



Independent
26 June, 2009
Page - 14
Class no. - 070.408



Jalaluddin Ahmed, Chairperson of the Board of Directors, and Perveen Rasheed, Managing Director of Social Marketing Company (SMC) receiving the "Century International Quality Era Award" in the Platinum Category from Jose E. Prieto, President of Business Initiative Directions (BID) at an awards ceremony in Geneva, Switzerland recently.

Award for SMC

ECONOMIC REPORTER

Social Marketing Company has recently been awarded the "Century International Quality Era Award" in the Platinum Category by the Business Initiative Directions (BID), which is a Madrid-based business organisation committed to building better business reputation worldwide, in recognition of its commitment to quality and excellence.

Jalaluddin Ahmed, Chairperson of the SMC Board of Directors and Perveen Rasheed, SMC Managing Director received the award on behalf of the Company at an awards ceremony of the International Quality Convention held at Geneva, Switzerland recently. The award was presented by Jose E. Prieto, President of BID.

Earlier, SMC was awarded the "International Star for Leadership in Quality" (ISLQ) Award in the Gold Category at the 12th International BID Quality Convention held in Paris 2008.

Social Marketing Company (SMC) is the largest privately managed not-for-profit social marketing organisation in the world.