

Green Star: An Innovative Approach to Engaging Medicine and Health Product Seller in Delivering Primary Healthcare Services

Green Star Providers (GSPs) are part of an effective and innovative network of SMC to offer basic primary health care service through them. The GSPs are the medicine and public health product sellers of the community. Depending on their locations, GSPs often act as point-of-contact for people seeking remedies for minor ailments, such as diarrhea, cough, fever, weakness, helminthiasis, etc.



GSP is counselling to a mother on Monimix



GSP is counselling to a mother on Monimix Plus

Green Star program was initiated in 2018. Initially the program engaged them to administer follow-up doses of injectable contraceptive services and to provide nutritional counselling to caregivers/mothers of children under five. They promote rational use of drugs as well.

GSPs now refer presumptive TB cases and potential Long-acting and Permanent Method

clients to the nearest service delivery center. They also offer basic pregnancy care services, which includes; measuring weight and blood pressure, blood glucose, urinary albumin and sugar test by strip and counseling on 5 danger signs in pregnancy & offer multiple micronutrient supplements (MMS) and calcium during pregnancy. They also identify risk pregnancy and refer them to the appropriate health facilities. Recently, GSPs are being to improve presbiopia care using affordable reading glasses.



GSP is providing service to a client

Green Star providers started to offer Growth Monitoring and Promotion (GMP) services to improve the nutritional status of under 5 children. Selection criteria for Green Star providers include minimum SSC level education, a pharmacy with a separate space for counselling and services, has female and child client flow, valid drug license, at least two years of business experience, and willingness to attend training programs of SMC.

At the beginning, SMC provides two-days long basic training to the GSPs and later one day refresher training at periodic interval. The major areas in the training curriculum are injectable contraceptives, growth monitoring and promotion for under 5 children, pregnancy care, referral for presumptive TB cases and Long-acting and Permanent Method, benefits of using zinc in diarrheal cases and rational use of drugs etc.

SMC personnel, mostly Program Officers periodically visit the Green Star outlets and provide on-site technical assistance to improve their knowledge and skills.



A local pharmacy with Green Star signage

Services Status (July, 2025 - June, 2026)

- 291,425 women received Pregnancy Care services across 12 Area Offices.
- 256,180 children received GMP (Growth Monitoring & Promotion) services.
- 117,739 clients were referred for LAPM (Long-Acting and Permanent Methods) services.
- 90,788 suspected TB cases were identified and referred for further management.



Basic training session of Green Star Providers

Green Star service delivery outlets are branded with different materials like, signage, stickers, and posters. SMC promotes Green Star outlets and the network through comprehensive demand creation activities by using local media like miking, distributing brochure, leaflet, etc. Currently, Green Star network has total 5,800 providers across the country. One-third of them are based in urban areas and the rest are in rural areas.



GSPs arranged 'Ma Shomabesh' (Mothers' gathering) event in the community

Green Star providers use Electronic Reporting System through Interactive Voice Response, a technology-based electronic reporting system to send their monthly performance reports to SMC. The performance report includes injectable administration, pregnancy care, TB referral service, and other major public health product distribution.



Experience sharing meeting of GSPs

Division-wise coverage of Green Star providers:

Division	Rural	%	Urban	%	Total
Dhaka	822	60	539	39	1,388
Chattogram	730	71	299	28	1,061
Rajshahi	729	83	144	16	873
Khulna	650	87	99	12	809
Rangpur	528	88	75	12	603
Sylhet	310	82	67	18	377
Barishal	384	86	65	14	449
Mymensingh	268	75	91	25	359
Total	4,421	76	1,379	23	5,800

For more information

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