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JOURNEY TOWARDS HEALTHIER NATION

SOCIAL MARKETING COMPANY



পঞ্চাশের উচ্ছ্বাসে
একসাথে আগামীতে



We paved the path



to infinite possibility



দেশের কোটি কোটি মানুষের জীবনমান উন্নয়নে
আমাদের সাথে সাথে আপনিও সমান অংশীদার।
আসুন, আমাদের ৫০ বছর পূর্তিতে সবাইকে নিয়ে
এগিয়ে যাই নতুন প্রত্যয়ে - উন্নত জীবনের লক্ষ্যে।

**পঞ্চাশের উচ্ছ্বাসে
একসাথে আগামীতে**

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 and other socially beneficial areas.

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.



Launched Oral Rehydration Salts (ORS) to address deaths due to childhood diarrhea



Initiated Blue Star Program to offer quality public health services at community level



Established SMC ORS factory at Bhaluka, Mymensingh



Launched Micronutrient powder MoniMix to improve nutritional status of under 5 children



1975

1985

1990

1998

2000

2004

2008

2008

2013

Started journey as Family Planning Social Marketing Project (FPSMP) to address rapid population growth of the country by launching Raja condom and Maya OCP



Formed Social Marketing Company as a non-profit entity



মতের কাছেই মনের মত দেবা

Started operations at own building SMC Tower as a journey to self-reliance



Established Central Warehouse at Bhaluka, Mymensingh



Launched sanitary napkin Joya for better menstrual hygiene management

Empowered rural women as entrepreneurs (Gold Star Member) to create awareness and sell public health products



Formed SMC Enterprise Limited, a for-profit subsidiary company to support program operations



Launched SMC branded pharmaceutical products



Initiated Green Star Program to administer follow-up injectable doses and counsel on nutrition



Launched SMC Plus, the first-ever electrolyte drink in the country



2013

2014

2014

2017

2017

2018

2018

2020

2021



Engaged graduate doctors to offer IUD and Implant under Pink Star Network



Established SMC Hygiene products factory at Cumilla



Started Clinic Operations at Dhaka to offer affordable quality healthcare services



Started Multiple Micronutrient Supplements project to improve health status of pregnant women





Established
Fast-Moving
Consumer Goods
manufacturing
facility at Gazipur



2022

Formed Rose Star
network with
Pediatricians to offer
growth monitoring
services for
under-five children

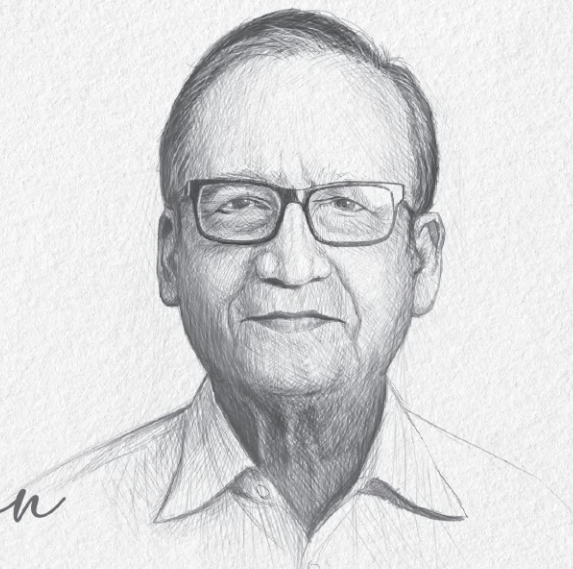
2024



2024

Adopted System
Application and
Products (SAP)
software to increase
operational efficiency
and transparency

Message from *the* Chairman

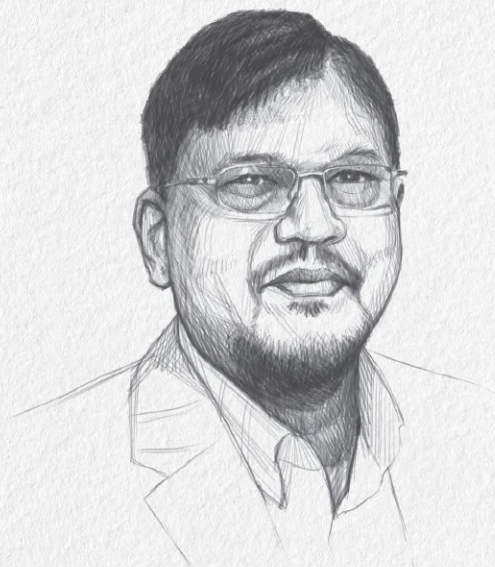


With a mission to improve the lives of women, children and families, SMC has traveled 50 years in the health sector of Bangladesh. During these years, the Company has made enormous headways in contributing to the health and family welfare objectives of the country through innovative and diverse product marketing, and service offerings. SMC has remarkably contributed to increase national Contraceptive Prevalence Rate and Oral Saline use rate. The five Star Networks of different level private health providers are spread across the country to offer essential health services near the doorstep of the people.

A network of rural women entrepreneurs makes public health products accessible to families in remote areas. Good corporate governance, teamwork, comprehensive strategic planning, attractive business models, quality of product and services, and support from the development partners and the government empowers SMC towards its social development goal. SMC will continue to build upon this success momentum, ensuring sustained and remarkable growth to foster our mission.

Waliul Islam

Chairman, Board of Directors
Social Marketing Company

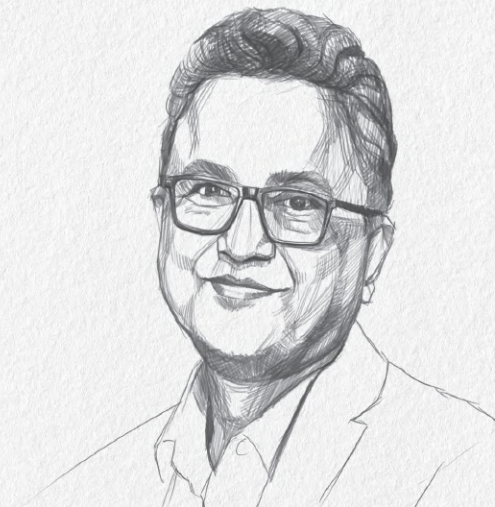


Message from *the* Managing Director & Chief Executive Officer

As a symbol of trust, SMC has been working for last 5 decades for the welfare of the people of Bangladesh. Through relentless innovative efforts, SMC is now a major actor in health sector of the country. We market a full range of family planning products, Oral Rehydration Salt (ORS), Micronutrient Powder (MNP), Multiple Micronutrient Supplement (MMS), Deworming tablets, Zinc, and other public health products. We provide extensive service coverage through five Star Networks- Blue Star, Green Star, Gold Star, Pink Star, and Rose Star- engaging private sector providers. About 54% of the modern family planning method users now use SMC-branded contraceptives. The packaged ORS of SMC contributes to 90% of ORS consumption in the country.

Since commencement, SMC has enjoyed a steady and substantial support from USAID. Through creation of a subsidiary- SMC EL, SMC is now able to earn profit and plough it back for program implementation. This business model helps SMC to carry forward operation with its own resources while using the support of development partners for innovation and program expansion. With the cooperation of all, SMC is committed to meeting the upcoming needs of the population in the country.

Toslim Uddin Khan
Managing Director and Chief Executive Officer
Social Marketing Company



Message from *the* Managing Director

SMC Enterprise Ltd. (SMC EL), a subsidiary of SMC, supports SMC's mission by generating profit from its operations to invest in social programs. Since its inception, SMC EL, with a wide range of products in five categories: Rehydration, Contraceptive, Health & Hygiene, Food & Beverage, and Pharmaceuticals is committed to improving the quality of Bangladeshi people's lives. SMC EL has grown into a Tk. 2,000 crore enterprise with sustainable double-digit growth. Guided by a clear vision and as an empowered organization, SMC EL is committed to improving wellbeing of every Bangladeshi.

On SMC's 50th anniversary, we thank the people of Bangladesh for their trust in SMC products. We also acknowledge the support of USAID, PSI, CIFF, the Government of Bangladesh, and contributions of our predecessors.

We commit to keep the SMC legacy alive as we take the leap into a prosperous future together, with the exuberance of our 50th Anniversary.

Sayef Nasir
Managing Director
SMC Enterprise Ltd



QUEST OF
SMC

1975

The Foundation of FPSMP

The journey started as a Family Planning Social Marketing Project (FPSMP) through a tripartite agreement among Population Services International, the Government of Bangladesh, and USAID. The aim was to control rapid population growth by promoting and distributing Raja condom and Maya oral contraceptive pill across the country through social marketing approach.

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1985

Introduction of Oral Rehydration Salts (ORS)

In eighties, diarrheal disease was the major killer of children. Introduction of ORS dramatically reduced the child death and saved millions of lives. At present, SMC is the largest ORS distributor of the country, having a 90% market share.



03



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1990

Formed Social Marketing Company as a Non-Profit Entity

FPSMP was transformed into SMC, a private not-for-profit organization, with a voluntary Board under the Company Act 1913. The transformation created an opportunity for a local entity to assist the government for achieving national public health objectives of Bangladesh.

05



1998

Blue Star Network Initiation

The Blue Star program engaged over 13,000 non-graduate medical practitioners to offer quality and affordable public health services in the community. These providers are equipped with knowledge and skills in family planning, maternal and child health, pregnancy care, nutrition, tuberculosis, and other key public health issues. The Blue Star outlet now serves as a trusted woman and child friendly community service delivery point.

07



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2000

Establishment of SMC Tower

SMC started operations from own building, SMC Tower in Banani, Dhaka. The Tower symbolizes the growth and commitment of SMC to public health and lays the foundation of its journey to self-reliance. The tower is equipped with modern facilities and houses all projects and program operations of SMC.

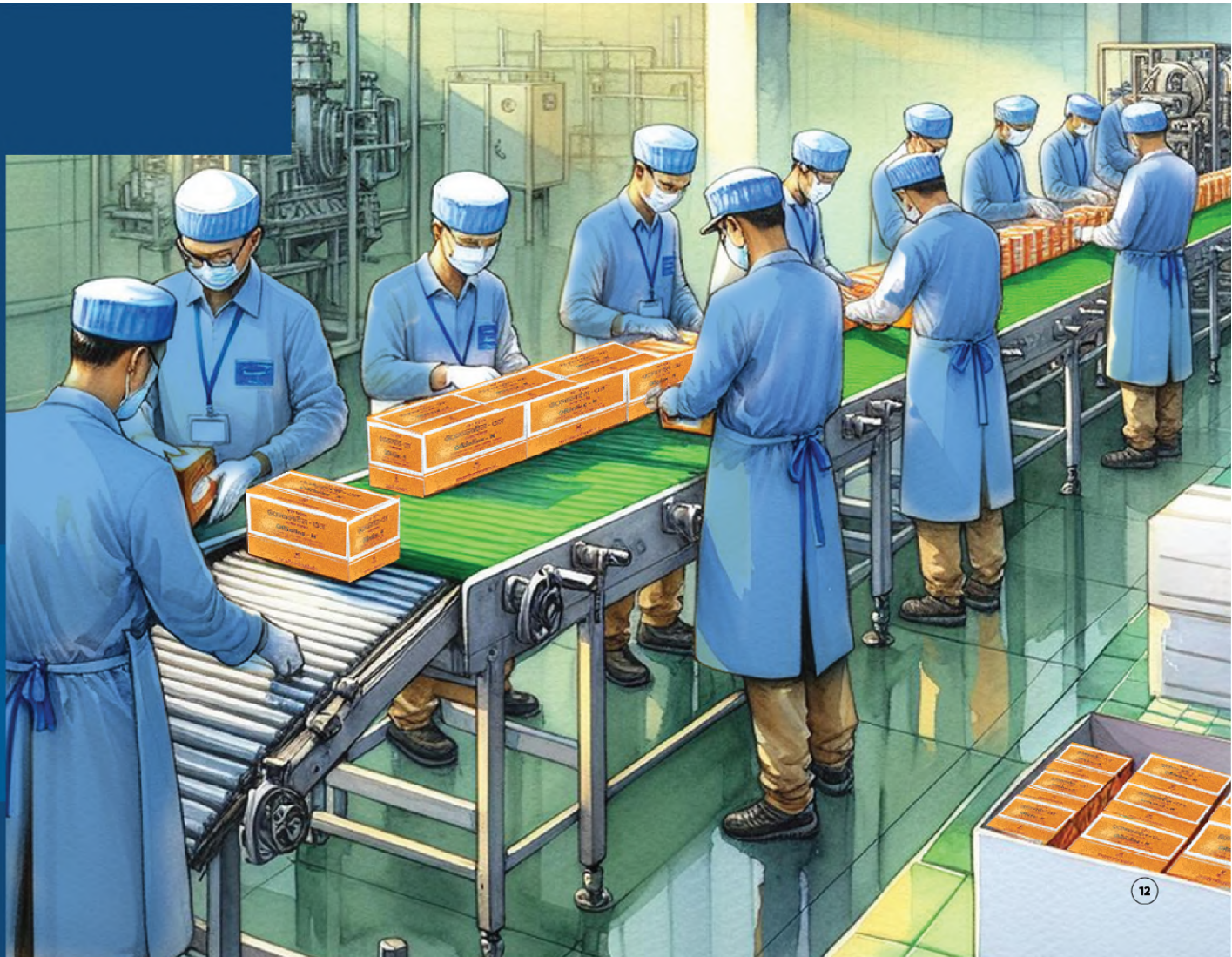


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2004

Establishment of ORS Manufacturing Facility

SMC established the state-of-the-art ORS manufacturing plant in Bhaluka, Mymensingh to cater the increasing market demand and ensure uninterrupted supply of ORS. This facility enabled SMC to efficiently utilize resources, and maintain adherence to stringent quality standards.





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2008

Central Warehouse in Operation

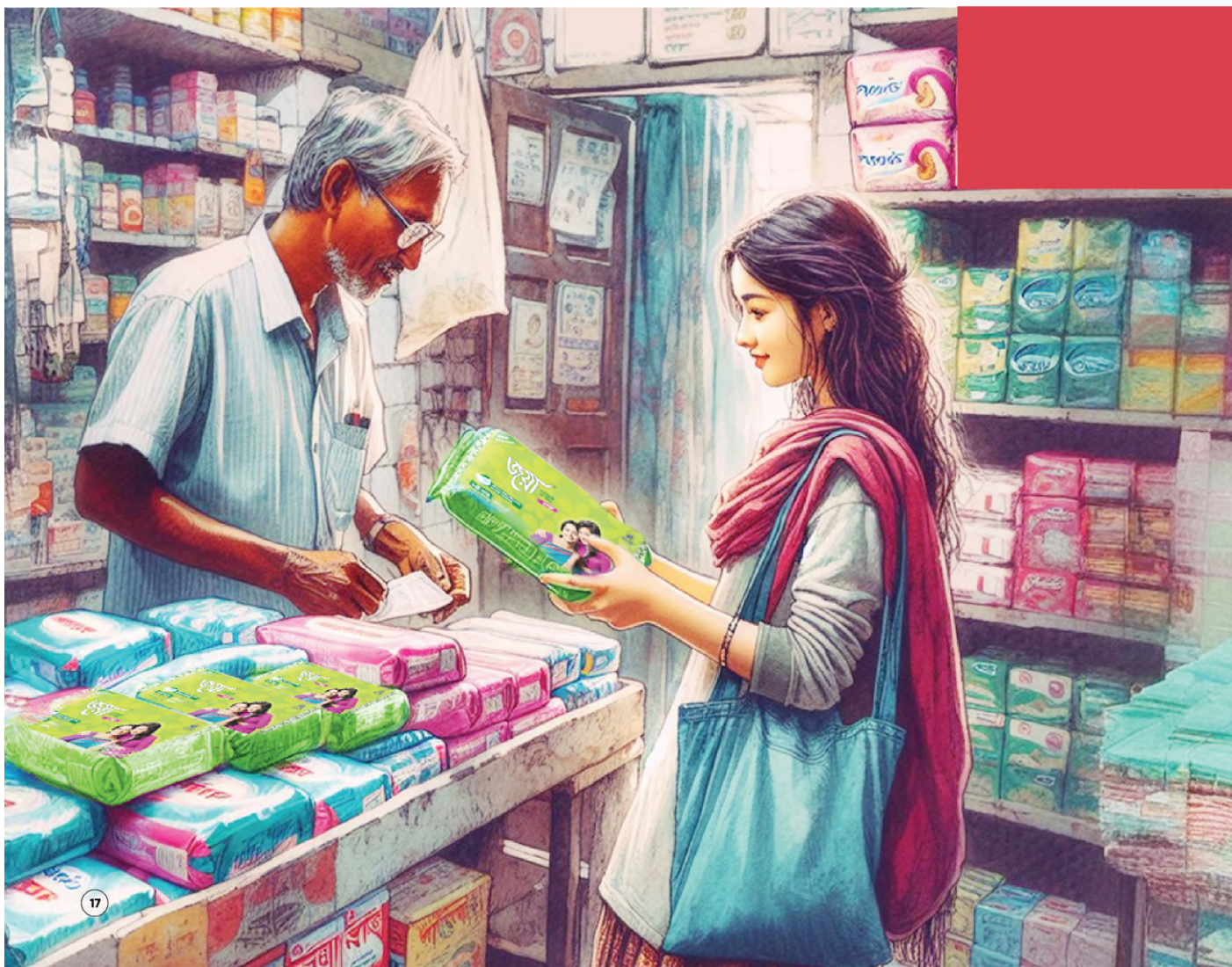
The central warehouse started functioning in Bhaluka, Mymensingh to streamline efficient storage and ensure seamless distribution of products to over 800,000 outlets. It ensures access to and availability of SMC products in the whole country through uninterrupted logistic supply.

2008

Launch of Micronutrient Powder

SMC-branded micronutrient powder MoniMix improves the nutritional status of children under five years. It ensures the vitamins (A & C) and minerals (Iron, Folic Acid and Zinc) required for physical and cognitive development of children. Over time, MoniMix annual consumption is increasing significantly aiming for a healthy nation.





2013

Introduction of Joya Sanitary Napkin

SMC supports women and adolescent girls in menstrual hygiene management by marketing Joya sanitary napkin. Joya is preferred among women and adolescent girls due to its quality and affordability. It has now become the most popular brand in the country especially among the rural communities.



2013

Gold Star Network

The Gold Star network is a vibrant platform of more than 4,000 women entrepreneurs working in 120 upazilas and 10 peri-urban areas. These entrepreneurs create awareness on different public health issues, sell SMC products at the doorsteps and earn profit from sale proceeds. This income generating opportunity empowers women within their families and communities. Evaluation reveals that this network significantly contributes to improving the health status of the communities.



2014

Pink Star Network

The Pink Star Network implements a range of activities to raise awareness and improve accessibility, availability, and utilization of intra-uterine device, implant, and injectable contraceptives through private medical practitioners. Approximately 700 graduate doctors, mostly obstetricians and gynecologists, are the members of Pink Star network.





2014

Formation of SMC Enterprise Limited

SMC established SMC EL as a for-profit subsidiary to separate profitable activities from non-profit to enhance its operational capacity and expand business ventures. The aim of SMC EL is to support SMC to grow as a sustainable social enterprise by generating profits for investment in program operations.

2017

Hygiene Product Manufacturing

The SMC Health & Hygiene Factory in Cumilla is one of the leading factories in Bangladesh for quality and affordable hygiene products. This factory currently produces a range of hygiene products including various types of sanitary napkins, baby diapers and wipes.



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2017

SMC Pharmaceutical Business

SMC started its pharmaceutical journey with the key principle of 'no one should suffer, especially the less privileged ones due to lack of affordable quality medicine'. Currently, SMC is marketing 40 products of diverse therapeutic categories which are mostly common and frequently needed and gradually expanding its product range.



2018

SMC Clinic Operations

SMC clinics provide accessible, affordable and quality healthcare services to low and middle-income families. Specifically, the clinics provide consultation, diagnostics and pharmacy services at a competitive price to all segment of population. The ultimate aim is to establish a sustainable clinic model and expand its operations in other strategic locations in Bangladesh.



2018

Green Star Network

The Green Star Network was created to ensure access to primary healthcare services and promote public health products in communities. Currently, around 5,500 public health product and medicine sellers are trained on different health issues with special focus on rational use of drugs, follow-up doses of contraceptive injectable and counseling on nutrition.



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2021

Launch of FullCare Tablets for Pregnant Women

Deficiencies of micronutrients are very common during pregnancy due to insufficient dietary intake. These deficiencies can negatively impact the health of a mother during pregnancy and the newborn baby. SMC introduced multiple micronutrient supplements (MMS) 'FullCare' containing 15 essential vitamins and minerals to improve the nutritional status of pregnant women and reduce the rate of low-birth-weight babies.



2021

Launch of SMC Plus Electrolyte Drink

SMC Plus is the first-ever electrolyte drink in the country. Rich in essential electrolytes, SMC Plus makes the body energetic and active by eliminating dehydration and fatigue instantly. SMC Plus is now available in two different flavors of Orange and Lemon.



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2022

Rose Star Network

Rose Star is a network of pediatricians who counsel mothers of under five children on nutrition and monitor growth of children in their chamber. Currently there are 350 pediatricians under this network. This initiative aims to improve the nutritional status of children through Growth Monitoring and Promotion (GMP) services in the private sector.

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2024

Fast-Moving Consumer Goods Factory

SMC established a state-of-the-art Fast-Moving Consumer Goods factory at Gazipur. Currently, the factory produces orange and lemon-flavored electrolyte drink SMC Plus. This factory ensures a green environment in its premises creating healthy work environment for employees.





2024

Adoption of Enterprise Resource Planning

SMC is implementing System Analysis Program (SAP), a world-class enterprise resource planning system, which streamlines operations, enhances efficiency, drives sustainable growth, and empowers the organization to maintain impressive growth in the market. This transformation offers a unified base of organizational data, facilitating swifter and informed decision-making.

Star Networks of SMC



ঘরের কাছেই মনের মত সেবা



আপুনি নগর নিশ্চি মেগ



গোল্ড স্টার
স্বাস্থ্যসেবার অঙ্গীকার



পয়োজনে আপনান্ন পাশে



আপনার শিশুর মুখাস্থের জন্য

Public Health Products of SMC



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Pharmaceutical Products of SMC



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পঞ্চাশের উচ্ছ্বাসে
একসাথে আগামীতে