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Grants Management practice at SMC MISHD program



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Internship Report on
“Grants Management practice at SMC MISHD program”

Submitted To,

Md. Shamim Ahmed

Lecturer

BRAC Business School,

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Submitted By:

Nowshin Tarannum

ID: 13304137

Date of submission:

26th November, 2017



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Letter of Transmittal

26th November, 2017

To
Supervisor
Md. Shamim Ahmed
BRAC Business School
BRAC University

**Subject: Submission of Internship Report on “Grants Management practice at SMC
MISHD program.”**

Dear Sir,

With due respect, I am submitting my Internship report on the topic “**Grants Management practice at SMC MISHD program**” as a partial fulfillment of my BBA Program.

It is my pleasure to inform you that I have been serving as an Intern in Social Marketing Company (SMC) under Grants & Compliance Operations from August 13, 2017 to November 30, 2017. It was an excellent opportunity for me to complete my internship in SMC. I would like to thank you for giving me the opportunity to work on this assigned topic to enhance my knowledge in the practical field of Grants & Compliance. This report explores the operational activities done by SMC’s **MISHD** program and Importance of Grants management activities in fund management. The Internship report has been prepared based on my practical experience, questionnaire fill up, discussion and interview which have been carried out among the selected employees of Grants & Compliance Operations team of SMC. I hope you will find it worthy.

Sincerely yours,

Nowshin Tarannum

ID: 13304137



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Acknowledgement

I would like to mention some people with due respect and honor who assisted us, without any hesitation to complete our Internship report within the due time. Therefore I would like to thank them all from the bottom of my hearts. In this procedure, at first I would like to thank All Mighty Allah for making it possible for us to complete our work properly within the given time.

Most importantly I would like to thank my Internship Supervisor Md. Jashim Uddin, FCA who was always ready to guide me and solved all the difficulties that I faced during the accomplishment of the report.

Most importantly, I would also like to thank my line manager Shakila Parvin in SMC and my colleague who helped me by providing informative instructions. I was closely attached with them during my internship period. Without their help this project would have been difficult to complete.



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Executive Summary

I am a student of BRAC Business School, BRAC University. As a part of my BBA course curriculum I got an opportunity to conduct a three months long internship program at SMC. During that time, I had come to know about different projects and programs those are being run and implemented by SMC currently. The project I was involved with was USAID's **MARKETING INNOVATIONS FOR SUSTAINABLE HEALTH DEVELOPMENT (MISHD)**. The project is the successor of **MARKEING INNIVATIONS FOR HEALTH (MIH)**. MISHD started its journey from the point sealing the end if MIH, October 2016. MISHD will continue to implement its activities till October 2021. The goal of the project is to contribute to sustained improvements in the health status of women, children and families in Bangladesh by increasing access to and demand for essential health products and services using social marketing tools and concepts through the private sector.

Throughout my internship period I worked with the department Grants & Compliance. The report emphasizes on the topic Grants Management of project **MISHD** of SMC. More specifically to know about how the management system I conducted a survey on Grants Management. In this report I have also covered my survey result breakdown, some other findings throughout my internship program and recommendations for Social Marketing Company (SMC).



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Organization Overview

Social Marketing Company (SMC) is a nonprofit organization in Bangladesh that was initiated as a project back in 1974. Population Services International (PSI) established and launched a Family Planning Social Marketing Project (FPSMP) with the support of USAID, with a purpose of check population growth and population control. In 1992, after significant success SMC started its journey as a non-profit limited company led by a board of directors. Over the time the contribution of this organization in the public health sector has gained vast recognition and credibility. Now SMC is a renowned brand related to health welfare in Bangladesh. In social marketing SMC is one of the most successful companies in the world.

It markets a full range of family planning products, ORS (Oral Rehydration Salts) and has diversified into food, nutrition, reproductive health and female hygiene. It operates the biggest ORS manufacturing facility in the country. According to the 2014 Bangladesh Demographic and Health Survey (BDHS), one-third of family planning users in the country are using SMC-marketed contraceptive brands. Among methods, 62.0% of all condom users, 44.0% of pill users and over 18.0% of all injectable users rely on SMC contraceptives to meet their family planning contraceptive needs. Besides the family planning products, they also launched the product for better children health and women health sanitation products. All these products are the part of their health program. SMC not only work with its own fund. They work with the foreign donor help along with their own fund. Again, to run a program successfully more than one partner NGO's work with SMC. Till now SMC worked with NGO Partners, Knowledge Partner, Manufacturing Partner and Donors. Together they worked many Health Development programs. One them I worked on is **MISHD**. The Name of the Partners and SMC's journey till now has shown in different phase:



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About SMC's Partner

SMC Partners

Government Partners



পরিবার পরিকল্পনা অধিদপ্তর



Government of the People's Republic of Bangladesh
DGHS
Directorate General of Health Services
Ministry of Health and Family Welfare

NGO Partners - MIH Program



Knowledge and Training Partners



EngenderHealth
for a better life

Other Partners



Donors



Manufacturing Partners





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The journey of Social Marketing Company (SMC)

Now, standing at 2017, SMC is considered as one of the largest and most booming social marketing programs in family planning and child health globally. It enjoys admirable goodwill among stakeholders, policy makers and beneficiaries.

Finally, SMC is the largest social marketing company of our country, relentlessly contributing to the betterment of the health of the population.

1974- FPSMP launched by PSI and Support by GOB and USAID

1975- USAID donated condom and pill to be distributed through private sector outlet

1984- FPSMP launched ORS to address high diarrheal deaths

FPSMP become Social Marketing Company (SMC)

1997- SMC became a direct recipients of USAID

2000- Inagurated own head office in Banani

2004- ORS manufacturing facility started operations

2012- Became fully sustainable more than 100% of non-program related cost

2014- Former SMC Enterprise Ltd. a fully owned for profit subsiaiy company



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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.

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.

Corporate Information

Name	Social Marketing Company (SMC)
Registered Address	33 Banani C/A, Dhaka-1213
Legal Status	Private Limited Company
Chairman	Mr. Siddiqur Rahman Choudhury
Managing Director & CEO	Md. Ali Reza Khan
Company Secretary & CFO	Shafi Uddin Ahmed FCA
Date of Incorporation	19 April 1990
Number of Employees	1050
Company license	19 April 1990
Phone	088-02-9821074-80
Fax	880-2-9821957
Website	www.smc-bd.org
E-mail	Smc.corp@smc-bd.org

Figure 1.2: Social Marketing Company (SMC)'s Information

Management of SMC

Amongst the nonprofit organization of Bangladesh SMC is one of the largest in the country. It has 2 Regional offices and 12 Area offices throughout the country. In order to manage the banking activity properly JBL has a strong management team. The head office is located at 33 Banani C/A, Dhaka-12



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Introduction to the report

Rational of the study

I proposed this study because this is relevant to my course of study and this is as well included in my course structure (BUS 400). Here in my internship program I allowed to work under a supervisor and assist my supervisor at her routine work. I get an opportunity to learn the categories of work and having experience to work with an organization and fortunately able apply my academic knowledge. Whenever I'm working with an organization as a student of BRAC University, the organization gets a preface about the university. As well experience achieved from this 3 months long program I can apply to my real life work place, community and business. The main principle of the program is to expose the students to the professional life.

Scope and Delimitation of the Study

Since I have to present an Internship report to BRAC University, that's why from the beginning of my internship I have tried to accumulate relevant information for my report. However, I faced some problem because SMC has their own policies for outsiders. According to their policies I had restrictions to access some of the information. So, some information's I got by officers support and sometime I failed to collect whereas the information's are confidential. For preparing this report some problems and limitation have encountered which are as follows-

- I was restricted to go through all the information of the Organization.
- Employees was so busy to cooperate with the information sometime.
- I had to depend on secondary data besides primary data for the report.
- The time of Internship was very limited.

Objectives of the report

Broad Objective

- To know more about the functions of Grants Management and how does it work in Social Marketing Company (SMC).



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General Objectives

- To give an idea about my learning throughout the internship period.
- To know more about the finance activates of SMC.
- Finally, to give some recommendation based on my findings.

Methodology of the Study

This study is executed based on the information collected from various sources collected byusing a specific methodology. In order to fulfill the objective of these report data collection methods was –

1. Survey
2. Literature review

For collecting the data, I used two sources-

1. Primary Sources
2. Secondary sources

Primary Sources

- Conducted survey among the employees.
- Short interviews.
- Direct communications with the employees at work place.

Secondary Sources

- Literature reviews.
- Overview of SMC's website.
- Reviewed reports published on related topic.



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I conducted this survey on different employee of SMC who works on Grants managements and they are asked 10 questions. I could attend more survey from outside the organization but that could make wrong findings of the survey. For that, to have the best result I conducted the survey among SMC's employee only. And this was convenient too to me.

Analysis and Interpretation of the Data

MARKETING INNOVATIONS FOR SUSTAINABLE HEALTH AND DEVELOPMENT (MISHD) is a Program run by SMC where as they receive funds from Donor USAID. Here I analyzed on how SMC manage the fund of donors by Grants Management. On the basis of survey data, the information I got showed in a chart. Where you can observe that, most of the respondents said that they are positive about the use and outcome of Grants Management. And a few who did not agree also not said disagree, they are neutral. Somehow they found out some difficulties with Grants management to manage fund. Other than, though the percentage is very little we cannot ignore them. My objective of this study was to know if actually it is important to practice Grants Management. Outcome of the analysis state that Grants are a policy project proposal where the donor signs an agreement to solve an issue and provide funds for that and SMC manage the fund by invest in different program. Organizations that grant money to individuals or companies have a responsibility to manage that resource appropriately. Grants Management monitors different processes, including allocations, disbursement of funds, monitoring, reporting and audits. Which may be different from others finance management activities or not.



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Findings of Study

Analysis of survey data has given by now but a graphical presentation can make things clearer to understand how the interpretation gives upon analysis. The results I found out through my study have shown as graphic format with required details.

Graphical Presentation

Response collects through survey of 10 Questionnaires.

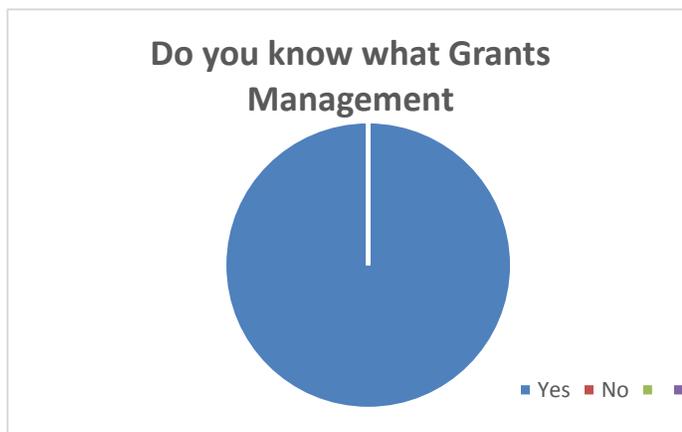
Total respondents: 10 employees

➤ Do you know what Grants Management is?

Statistics

N	Valid	10
	Missing	0
Mean		1.00
Median		1.00
Std. Deviation		.000
Variance		.000
Minimum		1
Maximum		1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	10	100.0	100.0	100.0





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Does your Program practice Grants Management?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	100.0	100.0	100.0



➤ **Is it mandatory to practice at your Organization?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	3	30.0	30.0	30.0
	Strongly Agree	7	70.0	70.0	100.0
	Total	10	100.0	100.0	



➤ **Does the practice need any expert training?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	4	40.0	40.0	40.0
	Agree	4	40.0	40.0	80.0
	Strongly Agree	2	20.0	20.0	100.0
Total		10	100.0	100.0	

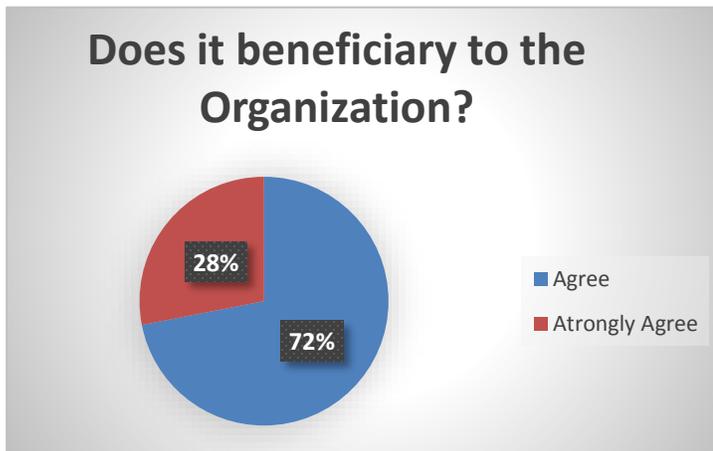




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➤ **Does it beneficiary to the Organization?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	4	40.0	40.0	40.0
	Strongly Agree	6	60.0	60.0	100.0
	Total	10	100.0	100.0	

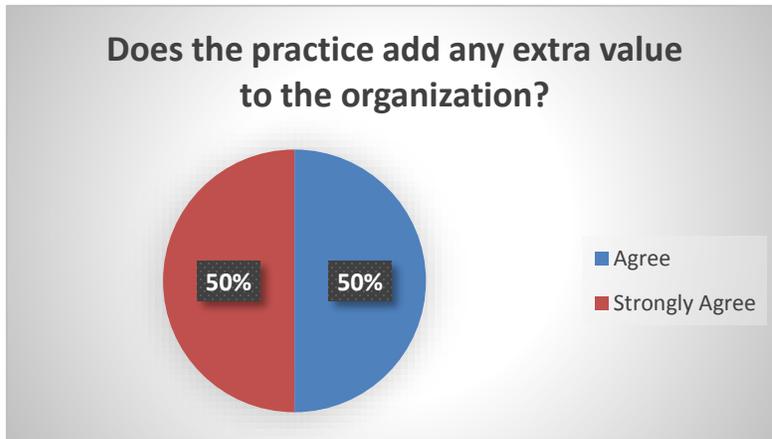


➤ **Does the practice add any extra value to the organization?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	5	50.0	50.0	50.0
	Strongly Agree	5	50.0	50.0	100.0
	Total	10	100.0	100.0	



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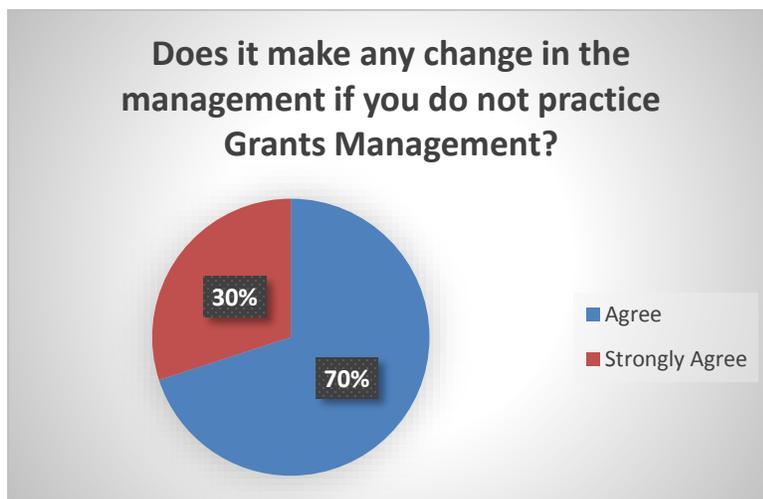
➤ **Does this management practice vary from other procedure of managing finance?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	10.0	10.0	10.0
	Neutral	3	30.0	30.0	40.0
	Agree	6	60.0	60.0	100.0
Total		10	100.0	100.0	



➤ **Does it make any change in the management if you do not practice Grants Management?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	7	70.0	70.0	70.0
	Strongly Agree	3	30.0	30.0	100.0
	Total	10	100.0	100.0	



Some other general findings which I found out when working with several other departments and talked with employees regarding my research topic.

- No particular desks for Interns.
- Still heavily reliant on traditional systems, manual works not practiced much.
- I did not observe any practice of regular employee training.
- Lack of chain of system and so on.



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Hypothesis Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Does the practice add any extra value to the organization?	10	4.50	.527	.167

One-Sample Test

	Test Value = 5					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Does the practice add any extra value to the organization?	-3.000	9	.015	-.500	-.88	-.12

Comment: The significance level α (alpha) for a given hypothesis test is a value for which a P-value less than or equal to α is considered statistically significant. Typical values for α are 0.1, 0.05, and 0.01. Here in this test significant level is .015 which matches with my required result of α . Hence, the result of the Hypothesis is acceptable for further use.



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Recommendation

Throughout the internee period it is very difficult to know about an organization very well as the organization is well established quite large one on the other hand my internship was very short period of time. Furthermore, it is very difficult to give recommendation for me with a very little working experience but I tried my best to give the suitable recommendation. Here they are:

- Working processes need to be more manual rather than working with paper.
- Need to do more Promotional Campaigns to let people know about the organization.
- A good chain of command is needed indeed.
- They can improve their office decoration.
- To avoid the problem with Grants Management practice can come up with a permanent solution for fund transfer by opening a foreign currency Bank Account.

Conclusion

Social Marketing Company (SMC) is working in Bangladesh since 1974 and they worked for social well being sincerely. According to that they still not reached to the all people but who people know about their products and service they are very satisfied with SMC. If only social works and a little campaign can reach them to this success, a little more effort and proper training can make reach them to all people. Finally, not emphasizing only on society and products they should give equal attention for the people they are working the customers.



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Reference

- <http://www.smc-bd.org/>
- Brune, Nancy E. (October 2005). "Comparative Study of Contraceptive Self-Reliance (CSR) Around the World: Lessons for the Philippines"
- Epstein, Eve; Altman, Diana (August 1991). "Evaluation of the Bangladesh Social Marketing Program" (PDF). USAID. Population Technical Assistance Project.
- 2009 Journal of the National Grants Management Association, Volume 17, No. 1
- <http://www.stat.yale.edu/Courses/1997-98/101/sigtest.html>



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Appendix

1. Do you know what Grants Management?

- ✓ Yes
- ✓ No

2. Does your Program practice Grants Management?

- ✓ Yes
- ✓ No

3. Is it mandatory to practice at your Organization?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
-------------------	----------	---------	-------	----------------

4. Does the practice need any expert training?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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5. Does it beneficiary to the Organization?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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6. Does the practice add any extra value to the organization?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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7. Does this management practice vary from other procedure of managing finance?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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8. Does it make any change in the management if you do not practice Grants Management?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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9. If you ever had any problem with this practice?

Yes

No

If "Yes", Why?

10. Are you satisfied with the outcome of practice Grant's Management for development?

Yes

No

If "No", why?