) in other receivables	(4,916,452)	7,725,583
Increase in provision for WPPF	21,968,075	3,722,703
(Decrease)/Increase in provision for gratuity	33,111,022	(34,256,604)
(Decrease)/Increase in other payable	110,131,456	(53,410,319)
Increase/(Decrease) in security deposits	2,195,860	(7,025,229)
Increase/(Decrease) in accounts payables	348,125,139	154,210,091
Finance Expenses	-	(11,768,388)
Increase of lease liability	158,764,289	-
Adjustment of income tax	(232,669,347)	(255,427,024)
	117,397,788	(350,725,453)
Net cash flow from operating activities	1,623,083,995	707,093,326
B. Cash flows from investing activities		
Acquisition of property, plant and equipment	(240,621,223)	(309,054,275)
Addition of ROU Assets	(194,937,141)	-
Disposal of Non-Current Assets	153,429	-
Addition of capital work-in-progress	(36,953,366)	(83,713,061)
Encashment of FDR	50,000,000	-
Investment in FDR	(457,942,593)	(55,218,761)
Net cash used in investing activities	(880,300,894)	(447,986,097)
C. Cash flows from financing activities		
Loan received from SMC during the year	-	250,000,000
Loan repaid to SMC during the year	-	(301,372,601)
Payments as per vendor's agreement	(100,000,000)	(150,000,000)
Dividend Paid	(35,000,000)	(30,000,000)
Net cash used in financing activities	(135,000,000)	(231,372,601)
Net increase/(decrease) cash and bank balances(A+B+C)	607,783,101	27,734,628
Cash and bank balances at beginning of the year	320,120,295	292,385,667
Cash and bank balances at end of the year	927,903,396	320,120,295

The annexed notes from 1 to 36 form an integral part of these financial statements.

Place: Dhaka


Abul Bashir Khan, FCMA
Chief Financial Officer


Abdul Haque
Managing Director


Siddiqur Rahman Chowdhury
Chairman

SMC Enterprise Limited
Notes to the financial statements
For the year ended 30 June 2020

1. Background and business activities of the Company

1.1 Company Profile

SMC Enterprise Limited ("SMC EL" or "the Company"), a private company limited by shares was incorporated in Bangladesh bearing Registration No. C-118753/14, dated 20 October, 2014 under the Companies Act, 1994. The Company obtained registration from the Board of Investment (BOI), Government of Bangladesh under Registration No. L-30031503052-H, dated 16 March, 2015. Commercial operation started from 1 January 2015.

A vendor's agreement has been executed between Social Marketing Company (Vendor) and SMC Enterprise Limited (Vendee) on 01 January 2015 to acquire and take over the business of manufacturing, trading and other commercial operations of Social Marketing Company. Social Marketing Company has authorized SMC Enterprise Limited at the board meeting held on 22 December 2014 to receive the scheduled property and stock at their net book value of Tk 1,480,556,533 as certified by MABS & J Partners Chartered Accountants. An addendum was incorporated in the vendor's agreement dated 03 May 2017 as per board decision. The consideration for such transactions is to be revised and settled in the following manner:

<u>Particulars</u>	<u>Taka</u>
a) Total Consideration	1,480,556,533
Less: Adjustment against excess valuation of property & stock	40,652,052
Total consideration after adjustment	1,439,904,481
Less: Cash payment made upto 30 June 2020	950,000,000
Less: Shares issued till 30 June 2020	100,000,000
Outstanding amount to be paid:	389,904,481
b) Amount to be paid in Cash	
30 March 2020	50,000,000
30 September 2020	50,000,000
31 December 2020	49,904,481
	149,904,481
Adjusted with Lease agreement made on 25 June 2020	(149,148,317)
	756,164
Adjusted with land sold by SMC	(756,164)
Total cash consideration to be paid	-
c) Shares to be issued in phases	290,000,000
Outstanding shares to be issued	290,000,000

As per reference number 146/FRC/Proshashon/Proggapon/2020/01 of FRC, The Board of Directors of the company in its 50th meeting held on August 16, 2020 has approved to allot and issue 29,00,000 ordinary shares of Tk. 100 each in favour of Social Marketing Company (SMC). In this regard SMC EL has submitted application to the office of the Registrar of Joint Stock Companies and Firms on October 06, 2020 in compliance with the section 151 of the Companies Act, 1994.

1.2 Nature of business

SMC Enterprise Limited was formed as a 'for-profit subsidiary' of Social Marketing Company to run profitable operations. All manufacturing and trading operations of self-financed profitable products are implemented through the Enterprise. The company markets a diverse range of brands under multiple product categories such as pills, condoms, Orsaline, female hygiene, pharma products, food products, beverage items etc to specific segments supported with brand-specific advertising and promotion, and manages a nationwide distribution operation through 12 area offices located across the country.

SMC EL has made a contract dated 04 May 2016 with Julphar Bangladesh Limited for Toll Manufacturing of the pharma products. As per contract the commercial operation was started dated May 2017 and the sales was started in August 2017. Where Julphar Bangladesh Limited produces total 32 pharma items for SMC EL.

SMC EL also procures ORS-N, Contraceptive Pills and Drinking water from Renata Ltd, Popular pharmaceuticals Ltd., ACME Laboratory Ltd., Essential Drugs Company Ltd. (EDCL) and Ifad Multiproduct Ltd under the Contract manufacturing agreement.

2. Basis of preparation of Financial Statements

2.1 Statement of compliance

The financial statements have been prepared in compliance with the requirements of the International Financial Reporting Standards (IFRSs) and International Accounting Standards (IASs), the Companies Act 1994, and other relevant local laws as applicable.

In addition to the above, the entity is also required to comply with the requirements of the following:

The Income Tax Ordinance, 1984;
The Income Tax Rules, 1984;
The Value Added Tax Act, 1991;
The Value Added Tax Rules, 1991;
The Customs Act, 1969;
The Bangladesh Labour Act (Amendment) 2013,
The Sale of Goods Act 1930;

2.2 Basis of Measurement

These financial statements have been prepared on a going concern basis under the historical cost convention method in accordance with International Financial Reporting Standards (IFRSs).

2.3 Components of financial statements

-Statement of Financial Position
-Statement of Profit or Loss and Other Comprehensive Income
-Statement of Changes in Equity
-Statement of Cash Flows
-Notes to the Financial Statements

2.4 Functional and presentation currency

These financial statements are presented in Bangladeshi Taka (BDT) which is the functional currency of the company. The amounts in these financial statements have been rounded off to the nearest integer.

2.5 Use of estimates and judgments

The preparation of financial statements requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revision of accounting estimates is recognized in the year in which the estimate is revised if the revision affects only that year, or in the year of revision and future years if the revision affects both current and future years.

In particular, the key areas of estimation, uncertainty and critical judgments in applying accounting policies that have the most significant effect on the amounts recognized in the financial statements are described in the following notes:

Note: 4 Depreciation on property, plant and equipment.
Note: 4.1 Right of Use (ROU) Assets
Note: 6 Inventory valuation
Note: 7 Accounts receivables
Note: 15.1 Payable for gratuity
Note: 16 Deferred tax liabilities
Note: 21 Provision for Income Tax

2.6 Reporting period

The financial year of the company covers one year from 01 July to 30 June and will be followed consistently.

3. Significant accounting policies

3.1 Basis of accounting

The financial statements have been prepared under the historical cost convention and after due compliance with the International Financial Reporting Standards (IFRSs), the Companies Act, 1994 and other applicable laws and regulations.

3.2 Property, plant and equipment

3.2.1 Recognition and measurement

Property, plant and equipment are stated at cost or revalued amount if any less accumulated depreciation in compliance with International Accounting Standard (IAS)-16: Property Plant and Equipment. The cost of acquisition of an asset comprises its purchase price and any directly attributable cost of bringing the assets to its location and condition for its intended use inclusive of inward freight, duties and non-refundable takes.

3.2.2 Subsequent Costs

The cost of replacing a part of an item of property, plant and equipment is recognized in the carrying amount of the item if it is probable that future economic benefits associated with the item will flow to the entity and the cost of the item can be measured reliably. All other repair and maintenance costs are charged to the statement of profit or loss and other comprehensive income during the financial period in which they incurred.

3.2.3 Depreciation

Depreciation is charged on property, plant and equipment (except Land) using straight line method over the estimated useful life of each item of property, plant and equipment. Depreciation on addition to property, plant and equipment is charged from the date when assets is put into use for commercial operation. No depreciation is charged on the assets from the month on which such assets are disposed. The rates of depreciation varies from 2.5% to 30% p.a. based on useful lives and nature of the assets rates of depreciation are as follows:

Category of Assets	Rate (p.a)
Office Building	2.50%
Factory Building	5%
Lift	20%
Power sub-station	20%
Fire control system	20%
Central air conditioning	20%
Deep tubewell	15%
Plant and machineries	10%
QC equipment	10%
Central warehouse equipment	10%
Furniture and fittings	10%
Vehicles	20%
Other equipment	20%
Office equipment	20%
Other assets	20%
Mobile phone	30%
Water Treatment Plant	15%
Software Development	20%
Diesel Reservoir	20%

3.3 Financial assets

Financial assets of the company include cash and bank balances, investment in FDR, accounts receivables and other receivables. The company initially recognizes receivable on the date they are originated. All others financial assets are recognized initially on the date at which the company becomes a party to the contractual provisions of the transaction. The company derecognizes a financial asset when, and only when the contractual rights or probabilities of receiving the cash flows from the asset expire or it transfers the right to receive the contractual cash flows on the financial asset in a transaction in which substantially all the risk and rewards of ownership of the financial asset are transferred.

3.3.1 Investment in FDR

The Company has the positive intent and ability to hold FDR to maturity and such financial assets are classified as held to maturity. Held-to-maturity financial assets are recognized initially at fair value. Subsequent to initial recognition, held-to-maturity financial assets are measured at amortized cost using the effective interest method, less any impairment losses.

3.3.2 Account receivables

Account receivables are initially recognized as invoice amount and subsequently measured at invoice amount less any provisions for doubtful debts. Provisions are made where there is evidence of a risk of non-payment, taking into account aging, previous experience and general economic conditions. When an account receivable is determined to be uncollected it is written off, firstly against any provision available and then to the profit or loss and other comprehensive income. Subsequent recoveries of amounts previously provided for are credited to the profit or loss and other comprehensive income.

3.3.3 Cash and bank balances

Cash and bank balances include cash in hand and at banks which are held and available for use by the company without any restriction.

3.3.4 Advance, deposit and prepayments

Advances are initially measured at cost. After initial recognition advances are carried at cost less deductions or adjustments. Deposits are measured at payment value. Prepayments are initially measured at cost. After initial recognition prepayments are carried at cost less charges to statement of profit or loss and other comprehensive income.

3.4 Financial liabilities

Financial liabilities are recognized initially on the transaction date at which the company becomes a party to the contractual provisions of the liability. The company derecognizes a financial liability when its contractual obligations are discharged or cancelled or expired. Financial liabilities include liabilities for expenses, accounts payable, other payables and other financial obligations.

3.4.1 Loans and borrowings

Borrowings repayable after twelve months from the date of statement of financial position are classified as non-current liabilities whereas the portion of borrowings repayable within twelve months from the date of statement of financial position, unpaid interest and other charges are classified as current liabilities.

3.4.2 Finance income and expenses

Finance income comprises interest income on funds invested as FDR, bank deposits. Interest income is recognized using accrual principle.

Finance expenses comprise interest expenses on loan, overdraft, bank charged and recognized in the statement of Profit or Loss and other comprehensive income using effective interest rate method.

3.5 Inventories

Inventories are carried at the lower of cost and net realizable value as prescribed by IAS 2: "Inventories". Cost is determined on weighted average cost basis. The cost of inventories comprises of expenditure incurred in the normal course of business in bringing the inventories to their present location and condition. Net realizable value is based on estimated selling price less any further costs expected to be incurred to make the sale.

3.6 Revenue Recognition

In compliance with the requirements of IFRS-15: Revenue is recognized only when it completes the 5 steps model:

- Step-1 Identify the contract with a customer.
- Step-2 Identify the performance obligations in the contract.
- Step-3 Determine the transaction price.

- Step-4 Allocate the prices to the performance obligations
- Step-5 Recognize revenue.

3.7 Value Added Tax exempted products

VAT is exempted for all kinds of contraceptive and sheth contraceptive Products as per SRO # 172/Law/2019/29-VAT dated 13 June 2019. But Orsaline and female hygiene products and pharma products are not VAT exempted.

3.8 Employee benefits

3.8.1 Defined contribution plan (provident fund)

A defined contribution plan is a post-employment benefit plan under which an entity pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. The Company has recognised provident fund approved by NBR.

3.8.2 Defined benefit plan (gratuity)

Defined benefit plan is a retirement benefit plan under which amounts to be paid as retirement benefits are determined by reference to employees' earnings and/or year of services. The Company has funded gratuity fund. The Employees' gratuity fund is being considered as defined benefit plan as it meets the recognition criteria of IAS-19, Employee Benefit. The Company's obligation is to provide the agreed benefits to current employees as per condition of the fund.

The Company operates a gratuity scheme for its permanent employees; provision for gratuity is made annually against one month's basic salary for each completed year of services of an eligible employee upto 9 (Nine) years of service period and one & half month's basic salary for each completed year of services of an eligible employee 10 (Ten) years and over service period.

3.8.3 Workers' Profit Participation Fund (WPPF)

This is required to be made in terms of section 234(1)(b) of Bangladesh Labour Act 2006 (as amended in 2013). As per that Act, 5% of the net profit of each year, not later than 9 (nine) months from the close of that period, is required to be transferred to the fund, the proportion of the payment to the participation fund and the welfare fund being 80:10. The remaining 10% shall be paid by the company to the workers' welfare foundation fund, as formed under the provision of the Bangladesh workers' welfare foundation Act 2006. Of the 80% being transferred to the participation fund, two-third has to be distributed in equal proportions to all the members (beneficiary) of the fund in cash and one-third has to be invested in accordance with the manner stated in section 242 of that Act.

The company makes provision @ 5% of its net profit before tax as a contribution to workers' profit participation fund before tax and charging such expense in accordance with The Bangladesh Labour Act 2006 (As amended in 2013).

3.9 Taxation

Income tax expense comprises of current and deferred tax. Income tax expense is recognised in the statement of profit or loss and other comprehensive income except to the extent that it relates to item recognised directly in equity.

3.9.1 Current tax

Current tax is the expected tax payable on the taxable income for the year, using tax rates enacted or substantially enacted at the reporting date. The applicable tax rate for the Company is 32.50%. Provision for current tax expenses has been made on the basis of Finance Act 2020 of Income Tax Ordinance 1984.

3.9.2 Deferred tax

Deferred tax is calculated using the carrying amount and tax base of assets and liabilities. Deferred tax arises due to temporary difference deductible or taxable for the events or transactions recognised in the statement of profit or loss and other comprehensive income. A temporary difference is the difference between the tax base of an asset or liability and its carrying amount/reported amount in the statement of financial position. Deferred tax asset or liability is the amount of income tax recoverable or payable in future periods recognised in current year. The deferred tax asset/income or liability/expense does not create a legal recoverability/liability to and from the income tax authority.

3.10 Statement of cash flows

Statement of cash flows is prepared principally in accordance with IAS-7: Statement of Cash Flow and the cash flows from operating activities have been presented under indirect method.

3.11 Provision

A provision is recognized on the date of financial position if, as a result of past events, the company has a present legal obligation that can be estimated reliably and it is probable that an outflow of economic benefits will be required to settle the obligation in accordance with IAS 37: Provisions, Contingent Liabilities and Contingent Assets.

3.12 Foreign currency transactions

Foreign currency transactions are converted into Bangladesh Taka at exchange rates prevailing on the dates of transactions. Assets and liabilities in foreign currency as at 30 June 2019 were converted into Taka/Tk./BDT at the exchange rate prevailing on the closing date.

3.13 Events after the reporting period

Amounts recognised in the financial statements are adjusted for events after reporting periods that provide evidence of conditions that existed at the end of the reporting period. No adjustment is given in the financial statements for events after the reporting period that are indicative of conditions that those after the reporting period. Materials non-adjusting events are disclosed in the financial statements.

3.14 General

- i. Figures have been rounded off to the nearest Taka.
- ii. Previous year's figures have been rearranged wherever considered necessary to conform to the current year's presentation.

3.15 Comparative information

Comparative information has been presented in respect of the prior period in accordance with IAS-1: Presentation of Financial Statements, for all numeric information in the financial statements and also the narrative and descriptive information where it is relevant for understanding of the current period's financial statements.

3.16 Status of compliance of International Accounting Standards

The Company's status of compliance with applicable Financial Reporting Standards is as under:

IAS	Title	Remarks
1	Presentation of Financial Statements	Complied
2	Inventories	Complied
7	Statement of Cash Flows	Complied
8	Accounting Policies, Changes in Accounting Estimates and	Complied
10	Events after the Reporting Period	Complied
12	Income Taxes	Complied
16	Property, Plant & Equipment	Complied
19	Employee Benefits	Complied
21	The Effects of Changes in Foreign Exchange Rates	Complied
24	Related Party Disclosures	Complied
32	Financial Instruments: Presentation	Complied
37	Provisions, Contingent Liabilities and Contingent Assets	Complied
39	Financial Instruments: Recognition and Measurement	Complied

IFRS	Title	Remarks
7	Financial Instruments: Disclosures	Complied
12	Disclosure of Interest in Other Entities	Complied
13	Fair value measurement	Complied
15	Revenue from Contracts with Customers	Complied
16	Leases	Complied

Lease Tenure	Lease Amount
1 year but less than 2 years	39,732,141
2 years but less than 5 years	148,619,178
Above 5 years	325,506,916

	30.06.2020 Taka	30.06.2019 Taka
4. Property, plant and equipment		
A. Cost		
Opening balance	2,439,458,179	2,127,865,244
Add: Addition during the year	424,829,699	311,592,935
	2,864,287,878	2,439,458,179
Less: Disposal during the year	987,671	-
Total	2,863,300,207	2,439,458,179
B. Accumulated depreciation		
Opening balance	610,444,952	413,741,530
Add: Charged during the year	258,072,185	196,703,422
	868,517,137	610,444,952
Less: Adjustment for disposal during the year	78,078	-
Total	868,439,059	610,444,952
Written down value (A-B)	1,994,861,148	1,829,013,227
4.1 Right of Use (ROU) Assets		
C. Opening balance	-	-
Add: Addition during the year	194,937,141	-
Total	194,937,141	-
D. Accumulated depreciation		
Opening balance	-	-
Add: Charged during the year	27,333,287	-
Total	27,333,287	-
Written down value (C-D)	167,603,854	-
A schedule of property, plant and equipment is given in Annexure-A		
4.2 Property, plant and equipment includes land & buildings of Taka 134,668,703 and Taka 229,669,842 respectively, which has been acquired from Social Marketing Company (SMC) through vendor's agreement dated 01 January 2015. A lease agreement has been made between SMC (Lessor) and SMC Enterprise Ltd. (Lessee) on 25 June 2020. The Lessee agreed to take the "DEMISED PROPERTY" under finance lease for a period of 50 (fifty) years. The DEMISED PROPERTY consists of Land and Building at a total value of Taka 36,35,82,381. Out of the above amount taka 13,39,12,539 and 22,96,69,842 for Land and buildings respectively.		
5 Capital work-in-progress		
Construction work at Comilla	-	9,111,282
Construction work at Bhaluka for ORS factory	15,062,934	91,306,774
Construction work for CWH at Bhabanipur	540,000	540,000
Construction work at Khulna	748,298	748,298
Construction work for expansion of H&H Factory	8,888,750	-
Property, plant and equipment (Other than construction works)	21,381,745	40,285,282
	46,621,727	141,991,636
The movement and subsequent position of this amount is as under:		
Opening balance	141,991,636	60,817,235
Add: Addition during the year	47,150,033	83,713,061
	189,141,669	144,530,296
Less: Transfer to property, plant and equipments during the year	132,323,275	2,538,660
Less: Transfer to revenue expenditure during the year	10,196,667	-
	46,621,727	141,991,636
6. Inventories		

Raw Materials	178,082,693	236,335,465
Packaging Materials	126,066,360	88,369,204
POP materials	20,579,941	28,846,574
Spares parts	61,330,178	54,234,571
Generator Fuel	897,107	433,985
Work in Progress	10,468,050	8,177,066
Finished Goods	596,253,970	475,230,935
	993,678,300	891,627,800

A schedule of inventories is given in **Annexure-B**

Items of Inventories	Opening balance	Purchase during the year	Consumption during the year	Closing balance
POP materials	28,846,574	49,843,587	58,110,220	20,579,941
Packing Materials	88,369,204	695,352,512	657,655,356	126,066,360
Spares parts	54,234,571	46,945,605	39,849,998	61,330,178
Raw Materials	236,335,465	884,872,204	943,124,976	178,082,693
Work in Progress	8,177,066	-	-	10,468,050
Finished Goods including Bulk	475,664,920	2,713,368,393	2,591,882,236	597,151,077
Total	891,627,800	4,390,382,302	4,290,622,787	993,678,300

7. Accounts Receivable

Receivable from SMC	16,365,401	-
Receivable from Sales (Other than SMC & Pharma)	15,034,289	11,021,615
Receivable from Pharma Sales	(Note: 7.2) 2,160,111	66,532
	33,559,800	11,088,146

7.1 Accounts receivable (other than pharma)

Opening balance	11,021,614	12,101,722
Add: Sales during the year	8,461,794,811	6,722,702,188
	8,472,816,425	6,734,803,910
Less: Collection during the year	8,441,416,735	6,723,782,296
	31,399,690	11,021,614

7.2 Accounts receivable-Pharma

Opening balance	66,532	56,291,146
Add: Sales during the year	464,577,595	253,039,931
	464,644,127	309,331,077
Less: Collection during the year	462,484,016	309,264,545
	2,160,111	66,532

The aging of above accounts receivables as at the statement of financial position date was:

Aging of the above receivables is given below

Past due 0-30 days	14,227,972	3,650,802
Past due 31-90 days	2,516,344	6,251,031
Past due over 91 days	16,815,484	1,186,313
	33,559,800	11,088,146

8. Other Receivables

Receivable for TBA/NGO/Packing Bill	1,462,069	-
Receivable against Insurance claim	1,558,084	443,064
Receivable from PF, GF & WPPF	3,139,284	-
Receivable from Social Marketing Company (SMC)	1,004,265	3,671,087
Receivable against Lease agreement (SMC)	(Note: 8.1) 214,434,064	-
Interest receivable on FDRs	2,521,435	654,534
	224,119,201	4,768,685

	30.06.2020	30.06.2019
	Taka	Taka
8.1 Receivable against Lease agreement		
Opening balance	-	-
Value of Lease Property	363,582,381	-
Add: Adjustment with Vendors' agreement	(149,148,317)	-
	214,434,064	-
09. Advance, deposit and prepayments		
Advance (Note: 9.1)	808,907,798	632,744,748
Security Deposit (Note: 9.2)	21,971,010	3,343,960
	830,878,808	636,088,708
9.1 Advances and prepayments		
Advanced against expenses	21,130,901	14,593,856
Advance against import	243,987,681	166,726,808
Advanced Income Tax (Note: 9.1.1)	461,697,765	363,873,449
Margin against Bank Guarantee	1,160,000	1,000,000
Vehicles loan (Note-9.1.2)	29,843,075	33,237,148
Advance Trade VAT	-	342,950
Advances for Advertisement (Note-9.1.3)	-	6,869,949
Advance against Employees welfare	2,124	94,068
VAT Current Account-ORS Factory	6,199,500	6,199,500
VAT on Stock	32,180,238	30,059,979
VAT Current Account-Health & Hygiene Factory	7,849,945	7,849,945
Pragati Insurance Ltd	2,536,574	1,897,096
Linde Bangladesh Limited.	53,044	-
Uttara Motors Ltd.	690,000	-
Fountech	953,400	-
Rashid Enterprise	7,051	-
Meghna Sugar Refinery Ltd.	548,500	-
Iconic Engineering & Trading Company	67,999	-
	808,907,798	632,744,748
9.1.1 Advanced Income Tax		
Opening balance	363,873,450	333,652,365
Add: Addition during the period	330,493,662	285,648,109
	694,367,112	619,300,474
Less: Adjustment for the assessment year 2018-2019	232,669,347	255,427,024
	461,697,765	363,873,450

As per clause 1(a) of section 94 of Income Tax Ordinance 1984, if NBR does not assess the income of two years from the end of the first assessment year in which the income was first assessable then the amount of tax provision can be adjusted based on the acknowledgement receipt from NBR at the time of payment of tax as per return under 82BB. So here SMC Enterprise Limited has adjusted the tax paid for the assessment year 2018-2019 against the advance income tax. The company subsequently will adjust if there is any over or under provision assessed by NBR.

9.1.2 Vehicles loan

The above loan was provided by the Company to its sales and management staff to increase their operational efficiency. Entire amount Tk 2,98,43,075.00 was receivable from the sales and management level personnel against motor car/Motorbike loan under this scheme through a fixed number of installments without interest.

The movement and subsequent position of this amount is as under:

	30.06.2020	30.06.2019
	Taka	Taka
Opening balance	33,237,148	21,722,685
Add: Advance given during the year	2,108,000	19,600,094
	35,345,148	41,322,779
Less :Adjusted/Realized during the year	5,502,073	8,085,631
	29,843,075	33,237,148
9.1.3 Advances for Advertisement		
Nushrat Faria	-	1,405,555
Nanziba Fatema Meem	-	150,000
Shakib Khan	-	5,314,394
	-	6,869,949
9.2 Security Deposit		
Performance Security to BRAC	30,000	30,000
Titas Gas	141,430	69,000
Palli Biddut Samitee	6,054,620	-
Power Development Board (PDB)	768,000	768,000
Ifad Multi Products Ltd	12,500,000	-
Rural Electrification Board (REB), Bhaluka, Mymensingh	2,476,960	2,476,960
	21,971,010	3,343,960
10. Investment in FDR		
IPDC finance Ltd.	67,273,686	61,569,093
Jamuna Bank Ltd.	50,000,000	50,000,000
Pubali Bank Ltd.	50,000,000	-
Sonali Bank Ltd.	200,000,000	-
United Commercial Bank Ltd.	50,000,000	-
Southeast Bank Ltd.	102,238,000	-
	519,511,686	111,569,093
11. Cash and bank balances		
Cash in hand	(Note-11.1) 59,404,524	796,968
Cash at bank	(Note-11.2) 868,498,872	319,323,327
	927,903,396	320,120,295
11.1 Cash in hand		
Head office	119,613	13,973
All area offices & factories	544,566	584,113
Area offices: SO Bases*	58,740,345	198,882
	59,404,524	796,968
* Sales Officer's hand (Undeposited Sales proceeds)		
11.2 Cash at bank		
Bank Name	30.06.2020	30.06.2019
	Taka	Taka
Uttata Bank Ltd	391,412,821	125,124,120
Pubali Bank Ltd	159,029,691	60,757,007
BRAC Bank Ltd	382,121	1,331,695
United Commercial Bank Ltd	2,593,061	2,839,963
Dutch Bangla Bank Limited	31,247,342	1,040,701
Stanadard Chartered Bank	113,442,745	17,229,814
Janata Bank Ltd	-	1,326
National Bank Ltd	182,680	661,066
Prime Bank Limited	780,868	21,848,492
Sonali Bank Ltd.	63,169,128	3,142,250
Eastern Bank Ltd.	17,529,352	52,511,252
The City Bank Ltd.	32,405,197	841,286
First Security Islami Bank Limited	42,858,651	16,610,628
Bangladesh Krishi Bank, Banani Branch	4,549,457	54,084
Balance at Area offices & factory's Banks	8,915,759	15,329,643
	868,498,872	319,323,327

	30.06.2020 Taka	30.06.2019 Taka
12. Share capital		
a. Authorized share capital		
5,000,000 Ordinary shares of BDT 100 each	500,000,000	500,000,000
b. Issued, subscribed and paid-up share capital		
1,000,000 ordinary shares of BDT 100 each fully paidup	100,000,000	100,000,000
c. The composition of fully paid-up share capital is as follows:		
	1,000,000	100,000,000
	100,000,000	100,000,000
	1,000,000	100,000,000
13. Retained earnings		
Opening Balance	2,089,598,368	1,551,063,964
Add: Net profit for the year	852,541,094	568,534,404
	2,942,139,462	2,119,598,368
Less: Dividend paid in cash during the period	(35,000,000)	(30,000,000)
	2,907,139,462	2,089,598,368
14. Vendor's Account -SMC (Potential Share)	290,000,000	290,000,000
As per addendum to the original Vendor's agreement disclosed in note # 1.1, SMC Enterprise Limited will issue shares to SMC for Tk 340,000,000 in phases for the property and stocks acquired from SMC. The company issued 500,000 shares for the year ended 30 June 2017 amounting to Taka 50,000,000. No further shares were issued during the year ended 30 June 2020.		
Vendor's Account - loan		
As disclosed in note # 1.1, out of total consideration, an amount of Tk 249,904,481 has been agreed to settle through cash payments, the details of which are as under:-		
Vendor's Account - Loan (Opening Balance)	249,904,481	399,904,481
Repayment made during the period	(100,000,000)	(150,000,000)
Clsong Balance	149,904,481	249,904,481
Adjusted with Lease agreement	(149,148,317)	(150,000,000)
Clsong Balance	756,164	-
Adjusted with sold land by SMC	(756,164)	-
Vendor's Account (Net off current portion)	-	99,904,481
A lease agreement has been made between SMC (Lessor) and SMC Enterprise Ltd. (Lessee) on 25 June 2020. The Lessee agreed to take the "DEMISED PROPERTY" under finance lease for a period of 50 (fifty) years. The DEMISED PROPERTY consists of Land and Building at a total value of Taka 36,35,82,381. Out of the above amount taka 13,39,12,539* and 22,96,69,842 for Land and building respectively, as a result payable for vendors' account has been fully adjusted against the lease agreement and lease liability has been created.		
15. Lease Liabilities		
Opening Balance	-	-
Add: Agreement made with SMC during this year	363,582,381	-
	363,582,381	-
Less: Transferred to accounts payable	8,488,434	-
Closing Balance	355,093,947	-
Current portion (a)	5,725,040	-
Non Current portion@	349,368,907	-
Total	355,093,947	-
Lease Liabilities (IFRS 16)		
Current portion (b)	34,007,101	-
Non Current portion (d)	124,757,188	-
Total	158,764,289	-
Total Current portion (a+b)	39,732,141	-
Total Non Current portion (c+d)	474,126,095	-
16 Payable for gratuity		
Opening Balance	23,587,394	57,843,998
Add: Provision made during the Period	50,698,416	41,587,394
	74,285,810	99,431,392
Less: Transferred to fund during the year	17,587,394	75,843,998
	-	-
	56,698,416	23,587,394

17 Deferred Tax Liabilities

Deferred tax liability has been recognized in accordance with the provision of IAS-12 based on temporary differences arising due to difference in the carrying amount of the assets or liabilities and its tax base.

	Carrying amount	Tax base	Taxable/ (deductible) temporary difference
As at 30 June 2020			
Property, plant and equipment - (Excluding land)	1,319,331,976	1,144,635,528	174,696,448
Permanent difference for Vehicle exceeding Tk 2,500,000	-	-	-
			174,696,448
Gratuity provision	(50,698,416)	-	(50,698,416)
Taxable temporary difference			123,998,033
Applicable Tax Rate			32.50%
Deferred tax liability			40,299,361

As at 30 June 2019

Property, plant and equipment - (Excluding land)	1,166,287,523	965,932,186	200,355,337
Parmanent difference for Vehicle exceeding Tk 2,500,000	-	-	-
			200,355,337
Gratuity provision	(41,587,394)	-	(41,587,394)
Taxable temporary difference			158,767,943
Applicable Tax Rate			35%
Deferred tax liability			55,568,780

30.06.2020 Taka	30.06.2019 Taka
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Deferred (Income)/ Expense

Closing balance of Deferred tax liability	40,299,361	55,568,780
Opening Balance of Deferred tax liability	(55,568,780)	(62,093,083)
Deferred tax (income)/expense recognized directly in profit	(15,269,419)	(6,524,303)

17 Security deposit

Neptune Advertisers	111,790	111,790
Adway Publicity	288,916	288,916
Azad Art Hall	163,363	163,363
Aziz & Company Ltd.	34,000	34,000
Asiatic Marketing Communication Ltd	154,441	154,441
Magnum Eng. & Const. Ltd	1,186,448	1,141,449
Adcomm Ltd.	9,978	9,978
ACMEC Consortium Ltd.	108,000	108,000
Bitopi Advertising Ltd.	246,121	170,052
Asiatic Marketing Comm. Ltd.	10,610	10,610
Media Com Ltd.	172,485	145,335
Airy International	580,705	444,741
Cross World Power Ltd.	856,925	435,748
Nutech Construction Chemical Ltd	41,678	41,678
Mayer Dawua Thai Alominium Fabricator	37,501	11,662
Power property care service	8,375	8,375
Total Engineering & Construction Solution Tech	-	111,436
Godhury Marketing Communication	595,108	595,108

	30.06.2020 Taka	30.06.2019 Taka
Nexus Trading	396,366	396,366
Nodi Enterprize	94,500	94,500
Gray Advt.(BD) Ltd.	37,791	37,791
Nazma Construction Co.	1,243,733	1,243,733
ISE LTD.	64,780	64,780
Energypac Engg. Ltd.	1,398,675	1,398,675
Noor Ad.	72,000	72,000
Multi Product Engg. Ltd	643,874	122,847
Uranus Communication	183,000	183,000
OOH Leader & Printers	362,250	362,250
GREY	31,433	31,433
Ogilvy & Mather Communication Pvt. Ltd	1,444	1,444
Paragon Ceramic Industries Ltd	167,290	167,290
Build Asia	728,855	728,855
Marn Steel Structure Ltd.	1,015,177	455,564
Base Technologies Ltd.	717,957	222,499
	11,765,569	9,569,709
19 Accounts payable	886,995,806	524,956,699

A Schedule of Accounts payable is given in **Annexure-C**

20 Other payables

CSR Fund (Corporate Social Responsibility)	425,586	2,225,797
Withholding tax and VAT	34,297,558	8,734,229
Trade VAT payable	-	5,105,328
Liabilities for expenses	64,667,166	71,056,392
Raw Materials Loan	2,049,310	2,577,254
Provision for Incentive	79,728,048	53,236,431
Union subscription	-	11,300
Excess collection from pharma sales	-	14,322
Liability for inventory write off	7,817,443	-
Payable for Gratuity loan	298,897	268,202
Liabilities for supplies	5,893,174	9,038,594
Sales VAT payable	55,276,548	-
Shromik O Kormochary League,	11,850	-
Payable to Area offices	10,435,154	5,467,109
Current Account with ORS factory	7,175,776	210,097
	268,076,510	157,945,054

	30.06.2020	30.06.2019
	Taka	Taka
21 Provision for Worker's Profit Participation Fund & Welfare Fund		
Opening Balance	44,702,472	40,979,769
Add: Addition during the period	66,670,547	44,702,472
	111,373,020	85,682,241
Less: Paid during the period	44,702,472	40,979,769
	66,670,548	44,702,472
22 Provision for Income Tax		
Opening Balance	400,434,634	368,524,790
Add: Provision made during the year	429,468,728	287,336,868
	829,903,362	655,861,658
Less: Adjustment	232,669,347	255,427,024
	597,234,015	400,434,634

	2019-2020	2018-2019
	Taka	Taka
23 Net Revenue		
Gross revenue	8,926,372,407	6,975,742,119
Less : VAT on sales	878,568,368	504,093,227
Less : Discount on Sales	75,470,215	63,206,295
	<u>7,972,333,824</u>	<u>6,408,442,597</u>

Details of gross revenue is given in **Annexure-D**.

24 Cost of Goods Sold

Consumption of Raw Materials	(Note-24.1) 943,124,976	697,378,165
Consumption of Packing Materials	(Note-24.2) 657,655,356	537,948,210
Factory Overhead	(Note-24.3) 662,541,508	540,657,465
Total Cost	2,263,321,839	1,775,983,840
Opening work in process	8,177,066	4,550,872
Closing work in process	(10,468,050)	(8,177,066)
Cost of Production	2,261,030,855	1,772,357,647
Opening stock of finished goods	475,230,935	362,080,635
Purchase of commodities during the year (Net)	2,713,368,393	2,353,456,611
Closing stock of finished goods	(596,253,970)	(475,230,935)
Cost of Goods Sold	<u>4,853,376,213</u>	<u>4,012,663,957</u>

24.1 Consumption of Raw Material

Opening stock of Raw materials	236,335,465	160,274,880
Purchase of Raw materials during the year (Net)	884,872,204	773,438,750
Closing stock of Raw materials	(178,082,693)	(236,335,465)
	<u>943,124,976</u>	<u>697,378,165</u>

24.2 Consumption of Packing Material

Opening stock of Packing materials	88,369,204	81,677,997
Purchase of Packing materials for own production	580,231,817	454,636,975
Purchased of Packing materials for outsourced products	115,120,695	90,002,442
Closing stock of Packing materials	(126,066,360)	(88,369,204)
	<u>657,655,356</u>	<u>537,948,210</u>

24.3 Factory Overhead

Salaries & wages	262,446,301	212,855,796
Travel Expenses	8,576,917	8,797,770
General factory overhead	(Note-24.3.1) 219,914,169	158,365,585
Depreciation	152,652,225	143,359,947
Medical check-up & Medical expenses	164,307	-
Factory meal expenses	18,787,588	17,278,368
	<u>662,541,508</u>	<u>540,657,465</u>

24.3.1 General factory overhead

Office utilities	57,730,869	36,332,823
Telephone and internet service	694,480	533,879
Bank charges and commission	95,350	97,206
Uniforms	2,874,141	2,885,182
Recruitment, training and others	-	19,700
Meeting and conference expenses	336,707	504,916

	2019-2020	2018-2019
	Taka	Taka
Postage	30,580	31,185
Factory supplies	12,391,595	11,967,330
Toll Manufacturing Charge	40,786,703	26,719,116
Laboratory chemicals	3,531,611	798,531
Repairs and maintenance	9,193,978	6,440,324
Spare Parts	39,908,984	19,314,656
Sample Expenses	270,150	-
Rates and taxes	199,421	54,235
Product Registration Fees	2,250	748,880
Incentive	25,524,300	26,542,389
Security services	7,423,673	7,660,031
Fuel for generator	6,401,699	8,669,631
Entertainment	69,003	260,793
Cleaning and washing	301,575	387,943
Legal & professional expenses	213,989	281,841
Gratuity expenses	11,933,111	8,114,993
	219,914,169	158,365,585

25 Administrative expenses

Salaries and benefits	506,923,297	427,529,626
Rent	43,117,381	55,809,357
Utilities	12,297,607	11,984,490
Communication	9,762,790	6,584,789
Bank Charges & Commission	1,256,633	1,027,744
Office Supply	23,736,322	15,036,216
Repair & maintenance	8,083,303	5,618,427
Legal and professional expenses	17,645,650	4,307,543
Trade license expenses	198,871	61,185
Product Registration Fees	705,587	636,272
Postage	564,075	21,500
Rate & taxes	409,632	632,551
Security services	10,808,102	11,153,144
Generator fuel	618,744	680,869
Product Development Expenses	63,700	484,301
Trade handling charges	123,100	123,700
Honorarium	2,214,422	2,062,225
Recruitment & Training Expenses	1,262,871	601,996
Entertainment	4,069,105	6,192,282
Meeting & conference exp.	6,530,538	6,288,774
Insurance & premium	7,685,071	7,451,267
Inventory write off	25,416,183	375,238
Audit fees	506,000	452,525
Meal expenses	1,976,610	1,543,739
Staff gratuity	38,765,305	33,472,401
Medical check-up & Medical expenses	536,747	1,244,000
Cleaning & washing	1,311	6,600
Vehicle Taxes	304,292	401,758
Vehicle Fuel	15,938,052	15,996,763
Vehicle maintenance expenses	8,016,369	9,311,441
Interest Expenses	8,127,482	-
Depreciation	80,868,044	53,343,474
	838,533,197	680,436,197

	2019-2020 Taka	2018-2019 Taka
26 Selling & Distribution expenses		
Participants training	1,590,158	2,502,805
Advertisement Expenses	366,791,195	327,585,842
Promotional Expenses	65,612,702	58,599,532
RMP/TBA/Seminar/GDS	3,829,462	4,157,923
Customer education	250,199	799,337
Research and development	8,797,728	9,990,398
Incentive	62,247,276	40,279,173
Travel & Perdiem expenses	111,090,870	101,603,531
Corporate affairs & Promotion	-	1,354,713
Cartage & porter	32,487,867	21,900,659
Transport Expenses	153,754,779	134,029,559
Distribution expenses	112,642,115	80,484,279
Vehicle Fuel for sales van (Oil)	3,959,861	3,301,926
Vehicle fuel for sales van (Gas)	25,799,923	21,513,241
Distribution-labor charge	19,163,040	16,407,569
Cycle salesman	19,392	882,671
	968,036,568	825,393,158
27 Finance Expenses		
Interest expenses	5,425,535	11,768,388
28 Other income		
Interest on FDR investment	14,527,213	5,907,783
Interest on STD accounts	5,693,565	5,303,551
Income from sale of scrap	4,865,212	3,699,379
Income from insurance claim	315,404	750,280
Income from Sale of Property, Plant & Equipment	520,328	-
Income from sale of tender forms	-	4,050
Miscellaneous	526,917	203,502
	26,448,638	15,868,545

29 Related party transactions

The Company has carrying out a good number of transactions with it's parent entity, Social Marketing Company (SMC) at arm's length in normal course of business that fall within the definition of related parties as per International Accounting Standard (IAS) - 24 "Related Party Disclosures". SMC Enterprise Limited has the following transactions with SMC:

S. L No.	Transactions Type	Received during the year	Payment during the year	Other transactions during the year
1	Payment of loan (Under vendor's agreement)	-	100,000,000	-
2	Sales procced of SMC's product	8,176,627	143,000,271	-
3	Loan Received	-	-	-
4	Packaging Expenses (Somaject)	828,372	-	-
5	Reimbursement of MoniMix Bonus	2,151,720	-	-
6	Expenses incurred for RMP Meet & Seminar	1,885,738	-	-
7	Expenses incurred for common services	-	103,934,799	-
8	Office rent	-	30,448,872	-

30 Capital Expenditure Commitment

There is no other capital expenditure commitment or contract except Vendor's Agreement as on 30 June 2020.

31 Payments in foreign currency

	Amount in FCY	
	2019-2020	2018-2019
Import of machineries		
USD	2,275,009	1,561,363
EURO	28,283	21,343
GBP	32,866	27,146
Import of raw materials		
USD	14,562,736	9,994,560
EURO	71,166	53,704

32 Disclosure as per Schedule XI, Part II, Para 3 of the Companies Act 1994:

The company had **934** permanent employees as at 30 June 2020 and a varying number of seasonal and temporary workers as required. All permanent employees receive remuneration in excess of taka 60000 per annum each.

	2019-2020	2018-2019
Parmanent employees	1,130	1,047
Contractual & seasonal employees	35	56

33 Disclosure as per Schedule XI, Part II, Para 4 of the Companies Act 1994:

The Directors of the company except Managing Director did not take any benefit from the company other than the board meeting attendance fees.

Managing Director's remuneration and benefit for the year

	2019-2020 Taka	2018-2019 Taka
Basic Salary	4,900,000	4,226,250
Other benefit	4,151,767	3,580,899
	9,051,767	7,807,149

2019-2020 Taka	2018-2019 Taka
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34 Disclosure as per Schedule XI, Part II, Para 7 of the Companies Act 1994:

Particulars

Production (In Pcs)

Installed Capacity (Targeted production)	635,000,000	435,000,000
Actual Production	623,983,000	448,101,600
Utilization	98.27%	103.01%

Toll Manufacturing (In Packs)

Production Contract	2,356,001	1,763,171
Actual Received	2,356,001	1,763,171
Accomplishment	100%	100%

35 Financial risk management

International Financial Reporting Standard IFRS 7: Financial Instruments: Disclosures - requires disclosure of information relating to: both recognized and unrecognized financial instruments, their significance and performance, accounting policies, terms and conditions, net fair values and risk information- the companies policies for controlling risks and exposures. The company has exposure to the following risks from its use of financial instruments.

- Credit risk
- Liquidity risk
- Market risk

The Board of Directors has overall responsibility for the establishment and oversight of the company's risk

35.1 Credit risk

Credit risk is the risk of a financial loss to the company if a client or counterparty to a financial instrument fails to meet its contractual obligations, and arises principally from the company's receivables.

In monitoring credit risk, debtors are grouped according to their risk profile i.e. their legal status, financial condition, ageing profile etc. Accounts receivable are mainly related to sales of finished goods. The maximum exposure to credit risk each represented by the carrying amount of each financial assets in the financial statement of financial position.

Exposure to credit risk

The carrying amount of financial assets represent the maximum credit exposure. The maximum exposure to credit risk at the reporting date was:

Accounts receivables	33,559,800	11,088,145
Other receivables	9,265,795	4,768,685
Advance & deposit & prepayments	875,487,609	636,088,708
Cash and bank balances	927,903,396	320,120,295
	1,846,216,600	972,065,834

35.2 Liquidity risk

Liquidity risk is the risk that the company will not be able to meet its financial obligations as they falls due. The company's approach to manage liquidity (cash and Bank balance) is to ensure, as far as possible, that it will always have sufficient liquidity to meet its liabilities when due, under both normal and stressed conditions, without incurring unacceptable losses or risking damage to the company's reputation.

The following are the contractual maturities of financial liabilities of the company:

As at 30 June 2020	Contractual cash flows (Taka)	1 year or less Taka	More than 1 year Taka
Vendor's Account - loan (current portion)	-	-	-
Security deposits	11,765,569	11,765,569	-
Accounts payable	867,373,085	788,046,843	-
Other payables	287,708,401	280,880,953	-
Income tax provision	135,483,759	160,709,115	-

As at 30 June 2019	Contractual cash flows (Taka)	1 year or less Taka	More than 1 year Taka
Vendor's Account - loan (current portion)	150,000,000	150,000,000	-
Security deposits	9,569,708	9,569,708	-
Accounts payable	496,214,250	496,214,250	-
Other payables	186,687,503	186,687,503	-
Income tax provision	36,561,185	-	-

35.3 Market risk

Market risk is the risk that any change in market prices, such as foreign exchange rates and interest rates will affect the company's income or the value of its holdings of financial instruments. The objective of market risk management is to manage and control market risk exposures within acceptable parameters.

a) Currency risk

The company is exposed to currency risk on payment of import of inventory and plant & machineries through letter of credit. All of the company's foreign currency transactions are denominated in USD, JPY, EURO, GBP.

2019-2020 Taka	2018-2019 Taka
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i) Exposure to currency risk

The company's exposure to foreign currency risk was as follows based on notional amounts:

Foreign currency denominated assets

Receivable from the Prime Bank against FDR Lien	-	-
Receivable from the Standard Chartered Bank against FDR Lien	50,000,000	-
Receivable from The City Bank against FDR Lien	50,000,000	50,000,000
	<u>100,000,000</u>	<u>50,000,000</u>

The following rate has been applied (as on 30 June 2020):

	Taka	Taka
US Dollar (\$)	84.91	84.74

The rate of exchange has been applied which was circulated from the Bangladesh Bank in the bank's website as on 30-June 2020.

Accounting classification and fair values

Fair value of financial assets and liabilities together with carrying amount shown in the statement of financial position are as follows:

	30.06.2020	
	Carrying Amount	Fair Value
Financial Assets		
Held to Maturity		
Investment in fixed deposit (short term)	519,511,686	519,511,686
Loans and receivables		
Accounts receivables	33,559,800	33,559,800
Other Receivables	9,265,795	9,265,795
Advance, deposit and prepayments	875,487,609	875,487,609

30.06.2020		
	Carrying Amount	Fair Value
Financial Liabilities		
Liabilities carried at amortized costs		
Security deposits	11,765,569	11,765,569
Accounts payable	867,373,085	867,373,085
Other payable	287,708,401	287,708,401
31.06.2019		
	Carrying Amount	Fair Value
Financial Assets		
Held to Maturity		
Investment in fixed deposit (short term)	111,569,093	111,569,093
Loans and receivables		
Accounts receivables	11,088,145	11,088,145
Other Receivables	4,768,685	4,768,685
Advance, deposit and prepayments	636,088,708	636,088,708
Financial Liabilities		
Liabilities carried at amortized costs		
Vendor's Account- SMC (non-current portion)	-	99,904,481
Security deposits	11,765,569	9,569,709
Accounts payable	886,995,806	496,214,250
Other payable	268,076,510	186,687,503
Vendor's Account - loan (current portion)	-	150,000,000

SMC Enterprise Limited
Schedule of Property Plant and Equipment
For the year ended 30 June 2020

Particulars	Cost			Rate %	Depreciation			Total balance as on 30.06.2020	Written down value as on 30.06.2020	
	Balance as on 01.07.19	Addition during the period	Adjustments during the period		Balance as on 01.07.19	Charged during the period	Adjustments during the period			Total balance as on 30.06.2020
	Taka	Taka	Taka		Taka	Taka	Taka			Taka
Land	662,725,704	13,559,632	(756,164)	-	-	-	-	675,529,172	675,529,172	
Building	533,417,332	117,082,669	-	2.5 & 5	73,768,628	24,363,062	-	98,131,690	552,368,311	
Central warehouse equipment	19,388,894	-	-	10	11,216,222	1,938,886	-	13,155,108	6,233,786	
Deep tubewell	1	-	-	15	-	-	-	-	1	
Diesel reservoir	615,692	-	-	20	235,595	123,138	-	358,733	256,959	
Fire control system	17,362,954	117,252	-	20	13,288,497	3,326,878	-	16,615,375	864,831	
Furniture & fittings	27,029,430	18,379,817	-	10	6,271,539	3,799,465	-	10,071,004	35,338,243	
Vehicles	96,364,041	7,524,250	(222,522)	20	67,748,984	9,922,174	(78,078)	77,593,080	26,072,689	
Lift	5,617,512	7,721,730	-	20	2,951,801	2,337,113	-	5,288,914	8,050,328	
Office equipment	35,846,851	13,436,499	-	20	12,635,913	8,075,238	-	20,711,151	28,572,198	
Other assets	110,314,684	13,060,707	-	20	60,035,350	20,031,855	-	80,067,205	43,308,185	
Other equipment	120,495,191	3,044,481	(8,985)	20	64,958,829	23,173,441	-	88,132,270	35,398,417	
Plant & machinery	606,826,920	136,148,080	-	10	160,969,799	72,567,541	-	233,537,340	509,437,660	
Power sub station	82,350,572	24,013,697	-	20	62,213,242	13,527,649	-	75,740,891	30,623,379	
QC equipment	19,618,780	5,670,331	-	10	2,453,009	2,880,155	-	5,333,164	19,955,947	
Software development	7,578,995	2,081,005	-	20	1,936,089	1,705,715	-	3,641,804	6,018,196	
Central a/c system	90,195,131	11,104,348	-	20	69,048,048	18,043,723	-	87,091,771	14,207,708	
Water treatment plant	3,709,495	-	-	15	713,407	370,949	-	1,084,356	2,625,139	
Total	2,439,458,179	372,944,498	(987,671)		610,444,952	206,186,983	(78,078)	816,553,857	1,994,861,148	
Right of use (ROU) assets	-	194,937,141	-		-	27,333,287	-	27,333,287	167,603,854	
Grand Total	2,439,458,179	567,881,639	(987,671)		610,444,952	233,520,270	(78,078)	843,887,144	2,162,465,002	

SMC Enterprise Limited
Schedule of Inventories
As at 30 June 2020

(Amount in Taka)

SL #	Particulars	30.06.2020	30.06.2019
1	POP Materials	20,579,941	28,846,574
2	Packaging Materials	126,066,360	88,369,204
3	Generator Feul	897,107	433,985
4	Spares parts	61,330,178	54,234,571
	Raw Materials:		
5	Raw Material Stock at factory-Soft Drink (kg)	14,041,682	8,546,688
6	Raw Material Stock at factory-Health & Hyegiene	100,176,097	158,534,900
7	Raw Material Stock at factory-Pharma	34,275,803	27,906,835
8	Raw Material Stock at factory-Monimix	1,576,665	-
9	Raw Material Stock at factory-Vermicid	254,896	-
10	Raw Material Stock at factory-Orsaline	27,757,550	41,347,042
	Total Raw Materials (RM):	178,082,695	236,335,465
	Total RM & Other items	386,956,281	408,219,799
	Work in process	10,468,050	8,177,066
	Finished Product Stock:		
	ORSaline		
	ORS-N-Outsourced	153,696,946	57,272,957
	ORS-N- Own production	99,739,357	40,942,710
	Total ORSaline	253,436,303	98,215,666
	Condoms		
1	Panther condom	37,724,818	27,894,876
2	Sensation classic	19,847,117	7,791,842
3	Sensation-SD	4,967,602	1,043,403
4	Sensation-SR	967	10,838
5	Hero	15,395,842	8,947,023
6	U & me-Anatomic	1,844,047	12,279,084
7	U & me- Long Love	7,359,479	3,646,932
8	U & me-Colour	6,600	27,501
9	Xtreme ultra thin	1,420,015	888,278
10	Xtreme 3 in 1	2,277,575	533,386
11	Amore black	10,432	647,034
12	Amore gold	63,920	1,692,491
13	Raja	22,397,739	11,831,038
	Total Condoms	113,316,153	77,233,727
	Pills		
1	Minicon	6,418,569	6,751,121
2	Noret-28	1,904,332	9,521,409
3	Ovacon gold	362,691	5,399,160
4	Mypill	900,488	6,469,238
5	Femipill	20,367,439	38,220,762
6	Norix	5,991,111	3,892,572
7	Femicon pill	15,578,438	77,286,910
	Total Pills	51,523,068	147,541,171

SL #	Particulars	30.06.2020	30.06.2019
	Health & Hygiene Products		
1	Joya-8	2,341,618	29,644,522
2	Joya-5	1,430,409	7,826,607
3	Joya-wings	7,665,662	8,009,735
4	Joya ultra comfort	2,914,902	2,807,743
5	Smile Baby Wipes 80s	5,377,480	-
6	Smile Baby Wipes 2's	755,258	-
7	Smile Pants Small	480,316	-
8	Smile Pants Medium	2,443,337	-
9	Smile Pants Large	6,905,734	-
10	Smile Pants XL	2,469,786	-
11	Smile Pants XXL	1,713,965	-
12	Joya All Night	6,124,010	3,833,452
13	Joya Extra Heavy Flow	4,525,245	7,371,301
14	Smile m 5s mini	9,401,371	5,553,051
15	Smile s 5s mini	7,504,358	10,099,996
16	Smile xl 4s mini	6,049,043	6,321,319
17	Smile L 4s mini	10,384,698	3,905,324
18	Smile L 24s	1,268,236	4,173,781
19	Smile M 26s	1,378,402	5,293,254
20	Smile S 28s	3,447,123	6,287,657
21	Smile XL 22s	744,038	1,650,566
22	Smile XXL 20s	1,418,981	130,608
	Total Health & Hygiene Products	86,743,972	102,908,916
	FMD Products		
1	Bolt 200gm	11,909,291	1,174,918
2	Bolt 25gm	8,357,016	8,136,625
3	Bolt 400gm	5,805,662	2,702,974
4	Taste me (lychee 200 gm)	117,326	89,073
5	Taste me (lychee 25 gm)	129,167	316,504
6	Taste me (mango 25 gm)	8,357,181	2,067,529
7	Taste me (orange 25 gm)	444,483	4,982,374
8	Taste me (mango 200 gm)	6,654,537	2,885,690
9	Taste me (orange 200 gm)	571,188	1,857,110
10	Taste me (pomegranate 200 gm)	732	714,446
11	Taste me (pomegranate 25 gm)	49,140	399,804
	Total FMD Products	42,395,724	25,327,048
	Germ Kill items		
1	Germ Kill 50ml container	-	-
2	Germ Kill 50ml tube	8,160,568	-
3	Germ Kill 100ml tube	5,190,539	-
4	Germ Kill 200ml tube	-	-
5	Germ Kill Hand Wash 180ml Spout	-	-
6	Germ Kill Hand Wash 60ml tube	-	-
7	Germ Kill Hand Wash 3ml Sachet	-	-
8	Germ Kill Hand Wash 180ml Refill (Old)	102,331	-
9	Germ Kill Hand Wash 180ml Refill	1,609,038	-
	Total Germ Kill items	15,062,476	-
	Drinking Water		
1	SMC Drinking Water - 500ml	1,868,219	-
	Total Drinking water	1,868,219	-

SL #	Particulars	30.06.2020	30.06.2019
	Pharma Products		
1	Narvid Capsule-50 mg	28,259	183,264
2	Narvid Capsule-75 mg	504	366,962
3	Vomidyl Tablet	244,133	408,089
4	Flexidol Tablet~100mg	217,833	667,804
5	Actifast Tablet~10mg	525,769	290,840
6	Dolwin Tablet~500mg	290,988	973,740
7	Ezepain 90 Tablet	949,495	898,257
8	Ezepain 120 Tablet	393,565	1,326,457
9	Paragesic Tablet~500mg	335,687	117,172
10	Paragesic-C Tablet~500mg & 65mg	612,712	1,205,378
11	Aziday-500 mg Tab	4,879,306	775,959
12	Aziday PFS 20 ml	990,914	1,182,147
13	Aziday PFS 35 ml	1,427,678	1,674,832
14	Cefimax 200 Cap	3,671,225	1,367,474
15	Cefimax PFS 50 ml	1,103,768	481,036
16	Ciprodyl Tablet-500 mg	555,299	231,214
17	Ceframax 500 Capsule	1,086,029	898,116
18	Fenox Tablet~120mg	437,106	594,391
19	Resectin Tablet~150mg	1,668	170,588
20	Esomium 20 Capsule~20mg	2,158,617	2,420,171
21	Esomium 40 Capsule	332,335	288,124
22	Prazomax 20 Capsule~20mg	1,647,037	2,143,293
23	Prazomax 40 Capsule	466,555	167,899
24	Pantoprox Tab	657,218	228,737
25	Kofmelt Syrup	825,247	493,055
26	Spadyl Tablet	350,532	373,035
27	Moticare 10mg	651,690	629,214
28	Forbon Tablet~500mg	497,113	360,059
29	SMC Zinc Syrup	723,698	549,658
30	Ezevent 10 Tablet~10mg	642,001	523,007
31	Maxivent Tablet-400 mg	13,616	497,855
32	Seacoral DX Tablet	270,913	-
33	Neoclav 500 Tablet	700,097	-
34	Neoclav 250 Tablet	913,743	-
35	Seacoral D Tablet	2,008,110	-
36	Nurowel Tablet	1,297,596	1,516,581
	Total Pharma Products	31,908,055	24,004,407
	Total Finished Product Stock	596,253,969	475,230,935
	Total Inventories	993,678,300	891,627,800

Annexure-C

(Amount in Taka)

SL #	Particulars	30.06.2020	30.06.2019
1	ACI LTD	277,475	5,400
2	Acquaint Ad	2,192,805	370,575
3	Ad Queen	-	293,940
4	Adway Publicity	3,551,660	199,824
5	Allied Corporation	-	517,900
6	Al-Noor Scientific Co.	-	15,560
7	Alpine Fresh Water System Ltd.	6,880	6,640
8	Ancient Steamship Company Limited	2,869,221	4,711,943
9	ANIK TRANSPORT LTD	-	88,341
10	Anyadin	74,600	100,000
11	Apollo Pest Control	7,200	7,200
12	Argonauts Limited	11,868	-
13	Arif Enterprise	-	60,000
14	Ashraf Printing & Packaging	916,729	1,356,715
15	Asia Plastic Container Ind.	39,790	-
16	Asian Telecast Limited	-	270,442
17	Asiatic Marketing Communications Ltd	4,950,687	6,390,960
18	ATV Limited.	1,449,000	194,465
19	Axis Corporation	-	27,000
20	Ayaan Electric	-	102,000
21	Ayna Broadcasting Corporation Ltd.	-	244,567
22	Aziz & Company Ltd.	75,240	42,160
23	Badal and Company	21,591,462	5,859,510
24	Bangladesh General Insurance Company Ltd	226,998	179,883
25	Barind Media Ltd.	3,874,350	1,410,015
26	Bashundhara Paper Mills Limited	13,104	13,104
27	Bashundhara Printing Zone	6,605,884	2,326,574
28	Bata Shoe Company (Bangladesh) Limited	76,210	154,180
29	Bay Engineering & AC Equipment	572,000	461,160
30	Bengal FlexiPak Ltd	4,418,168	843,038
31	Bengal Media Corporation Ltd .	8,696,492	4,573,148
32	Bitopi Advertising Ltd.	1,396,030	1,997,023
33	Boishakhi Media Limited.	2,722,050	667,000
34	Brenntag Bangladesh Ltd	308,430	113,850
35	Bright International	-	123,900
36	Bud-O- Leaves	24,000	12,600
37	Century Art Publicity	-	110,400
38	Charulata Printing Press	1,457,359	147,962
39	Chem Pure Bangladesh Ltd.	3,262,204	228,274
40	Choice Enterprise	427,900	243,900
41	Concord Communication Co. Ltd	-	380,363
42	Dymon Science & Chemicals Ltd	179,200	5,400
43	Echo Enterprise	-	380,000
44	Elite Security Services Ltd.	544,500	654,580
45	Energypac Electronics Ltd.	-	117,001
46	Essential Drugs Company Ltd	44,634,772	12,791,733
47	Expo Craft	109,570	115,200

SL #	Particulars	30.06.2020	30.06.2019
48	FAV Diesel Sales & Service	-	37,500
49	Fortune Scientific Company	347,800	75,400
50	G4S Secure Solutions Bangladesh (P) Ltd.	1,278,915	383,981
51	Gaanchill Media Limited.	-	893,358
52	Gift Gallery	-	189,000
53	Glide Printing & Packaging Ind. Ltd.	1,974,468	992,000
54	Godhury Marketing Communication	5,047,155	1,150,000
55	Grey Advertising Bangladesh Ltd.	5,908,280	-
56	GTL Motors Ltd.	-	50,000
57	H.Q. International	-	323,000
58	Hafeez Packaging Industries	59,500	38,000
59	Hoque Trade International	2,558,000	1,918,200
60	ICE Media Limited.	-	152,300
61	Independent Television Ltd.	639,400	869,630
62	International Brands Ltd	382,100	111,636
63	International Office Machines Ltd	41,283	-
64	International Television Channel Ltd.	448,499	1,081,765
65	International Travel Corporation Ltd.	-	133,600
66	InterPack Ltd	2,840,750	55,352
67	J.M.S Glass Industries Ltd.	-	543,340
68	James International	2,690,332	619,812
69	JS International	-	62,500
70	Julphar Bangladesh Ltd.	2,588,733	1,609,605
71	K. M. HASAN & CO.	69,000	34,500
72	Kantar Research (Bangladesh) Pvt. Ltd.	-	172,500
73	Kazi Media limited.	2,497,911	1,395,404
74	Key On Machinery Stores	168,440	76,485
75	Kiam Metal Industries Ltd.	-	255,960
76	Korrekt Marketing Services	-	443,230
77	LEOPRO	125,000	208,000
78	Local Supplier	6,296,334	2,672,700
79	M/s ACNABIN	-	768,775
80	M/S Nuha Enterprise	562,843	247,532
81	M/s. Alim Packaging Printing & Accessories	5,594,518	1,159,850
82	M/s. Anik Enterprise	205,800	1,393,741
83	M/S. Faruk Enterprise	-	2,280,000
84	M/s. Gazipuri Enterprise	-	379,270
85	M/S. Moral Enterprise	-	106,549
86	M/S. Rahat Corporation	-	278,984
87	M/S. Sonali Enterprise	2,989,900	622,500
88	Mabs & J Partners	506,000	57,500
89	Mahtab Flexible Printing Press	630,773	706,745
90	Manikgonj Printers & Packaging	3,249,004	904,080
91	Maritime Entrepreneurs Pte Ltd	-	44,000
92	Mark Asia Limited	109,950	-
93	Marks Automation Ltd.	-	240,550
94	Matador Ballpen Industries Ltd.	375,375	315,441
95	Mediacom Limited	-	6,692,513
96	Mediastar Limited.	-	3,189,695
97	Mohona Television Limited	692,287	316,221

SL #	Particulars	30.06.2020	30.06.2019
98	Mukti Printing	2,684,655	3,320
99	Multi Media Production Co. Ltd.	2,153,567	3,686,977
100	Nadia Furniture Limited	360	360
101	NEO CRAFT		320,781
102	Neptune Advertising Ltd.	46,552	-
103	New Al-Arafah Mill Store		10,500
104	Nissho Koeki Tissue Papers Co.Ltd	180,050	165,600
105	Nutech Construction Chemicals Company Ltd	1,385,935	-
106	Octopi Communications Ltd	2,659,517	1,124,504
107	Orbis Trade Network	-	141,120
108	Otobi Ltd	803,855	443,844
109	OTS (Pvt.) Ltd.	-	90,000
110	Packstone Limited	29,662	1,598,419
111	Padma Cap Mfg. Co. Ltd.	456,628	221,093
112	Padma Trading Corporation	3,267,788	1,914,509
113	Paragon Ceramic Industries Ltd	372,000	266,750
114	Pharmapack Engineering	-	645,000
115	Pixelsearch Limited	-	103,561
116	Ply Packaging (Pvt.) Ltd.	128,700	-
117	Polite Advertising	262,052	108,582
118	Popular Pharmaceuticals Ltd.	53,213,183	60,063,039
119	Pragati Insurance Limited	1,819,192	415,617
120	Print Age Limited	137,350	-
121	Printing Mart Ltd.	8,222,679	3,829,231
122	PRISM Bangladesh Foundation	22,335	31,860
123	Professional Consultants & Support Services	590,226	581,108
124	Quality Printing & Packaging	7,920,536	2,366,860
125	R.R. Enterprise	-	223,534
126	Radio Shadhin Private Ltd.	-	269,790
127	Rahimafrooz Energy Services Ltd	-	35,000
128	Rashid Filling Station	183,950	109,883
129	Reliance Insurance Limited	-	179,883
130	Renata Limited	385,078,016	272,745,048
131	Rohan Electric	2,250	195,600
132	Royal Filling Station	112,415	155,611
133	Runout Films	-	1,031,250
134	S.A. International	103,834	56,934
135	Samrat Industries	274,002	112,125
136	SGS Bangladesh Limited	1,258,927	532,221
137	Shamol Bangla Media Ltd.	790,625	2,134,353
138	Shamprotik	59,500	69,000
139	SINDABAD.COM LTD.	225,327	159,879
140	SMC Niltara Clinic	190,000	108,500
141	SNF Corporation	-	1,362,554
142	Social Marketing Company	94,185,514	39,700,632
143	Somoy Media Limited.	8,875,220	5,473,425
144	Sonali Scientific Stores	310,400	300,930
145	Sristy Printers	3,739,078	4,148,689
146	Star Seven Printing & Packaging Ltd.	6,297,177	792,092
147	Studio Mason Limited.	-	35,871

SL #	Particulars	30.06.2020	30.06.2019
148	TECHNOWORTH ASSOCIATES LTD	-	421,000
149	The Daily Bangladesh Pratidin	734,160	629,280
150	The Daily Star	-	34,960
151	The Detective	34,500	-
152	The Glory International	-	43,594
153	The Merchants Ltd.	9,746,322	291,180
154	The Nielsen Company (Bangladesh) Limited.	1,650,480	5,217,922
155	Times Media Ltd.	1,811,059	932,995
156	Top of Mind	8,056,838	7,728,000
157	Troyee Solutions	-	243,100
158	United Suger Mills Ltd. (Closed)	-	3,746,250
159	Unity Through Population Service (UTPS)	622,297	234,743
160	V. M. International Ltd.	866,716	613,334
161	Vector Power Limited	-	43,500
162	Virgo Media Ltd.	-	230,000
163	Yeasmin Stationery	-	27,248
164	Z Express Limited	2,714,190	738,600
165	ZK Foils Limited	332,855	-
166	ZK Plastic Ltd	355,745	52,771
167	ZN Network	-	138,600
168	Employees' Final Settlement	4,538,279	3,843,786
169	Marn Steel Structure Ltd.	-	2,980,709
170	Cross World Ltd.	-	3,531,555
171	Miami Associates (BD)	206,250.00	-
172	Flora Limited	81,000.00	-
173	Esquire Electronics Ltd	90,000.00	-
174	Herbertsons Bd. Ltd.	5,567.00	-
175	Janoprio Tailoring House	39,100.00	-
176	Toitomboor Media Private Limited.	17,250.00	-
177	Transcom Electronics Ltd.	1,527,913.00	-
178	Unique Electric	57,582.00	-
179	Bearing Betan	60,325.00	-
180	Pharhome Trading Limited	6,763,327.00	-
181	Mashann Corporation	3,626,750.00	-
182	M/S. Rahman Traders	28,000.00	-
183	Energypac Engineering Ltd.	4,441,965.00	-
184	Nazma Construction Company	2,595,427.00	-
185	Brandzeal Consultancy Ltd.	546,250.00	-
186	Unitex Industries Ltd.	253,000.00	-
187	AJ Overseas Company Ltd.	397,664.00	-
188	Buildtrade Foils Ltd.	107,235.00	-
189	Medi Graphic Trading Ltd.	119,595.00	-
190	M/s Cicada Trading Ltd	463,450.00	-
191	Bangladesh Trustful Firefighting	69,000.00	-
192	Zakia Enterprise	381,775.00	-
193	Emkay Enterprises Limited	1,224,498.00	-
194	Greenland Technologies Limited	80,000.00	-
195	Gazi Tanks	315,000.00	-
196	Eastern Insurance Co. Ltd.	226,998.00	-
197	Optimum Solution	100,000.00	-

SL #	Particulars	30.06.2020	30.06.2019
198	Moitry Plastic Industries Ltd.	62,100.00	-
199	KMARK	3,220,000.00	-
200	Jamuna Television Limited.	1,373,100.00	-
201	ARK Chemicals	703,816.00	-
202	The Pirojpur Printing & Packaging	1,070,258.00	-
203	Maasranga Communications Ltd.	747,882.00	-
204	Mediaworld Limited.	533,600.00	-
205	Binodon	27,600.00	-
206	Suchona International	58,560.00	-
207	Gren Automation Solution	52,619.00	-
208	ABC Engineering	115,800.00	-
209	IFAD MULTI PRODUCTS LTD.	6,450,678.00	-
210	Beximco Pharmaceuticals Ltd.	11,849,474.00	-
211	SOURCE TRADE INTERNATIONAL	130,500.00	-
212	SINCOS ENGINEERS LIMITED	39,690.00	-
213	Rangpur Metal Industries Limited	29,860.00	-
214	ATN NEWS LIMITED	307,625.00	-
215	Dhaka Tribune	11,500.00	-
216	Anandabhuban	18,400.00	-
217	Idea Communication	439,875.00	-
218	Paradise Scientific Company	19,390.00	-
219	Meeke Fine Chemicals Corporation	17,500.00	-
220	Mayer Doa Enterprise	224,900.00	-
221	High Source Electronics	129,105.00	-
222	Digital Bridge	30,200.00	-
223	A.H.KHAN & CO.	31,331,953.00	-
224	WebAble Bangladesh Limited	1,236,116.53	-
225	Bijoy TV Limited.	237,667.00	-
226	Concord Entertainment Co. Ltd.	483,000.00	-
227	Jadoo Media Ltd.	1,052,441.00	-
228	Reindeers Foils Industry Limited	117,927.00	-
229	LafargeHolcim Bangladesh Limited	105,000.00	-
230	F.M. Science Center	55,900.00	-
231	Bhumijo Limited.	831,578.34	-
232	AANT Cosmetics Limited	4,023,360.00	-
233	Arena Phone BD. Ltd.	756,000.00	-
234	S.A.R Engineering	540,000.00	-
235	Radio Dhoni Ltd.	517,500.00	-
236	National Press Club	80,500.00	-
237	COLORS	23,000.00	-
238	The Bangladesh Post	23,000.00	-
239	Master Communications	1,265,000.00	-
240	Mashiat Prinitng	266,500.00	-
241	A.B. Good Health	230,251.00	-
242	Debate for Democracy	172,500.00	-
243	Hamko Corporation Ltd.	72,000.00	-
244	Allied Graphic	65,450.00	-
245	Dhaka Bangla Media & Communication Ltd.	1,059,016.00	-
246	Medical News	48,014.00	-
247	Le Meridien	958,389.00	-

SL #	Particulars	30.06.2020	30.06.2019
248	THE PRESCRIPTION	95,337.00	-
249	NSR Computer & Stationery	4,820.00	-
250	OPTIMAL TECHNOLOGY (PVT.) LTD.	29,045.00	-
251	M/S Jawad Enter Mark	32,265.00	-
252	Best Impex	71,145.00	-
253	Trans Asia Industries Ltd.	1,400,269.00	-
254	Barotopa Printers Limited	368,000.00	-
255	Bitopi	524.00	-
256	Miyako Electronics	4,700.00	-
	Total	886,995,806	524,956,699

SMC Enterprise Limited
Itemwise details of Gross Revenue
For the year ended 30 June 2020

Brand name (Unit)	Quantity	Average selling price per unit	2019-2020 Taka	2018-2019 Taka
HERO (Pcs)	21,174,414	2.5	52,785,242	44,062,857
Amore (Pcs)	457,731	21.9	10,031,570	7,889,773
Panther (Pcs)	76,933,313	3.4	262,018,447	218,592,052
Sensation (Pcs)	32,824,360	5.2	170,436,876	153,768,307
U & ME (Pcs)	14,059,083	8.3	116,435,583	95,123,382
Extreme (Pcs)	2,037,429	16.3	33,213,039	25,792,070
RAJA (Pcs)	14,814,400	1.9	27,832,089	32,780,380
Sub-Total (Condom)			672,752,845	578,008,821
Femicon (Cyc)	34,633,175	28.4	984,821,306	838,884,149
Norix (Cyc)	1,640,212	41.6	68,190,359	44,757,924
Noret-28 (Cyc)	3,748,471	20.0	74,896,284	76,027,886
Femipill (Cyc)	10,906,771	14.1	153,360,969	153,715,155
Mypill (Cyc)	28,104	76.6	2,152,432	2,707,066
Minicon (Cyc)	2,988,945	32.2	96,252,829	89,572,313
Ovacon Gold (Cyc)	52,400	51.5	2,696,604	3,962,713
Sub-Total (Pill)			1,382,370,784	1,209,627,206
Orsaline-N (Sachet)	1,188,222,515	4.2	4,959,328,389	4,078,827,921
Baby Diaper-all variants	2,361,275	91.3	215,558,846	128,933,012
Taste Me-all variants	30,553,467	9.3	283,737,305	166,344,175
Germ Kill (Hand Sanitizer)	356,870	53.3	19,017,286	-
Bolt-all variants	7,494,951	13.5	101,015,752	83,109,480
SMC Drinking Water	2,497,446	10.1	25,250,831	-
Joya (Pack)-all variants	17,137,336	45.4	778,182,344	477,738,531
Vermicid Tablet	291,000	3.2	916,650	-
MoniMix 1 mg	13,125,210	1.8	23,625,378	-
Excess Collection against Sales	-	-	38,401	113,042
Sub-Total (Consumer)			6,406,671,182	4,935,066,161
Actifast Tablet-10mg	50,915	224.7	11,439,712	6,883,330
Aziday PFS 20 ml	35,598	68.5	2,437,899	2,086,138
Aziday PFS 35 ml	44,054	107.0	4,713,620	3,483,872
Aziday-500 mg Tab	240,112	258.7	62,111,002	28,417,305
Cefimax 200 Cap	110,175	280.1	30,858,317	20,486,879
Cefimax PFS 50 ml	117,950	152.0	17,923,479	6,256,983
Ceframax 500 Capsule	28,625	312.8	8,955,276	2,377,074
Ciprodyl Tablet-500 mg	32,583	285.6	9,304,933	3,033,865
Dolwin Tablet-500mg	24,122	182.3	4,397,038	2,984,904
Esomium 20 Capsule-20mg	94,975	323.2	30,694,199	22,099,340
ESOMIUM 40 CAPSULE	31,168	234.8	7,318,400	2,946,211
Ezepain 120 Tablet	20,908	205.5	4,296,935	936,820
Ezepain 90 Tablet	24,442	252.8	6,177,794	2,693,483
Ezevent 10 Tablet-10mg	104,264	247.3	25,782,223	18,101,326
Fenox Tablet-120mg	73,852	182.2	13,458,626	7,697,638
Flexidol Tablet-100mg	60,092	241.9	14,535,537	13,992,123
Forbon Tablet-500mg	43,587	129.6	5,648,208	5,426,344
Paragesic Tablet-500mg	31,149	69.8	2,174,593	1,670,218
Paragesic-C Tablet-500mg & 65mg	32,345	211.4	6,837,760	7,432,058
Prazomax 20 Capsule-20mg	244,515	315.3	77,098,483	52,455,119

Brand name (Unit)	Quantity	Average selling price per unit	2019-2020 Taka	2018-2019 Taka
Prazomax 40 cap	59,410	145.9	8,666,957	4,497,356
Resectin Tablet-150mg	2,662	217.2	578,232	1,186,057
SMC Zinc Syrup	229,206	30.3	6,940,650	6,454,671
Kofmelt Syrup	183,336	34.7	6,357,379	6,078,839
Maxivent Tablet-400 mg	7,145	168.2	1,201,715	186,889
Moticare 10mg	77,849	155.4	12,101,386	10,759,999
Narvid Capsule-50 mg	5,900	260.9	1,539,366	825,670
Narvid Capsule-75 mg	5,190	258.8	1,343,237	399,957
Neoclav 250 Tablet	27,522	312.9	8,611,566	-
Neoclav 500 Tablet	16,292	261.1	4,253,156	-
Nurowel Tablet	66,774	311.7	20,811,010	-
Pantoprox Tab	26,583	208.5	5,542,091	2,714,606
Seacoral D Tablet	65,811	397.8	26,179,064	-
Seacoral DX Tablet	13,847	311.9	4,318,766	-
Spadyl Tablet	30,410	216.4	6,580,137	6,048,680
Vomidyl Tablet	13,024	260.2	3,388,850	2,426,177
Sub-Total (Pharma Products)			464,577,596	253,039,931
Grand Total			8,926,372,407	6,975,742,119

SOCIAL MARKETING COMPANY

COMPANY MEMBERS

PROXY FORM

I / We,-----
of -----
being a Member of the SOCIAL MARKETING COMPANY do hereby appoint
Mr./Ms.-----
of -----
as my/our Proxy to attend and vote for me/us on my/our behalf at the 31st Annual General Meeting of the Company to be held on Monday 15th day of June, 2020 at 11.00 am at SMC Head office 33, Banani C/A, Dhaka 1213 and at any adjournment thereof.

As witness my/our hand this ----- day of June 2020.

(Signature of the Company Member)

(Signature of the Proxy)

Note:
A member, entitled to attend and vote at the Annual General Meeting may appoint a proxy to attend and vote in his/her stead. Forms of Proxy must be deposited at the Company's Registered Office not less than seventy two hours before the time fixed for the Annual General Meeting.

SOCIAL MARKETING COMPANY

COMPANY MEMBERS

ATTENDANCE SLIP

I/We hereby record my/our attendance at the 31st Annual General Meeting being held on 15th June, 2020 at 11:00 a.m. at SMC Head Office, 33 Banani C/A, Dhaka-1213.

Name of Company Member(s)-----

Signature(s) of Company Member(s)

Note:
1. Please note that the AGM can only be attended by the honorable Company Members or properly constituted Proxy who is also the members of the company.
2. Please present this slip at the reception desk.

SOCIAL MARKETING COMPANY
SMC ENTERPRISE LTD

(A SUBSIDIARY OF SOCIAL MARKETING COMPANY)

SMC Tower, 33 Banani C/A, Road - 17, Dhaka-1213, Bangladesh.

Tel: +88-02222275074-80, Fax: +88-02222275581

www.smc-bd.org