

Social Marketing Company



চ. সামুদ্রিক আহমেদ
উদ্দেশ্য
অর্থ মন্ত্রণালয়
গণপ্রজাতন্ত্রী বাংলাদেশ সরকার



Dr. Salehuddin Ahmed
Adviser
Ministry of Finance
Government of the
People's Republic of Bangladesh

MESSAGE

I am happy to know that Social Marketing Company (SMC) is going to celebrate its 50th anniversary. On this auspicious occasion, I would like to extend my warm wishes to the Board, all employees, and stakeholders of this organization.

From the beginning, the main challenge of SMC was to control the rapid population growth in order to eradicate of poverty and reconstruct the economy.

SMC evolved as a result of adoption of the social marketing concept in family planning and contraception along with other philanthropic efforts of the government and few other NGOs. Over years, the social marketing campaign created hype in acceptance of family planning by the people of Bangladesh. Through series of efforts by many stakeholders, including SMC, the country is now near its fertility goal.

Over the past five decades, SMC has played a striking role through innovative approaches to public health. SMC's innovation has not only limited to family planning but also extended to interventions on child health, maternal health, adolescent health, tuberculosis and other health and hygiene issues. I feel proud to note its dedication and sincerity to saving countless lives by reaching communities across the nation with vital health services.

SMC's journey from humble beginnings to becoming a beacon of hope and progress is a testament to the resilience and vision of those who have been part of this remarkable organization. As we celebrate the 50th anniversary milestone, I wish that SMC will continue to build on the successes of the past and advance toward the future with renewed commitment and further innovations.

I congratulate the leadership, staff, and partners of SMC for their outstanding contributions and wish the best for continued success of SMC in all future endeavors.

Dr. Salehuddin Ahmed

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



MESSAGE

The journey of Social Marketing started in 1975 as a Social Marketing Project initiated by a US-based NGO- Population Services International in partnership with the Government of Bangladesh and financial support of United States Agency for International Development (USAID).

Due to the relentless efforts of all stakeholders, Bangladesh is now near its fertility goal. About half of the modern family planning method users now rely on SMC-branded contraceptives. In the eighties, diarrhea was one of the leading causes of child mortality but the wide use of packaged ORS of SMC reduced deaths due to diarrhea significantly. At present, SMC is also implementing programs on health of children, mothers, adolescents and other family members.

The continued successful implementation of the project ultimately led to the creation of a not-for-profit organization- Social Marketing Company in April 1990. Since then, relentless innovative efforts have made SMC a major contributor to the Bangladesh national health and family planning program. It markets a wide range of products and offer essential public health services. SMC implements its programs with extensive coverage of five Star Networks such as Blue Star, Green Star, Gold Star, Pink Star, and Rose Star network engaging different level providers in private sector.

In 2014, SMC created a subsidiary Company- SMC Enterprise Ltd- to manage profit-making activities and support SMC to carry forward program operations designed to enhance social good. This sustainable business model helps SMC to advance its major program operation with its own resources while use the support of donors mostly for innovation and program expansion.

As a symbol of trust, SMC always initiates new program activities and markets new products considering the changing needs and interests of the people of the Country. With the cooperation of all, SMC is committed to meeting the existing and upcoming public health requirements of children, women and families in Bangladesh.

Toslim Uddin Khan



Blue Star Network has 13,000 providers to provide affordable primary healthcare at the community level.



Green Star Network has 5,500 providers engaged in administering follow-up doses of injectable contraceptive and providing nutritional counseling to the mothers of children under five.



Pink Star Network has 607 providers to offer intrauterine devices (IUDs), implants and injectable contraceptives through their private chambers.



Gold Star Network has 4,000 members who deliver public health messages and sell family planning and health products at the community level.



Rose Star Network has 350 providers who counsel on nutrition and growth monitoring for children under 5 at the community level.

নুরজাহান বেগম
উদ্যমেন্টো
বাস্তু ও পরিবার কল্যাণ মন্ত্রণালয়
গণপ্রজাতন্ত্রী বাংলাদেশ সরকার



Nurjahan Begum
Adviser
Ministry of Health & Family Welfare
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বাণী

আগামী ২৫ জানুয়ারি ২০২৫ মোশ্যাল মার্কেটিং কোম্পানীর (এসএমসি)-এর ৫০তম বার্ষিকী উদযাপন হবে জেনে আমি আনন্দিত।

শাস্তীনতার পর যুক্ত-বিকল্প বাংলাদেশের বাস্তু এবং জীবনমান উন্নয়নের লক্ষ্যে এসএমসি সরকারের সাথে যৌথভাবে কাজ তৈর করে। বিগত ৫ বছরে এসএমসি পরিবার পরিকল্পনা, মা ও শিশু বাস্তু, বয়সসংক্রিকালীন বাস্তু ও পরিচ্ছন্নতা এবং রোগ প্রতিরোধে প্রযোজনীয় জনবাস্তু পণ্যসমূহ ও বাস্তুসেবা সরকারের কাছে পৌছে দেয়ার মাধ্যমে আমাদের দেশের বাস্তু ব্যবস্থার সার্বিক পরিবর্তন সাধনে গুরুত্বপূর্ণ ভূমিকা পালন করেছে। এসএমসি নিরবাস প্রযোজনের মাধ্যমে সারা দেশে বাস্তুব্যবস্থার উন্নয়ন এবং সমাজে সাধারণ জনগনের ক্ষমতায়নে ব্যাপকভাবে অবদান রেখেছে।

আমি এসএমসি'র উন্নৰোজ সাকল্প কামনা করছি। আশা করি ভবিষ্যতেও দেশ ও জাতির উন্নয়নে এসএমসি'র গুরুত্বপূর্ণ অবদান অব্যাহত থাকবে।

নুরজাহান বেগম

Social Marketing Company (SMC) A Journey to Improving Lives of People of Bangladesh

SMC is a Not-for-Profit Company and its 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, in partnership with government, development partners, and private sector. The concept of social marketing calls upon promoting health products and services as social goods using a market approach through private sector.

A US-based NGO Population Services International initiated the Social Marketing Project in 1975 in partnership with the Government of Bangladesh with the financial support of United States Agency for International Development (USAID). The project made substantial strides ultimately leading to the creation of SMC in April 1990. In 2014, SMC created a subsidiary company- SMC Enterprise Ltd to manage profit-making activities and support SMC by making surplus funds available for investment in program operations designed to enhance social good. SMC is a major contributor to the Bangladeshi national health and family planning program. About 54% of modern contraceptive (except permanent method) users use a SMC-brand method. SMC's ORS has been saving millions of lives for over 40 years. SMC operates the biggest ORS manufacturing facility in the country having a market share of around 90%. SMC also manufactures Sanitary Napkin & Baby Diaper at Hygiene factory in Cumilla and Electrolyte Drinks in recently established FMCG factory in Gazipur. SMC manufactures and markets a wide variety of pharmaceutical, OTC and Consumer products, all intended to support healthy behavior and improved healthy practices. The products include contraceptives (pill, condom, injectable, implant, and IUD); oral saline, nutrition products (MMS, Micronutrient Powder, Zinc and Calcium), electrolyte drinks, instant soft drink powder, glucose powder, biscuit; and antihelmintic tablet; sanitary napkin, baby diaper and pregnancy test kit. Additionally, SMC Enterprise Ltd markets a range of 40 different pharmaceutical products. SMC's vigilance ensures transparency in production upholding the quality of products.

SMC has an extensive sales and distribution network and field-level program operations across the country. The storage and distribution network are managed through a state of excellent central warehouse at Bhaluka, Mymensingh and two regional warehouses at Bogura, and Cumilla. The Company has 12 area offices located in Dhaka, Mymensingh, Chattogram, Cumilla, Sylhet, Khulna, Kushtia, Barishal, Bogura, Rajshahi, and Rangpur.

SMC implements its programs with extensive national coverage through its five Star networks of non-formal and formal private providers. About 13,000 private sector non-graduate Blue Star providers provide primary healthcare at the community level. They play an important role in creating health awareness at the community level and providing quality health services at affordable prices. Green Star is a network of around 5,500 non-formal providers (drug sellers) who are engaged to administer follow-up doses of injectable contraceptive and to provide nutritional counseling to the mothers of children under five.

The Pink Star is a network of 600 graduate medical providers, mostly Obstetricians and Gynecologists, who offer intrauterine devices (IUDs), implants, and injectable contraceptives through their private chambers. About 4,000 rural women entrepreneurs form the Gold Star network deliver public health messages and sell family planning and health products at the doorsteps of the community. The Rose Star Program engaged about 350 Pediatricians who counsel on nutrition and growth monitoring for the under 5 children at the community level. SMC established two clinics in Dhaka to provide quality health care and diagnostic services at an affordable price. In addition to the Star providers, SMC reaches out to over eight lac pharma and non-pharma outlets and institutions and ensures availability of health products at an affordable price. Since commencement, SMC has enjoyed a steady and substantial funding and contraceptive commodity support from USAID. SMC implements a large countrywide pregnancy care services using fund from Children Investment Fund Foundation (CIFF).

A nine-member Board of Directors of the Company governs the Company's long-term strategy, performance, culture and values. The Board is responsible and committed to embracing sound principles of corporate governance. The Board of Directors of SMC and its subsidiary SMC EL comprises a diverse group of individuals with varying expertise and backgrounds in the areas such as finance, law, industry management, leadership, and governance. SMC aspires to continue serving the population in future, as it has done in last 50 years, with full vigor and commitment to support the journey of Bangladesh to a prosperous nation.



পঞ্চাশের উত্তোলন একসাথে আগামীতে



Waliul Islam
Chairman
Board of Directors
SMC & SMC EL

MESSAGE

SMC has traveled 50 years in the health sector of Bangladesh. Despite many challenges in the social-economic, and environmental ecosystem, the history of SMC is marked by enormous successes in its contribution to the health and family welfare of the country. The Company has demonstrated robust performances over the last 50 years, through innovative product marketing, and service offerings. SMC has contributed to increase Contraceptive Prevalence Rate and ORS use rate for diarrheal diseases at the national level. The Company has expanded its program activities, and developed new ways to support capacity of its Star health networks through continuous training and monitoring.

To materialize the social agenda of women empowerment, SMC has transformed 4,000 rural women from 120 upazilas into entrepreneurs known as Gold Star Members. Our commitment to innovation, operational excellence, and customer satisfaction has allowed us to enhance our competitiveness in the market. The impressive achievements of SMC Enterprise Limited (SMC EL), a subsidiary of SMC, has contributed to a remarkable sales growth of our public health products. SMC EL is dedicated to deliver high-quality products to our valued customers while upholding SMC's principles and social objectives. The catalysts behind the success of the Company include good corporate governance, teamwork, a comprehensive strategic plan, attractive business models, quality of products and services, and support from the development partners and the government.

Looking ahead, SMC will continue to build upon this success momentum by ensuring sustained and remarkable growth to foster its mission to improve the lives of women, children and families in the country. We extend our gratitude to our dedicated employees, valued customers, and esteemed stakeholders for their support. Together, we will navigate the evolving challenges and capitalize on the emerging opportunities that lie ahead.

Waliul Islam

Sayef Nasir
Managing Director
SMC Enterprise Limited

MESSAGE

SMC Enterprise Ltd. (SMC EL), a subsidiary of SMC, supports SMC's mission through its commercial operation to invest in social programs. Since its inception, SMC EL has been offering wide range of products that improve the quality of life for people in Bangladesh. The company's portfolio includes over 30 brands in 5 categories: Rehydration, Contraceptive, Health & Hygiene, Food & Beverage, and Pharmaceuticals.

With 5 brands generating over Tk. 100 crore in yearly turnover, SMC EL has grown into a Tk. 2,000 crore enterprise with double-digit growth. With a clear Vision, and Empowered organization, SMC EL is committed to improving the health and wellbeing of Bangladeshi consumers by providing access to high-quality products.

On SMC's 50th anniversary, I thank the people of Bangladesh for their trust in SMC products, which has been the foundation for our continued growth. I also acknowledge the contributions of USAID, PSI, CIFF, the Government of Bangladesh, and our predecessors on this special occasion. Together, we celebrate this milestone and work towards a prosperous future for Bangladesh. We are committed to carry to continue SMC's legacy forward.

Let's Leap Together into future with Exuberance of our 50th anniversary.

Sayef Nasir

