



যাদের কাছেই মানের মত সেবা



Blue Star: A Private Sector Network of Non-graduate Health Providers

The Blue Star Program is an innovative and highly acclaimed network of SMC- to offer quality public health services for the community people. Established in 1998, it has grown into one of the largest and most effective private-sector health provider networks in the country. The program operates through a nationwide network of Blue Star Providers (BSPs). The BSPs are trained and equipped with the necessary knowledge and skills in family planning, maternal and child health care, nutrition, and other key public health areas. Through their service delivery points, BSPs offer affordable and accessible healthcare services to their community members while also playing a vital role in raising awareness on critical health issues.



BSP is providing service to a client

The aim of the Blue Star Program is to build the capacity of the community level non-graduate health providers in the private sector and ensure the delivery of quality primary healthcare services through them. SMC supports the network by providing regular training to strengthen and ensuring sustainable essential commodities supply, and offering promotional and technical assistance. SMC conducts continuous supervision and monitoring by its Program Officers located across the country.

Blue Star Providers offer key services to the community which include:

- Family planning counselling & administration of injectable contraceptives – SOMA-JECT)
- Basic Pregnancy care
- Child nutrition counselling & services
- Screening for diabetes and hypertension
- Basic eye care services
- Referral of Presumptive TB cases, LAPM clients, and critically ill children

Major Accomplishments

(July 2025 to June 2026)

- **269,209** potential clients referred for Long-Acting and Permanent Methods (LAPM)
- **795,906** children under five received Growth Monitoring services
- **1,035,875** pregnant women received pregnancy care services
- **266,843** suspected tuberculosis (TB) cases referred
- **87%** of providers successfully submitted monthly reports through a mobile-based Electronic Reporting System

Since its inception in 1998, the Blue Star Program has expanded into a nationwide network of approximately 14,000 providers. About 28% of these providers operate in urban areas, while 72% serve rural communities. SMC implements the program in collaboration with the Directorate General of Family Planning (DGFP), Bangladesh.

SMC follows standard procedures for the selection of Blue Star Provider. The criteria include:

- Minimum 10 grade of education
- A licensed Pharmacy with a separate chamber
- At least six months of health-related training
- Minimum three years of practical experience as a healthcare provider
- Adequate client flow, particularly women and children



SMC senior management visiting BSP outlet during Vermicid Campaign

Selected providers must demonstrate willingness to participate in SMC training programs and commit to delivering quality services in accordance with standard protocols.



Basic training for Blue Star Provider

Newly recruited providers undergo a three-day basic training jointly facilitated by DGFP and SMC. Upon successful completion, participants receive certification from DGFP. In addition, periodic refresher trainings are conducted for Blue Star Providers to continuously update and strengthen their knowledge and skills. The training covers a wide range of essential service areas, including: family planning methods with a special focus on the administration of injectable contraceptives and client counseling; basic pregnancy care; maternal and child nutrition; Growth Monitoring and Promotion (GMP). It also covers screening for non-communicable diseases such as hypertension and diabetes; basic eye care services, and identification of presumptive tuberculosis (TB) cases. Additionally, the training emphasizes on proper reporting, recordkeeping, and documentation practices to ensure quality service delivery and program accountability.



A provider is measuring height and weight of a child

SMC utilizes both local and mass media to generate demand for Blue Star services. At the service delivery level, all outlets are branded with standardized signboards, curtains, and posters to ensure a consistent program identity and increase visibility.



'Ma Shomabesh' (Mothers' gathering) event at the community

Blue Star Providers use a mobile-based Electronic Reporting System (ERS), supported by Interactive Voice Response (IVR), to submit their monthly performance reports. These reports capture data on essential services provided, enabling effective monitoring and program management.



SMC products displayed in a Blue Star outlet

Division wise (geographical) coverage of Blue Star Provider:

Division	Urban	%	Rural	%	Total
Dhaka	1,431	41	2,073	59	3,504
Chattogram	799	33	1,587	67	2,386
Rajshahi	316	16	1,664	84	1,980
Khulna	235	13	1,563	87	1,798
Rangpur	273	18	1,204	82	1,477
Sylhet	162	21	621	79	783
Barishal	138	13	905	87	1043
Mymensingh	166	18	732	82	898
Total	3,520	25	10,349	75	13,869

For more information

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