



## Company Profile



**Citizen Care Bangladesh**  
Knowledge for life

We are dedicated to creating a positive impact in the community by improving access to healthcare, raising awareness about important health issues, and empowering individuals with essential skills. Through our projects, we strive to contribute to the overall well-being and progress of Bangladesh.

[www.citizencarebd.com](http://www.citizencarebd.com)



## INTRODUCTION

Bangladesh is already going to be recognized as a developing country. We also "Citizen Care Bangladesh" are conducting service, commercial activities with the conviction to play a role in establishing the country from developing to developed country.

## Prevalence of Non Communicable Diseases (NCDs)

Globally... (Non Communicable Diseases) NCDs – include cardiovascular diseases (e.g. heart attacks and stroke), cancers, chronic respiratory diseases (such as chronic obstructive pulmonary disease and asthma) and diabetes.

### NCDs

### Leading cause of death in the world



Nine studies based on meta-analysis showed an overall prevalence of CKD in Bangladeshi people of 22.48%, which was higher than the global prevalence of CKD.



CVD



Stoke



Diabetes



Cancer

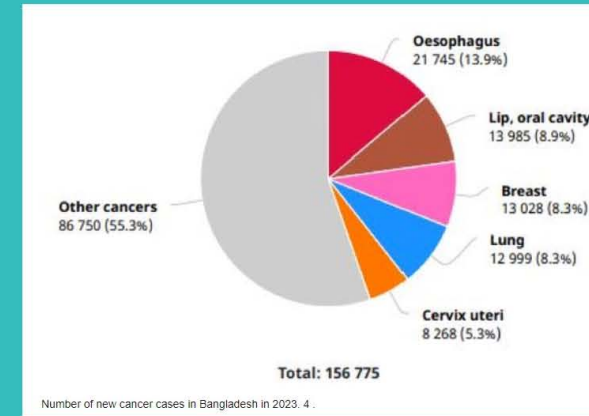


CKD

- In South Asia, NCDs account for more than half of annual mortality. 3,4
- In Bangladesh NCDs accounted for an estimated **70%** of total deaths in Bangladesh in 2019.6
- In Bangladesh, **52%** of men smoke;
- 1 out of 5 adults have hypertension. 7,8
- There were about **13.14 million** cases of diabetes in Bangladesh in 2021.9
- An estimated **75,617 deaths** were attributed to diabetes in 2021.
- Nine studies based on meta-analysis showed an overall prevalence of CKD in Bangladeshi people of **22.48%**, which was higher than the global prevalence of CKD.



Bangladesh has a noteworthy cancer situation with a high cancer burden. According to the Global Cancer Observatory age -standardized incidence rate of cancer is 106.2 in Bangladesh. The nation had 156,775 cancer cases (0.10 % of the total population) and 108,990 cancer deaths (0.07 % of the total population) in 2020. 11



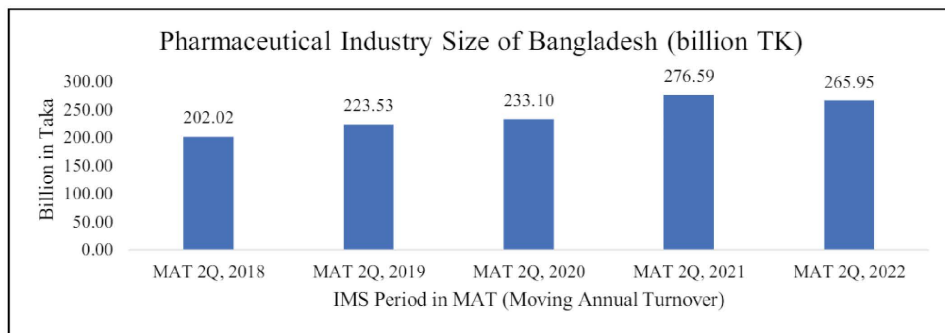
# Bangladesh

## Pharmaceuticals Market Overview

Bangladesh is a pharmemerging country due to its large population.

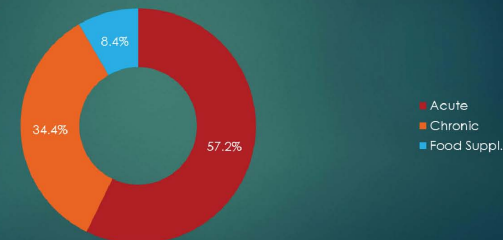
The pharmaceutical industry is one of the priority industries for revenue earning of the government of Bangladesh, and the industry contributes 1.0% of the GDP of the country.

Figure 1. Pharma Industry Value in Bangladesh

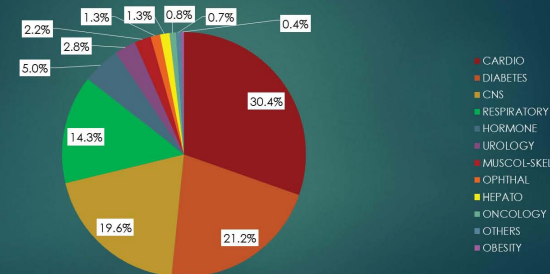


The industry value was BDT 29,992 Crore in the 1st quarter of 2023 with growth of 14.39%. IMS (Intercontinental Marketing Statistics) Bangladesh.

### Market Contribution: Therapy by use



### Chronic Care Therapy: Segments



According to 4P Marketing Survey, **11.2%** of Prescription Products per Month is led by RMP (Rural Medical Practitioner) and **41.1%** by GP (General Physician).

Considering the prevalence of these diseases and Bangladesh Pharma Market overview we CCB would like to cover these patients nationwide providing our Primary Healthcare Services as well as to grab the 1% market share of national pharmaceuticals market with in 2025 to 2026.

## Sources

1. <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight>
2. <https://www.who.int/news-room/fact-sheets/detail/noncommunicable-diseases> 5/30/24, 6:33 PM  
icddr,b - Non-communicable diseases
3. <https://www.healthdata.org/gbd/2019>
4. <https://vizhub.healthdata.org/gbd-compare/>
5. <https://ncdalliance.org/why-ncds/the-financial-burden-of-ncds>
6. <https://data.worldbank.org/indicator/SH.DTH.NCOM.ZS?locations=BD>
7. <https://data.worldbank.org/indicator/SH.PRV.SMOK.MA?locations=BD>
8. <https://www.nature.com/articles/s41371-017-0018-x>
9. <https://diabetesatlas.org/data/en/country/16/bd.html>
10. Diabetes Metab. Syndr. Clin. Res. Rev. 2015;9:7–13. doi: 10.1016/j.dsx.2014.09.014.
11. <https://doi.org/10.1016/j.iph.2024.01.013>
12. 4P Market Survey in Bangladesh
13. CKD Prevalence of Bangladesh.

Smoking,  
lack of physical activity,  
misuse of alcohol and  
unhealthy diets  
all increase the risk of dying  
from an NCD.

---

Four key metabolic/physiological changes  
increase the risk of NCDs:

---

1

Raised  
blood  
pressure  
(hypertension)

2

verweight/  
obesity

3

High blood  
glucose  
levels  
(hyperglycemia)

4

High levels of  
fat in the blood  
(hyperlipidemia)

WHO  
WE  
ARE



Citizen Care Bangladesh  
Knowledge for life

Citizen Care Bangladesh is a multi-project-based Social Business Organization that drives in social purpose frameworks by sharing, selling, sourcing, and staffing to solve social problems that focus on health-related aspects for societal development.

We are dedicated to creating a positive impact in the community by improving access to healthcare, raising awareness about important health issues, and empowering individuals with essential skills. Through our projects, we strive to contribute to the overall well-being and progress of Bangladesh.



The Sustainable Development Goals are a global call to action to end poverty, protect the earth's environment and climate and ensure that people everywhere can enjoy peace and prosperity.



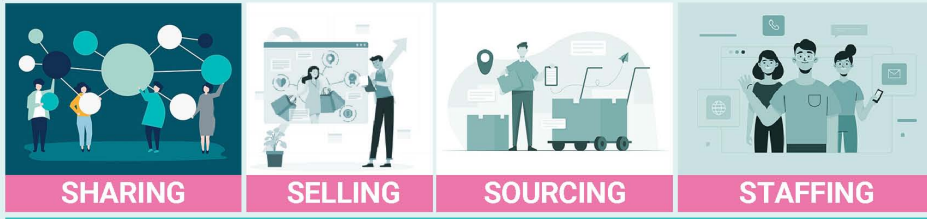
Social enterprises offer financially self-sustaining models for positive social change and have an important role to play in achieving the core development objective of the country. As Social Business Organization we are strongly believed and aligned to achieve these Goals in Bangladesh.

## OUR BUSINESS MODEL



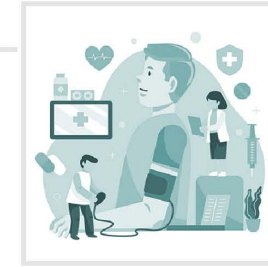
# WHAT WE DO

CCB is towards developing and implementing unique programs by providing training and empowering the educated youth those are most marginalized unemployed people to provide affordable services and products to vulnerable populations at their doorstep.



# WHAT WE ARE DOING

in collaboration with reputed healthcare organizations



Primary Healthcare



Training and Skill Development Program



Health Awareness Program





## VISION

Considering the motto "Knowledge for Life" - Ensuring decent services for all citizens, through employment for more than one active person in every ward/union by providing training.

## MISSION

To improve the way of living by imparting training to the educated unemployed youth and providing affordable services and products to the marginalized population.

## Health Care

CCB primarily deployed City/ Municipality Ward/UP wise the trained Junior Service Officer (JSO)/ Service Officer (SO) as health workers that deliver basic health services and generate revenue from the service charges and from sale of basic health products.

- | Non Communicable Diseases (NCDs)/Chronic Diseases: [Diabetes, Cardiovascular Diseases, Chronic Respiratory Diseases (Asthma, COPD), Cancers, Stroke, Chronic Kidney Disease (CKD), Neurological Diseases]
- | Maternal, Antenatal Care, Prenatal, Neonatal, and Child Health
- | Pain Management
- | Water, Sanitation, and Hygiene

## WHY WE ARE FOCUSING ON THIS PRIMARY HEALTH CARE SERVICE

Proper compliance of the following points will especially help in proper treatment to bring about the desired results of the patient.

Government and private initiatives are continuing to improve the overall health system of Bangladesh day by day. In continuation of that, Citizen Care Bangladesh is committed to playing a supportive role in the health system with professionalism. Even in advanced medical systems, due to negligence, proper treatment is disrupted.

Misunderstanding about the specialist/ doctor's prescription in particular, which hinders the proper treatment of the patient.

In some cases, the Medicine is changed without dispensing as per the prescription.

Sometimes getting of Medicine as per prescription at the right time is difficult.

Supplying expired Medicine by mistake.

As per the advice of the doctor, in case of patients with chronic disease such as (diabetes, high-blood pressure, asthma, COPD, various neurological diseases, cancer etc.) some basic tests are required regularly.

Specialist doctors prescribe foreign medicines, medical devices for the treatment of chronic diseases. Which is difficult to find in village or rural medicine shops.

As per specialist doctor's advice, regular monitoring of patients of chronic disease is necessary. But it is difficult for those sick patients due to time, distance and physical condition of going to hospital or doctor's chamber for monitoring.

According to the expert doctor, in some cases, a patient suffering from a chronic diseases need a doctor's check-up urgently. A lack of regular monitoring can unfortunately lead to unforeseen events.

Specialist doctors advise patients with chronic diseases to seek treatment in specialized hospitals abroad in need of advanced treatment. In that case general people they are confused to take right decision in right time.

Patients with chronic disease often require some urgent tests such as- blood test, urine test, ECG, etc.





**Citizen Care Bangladesh  
strives for planned and  
sustainable solutions  
to the mentioned issues**

## **Our Flagship Health Program 10 Taka Health Services**

"10 Taka Health Services" is a unique initiative launched to provide affordable primary healthcare service to citizens in Bangladesh. It aimed to make basic healthcare services to the door-step of people for a nominal fee of Taka 10 (BDT), which is a very low cost. The program designed to ensure that even the underprivileged individuals could access essential healthcare services without facing significant financial barriers.

The services (7) covered under this program typically included basic medical consultations like



## Diabetes Tests

(FPG, OGTT, Random Blood Sugar Test),



## Blood Pressure Measurement (BP)



## Body Weight Measurement



## Body Mass Index (BMI) Measurement



## Temperature Measurement



## Respiration Rate



## Pulse Oximeter Reading

# The services for those required additional charges

| Pregnancy Test

| Supply of Medical Devices/  
Medicine as Physicina's recommendation  
(Through fpharmalink /Affiliated Model Pharmacy).



# Visit

## Frequency of JSO/SO & Doctor

For registered patient under direct supervision of our qualified physician's our trained skilled Junior Service Officer (JSO)/ Service Officer (SO) will provide these primary healthcare services and keep the records in a patient health-book for individual patients.

Our qualified physician will check routinely this patient's health-book and also ensure physical visit of each patient 4 times in a year. In an urgent case or as needed the frequency of this visit may change.



# "Citizen Care Bangladesh" CCB Life-Style Care

(to be held beside regular and doctor  
subscribed medicine care)

## Services

The patients of all zonal communities shall receive the wellbeing and lifestyle advisory in routine from the trained CCB health-officers

All health officers of Citizen Care Bangladesh shall be extensively trained (theoretical, hands-on practical and knowledge-sharing and skill being updated over time through planned surveillance training and workshop)

The proposed life-style health service can be a quarterly plan (3 monthly or monthly if feasible)

The proposed life-style health service can be a quarterly plan (3 monthly or monthly if feasible)

One day-long campaign, quarterly or the like, shall have to be arranged at each defined health care territories with the presence and participation of skilled and efficient life-style experts

1000 tk. or around is proposed the registration fee for the health-care campaign event

In every month or fortnight (15 days), the CCB (Citizen Care) health officer offers life-style service (3-day long) to the community patients or the other non-patients family members or relatives or neighbors – which costs 500 tk. or around, where the CCB health-care officer gets 200 tk. as incentive/commission for each successful lead settlement.

If required, for the critical or exceptional case, the CCB health officers arrange teleconference/video conference with the selected expert (who are payable) to provide professional life-style care to the patients or non-patient members. – this is payable separately.

The printed advisory sheets can be delivered to the health service recipients for reference







Training Program of Junior Service Officer at Porjoton Corporation Rajshahi

## Training & Skill Development Program

Citizen Care Bangladesh is newly entrant organization in Bangladesh that focuses on providing various forms of support and assistance to underprivileged and marginalized communities. One of the key initiatives undertaken by Citizen Care Bangladesh is its Training and Skill Development Program.

The Training and Skill Development Program aims to empower individuals by equipping them with the necessary skills and knowledge to improve their employability and income-earning potential. Training and Skill Development Program offered by Citizen Care Bangladesh.

### Training and Skill Development Program offered by Citizen Care Bangladesh:

For JSO/ SO we offer a comprehensive training to selected candidates after formal interview. Which includes Basic Health Services Training that is provided by a government registered Health Training organisation.

We also cover Communication Skill, Selling Skill, Customer Relationship Management, Training on Basic Life Style etc those modules are provided by professional resource personnel.

# Awareness Program

Citizen Care Bangladesh is an organization that focuses on providing awareness programs to the citizens of Bangladesh. These programs aim to educate and inform the public about various aspects of society, health, and rights.

One of the key areas that Citizen Care Bangladesh focuses on is healthcare. Through their awareness programs, they aim to educate citizens about common health issues, prevention methods, and the importance of regular health check-ups. They organize workshops and seminars where medical professionals provide valuable information and answer queries from the participants. These programs also emphasize the significance of proper nutrition and exercise in maintaining a healthy lifestyle.

In addition Citizen Care Bangladesh's awareness program is social issues and rights.

Citizen Care Bangladesh also takes an active role in environmental awareness.

## Health awareness program of Citizen Care Bangladesh :

- Breast cancer
- Cervical cancer
- Thalassemia
- Thyroid
- Flu
- Tuberculosis
- Puberty
- Sanitation





## Citizen Care Health Card

Each registered Health Card Holder will get the following benefits:

- By a trained and skilled JSO/SO (Health Service Provider) will get visit for 7 basic health Services. The frequency of visit is weekly 1 time, that is monthly 4 times or yearly 48 times.
- Will get visit 3 to 4 time/ year by a registered MBBS doctor. For these two services the cost is worth 10 Tk. only.
- The Health Card Holder patient will able to get appointment with CCB registered doctors in CCB Healthcare Center without additional fees. Incase of his family members to get this services the fees will be only 200 Tk.
- Each Health Card Holder can buy medicine, medical devices at a special discount price by home delivery without delivery charge.
- Each Health Card holder will get special discount form listed Hospital and Diagnostic Centers.
- Incase of Health Tourism in abroad the registered patient will also get special discount from listed Hospitals.

**Note:** The Health Card is applicable for only patient with Chronic Disease.



# Our Goals

- In addition to the government programs to provide primary health care to the vast population of the country, "Citizen Care Bangladesh" will launch district-based LMAF and nursing training courses.
- Establishment of Citizen Health Care Centers in 64 districts (including inland areas) by 2029 to provide services at low cost by qualified dental specialists, ophthalmologists and general physicians.
- By 2029 Establishment of 400 modern model pharmacies in 64 districts in a joint initiative of Citizen Care Bangladesh and fPharmalink to ensure easy access to medicines according to specialist doctor's prescription.
- Establishment of 4 Citizen Care Diagnostic Centers in 4 Divisional Headquarters by 2030.
- Establishment of own medicine manufacturing company (Pharmaceuticals) by 2031.
- Establishment of 1 medical college hospital and specialized hospital in the capital Dhaka between 2032-2035.

# Ongoing activities of Citizen Care Bangladesh



Corporate Office



Rajshahi Branch



Rangpur Branch



Bogura Branch



Warness Program at Rajshahi



Photographs of Recruited  
JSO at Rajshahi



Training Program of Junior Service  
Officer at Porjoton Corporation Rajshahi

**CURRENTLY WE HAVE | 48+ EMPLOYEES | 1700+ SERVICE RECEIVERS**

3 Storey Citizen Care Building



Citizen Pharmaceuticals Factory



fpharmalink MEDICINE STORE



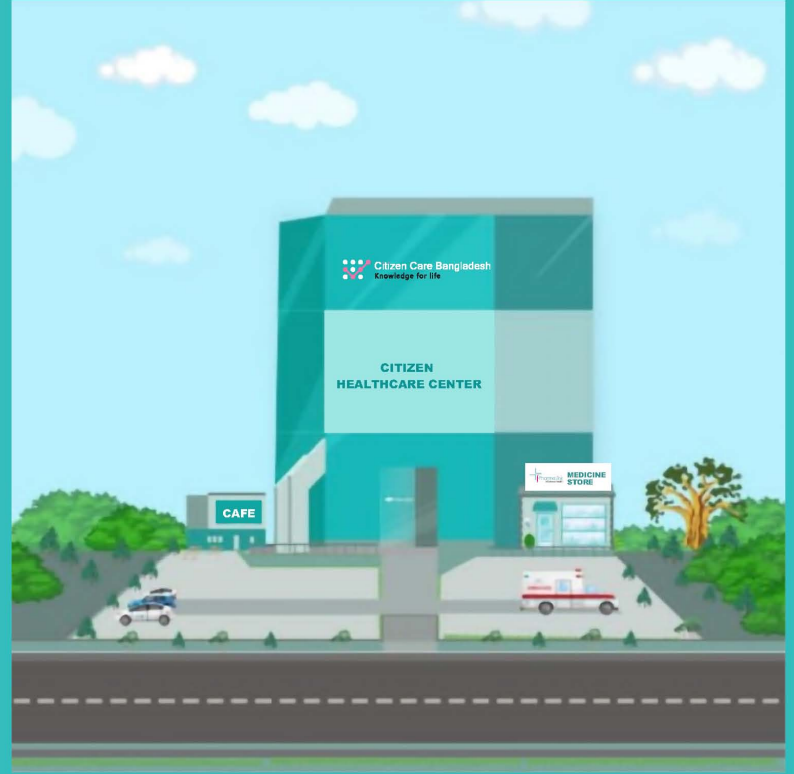
Citizen Medical College



Citizen Hospital



Citizen Cafe





0244611188



[citizencarebd@gmail.com](mailto:citizencarebd@gmail.com)



Road No. 02, Dhanmondi, Dhaka-1205



[www.citizencarebd.com](http://www.citizencarebd.com)

---



[/Citizencarebd](https://www.facebook.com/Citizencarebd)



[@Cityzencarebd](https://www.youtube.com/Cityzencarebd)

---