

Zimana Ahmed

**Social Marketing
in Bangladesh
some thoughts**

Me: Zimana Ahmed from
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Many thanks
for this
opportunity to
speak to you.



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I may be new to
Social Marketing
but Bangladesh is
and has been a
world leader in the
field before I was
born!



1972



1973



1989

- **Social Marketing has helped and is still helping to transform my country.**
- Organizations like BRAC have used Social Marketing principles since the 1970's.
- The Social Marketing Company of Bangladesh started on 1973 and is considered to be the **largest privately-managed not-for-profit Social Marketing organization in the world** for a single country.

The major programmes of SMC include:

- family planning,
- child survival,
- maternal and child health
- STD/AIDS prevention.



In addition, SMC implements customer education and health communication programmes

SMC has proved how Marketing can engage in solving social issues by being a sustainable company.

The rationale behind their success is their structure of their business which can be divided into 3 wings.

-Manufacturing



-Business (14 products)



-Program (4 Products)



Challenges we face

like other countries there is a common challenge.

To measuring the gap between distribution of products and usage.

Because it is typically thought that the amount sold is the amount used properly by the user .

In the real world there are unimaginable use or wastage of these products so the detail audit is a challenge.

Challenges we face

How do we close the gap between intention and behaviour?

How do we reduce wastage and increase efficiency of programmes?

Future opportunities:

In Bangladesh there is a good future for Social Marketing

- Day by day there are new programs being included with the traditional ones.
- Even in rural places more people can be involved in campaigns.
- Digital communication have started to have an big impact. For example people can subscribe and receive health tips in their cell phones regularly.



We can have hope in future I think because:

Future opportunities

With the advancement of technology and the positive acceptance by people, Social Marketing will have an even bigger impact on society.

Many Thanks



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