

## Overview of Social Marketing Company (SMC)

SMC started social marketing program in Bangladesh in 1974. Overall mission of SMC 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 and other socially beneficial areas, in partnership with the government, development partners and private sector. SMC and USAID have continued their partnership over the last 49 years and SMC is considered as one of the successful investments of USAID.



SMC is a major contributor to the Bangladesh national health and family planning program. It markets a full range of family planning products, Oral Rehydration Salt (ORS), Micronutrient Powder (MNP), Multiple Micronutrient Supplements (MMS),

### Manufacturing Units of SMC

- ORS, MNP and Capsule Manufacturing Facility at Bhaluka, Mymensingh
- Food Manufacturing Facility at Bhaluka, Mymensingh
- Health & Hygiene Factory in Cumilla
- Electrolyte Drink Manufacturing Plant at Bhabanipur, Gazipur

Deworming tablet, Zinc and other public health products. SMC operates the biggest ORS manufacturing facility in the country having a market share of around 90%. SMC's sanitary napkin is the most popular brand in the country which is produced in its own manufacturing plant. SMC's MNP is contributing to reduce iron deficiency anemia among the children under-5 years. Its MMS contributing to improve nutrition status of the pregnant women and reduce low birth weight of babies. The Company has an extensive sales and distribution network and field-level program operations across the country.

SMC has an strong distribution system across the country to facilitate its nationwide sales efforts. A state of excellent Central Warehouse of SMC is located at Bhaluka, Mymensingh.

According to the Bangladesh Demographic and Health Survey (BDHS) 2022, SMC has remarkably contributed to increase Contraceptive Prevalence Rate (CPR) at the national level by sharing 54% of

pills, 73% of condoms and 50% of injectables. In total, SMC contributed 49% of the modern contraceptive method use nationally. As per the 2022 Contraceptive Social Marketing Statistics released by DKT International, USA, SMC was ranked as the third-largest contraceptive social marketing organization globally in terms of numbers of Couples-Years of Protection (CYPs) delivered.

SMC implements its program with extensive national coverage through its five Star networks engaging different level of providers in the private sector. Blue Star Program – a network of around 13,000 private sector non-graduate providers; the Green Star Program – a network of more than 5,500 pharmaceutical and public health product sellers and the Pink Star Program – a network of 612 graduate providers, mostly Obstetricians and Gynecologists. The most recent network of SMC is Rose Star engaging 355 Pediatricians to counsel on nutrition and growth monitoring for the children under five years. SMC improves the skills of these private providers through basic and periodic refresher trainings. These networks are branded by SMC to promote it as outlets to offer quality public health services. SMC's community level Gold Star Program is being implemented in 120 upazilas and 7 municipal areas under 49 districts. This program has been recognized for successfully disseminating health messages, promoting public health products and offering public health priority services at the community level.



*A Blue Star provider is offering services*

Moreover, SMC has engaged around 4,000 women entrepreneurs (known as Gold Star Member) to make public health products, information and services accessible to the households at their respective communities.

In 2014, SMC formed SMC Enterprise Ltd (EL), a for-profit subsidiary to separate profitable activities from nonprofit to effectively manage program and business operation. The Pharmaceutical Division of SMC EL started its journey in 2017 with the key objective of “no one should suffer, especially the less-privileged ones due to lack of affordable quality medicine.” Currently, the Pharma Division sells 40 products in the market.

SMC established two clinics in Dhaka - one in 2018 and another one in 2021 in order to provide quality health care and diagnostic services at an affordable price. SMC is now implementing these health clinics to create a sustainable model keeping provision of consultation services, diagnostic and testing facilities, and a pharmacy.



**ORS, MNP and Capsule Factory of SMC at Bhaluka, Mymensingh**



**A Pink Star provider is counseling on Long-acting methods**



**A Gold Star member is selling product in community**



**SMC Clinic at Darussalam Mirpur, Dhaka**



**Community Mobilizer is conducting adolescent health session**



**A group session with married women of reproductive age**



**A Paramedic is providing pregnancy care services**



**A Blue Star provider is providing growth monitoring services**



**A Green Star provider is offering MoniMix**

#### **Geographical Coverage of Star Networks & Field Forces of SMC (as of December, 2024)**

| <b>Program type / networks</b> | <b># of district covered</b> | <b># of Upazila covered</b> | <b># of members/outlets</b> |
|--------------------------------|------------------------------|-----------------------------|-----------------------------|
| Blue Star                      | 64                           | 495                         | 12,975                      |
| Green Star                     | 64                           | 495                         | 5,500                       |
| Pink Star                      | 58                           | -                           | 612                         |
| Rose Star                      | 16                           | -                           | 355                         |
| Gold Star (Rural area)         | 48                           | 120                         | 3,657                       |
| Gold Star (Urban area)         | 7                            | 10 (areas)                  | 288                         |
| Pharmacy                       | 64                           | 495                         | 158,824                     |
| Non-pharmacy                   | 64                           | 495                         | 645,963                     |

The above networks and outlets are covered through 12 sales offices using the following field forces

- 272 Sales Forces
- 372 Medical Information Officers
- 131 Field Program Staff

In its long journey from a project to a thriving social enterprise, SMC is now considered as one of the largest private sector partners of the Government of Bangladesh and USAID.

For more information  
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