

BEYOND

JULY 2024

AKIJBASHIR GLASS
**LAUNCHES INTO
THE MARKET**

Product Innovation for a
Sustainable Future

**AKIJ LACQUER
GRADE BOARD**

Innovation & Proper Utilization of Resources

THE KEY TO SUCCESS

Janata Jute Mills receives
prestigious trophy on
National Jute Day 2024

AkijBashir earns
**Double
Recognition**
at national export trophy

Welcome to AkijBashir Newsletter

This magazine is designed to keep AkijBashir employees connected and updated about corporate activities, information and insights while aiming to improve morale and boost productivity.

Happy Reading!

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Behind this issue

PUBLISHER

Sk Bashir Uddin

EDITOR

Dilruba Sharmin Khan

MANAGING EDITOR

Md. Shahriar Zaman

ASSISTANT EDITOR

Saiyara Islam

NEWSLETTER TEAM

A H M Mostafa Kamal

Anika Tasneem Munir

Golam Rabbani

Mamun Akhter

Md. Kohin Uddin

Md. Shahedul Alam Shaon

Mohammad Shorab Hossain

Pallab Gope

Shakil Alam

AkijBashir Newsletter 'Beyond' is published by Sk Bashir Uddin, Managing Director of AkijBashir Group, curated and produced by the HR and Marketing Department in collaboration with the dedicated contributions of employees across the group.

AKIJBASHIR GROUP

Simpletree Lighthouse, Plot 53, Road 21, Block-B, Kemal Ataturk Avenue, Banani, Dhaka 1213, Bangladesh

newsletter@akijbashir.com | www.akijbashir.com

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Editor's Note

In the grand art gallery of corporate life, privileges are like colors on a canvas, shaping how professionals move forward. It can brighten the path; sometimes cloud it with the actions. Just as an artist strikes a brush wholeheartedly, employees who have brush on their hands would do the same, wouldn't they?

Let's imagine our office as a big canvas, with each opportunity being a stroke— like getting a cool environment, healthy culture, work-life balance etc. These brushstrokes are for the betterment of all of us. This is where we can make a good painting and become a good artist or we can waste the colors.

What about the gratitude? When we are given a privilege, it's like receiving a gift. Just as an artist appreciates their inspiration. What about being thankful for the trust and recognition? It is gratitude that keeps us humble and helps us make ethical choices.

Every privilege comes with responsibility. The access to resources, the power to influence decisions, the recognition of authority— all imply a level of responsibility to utilize these privileges in ways that benefit not only oneself but also beyond workplace. Thus, making right decisions will paint the well-being of each and everyone.

AkijBashir Group embodies empathy and inclusivity. While we get a bowl of pearls, it is ultimately up to us to decide how to shape the pearls into a necklace. The top management consistently supports our growth, and it is we who will grab the opportunity to reciprocate with utmost sincerity and dedication to the best of our abilities.

Can't we assure that the masterpiece 'AkijBashir Group' will be canvassed by all of us? We, an individual artist will paint with care, will navigate our privileges with integrity and clarity. Not just about available opportunities, our values will truly matter in the workplace.

Let's navigate our corporate canvas with integrity and gratitude together.



SK. ZAKARIA NASHIM

Deputy General Manager, Operations
Akij Particle Board Mills Limited



INNOVATION & UTILIZATION OF RESOURCES

THE KEY TO SUCCESS

Innovation is about coming up with new ideas and turning them into something useful. It can help a company make more money, save money and stay ahead of its competitors. When we think of innovation, we often think of big, exciting ideas, but even small changes can make a big difference.

In 2019, our factory in Trishal was losing a lot of money. I was given the challenge of turning things around. Our Managing Director gave me some great pieces of advices: to be fair, be honest and work together as a team. He also told me a story about a cow with big horns. The cow was so proud of its horns that it scared everyone away. I realized that if people are afraid of you, the company will suffer.

To turn things around, we knew we had to sell more products. We started by creating unique products that no one else had. Our lacquer quality board was a big hit. We also introduced the first-ever 3D board in Bangladesh. When other companies copied us, we came up with even better products, like our PU boards.

Our team also worked hard to improve how we make things. We fixed old machines and found new ways to do things faster and better. We even found a way to reuse materials that we used to throw away. This saved us money and helped the environment. We also had a challenge with our paint factory. We had a lot of materials that were not being used. Our team found a way to turn these materials into money, saving the company a lot of money.

All of this was possible because we worked together as a team and were willing to try new things. We learned that with the right attitude and hard work, we can overcome any challenge and achieve great things.

Small changes can make a big difference. Let's keep innovating and improving our work!



BADSHA MIA
Office Assistant
AkijBashir Group

A JOURNEY THROUGH TWO ERAS

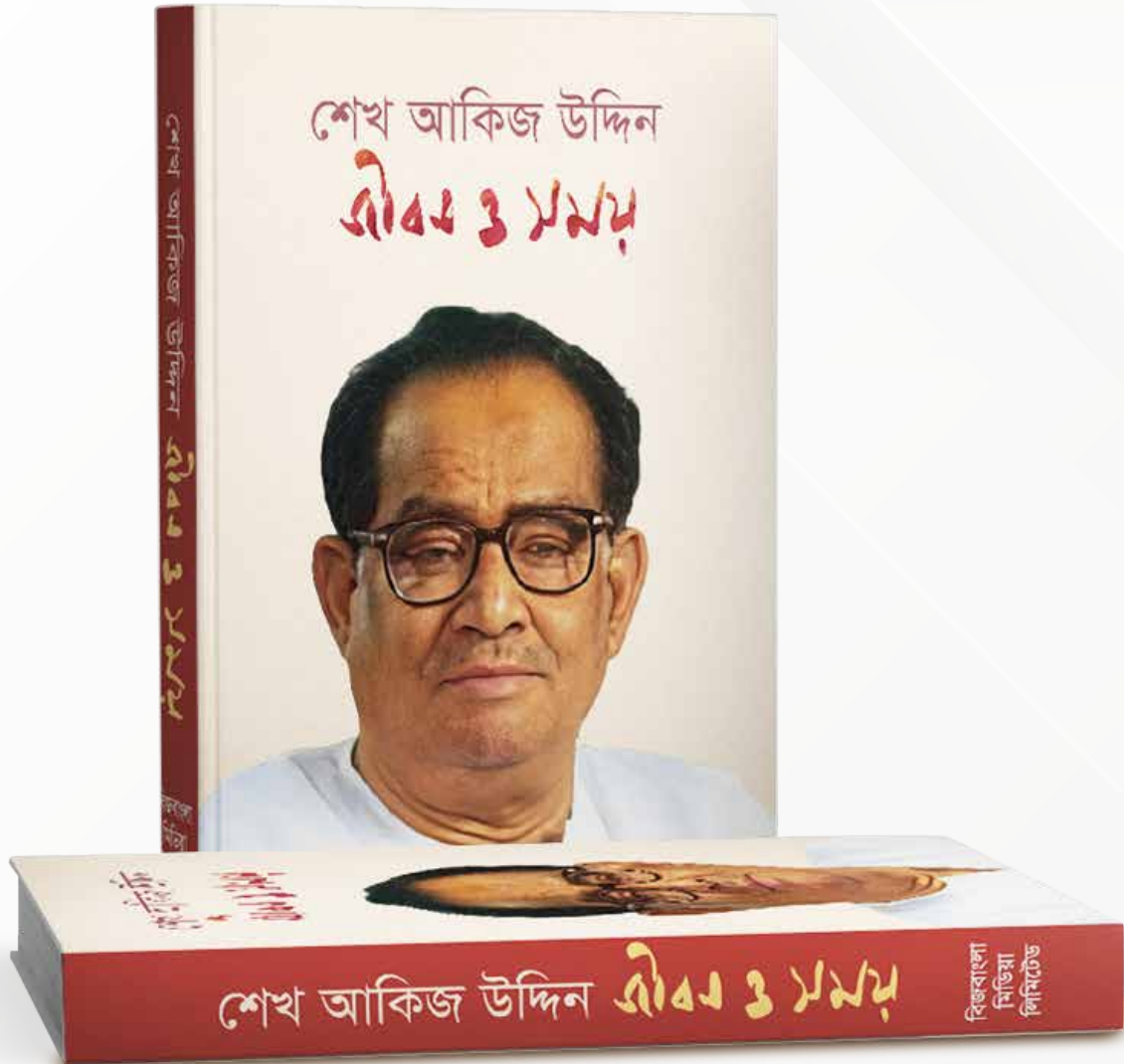
BADSHA MIA'S AKIJ EXPERIENCE

Badsha Mia stands out as one of our longest-serving employees, with an impressive 30-year tenure. He began his career at the National Leaf Tobacco Company in 1994 (later known as Dhaka Tobacco), under the leadership of our founder, Sir Sk Akij Uddin. Over the years he has been a consistent member of the company, now serving under the direction of Sk Bashir Uddin, the son of Sir Sk Akij Uddin. Throughout his career, Badsha Mia has spent significant time with the Akij family.

Hailing from Kurigram, Badsha Mia's admiration for his former mentor is palpable. He recalls Sir Sk Akij Uddin as a man of exceptional character, renowned for his astute judgment of people and unwavering commitment to excellence. Badsha Mia emphasizes the founder's strong focus on personal growth and the importance of maintaining composure in challenging situations.

Today, Badsha Mia serves under the leadership of Sk Bashir Uddin, the Managing Director of AkijBashir Group. While acknowledging the inherent differences between the two leaders, he underscores the striking similarities in their work ethics. Both leaders, he asserts, are deeply committed to quality, fairness and employee well-being. These shared values have played a pivotal role in the group's sustained success.

As Badsha Mia reflects on his journey, his optimism for the future of AkijBashir Group is evident. He believes that the group's trajectory is poised for even greater heights. His words serve as an inspiration to colleagues, highlighting the enduring spirit of Akij and the promising future of AkijBashir.



‘Sheikh Akij Uddin: Jibon o Shomoy’ — a book based on the life of Sheikh Akij Uddin, founder of Akij Group. The book sheds light on various aspects of his life, showing the paths he walked on.

Know all about this extremely successful entrepreneur of Bangladesh.

The book is available at rokomari.com and prothoma.com

AKIJBASHIR EARNS DOUBLE RECOGNITION AT NATIONAL EXPORT TROPHY



AkijBashir Group is proud to announce a double win at the prestigious National Export Trophy Awards ceremony held today (July 14, 2024). Janata Jute Mills Limited, a subsidiary of AkijBashir Group, was awarded the coveted Gold Trophy in the Jute Products category, while Akij Biax Films Limited secured the Silver Trophy in the Plastic Products category.

Prime Minister Sheikh Hasina presented the awards to 77 top exporters for the 2021-22 fiscal year, recognizing their significant contributions to Bangladesh's export earnings and economic growth. The ceremony took place at the Osmani Memorial Auditorium.

Sk Bashir Uddin, Managing Director of AkijBashir Group, received the trophies on behalf of the company.

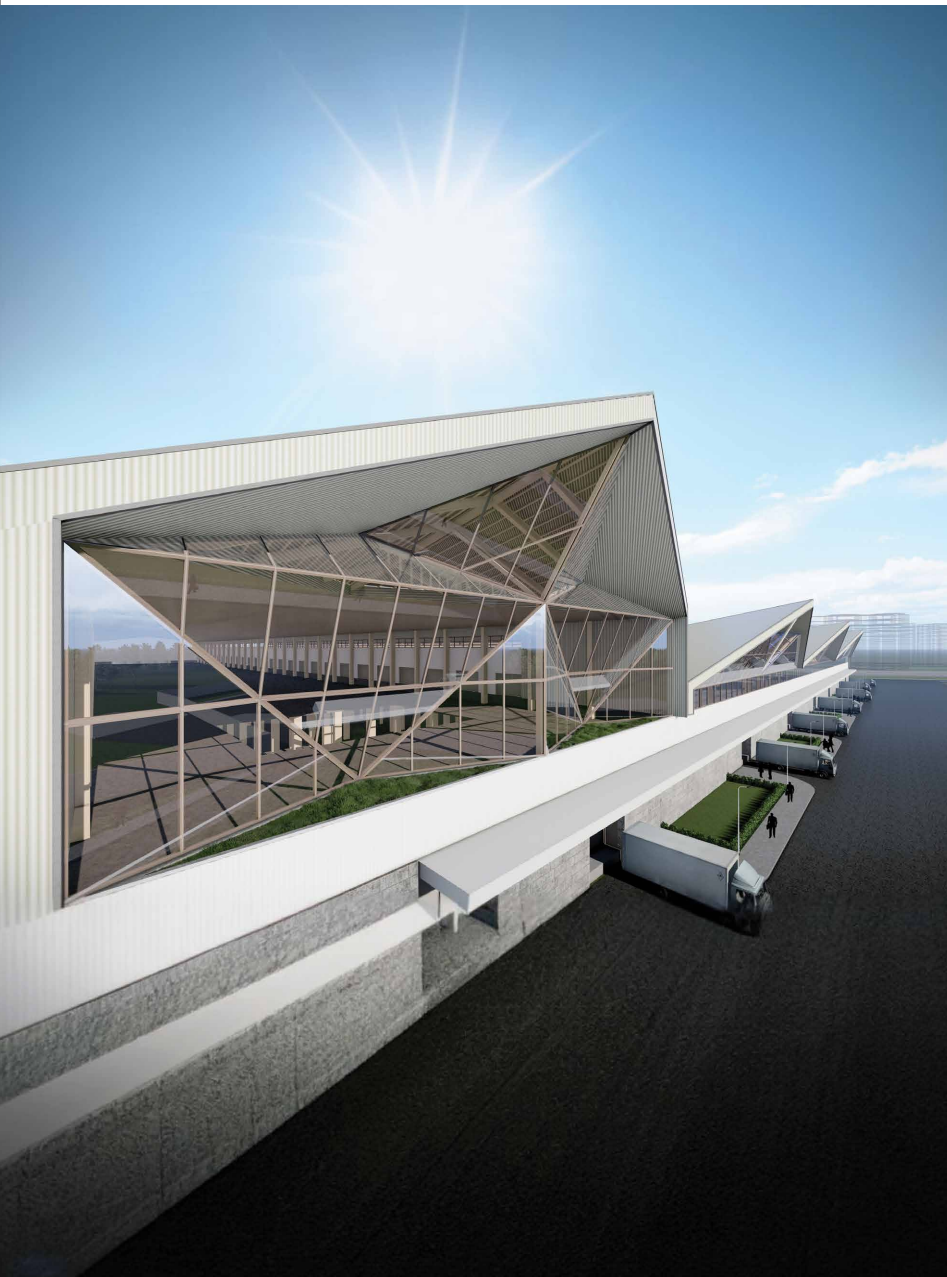
"We are immensely honored to receive these prestigious awards", said Mr. Uddin. "This recognition is a testament to the dedication and hard work of our entire team at AkijBashir Group. We are committed to playing a leading role in Bangladesh's export sector and contributing to the nation's economic prosperity."

Janata Jute Mills Limited, a cornerstone of AkijBashir Group, is the largest manufacturer and exporter of jute products in Bangladesh. The company has consistently upheld a legacy of excellence in the jute industry.

Akij Biax Films Limited holds the distinction of being the sole manufacturer of Biaxially-Oriented Polypropylene (BOPP), Biaxially Oriented Polyethylene Terephthalate (BOPET), Cast Polypropylene (CPP) and Stretch film in Bangladesh.

These achievements at the National Export Trophy Awards accentuate AkijBashir's commitment to innovation and quality, driving Bangladesh's export success.

AKIJBASHIR GLASS **LAUNCHES** INTO THE MARKET



AkijBashir Group has expanded its operations with the launch of its new glass manufacturing plant in Madhabpur, Habiganj. The facility, representing a significant investment of 2200 crore BDT, boasts a daily production capacity of 600 tons of European-standard float glass.

The plant produces a diverse range of glass products, including clear, colored and reflective varieties, as well as specialized glass types. It is designed to be environmentally friendly, operating on 51% renewable energy. To ensure the highest quality, the facility incorporates a sand purification plant and a homogenization plant.

AkijBashir Glass is committed to delivering superior glass products to the Bangladeshi market. With a focus on rapid expansion, the company aims to make its products widely accessible across the country.

JANATA JUTE MILLS RECEIVES **PRESTIGIOUS TROPHY** ON NATIONAL JUTE DAY 2024



We are thrilled to announce a momentous achievement for Janata Jute Mills Limited part of AkijBashir Group on the celebration of National Jute Day 2024 (March 14, 2024)! Mr. Helal Ahmed, our esteemed Chief Operating Officer, was honored to receive the prestigious trophy from the Honorable Prime Minister Sheikh Hasina in recognition of our exemplary contributions as the Best Jute Products Exporter.

This distinguished accolade, bestowed upon us by the Ministry of Textiles and Jute, stands as a testament to our unwavering commitment to excellence, innovation and sustainability in the realm of jute production and export.

At AkijBashir Group, we have always held a deep reverence for the rich heritage and potential of jute, and this recognition fuels our passion to continue pioneering advancements in this field. Through relentless dedication, cutting-edge technology, and eco-friendly practices, we have not only upheld the legacy of Bangladesh's jute industry but also propelled it to new heights on the global stage.

As we celebrate this moment of triumph, we reaffirm our commitment to furthering the cause of jute and promoting sustainable practices that benefit both our nation and the planet. With innovation as our compass and sustainability as our guiding principle, we are poised to embark on even greater endeavors in the pursuit of excellence.

Here's to a brighter, greener future powered by the timeless allure of jute!

AKIJ BIAX FILMS LIMITED **WON** **THE SECOND PRIZE** IN THE 16TH INTERNATIONAL PLASTIC FAIR

AkijBashir Group is proud to announce that its subsidiary, Akij Biax Films Limited, has secured the prestigious second prize at the 16th International Plastic Fair. This recognition signifies the group's unwavering commitment to excellence, innovation and sustainability within the plastic manufacturing industry.

Akij Biax Films Limited, a leading player in the Bangladeshi plastic landscape, is renowned for its cutting-edge technology, state-of-the-art facilities and unwavering dedication to producing top-quality plastic products. Specializing in biaxially oriented polypropylene (BOPP) films, the group has consistently spearheaded innovation in the sector.

At the 16th International Plastic Fair, Akij Biax Films Limited competed against industry giants from around the world. The group's emphasis on research and development, coupled with its commitment to sustainable practices, impressed the judges. Their entry showcased not only superior product quality but also a deep dedication to environmental responsibility.

This second-place finish at the prestigious International Plastic Fair represents a significant milestone for the AkijBashir Group. It not only validates the group's pursuit of excellence but also underscores its valuable contributions to the global plastics industry. As Akij Biax Films Limited continues its unwavering focus on innovation and setting new benchmarks, the group is well-positioned for even greater success, leaving a lasting impact on the ever-evolving world of plastics.



CELEBRATING

FAMILY DAY AT AKIJBASHIR GROUP

STRENGTHENING BONDS AND UNITY



In the heart of AkijBashir Group's ethos lies the profound significance of the family picnic— an event that transcends the realm of mere leisure to become a poignant testament to the organization's values. Beyond the picturesque settings and delicious meals, the family picnic serves as a sacred ground where coworkers and their loved ones converge, forging bonds that strengthen the very fabric of our Group.

On the 12th of January, 2024, AkijBashir Group, in its earnest commitment to promoting unity and familial ties among its employees, celebrated Family Day with exuberance and warmth. This event marked a joyous occasion where colleagues transformed into extended family members, celebrating togetherness, solidarity and the spirit of camaraderie.

The significance of Family Day lies in its ability to transcend the conventional boundaries of workplace relationships, fostering an environment where employees feel valued not only for their professional contributions but also for their personal identities and connections. At AkijBashir Group, this ethos is deeply ingrained in its corporate culture, reflecting the organization's belief in the holistic well-being of its workforce.





The celebrations commenced with a vibrant array of activities designed to engage employees of all ages. From fun games and competitions to cultural performances and storytelling sessions, every aspect of the event was meticulously planned to cater to diverse interests and preferences. The atmosphere resonated with laughter, smiles and an unmistakable sense of unity as colleagues participated wholeheartedly, leaving behind the stresses of work to embrace the joy of familial bonds.





Moreover, Family Day provided a platform for acknowledging and appreciating the invaluable support system that exists beyond the workplace— our families. Through heartfelt expressions of gratitude and tokens of appreciation, employees had the opportunity to honor the unwavering encouragement and understanding they receive from their loved ones, recognizing them as integral partners in their professional journey.

Beyond the festivities, the underlying message of Family Day resonates deeply with AkijBashir Group's commitment to nurturing a supportive and inclusive work environment. By fostering strong familial bonds among its employees, the organization cultivates a sense of belonging and loyalty that transcends individual ambitions, fostering collaboration and collective growth.

One of the highlights of the day was the Family Picnic, where employees and their loved ones gathered in a picturesque setting to enjoy delicious food, engage in recreational activities and forge lasting memories. It was heartening to witness individuals from different departments and hierarchies come together as one big family, sharing experiences and building connections that transcend professional titles and roles.



As the day drew to a close, amidst the echoes of laughter and the warmth of shared experiences, the essence of Family Day lingered on as a reminder of the power of unity, empathy and mutual respect. It served as a testament to AkijBashir Group's unwavering dedication to fostering a workplace culture where every individual is not just a colleague but a cherished member of an extended family.



In retrospect, the celebration of Family Day at AkijBashir Group on the 12th of January, 2024, was more than just an event; it was a reaffirmation of the organization's core values and a testament to the enduring strength of familial bonds in nurturing a thriving workplace community. As we move forward, let us carry forth the spirit of togetherness and solidarity, embracing each other not just as colleagues but as members of a closely-knit family, united in our pursuit of excellence and shared success.



EMBRACING DIVERSITY AND INCLUSIVITY

ACKNOWLEDGING WOMEN'S CONTRIBUTIONS AT AKIJBASHIR GROUP



AkijBashir Group has always believed in diversity and inclusivity because we know that women bring a diverse array of skills, perspectives and leadership qualities that drive innovation, adaptive collaboration and enhance overall performance.

This Women's Day, instead of mere celebration, AkijBashir Group acknowledged and commended the inclusive work environment cultivated across our offices and factories, fueling a forward-thinking organizational culture, enriched diversity and enduring growth.

This initiative was not only to embrace diversity but also to remember the inclusivity that we all require in every workplace.

HEALTH AWARENESS WEBINAR ON 'RAMADAN FOOD PRACTICES: PROTECTING OUR KIDNEY HEALTH' WITH UNITED HOSPITAL

In a bid to foster health awareness and empower individuals with valuable insights, AkijBashir Group recently hosted a webinar in collaboration with United Hospital, shedding light on the importance of protecting kidney health during Ramadan. Titled 'Ramadan Food Practices: Protecting our Kidney Health', the webinar served as a beacon of knowledge, guiding participants through the intricacies of maintaining optimal health while observing fasting traditions.

Ramadan, a sacred month observed by Muslims worldwide, is characterized by fasting from dawn till dusk. While this spiritual practice holds immense significance, it also poses unique challenges to health, particularly concerning kidney function. Understanding this, AkijBashir Group and United Hospital joined forces to address these concerns head-on, providing attendees with expert guidance and practical tips to safeguard their kidney health during this auspicious period.

The webinar commenced with an introduction to the significance of Ramadan and its impact on dietary habits. Renowned medical experts from United Hospital delved into the physiological aspects of fasting, emphasizing the importance of balanced nutrition and hydration in maintaining kidney health. Through informative presentations and interactive sessions, participants gained valuable insights into the potential risks associated with dehydration, excessive consumption of sugary foods and irregular eating patterns during Ramadan.

Moreover, the webinar explored the role of specific foods in promoting kidney health, highlighting the importance of incorporating nutrient-rich options such as fruits, vegetables, whole grains and lean proteins into the suhoor (pre-dawn meal) and iftar (evening meal). By making informed dietary choices, individuals can mitigate the risk of kidney-related complications and ensure their well-being throughout the fasting period.

In retrospect, the Ramadan Food Practices webinar by United Hospital, hosted by AkijBashir Group, was more than just an educational session; it was a beacon of hope and empowerment for individuals seeking to uphold their religious traditions while safeguarding their health. By providing a platform for learning and collaboration, the event exemplified the transformative impact of community-driven initiatives in promoting wellness and resilience.

As we embark on our journey through Ramadan, let us carry forth the invaluable insights gained from this webinar, nurturing our bodies, minds and spirits with mindful practices that honor our traditions and prioritize our health. Together, we can embrace the spirit of unity and resilience, embodying the principles of compassion and self-care that define the essence of Ramadan.



AKIJBASHIR
GROUP

Online Health Awareness Session On

"Ramadan Food Practices:
Protecting our Kidney Health"

Dr. Salina Akter
MBBS, MD (Nephrology)
Consultant - Nephrology Department
United Hospital Limited

Date: 21st March, 2024 (Thursday)

Time: 11:30 AM - 12:20 PM

Platform: Google Meet



JANATA JUTE MILLS DYEING UNIT

LEADING

THE WAY IN SUSTAINABLE JUTE DYEING



HELAL AHMED

Chief Operating Officer
AkijBashir Group

Established in 2004, Janata Jute Mills' Dyeing Unit has been a trailblazer in the jute industry, setting new standards in dyeing practices right from its inaugural establishment. With an initial capacity of 4 Metric Tons, the unit pioneered modern dyeing methods, employing two state-of-the-art machines for dyeing, hydro-extraction and radio frequency drying.



Driven by a commitment to continuous innovation, Janata's capacity surged to 15 Metric Tons in 2024, facilitated by the installation of eight modern dyeing machines. This expansion not only ensured swift and high-quality production but also reflected the group's embrace of cutting-edge technology, with the incorporation of precision winding machinery and composite dyeing units.

Production Capacity Per Day in MT



The remarkable achievements of Janata Jute Mills' Dyeing Unit, it's imperative to acknowledge the pivotal role played by our honorable Managing Director, Mr. Sk Bashir Uddin. His visionary leadership and strategic decisions have been instrumental in steering the expansion of our dyeing capacity from 4 Metric Tons to an impressive 15 Metric Tons. Under his guidance, Janata has not only met but exceeded industry standards, elevating customer satisfaction to the next level.

The foresight and determination of our honorable Managing Director sir has not only propelled Janata's growth but have also fostered an environment of innovation and excellence. His unwavering commitment to meeting and exceeding customer expectations has been the driving force behind Janata's Dyeing Unit success. The dedicated project team whose tireless efforts and commitment have brought this expansion plans to fruition.



Janata's range of offerings includes custom dyeing solutions, whitening processes, optical white treatments and colorization services across various forms of jute products, catering to diverse customer demands.



At the core of Janata's operations lies a staunch commitment to environmental responsibility, evidenced by their ISO 14001:2015 & ISO 9001:2015 certification and Oeko-Tex Standard 100 Certification. Through eco-friendly dyeing processes like reactive dyeing and zero discharge principles upheld at the Effluent Treatment Plant (E.T.P), Janata ensures minimal environmental impact. Additionally, the utilization of jute-processed dust in a dust boiler for steam energy further underscores their sustainability efforts.

Janata's excellence assurance is underpinned by meticulous craftsmanship, precision testing and a dedication to consistency across all dyeing processes. Their products undergo rigorous quality checks, including tests for color fastness and rub resistance, ensuring durability and performance.



With a customer-centric approach, Janata collaborates closely with buyers to deliver tailored dyeing services that perfectly align with their requirements. This focus on customization, coupled with superior quality assurance, cutting-edge technology, and an environmentally responsible ethos, sets Janata apart as a leader in the industry.



Recognized for their contributions, Janata Jute Mills has received numerous accolades, including multiple National Export Awards from the Government of Bangladesh. Additionally, they've been honored with awards such as 'Exporter of the Year-2002' by Dhaka Chamber of Commerce & Industries and the 'CNCI Achiever of Industrial Excellence Awards-2005' by Ceylon National Chamber of Industries.



As a member of SEDEX, Janata Jute Mills further solidifies its commitment to ethical business practices and social responsibility. Their status as an Oeko-Tex Standard 100 Certified Company signifies their dedication to producing textiles that meet stringent environmental and human health standards. Janata Jute Mills stands as a beacon of excellence, innovation, and sustainability in the jute dyeing sector, poised to continue leading the way towards a brighter, greener future.

JANATA JUTE MILLS LIMITED,
Plot-55, Block-B, Boreoi C/A,
Dhaka-1201
BANGLADESH



Hohenstein Textile Testing Institute
Gerdorf & Co. KG
74107 Krefeld
Germany

Certificate OEKO-TEX® STANDARD 100

JANATA JUTE MILLS LIMITED.

is granted the OEKO-TEX® STANDARD 100 certification
and the right to use the trademark.

SCOPE
Yarns made of 100% jute, raw, bleached, white and
reactive dyed as well as softener finished.

PRODUCT CLASS
1 (baby articles) - Annex 6



This certificate 23.HSD.32195 is valid until
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SUPPORTING DOCUMENTS

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- ✓ OEKO-TEX® Terms of Use (ToU)

Joanne Schwan
Dipl.-Ing. (FH) Joanne Schwan
Head of Certification Body OEKO-TEX®

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Bamberg, 2023-06-20

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CORPORATE CULTURE

THE CRUCIAL LINK BETWEEN STRATEGY AND CULTURE IN ORGANIZATIONAL SUCCESS



MOHAMMOD KHOURSHED ALAM

Director Operations, Building Materials Division
AkijBashir Group



In the contemporary business landscape, the concept of corporate culture has emerged as a prominent and widely discussed phenomenon. Often likened to the elusive 'secret sauce' of thriving businesses, corporate culture plays a pivotal role in shaping an organization's identity and success.

So, what precisely constitutes corporate culture, and why should it capture our attention? Essentially, corporate culture serves as the pledge an organization makes to its employees or potential candidates, encapsulating the distinct personality of the company. It encompasses the shared beliefs, values and behaviors that collectively define the operational ethos of the organization. In essence, corporate culture is the guiding force that shapes how an organization functions on a day-to-day basis.

According to business professors Robert E Quinn and Kim Cameron, no corporate culture is as straightforward as being 'good' or 'bad'. Instead, they have identified 4 types of culture as:

1. Clean Culture

When an employee refers to his job as a second family, it is known as a clean culture where the inter-relationship is cordial and understanding and cooperation with each other is very high. It is also known as a collaborative culture. Teamwork and togetherness are the main motto of this culture.

Pros of this culture type:

- A happy team that genuinely enjoys working together
- Improved communication between employees

Cons of this culture type:

- Too much collaboration or unnecessary chatter, which can

send productivity into a nosedive

- Inability to make tough decisions because other people's feelings are of such high priority

2. Adhocracy culture

When an employee is allowed to take risks and be aggressive and is empowered is known adhocracy culture, this type of culture fosters a very entrepreneurial type of work environment.

Pros of this culture type:

- An enormous amount of innovation and growth
- Increased psychological safety, means employees feel secure trying new things

Cons of this culture type:

- A seeming lack of stability because so much is invested in new initiatives
- Sense of intimidation for newbies who don't have the expertise to work quickly and aggressively

3. Market culture

A market culture is also called a 'compete culture', because the emphasis is placed on results. To put it simply, people want to win and accomplish what they set out to do. Employees are highly goal-focused and leaders are tough and demanding to achieve the success metrics the company has defined. It can be a high-pressure environment, but simultaneously rewarding when that hard work pays off with real, measurable results.

Pros of this culture type:

- Employees are driven and highly motivated to achieve their goals
- Improved performance for the company, because everybody is committed to success

Cons of this culture type:

- Encouraging constant competition can lead to a toxic work environment.
- Employees can experience stress and even burnout as a result of the constant pressure

4. Hierarchy culture

A hierarchy culture (also known as a 'control culture') applies to work environments that are more structured and process-oriented. Most activities and decisions are dictated by existing procedures, rather than a lot of innovation and freethinking. Leaders are in place to ensure that their teams run like well-oiled machines and they place the bulk of their focus on stability, results and reliable delivery.

Pros of this culture type:

- There's a lot of clarity in communication and expectations because nearly everything is prescribed
- Employees experience a greater sense of security and predictability

Cons of this culture type:

- Prioritizing procedures over people can make the environment feel inflexible and even unsupportive
- Too much rigidity can stifle innovation and growth because people are afraid to think outside of the box

Here are some key aspects to consider:

- Organizational culture shapes the way people behave and interact within the company, and it can have a huge impact on things like employee engagement, retention and productivity.
- Strong organizational cultures are often characterized by transparency, communication and collaboration. They tend to have clear values and a sense of purpose that guides decision-making.

- In contrast, weak organizational cultures can be plagued by things like bureaucracy, politics and a general lack of direction.
- The leadership style of the organization. A culture of empowerment and trust can flourish under a supportive, servant leadership style. However, a culture of fear and control can develop under a more autocratic leadership style.
- The reward system. The way an organization rewards its employees can strongly influence the culture. Organizations that focus on extrinsic rewards, like bonuses and promotions, may foster a culture of competition and short-term thinking. In contrast, organizations that focus on intrinsic rewards, like recognition and meaningful work, may foster a culture of collaboration and long-term thinking.
- Strong strategies are built on a foundation of trust, communication and alignment. A weak culture can undermine all of these, making it difficult to execute the strategy effectively.
- A weak culture can lead to a lack of ownership and accountability, which can make it difficult to drive results and achieve goals.
- Strong cultures foster innovation and creativity, while weak cultures can stifle these qualities, leading to stagnation and a lack of progress.
- Strong cultures encourage diversity of thought and foster a sense of psychological safety, where people feel comfortable sharing ideas and taking risks. Weak cultures can lead to groupthink and a fear of failure.
- Strong cultures embrace change and adapt to new circumstances, while weak cultures can be resistant to change and become stagnant.
- Finally, strong cultures are built on a shared sense of purpose and values, while weak cultures can be characterized by a lack of shared values and a lack of direction.

And let me tell you, it matters big time! A strong corporate culture can increase employee engagement, boost retention and skyrocket productivity.

What does a strong corporate culture look like?

It starts with transparency, communication and collaboration—think of open-door policies, regular feedback, and cross-functional teams. Strong cultures also have clear values and a sense of purpose that guides decision-making. And don't forget about supportive leadership—a boss who empowers and encourages employees is a game-changer.

What type of culture does your company have?

Maybe you reviewed one of the above 4 types of organizational culture and immediately thought, "Yes, that's where we fit." Or maybe things aren't quite so clear-cut and you're not sure where you land. Plot yourself and your coworker according to the definition of 4 types of culture and draw your conclusion. Also, you can start changing yourself to be fit to the right culture for your organization, if everybody moves/changes him/herself towards the right culture, your organization will start performing at a greater level. Keep in mind that an organization is nothing but a collective us!

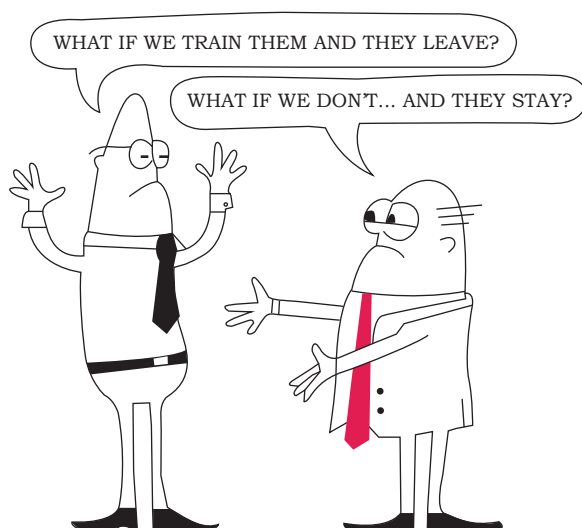
THE UNCUT DIAMONDS OF AKIJBASHIR GROUP



DILRUBA SHARMIN KHAN

Director, Group HR
AkijBashir Group

CORPORATE DILEMMA

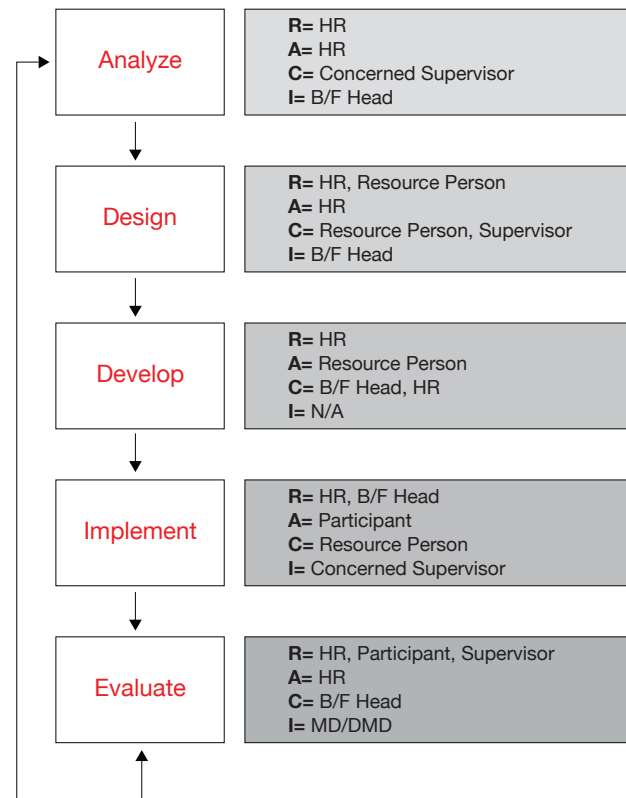


INVESTING IN EMPLOYEES

Opportunities that align with our employees' potential can act as catalysts for bringing changes. Like a diamond being cut and polished to reveal its true shining, seizing opportunities allows us to refine our skills, expand our knowledge and refine our capabilities. Nurturing the potential of our employees through comprehensive training is like sharpening the saw. Well-trained personnel are essential to the organization's performance and its sustainability. When we are talking about training and development, effective planning and execution are key to success. It helps to meet productivity and resource supply altogether. One valuable framework that professionals often use is the ADDIE Model. I have tried my level best to explain the ADDIE Model is, how it can be applied in our training and development initiatives, and how it can enhance the required skills in this field at all our business segments.

Understanding the ADDIE Model

The acronym ADDIE stands for Analysis, Design, Development, Implementation and Evaluation. This Model is a systematic approach used by instructional designers and trainers to create effective learning experiences. Let's break down each phase:



Analysis: This phase involves gathering information to identify the training needs and objectives. In the analysis phase, the learner's prior knowledge and skills are identified, the learning environment is defined and the instructional challenges and objectives are made clear. It includes understanding the target audience, their current knowledge and skill gaps and the specific learning environment of the training. The formula is: Required Skill – Existing Skill = Gap. The required skill comes against each position/machine; Existing Skill is derived from the assessment of the existing employee.

The gap is used to arrange the training program. Questions the analysis phase addresses include:

- What traits do the learners possess, and who are they?
- What is the desired new behavior?
- What types of learning constraints exist?
- What are the delivery options?
- What are the pedagogical considerations?
- What adult learning theory considerations apply?
- What is the timeline for project completion?

These questions are frequently asked as part of a needs analysis process. Instructional designers (IDs) will identify resources and constraints throughout the needs analysis to refine their action plans.

In ABG, the corporate HR Team will facilitate all the Business Heads and Function Heads to complete this analysis to make Training and Development as a part of the Annual Budget.

Design: In this phase, instructional strategies and methods are planned. This includes identifying learning objectives, formulating a general course content and outline, selecting the method of teaching (e.g., in-person, online, blended) and identifying the

participant's progress report of development. Our main focus is not hampering our ongoing businesses but to make sure the capacities are enhancing. We will emphasize on knowledge transfer and on-the-job training to save time and precious learning.

Development: It deals with the actual training course content and materials which are created based on the design specifications i.e. original prototype or storyboard. This could involve developing presentations, handouts, e-learning modules, or any other required resources. Following the completion of the course material development, the designers should conduct an imperative pilot test, which can be accomplished by involving key stakeholders and rehearsing the material. You will be happy to know the in-house resources will be used as Line Trainers to equip of ABG family members along with the accredited outside resources. We are so happy for your active participation through the Wadhvani Foundation. Other organizations like SwissContact, IFC, World Bank, UNICEF etc. are coming to develop customized programs for us. We are already leveled up ourselves by complementing course contents with graphics, colors and fonts.

Implementation: The training is delivered to the learners during this phase. Trainers facilitate sessions, learners engage with the content and the planned activities are carried out. Already we have implemented MS Excel, Finance for Non-Finance, Labor Laws, Sales Leadership, UCF, RACI Model, etc. and others are in the pipelines for ABG employees. We have highlighting Learning Management Software— LMS which will be available soon.

Evaluation: Finally, the training program's efficacy is evaluated. This stage involves receiving inputs on all aspects, such as determining learning objectives. There are two components

to it: 1. Summative and 2. Formative. Accordingly, revise or improve content or change the Resource Persons or refix the job description or uphold the employee's KPIs. On the other hand, summative assessments are carried out on completed instructional materials or programs. We will use **Four Levels of Learning Evaluation Process** by Donald Kirkpatrick. This phase is the most urgent and important for AkijBashir Group now. We need a comprehensive effort to deploy the participant's learning at the workplace. Without the teamwork between the HR and the Business/ Functions, it will be tough to expedite the whole process.

Our most precious assets, our employees will be the greatest admirable gems in the market. All will profoundly acclaim these diamonds for their accomplishments and yields. Let's take this Group to a newer height by introducing the ADDIE Model for all Training and Development endeavors.

The article introduces the ADDIE Model, a structured approach for designing effective training programs. Each phase of the ADDIE Model is explained to show how this framework ensures training meets specific needs and leads to continuous improvement. Ultimately, investing in employee development through strategic training not only enhances skills but also contributes to the sustainability and excellence of the group.

CERAMICS AND THE BANGLADESH INDUSTRY



AYSHA AKTER MONICA

Trainee Engineer
AkijBashir Group

Every day we are using and working with ceramics, but do we know the history of it?

Ceramics- developed or version of pottery. Samples of 'Pottery', as it used to be known in its original form, a term till used to refer to some sections of the ceramics industries, have been found in excavations in Egypt, Asia Minor, Crete and Greece, which date back to several thousands years B.C.

It was only in the early centuries A.D. that high-temperature firings were undertaken by the Chinese. These wares were more rugged and can be said to be of the stoneware type. The steps in the development of fragilware from crude earthenware to stoneware.

In the early 17th century, attempts to imitate the Chinese 'Porcelain' were made in Europe, especially in Germany. It was found that to produce it, a combination of kaolin, flint and feldspar was needed.

The origin of pottery in Bangladesh dates back to the Mohenjo Daro and Harappa civilizations after the earthenware was found in the excavation of Mohasthanagar of Bogra. The first Ceramic plant of BD was established in Bogra in 1958, owned by Tajma ceramic Industries. Our country currently consists of around 65 producers of traditional ceramics. Among them, Akij ceramics has taken a leading position in the tiles industry as we always believed in much more than just manufacturing ceramics, since our beginning in 2012.



TRISHAL CLUSTER

A HORIZON OF NEW LEARNING TOWARDS

PROFESSIONAL GROWTH



MAMUN AKTHER

Manager, HR & Compliance
Trishal Cluster

In the chilly November dusk, a sudden proposition to join the Akij Group landed on my doorstep, casting a shadow of uncertainty over my burgeoning career as the newly appointed on the role of Head of HR for a group of companies. The weight of responsibility was already heavy on my shoulders, tasked with overseeing the intricate process of restructuring the company. Restructuring an organization is often regarded as a crowning achievement for HR professionals, signaling a milestone in one's career trajectory. However, the simultaneous prospect of transitioning to a new workplace amidst this proposal left me torn between excitement and trepidation. Despite of my initial reservations, when I learned that the role involved heading HR and administration for a cluster, I delved into analyzing my own strengths, weaknesses, opportunities and threats (SWOT analysis), as well as examining the position's opportunities.

The concept of a cluster was entirely novel, presenting an uncharted territory ripe with challenges and opportunities for professional growth. This shift in dynamics intrigued and intimidated me simultaneously. Unlike the conventional structure of group companies where hierarchical lines are clearly delineated, the cluster demanded a nuanced approach, requiring me to serve as the central point of contact for all HR and administrative matters across multiple entities. This shift in dynamics both intrigued and intimidated me, prompting a deep dive into self-reflection and analysis.

As I embarked on a journey of introspection, conducting a comprehensive SWOT analysis, I grappled with the complexities of the position and the potential impact it could have on my career trajectory. The notion of Nash Equilibrium surfaced as I pondered potential solutions to this dilemma, underscoring the importance of striking a delicate balance in navigating the intricate web of interpersonal dynamics within the cluster.

It became an evident that success in this role would hinge upon a multifaceted skill set encompassing coordination, interpersonal finesse, adaptability, a process-driven mindset, conflict resolution and crisis management. Recognizing the significance of embracing this challenge as a catalyst for personal and professional growth, I made the bold decision to accept the offer and join the Trishal cluster at Akij Group.

Thus commenced a new chapter in my career journey— overseeing the expansion and operations of four plants within the cluster, each presenting its own unique set of challenges and opportunities.

Immersed in the vibrant tapestry of people and culture management, I relished the chance to make a tangible impact on organizational dynamics. However, the reality of navigating the diverse processes, work patterns and dominant cultures across the plants soon dawned upon me, prompting moments of self-doubt and introspection.

Navigating the intricate web of relationships and personalities among the local plant heads proved to be a daunting task, akin to navigating a labyrinth without a map. Seeking guidance, I embarked on a quest for strategies to effectively manage difficult bosses, stumbling upon Eric Brine's seminal work 'Games People Play', which offered invaluable insights into the intricacies of human behavior and interpersonal dynamics.

Armed with this newfound understanding, I found myself better equipped to navigate the complexities of multicultural environments and foster collaborative relationship with stakeholders. However, the challenge of managing external stakeholders posed an even greater test of resilience and adaptability.

Amidst the daily onslaught of crises and uncertainties, I found solace in the unwavering belief that integrity and adherence to principles should always guide one's actions. Embracing the ethos that there is inherent value in doing what is right, regardless of the consequences, I forged ahead with determination and conviction.

In the words of Mr Mark Twain, "It is never wrong to do the right thing." Embracing this mantra, I remained steadfast in my commitment to making a positive impact, irrespective of the challenges and obstacles that lay ahead. And as the journey unfolded, I found fulfillment in the knowledge that true success lies in staying true to oneself and upholding one's principles, no matter the circumstances.

EMBRACING CHALLENGES: A JOURNEY BEYOND LIMITS



SALAH UDDIN AHMED

Officer, Design & Development
Akij Ceramics Ltd.
Mokkhopur, Trishal, Mymensingh

In a world where challenges seem insurmountable and obstacles appear as towering giants, I've learned that the power to conquer lies within oneself. My life is a testament to the fact that limitations are mere illusions, and with determination and support, one can break free from the shackles of circumstance. Born into a society where mobility seemed like a distant dream, I embarked on a journey fueled by resilience, passion and unwavering support, eventually becoming a beacon of inspiration for many. This is the story of my life— a journey from the confines of a wheelchair to the corridors of success.

My journey began amidst whispers of uncertainty and concerns about the challenges that lay ahead. I have a disease called cerebral palsy by birth and my wheelchair became my trusted companion, accompanying me through the twists and turns of life. But within the confines of my physical limitations, I found solace in the unwavering love and support of my parents, especially my father who believed in my potential even when the world seemed skeptical.

Education became my guiding light, illuminating the path toward a brighter future. Despite the stares and doubts that followed me wherever I went, I remained undeterred, fueled by a burning desire to prove that disability was not synonymous with incapability. With the encouragement of my family and the unwavering support of my friends, I delved into the realms of knowledge, pursuing my dreams with relentless fervor. I have completed Honors & Masters in Sociology.

Alongside my academic journey, I discovered my passion for graphic design, using it as a means to express myself creatively and overcome barriers.

The road to success was fraught with challenges, each obstacle testing my resolve and pushing me to the brink. But with every setback, I emerged stronger, my spirit unbroken and my determination unwavering. Through perseverance and sheer grit, I transcended the boundaries of my physical limitations, shattering stereotypes and paving the way for others to follow.

As I journeyed through life, I realized that my story was not just my own— it was a source of inspiration for countless others facing similar struggles. I became a beacon of hope, proving that with the right mindset and support, anything is possible. Through my words and actions, I sought to empower others to embrace their differences and strive for greatness, no matter the odds.

I express my heartfelt gratitude to Akij Bashir Group for acknowledging my hard work throughout my life's journey. Graphic design was once my passion, and it has now transformed into my profession here at Akij Ceramics. I extend my respect and love to all the respected Sir/Madam, colleagues and co-workers who have embraced me and consistently provided me with support and encouragement. I cannot imagine receiving such love and support anywhere else. I am grateful to everyone. If I can contribute even a

little to take this company to greater heights, I will consider myself fortunate.

Today, as I stand on the pinnacle of success, Alhumdulillah. I look back on my journey with a sense of gratitude and humility. My wheelchair, once seen as a symbol of limitation, has become a testament to my strength and resilience. From the halls of academia to the corridors of corporate power, I have defied expectations and shattered barriers, proving that disability is not a hindrance but a mere footnote in the grand narrative of life. With degrees in sociology, I've gained a deeper understanding of societal structures and human behavior, enriching my perspective and informing my approach to design.

My life is a testament to the indomitable human spirit— the ability to rise above adversity and achieve greatness against all odds. With the unwavering support of my loved ones and the fire of determination burning within me, I have turned my dreams into reality, proving that the only limits that exist are the ones we place upon ourselves. As I continue to journey through life, I carry with me the lessons learned along the way— the power of resilience, the importance of perseverance and the transformative impact of unwavering support. And though my journey is far from over, I walk forward with my head held high, ready to embrace whatever challenges lie ahead, knowing that with courage and determination, anything is possible. Remember, If you have the belief in Almighty Allah and work hard, you become unstoppable!

HR: BUILDING BRIDGES CONNECTING DREAMS



MD. TARIKUL HANNAN

Assistant General Manager: HR, Admin & Compliance
Sadat Jute Industries Limited



HR DON'T BUILD A BUSINESS;
HR BUILD PEOPLE.
AND THEN
PEOPLE BUILD THE BUSINESS...

HR: Building Bridges- Connecting Dreams

In the heart of every enterprise's core,
Lies a realm where talents soar,
Where the human spirit finds its voice,
In the realm of HR's noble choice.
Guiding lights in the corporate fold,
HR's touch, both warm and bold,
From recruitment's eager quest,
To nurture talents, at their best.
In the tapestry of office halls,
HR weaves connections, heeds the calls,
For employees seeking guidance true,
In their journey, old and new.
Training workshops, vibrant and alive,
Where skills flourish, aspirations thrive,
Empowering minds to reach the height,
Of their potential, shining bright.
In the realm of conflicts, HR's embrace,
Facilitating peace, with grace,
Resolving differences, forging bonds,
In harmony, the workplace responds.
Amidst the hustle, stress and strain,
HR extends a caring lane,
For wellness programs, health accord,
A nurturing touch, deeply stored.
So let us sing of HR's grace,
In every workplace, every place,
For they're the architects, the stewards sure,
Of a workforce's success, evermore.

**AJAY HRITHIK**

Territory Manager, Sales & Marketing
Akij Ceramics Ltd.



Photography is the art, application and practice of creating images. My hobby is photography. I enjoy capturing moments to remember feelings and bringing pleasure through the creative process. Although I don't have much time outside of my professional work, when I get the chance I try to go out into nature and frame it through the camera. Overall, photography provides happiness and is a worthwhile pastime.

EXPLORE BEYOND LIMIT



M. ALVI HASAN SYAM

Territory Manager
Akij Ceramics Ltd.
(Sanitaryware)

Humans have an unavoidable nature of exploring since their origin, be it nature, be it knowledge, be it even themselves. I guess this kind of ambition of exploring thyself is a little bit higher in me. Maybe that's why I've become able to embrace the interest in a bunch of different pastimes as well as activities. Since my childhood, I had a poetic impression and vision of things surrounding me. At a very early age, I started writing poems whenever I discovered my interest in writing and reciting. When I aged further towards my boyhood, I discovered that my interests were not only confined to writing poems but also to finding melody and tunes in my words. Thus I explored.

দ্বিধা

দেখিয়া তাহারে ঘাটের ধারে ভাবি মনে মনে আহারে।
পিছন ফিরিয়া, একটু করিয়া যদি সে দেখিতো আমারে।
হায়রে নিয়তি! মনে মনে অতি সজোরে ডাকিনু তাহারে,
লইলো না বাঁক, এত ক্ষীণ ডাক শুনিতে সে নাহি পারে।
আসিলো সঙ্গী, লইয়া ডিস্কী, সহসা ডাকে তাহারে,
সে ডাক শুনিয়া সর্ব ছাড়িয়া পাড়ি দেয় সে ওপারে।
স্কন্ধ হইয়া সে পথে চাহিয়া ফিরিলাম বারে বারে,
সূর্যাস্তক্লে, হতাশ নমনে, বসিয়া ঘাটের ধারে।

I have yet to find that I have a good taste of music and through music and melody, I can even write and compose my own songs. At the same time I found to have interests in

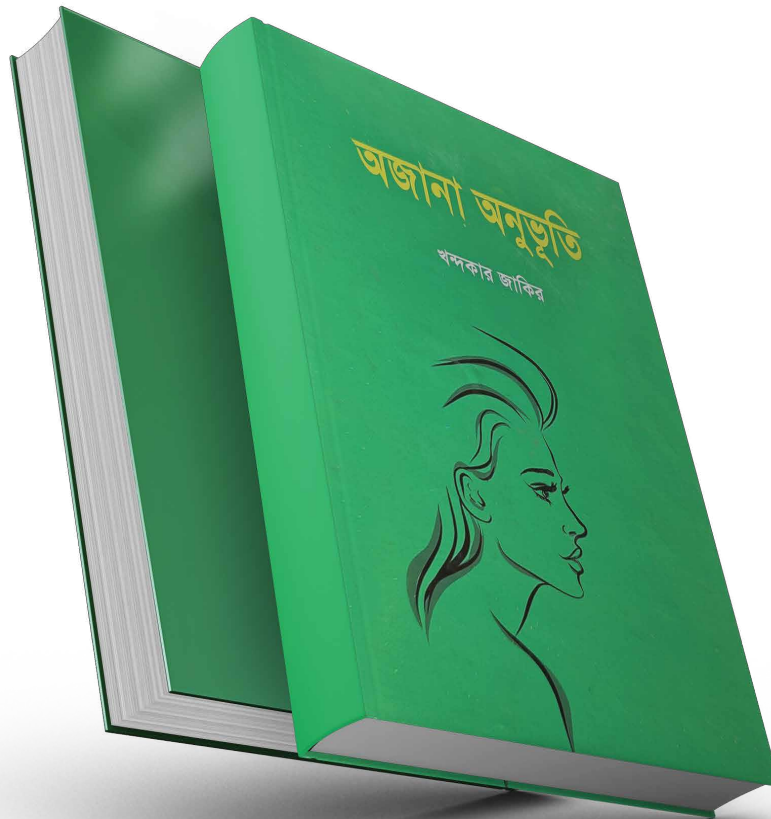


sports, basically in football which then had become a part and parcel of my daily life.

I used to play football every now and then, take part in related fields, loved and still love to talk and discuss about football. When I started to march forward towards another phase of my life, I discovered that I also have taste in dance, designing crafting and many more. During my undergraduate life, I used to cook my own food and had been rumoured to be the best chef among my surroundings. Later on I grabbed the opportunity to explore nature and took travelling as my new hobby. I wandered a lot of places inside my own country Bangladesh and embraced the beauty of our beloved motherland. The inner peace I found in exploring and discovering, gave me enough hunger to search for my new interest. I'm still searching and hoping to explore myself beyond my limit.

EXPLORE BEYOND LIMIT

অজানা অনুভূতি



We believe in nurturing the diverse talents of our employees, encouraging them to pursue their passions both within and beyond their professional roles. 'অজানা অনুভূতি' is a testament to the creative spirit that thrives in our organization, and we are immensely proud of **Jakir Hossain, Senior Production Officer in Janata Jute Mills Ltd. 2, Faridpur** for sharing his own written book of poems.

This book is a testament of a poet bringing out his emotions towards various themes. His perspectives regarding his love for our Country, Beauty of Nature, Freedom of Spirit transparently emanated out through his writing.

POWERING THE PLATING

GROWTH DRIVERS OF THE TABLEWARE INDUSTRY



MOHAMMAD ZAHANGIR ALAM

Head of Market Intelligence
AkijBashir Group

A Legacy Carved in Clay: Historical Roots

From clay plates to modern cutlery, tableware has long shaped cultural rituals and everyday dining. It not only serves meals but also fosters social interaction and enhances dining experiences. Across regions, food plating has evolved from function to an art, with chefs and diners valuing aesthetics and sensory appeal. This article explores tableware's rich history, trends, regional differences and growth drivers.



Cultural Heritage and Traditions: A Global Mosaic

The evolution of dinnerware materials mirrors shifts in manufacturing, consumer tastes and cultural influences. While glass, metal and plastic offer their own benefits, ceramic remains popular for its aesthetic appeal, versatility and durability.

Regional preferences in dinnerware reflect diverse cultural traditions, artistic influences and practical considerations. In East Asia, porcelain



and bone china hold deep cultural significance, gracing traditional ceremonies and daily rituals. In South Asia, metal tableware like brass and stainless steel dominates, with thali sets being commonplace. The Middle East favors intricate metalwork and ceramics, while Europe boasts diverse preferences, from Italian majolica ceramics to French Limoges porcelain. In Africa, woven baskets and colorful ceramics showcase rich traditions, while North America embraces modern minimalism alongside artisanal pottery. Latin America celebrates vibrant hand-painted ceramics, such as Mexico's renowned Talavera pottery.

The Tableware Industry Landscape: Dominance by China

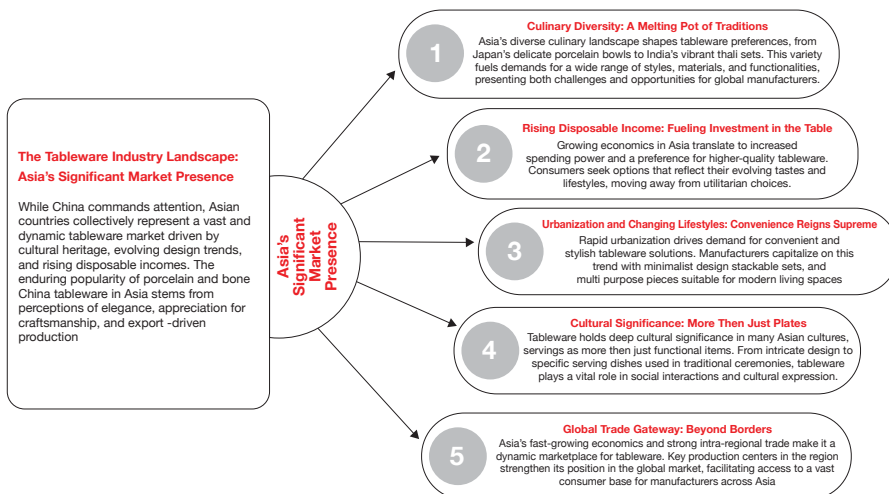
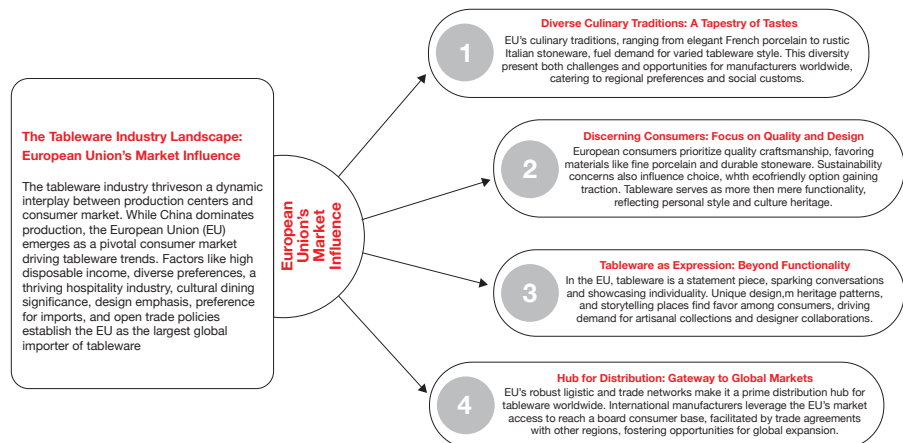
For centuries, China has held a nearly unrivaled position in the world of tableware. China's influence on tableware is unparalleled, from delicate porcelain fit for emperors to ubiquitous ceramic plates adorning tables globally. Its position as the largest producer and exporter is upheld by cost advantages, scale, technology, diverse offerings, export policies, supply chain integration, and market adaptability.

Pillars of Dominance



The Tableware Industry Landscape: European Union's Market Influence

The tableware industry thrives on a dynamic interplay between production centers and consumer markets. While China dominates production, the European Union (EU) emerges as a pivotal consumer market driving tableware trends. Factors like high disposable income, diverse preferences, a thriving hospitality industry, cultural dining significance, design emphasis, preference for imports and open trade policies establish the EU as the largest global importer of tableware.



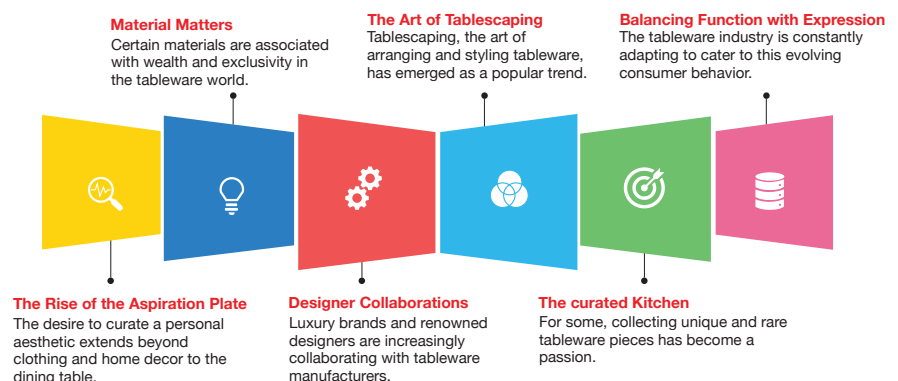
The Tableware Industry Landscape: Asia's Significant Market Presents

While China commands attention, Asian countries collectively represent a vast and dynamic tableware market driven by cultural heritage, evolving design trends and rising disposable incomes. The enduring popularity of porcelain and bone China tableware in Asia stems from perceptions of elegance, appreciation for craftsmanship and export-driven production.

The Tableware Industry Landscape: Displaying Individuality/Personal Expression

Tableware, once merely functional, now serves as a reflection of personal style and status. Catering to this trend, the modern tableware market offers diverse options beyond practicality.

- **The Rise of the Aspiration Plate (Making a Statement):**
The desire to curate a personal aesthetic extends beyond clothing and home décor to the dining table. Consumers are increasingly using tableware to express their individuality. Social media, with its focus on curated lifestyles, has further fueled this trend. Eye-catching tableware settings become backdrops for food photography, showcasing personal taste to a wider audience.



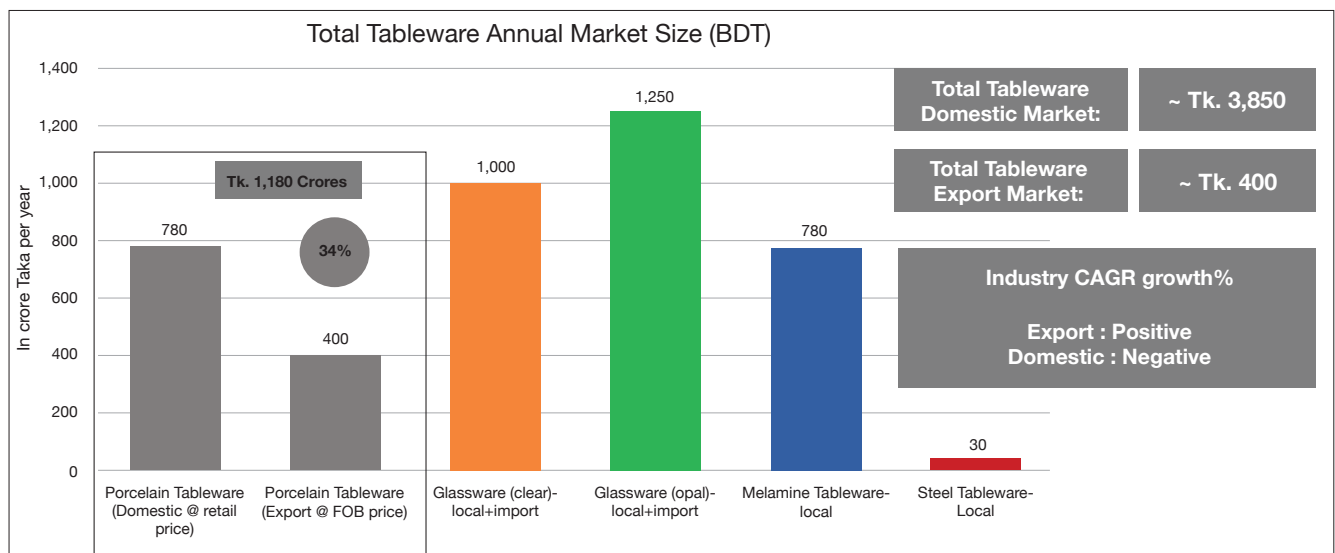
· **Material Matters (Luxury and Status):** Certain materials are associated with wealth and exclusivity in the tableware world. Fine bone china, known for its delicate translucency and hand-painted porcelain adorned with intricate designs are often seen as markers of luxury. Silverware, particularly set passed down through generations, carries an additional layer of sentimental value and signifies heritage.

· **Designer Collaborations (Exclusivity in Limited Editions):** Luxury brands and renowned designers are increasingly collaborating with tableware manufacturers. These limited-edition collections create a sense of exclusivity and cater to consumers seeking one-of-a-kind

· **The Curated Kitchen (Tableware as a Collectible):** For some, collecting unique and rare tableware pieces has become a passion. This extends beyond functionality; it's about acquiring pieces with historical significance, limited-edition designs, or crafted by renowned artisans. These collections become conversation starters and demonstrate a sophisticated understanding of tableware as an art form.

· **The Future of Tableware (Balancing Function with Expression):** The tableware industry is constantly adapting to cater to this evolving consumer behavior. While the desire to display wealth and taste remains strong, there's a growing focus on sustainability and ethical sourcing

and international manufacturers. Traditional craftsmanship, passed-down through generations, continues to thrive alongside modern innovations, resulting in a diverse range of tableware options that blend heritage with contemporary design. The demand for tableware in Bangladesh is fueled by a burgeoning middle class with increasing disposable incomes, as well as a growing hospitality sector catering to both domestic and international visitors. Moreover, Bangladesh's strategic location as a gateway to South Asia further enhances its potential as a hub for tableware distribution. As consumer preferences evolve and awareness of sustainability grows, the tableware market in Bangladesh is poised for further expansion, presenting exciting prospects for both local and global players alike.



pieces. Owning such tableware allows individuals to express their discerning taste and connect with a specific brand identity.

· **The Art of Tablescapeing (Elevating Dining into an Experience):** Tablescapeing, the art of arranging and styling tableware, has emerged as a popular trend. Consumers invest in statement pieces like handcrafted center-pieces, unique serving platters and carefully curated napkin arrangements. This meticulous attention to detail elevates the dining experience from a simple meal to a visually stunning event.

of materials. Eco-conscious consumers may opt for luxury materials like recycled glass or ethically sourced wood, ensuring their statement pieces are environmentally responsible.

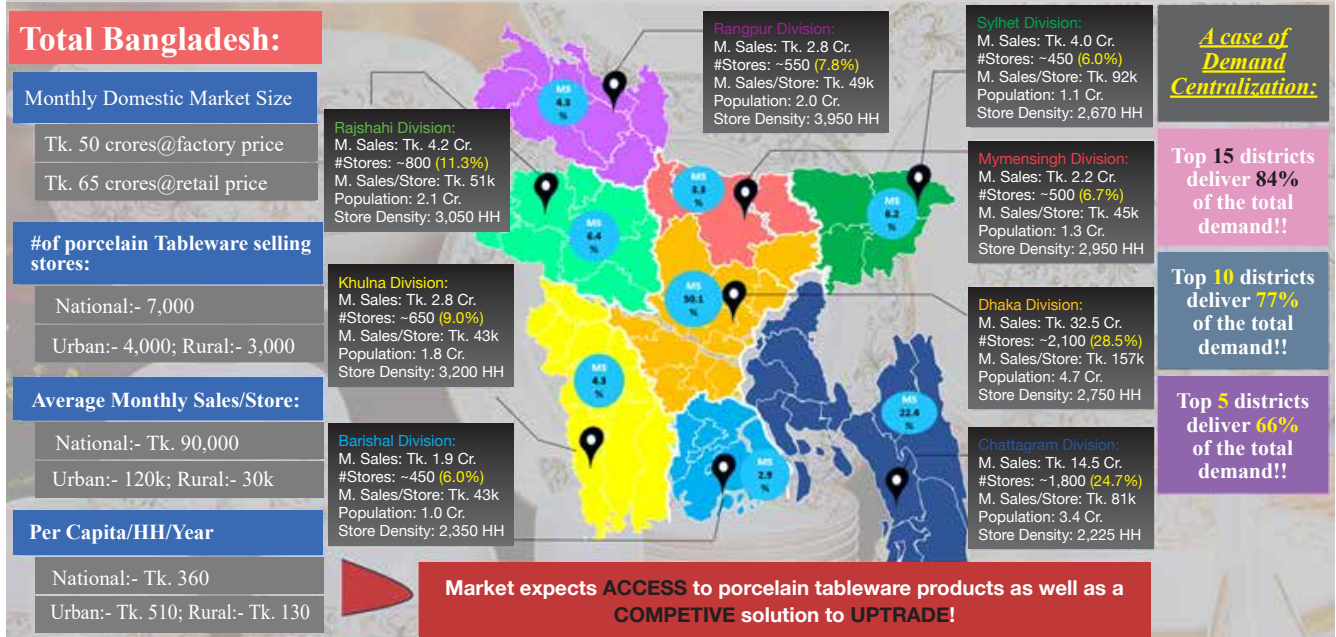
The Tableware Industry Landscape: Bangladesh Market is Poised for Expansion

While often overshadowed by larger players in the global tableware industry, Bangladesh is emerging as a notable market in its own right. With a rich cultural heritage and a growing economy, Bangladesh offers unique opportunities for both local artisans

Bangladeshi dining customs are a vibrant reflection of the country's rich heritage and its tableware industry is a blend of local production and strategic imports:

The total annual market size of tableware in Bangladesh is Tk. 3,850 crore. This can be further broken down into a domestic market valued at Tk. 1,180 crore and an export market valued at Tk. 400 crore. Porcelain is the most popular material in both domestic and export markets, highlighting Bangladesh's growing expertise in porcelain production.

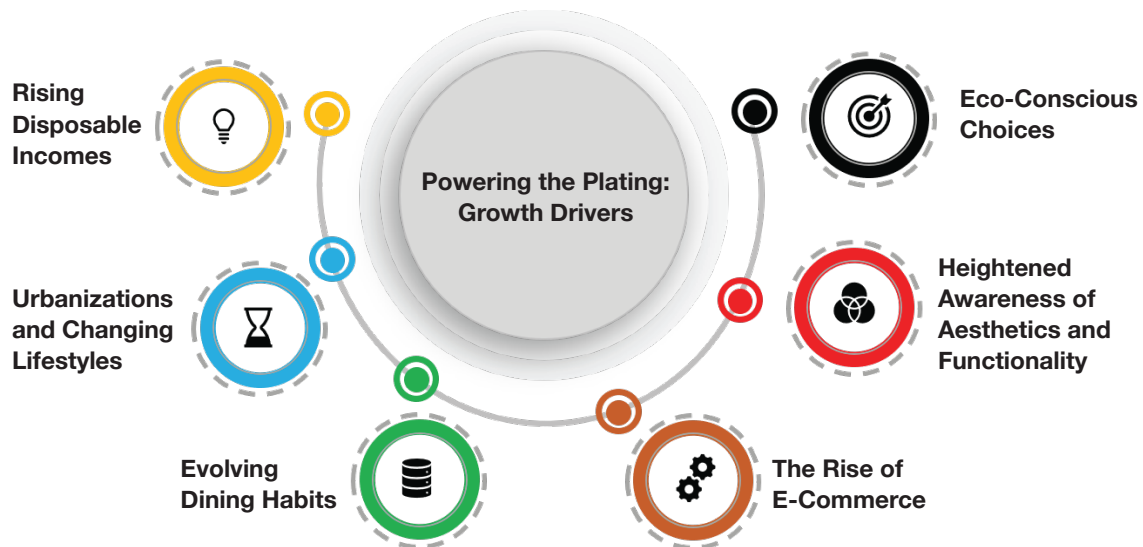
Market Size & Distribution– Porcelain Tableware



tableware, both in the short and long term, as its current levels are relatively low compared to other Asian countries.

- Divisional towns play a crucial role in driving the consumption of tableware in Bangladesh, with certain markets, such as Sylhet and Noakhali and their surrounding areas, historically contributing disproportionately due to local customs and traditions.
- Porcelain tableware holds significant cultural significance in Bangladesh and is widely used as a gift for various occasions including marriages, anniversaries, birthdays and institutional events such as annual sports days and official ceremonies.
- The tableware industry in Bangladesh is supported by approximately 7,000 retail stores, with an average monthly sales per shop of around 90,000 Taka. While urban markets currently contribute significantly more than rural markets, there is a growing trend indicating potential for expansion in rural areas.
- The purchasing decisions within the tableware category are largely influenced by female shoppers, highlighting the importance of providing convenient in-store shopping experiences tailored to their needs. Divisional towns in Bangladesh are increasingly offering such conveniences, often expanding their offerings to include kitchen appliances, cookware, cutlery and a diverse range of tableware options.

- The porcelain tableware category in Bangladesh showcases a notable phenomenon of demand centralization. Among the 64 districts in the country, a mere 15 districts account for an overwhelming 84% of the total porcelain demand. Moreover, the top 10 districts alone contribute 77% to this demand, with the top 5 districts representing 66% of the total demand. This concentration underscores the significance of key regions in driving the demand for porcelain tableware within the country.



Powering the Plating: Growth Drivers for the Tableware Industry

The tableware industry is thriving due to a confluence of factors. Rising disposable incomes, changing lifestyles and a growing emphasis on aesthetics and functionality are all driving growth. By catering to these evolving trends, technological advancements and shifts in consumer behavior, the tableware industry is poised to continue its upward trajectory, ensuring our dining experiences remain beautiful, functional and reflective of the times.

Rising Disposable Incomes: A Global Feast

As disposable incomes rise, particularly in developing nations, consumers are increasingly willing to invest in higher-quality tableware. This shift from basic, utilitarian options towards more premium pieces signifies a growing desire for aesthetics and functionality at the dinner table.

Urbanization and Changing Lifestyles: Convenience Reigns Supreme

Rapid urbanization fuels a demand for convenient and stylish tableware solutions. Busy schedules and smaller

living spaces necessitate pieces that are versatile, easy to store, and fit with modern aesthetics. This opens doors for manufacturers offering minimalist designs, stackable sets and multi-purpose pieces.

Evolving Dining Habits: A World on Your Plate

The growing popularity of home entertaining, casual dining and international cuisine fuels the demand for versatile tableware sets. Consumers are no longer confined to traditional dinnerware patterns. They seek options that can accommodate diverse cuisines and styles of dining, from hosting tapas nights to enjoying a hearty bowl of ramen.

The Rise of E-commerce: A Global Marketplace at Your Fingertips

Online platforms have revolutionized the way we shop for tableware. Consumers now have access to a wider range of options from around the world, fostering market growth and allowing smaller, independent designers to reach a global audience. E-commerce platforms also provide convenience and competitive pricing, further fueling consumer interest.

Heightened Awareness of Aesthetics and Functionality: Beauty Meets Practicality

Consumers are increasingly looking for tableware that not only looks good but also functions well. This translates to a demand for durable materials, dishwasher-safe options, and designs that prioritize ease of use while maintaining a stylish aesthetic.

Sustainability Matters: Eco-Conscious Choices for the Future

Environmental awareness is shaping consumer behavior across industries, and tableware is no exception. Eco-friendly materials like bamboo, recycled glass and organic clays are gaining traction. Consumers are drawn to manufacturers who prioritize sustainable practices in sourcing materials and production processes.

PRODUCT INNOVATION

FOR A SUSTAINABLE FUTURE - AKIJ LACQUER GRADE BOARD



MD. SHAHRIAR ZAMAN

Assistant General Manager, Marketing
AkijBashir Group

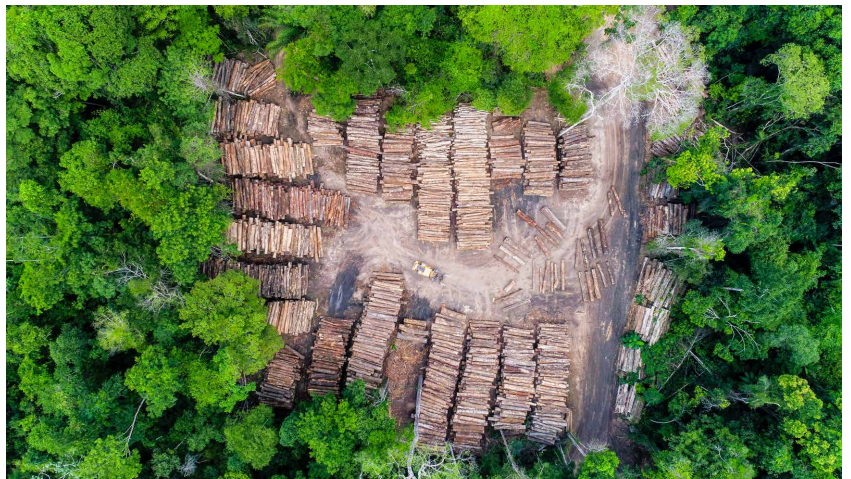
The furniture industry is on the rise in Bangladesh, but this growth comes at a significant cost to our environment. With increasing demand for timber, deforestation rates are alarming. To address this pressing issue, Akij Board has taken a proactive stance towards sustainability.

A Growing Threat

Bangladesh is losing approximately 7 million cubic meters of timber annually to fuel the furniture and interior design sectors (source: FOA). This unsustainable consumption is putting immense pressure on our forest resources, which already cover only 17% of the country's land area. If left unchecked, this trend will lead to a severe timber shortage, hindering the growth of the furniture industry and impacting our overall environment.

Lacquer Grade Board: A Sustainable Solution

Recognizing the urgent need for a sustainable alternative, AkijBashir Group established Akij Board with a vision to balance environmental needs with industrial growth. The group's state-of-the-art particle board unit has a daily production capacity of 1029 cubic meters, capable of meeting nearly 5% of the country's daily timber demand.



Bridging the Gap

While particle boards have been used in urban areas for furniture and interior design, there was a significant gap in the market. Traditional particle boards lacked the ability to be engraved and lacquered at low cost, limiting their application. Akij Board aimed to create a product that could replace solid timber while offering design flexibility, affordability and environmental friendliness.

Innovation at its Core

Akij Board's product development team embarked on a journey to develop a particle board that could be engraved and lacquered at a low cost. By utilizing wood chips from tree branches instead of logs, they created a product that could be lacquered, sanded and filled, achieving a smooth lacquered finish in less time and at a lower cost.

The Lacquer Grade Board

The result of this innovation is the Lacquer Grade Board, launched in 2018. This product incorporates eco-friendly resins and waxes, allowing for designs up to 4 mm deep and easy cost-effective lacquering. The use of world-class German technology ensures consistent product quality.

Benefits of Lacquer Grade Board

- **Design flexibility:** Can be engraved up to 4 mm
- **Cost-effective:** Requires minimal lacquering chemicals
- **Environmentally friendly:** Low UF emissions and uses tree branches
- **Affordable:** Offers a budget-friendly alternative to solid timber

A Positive Impact

The introduction of the Lacquer Grade Board has revolutionized the furniture industry. Rural manufacturers have embraced this product, leading to a significant reduction in deforestation. Akij Lacquer Grade Board has become a household name, saving millions of cubic meters of timber annually.



Economic and Environmental Benefits

By providing a cost-effective and versatile alternative to solid timber, Akij Lacquer Grade Board has boosted the furniture industry, creating employment opportunities and increasing market growth. The product's eco-friendly nature has contributed to reducing CO2 emissions and preserving our forest resources.

Recognition

Akij Lacquer Grade Board has been recognized with prestigious accolades at the Bangladesh Innovation Award 2022. It clinched the honorable mention awards for Best Innovation - SDG Inclusion and Best Innovation - Product Development.

A Sustainable Future

Akij Lacquer Grade Board is a testament to the company's commitment to sustainability. By developing innovative and environmentally responsible products, Akij Bashir Group is leading the way towards a greener future for Bangladesh.



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BONIK BARTA INTERVIEW



'TEAM OF GLORY'

FEATURED ON THE ICE BUSINESS TIMES



The marketing team of AkijBashir Group has been featured in the prestigious business magazine The Ice Business Times! This recognition is a powerful endorsement of their exceptional work and contributions to the AkijBashir brand's success.

The article highlights the team's instrumental role in building strong brands, developing innovative products and fostering a culture of sustainability within the organization. Their expertise and strategic thinking have positioned AkijBashir as a market leader in various sectors.

Scan to Read



Media: The Ice Business
Published on: May 2024

Visit: ibtbd.net/team-of-glory

INTRODUCING AKIJ PLYWOOD INNOVATION

**NAZMUL AKAND TUSHAR**

Assistant Manager, Marketing
AkijBashir Group

Akij Board unveiled its newest innovation to the market: Akij Plywood, commonly referred to as MR grade (Moisture Resistant) plywood. It is meticulously manufactured using cutting-edge modern technology. Crafted to perfection and engineered for excellence— Akij Plywood elevates your space with the seamless fusion of sophistication and strength.

This plywood is produced from the finest grade timbers that are hand-picked and precise veneer cutting and bonding methods are utilized to ensure uniformity in grain, thickness and overall quality. Through proper chemical treatment, it is resistant to moisture and fungus. As a result, it provides protection against

mold and mildew, making it ideal for humid environments. Additionally, it guards against warping and decay, is resistant to borers and termites and ensures longevity. Advanced 4 Press Technology is used to ensure uniform distribution of pressure across the entire surface of the plywood, resulting in consistent bonding and thickness throughout the panel. Akij Plywood is capable of withstanding extreme loads and its superior screw-holding capacity ensures stable and secure installations. Quality control measures are implemented at every stage, from sourcing raw materials to the final inspection, to guarantee consistency and excellence in the finished product. Because of Excellence in Performance, BSTI (Bangladesh

Standards and Testing Institution) has given the BDS 799 specified certificate to this plywood. Akij Plywood is ideal for cabinetry, furniture, custom casework, fixtures and wall panels.

Akij Plywood offers a standard size of 4x8 feet and is available in various thicknesses including 6, 10, 12, 15, 18 and 25 mm. With a selection of face veneers including Garjon, Burma Teak, Crown Teak, Red Oak, Teak Regular, Dark Teak, Beech, Champ Regular and many more, it provides ample customization options for furniture, interior design, or construction projects. Akij Plywood sets a benchmark for excellence and adaptability within the industry.



ROSA LAUNCHES PREMIUM KITCHEN SINKS



GOLAM RABBANI

Deputy Manager, Marketing
AkijBashir Group



ROSA, a brand renowned for its commitment to quality and innovation, has taken a significant step by adding top-quality kitchen sinks to its product portfolio. This marks ROSA's first foray into the kitchen sink category, and they have launched this new range with great attention to detail and consumer needs.

In this initial phase, ROSA has introduced six unique designs in various sizes, catering to diverse kitchen layouts and preferences. These kitchen sinks are now available in the Bangladeshi market, offering a blend of style, functionality and durability.

Key Features of ROSA Kitchen Sinks:

1. Sand Blast Technology:

Scratch and Rust Proof: ROSA kitchen sinks are manufactured using advanced Sand Blast Technology, ensuring a scratch-resistant and rust-proof body. This technology enhances the longevity and aesthetic appeal of the sinks, making them a durable addition to any kitchen.

2. Deep Spacious Bowls:

Convenient Washing Experience: The sinks feature deep and spacious bowls, providing ample space for washing large pots, pans and dishes. This design consideration ensures that users have a comfortable and efficient washing experience.

3. Comprehensive Accessories:

Ready to Use: Each sink comes with all necessary accessories, including a basin waste and waste pipe, ensuring that customers have everything they need for installation and use.

4. User-Friendly Additions:

Knife Holder and Chopping Board Holder: Understanding the needs of modern kitchens, ROSA has integrated practical features such as a knife holder and a chopping board holder. These additions make the sinks not only functional for washing but also for food preparation, enhancing overall kitchen efficiency.

ROSA's new range of kitchen sinks aims to meet the highest standards of quality and innovation. By incorporating advanced technology and thoughtful design elements, ROSA is set to transform the kitchen experience, providing consumers with products that are both beautiful and practical.

With this launch, ROSA continues to demonstrate its dedication to excellence and its ability to adapt to evolving market demands. The introduction of these premium kitchen sinks is a testament to ROSA's ongoing pursuit of innovation and customer satisfaction.



CELEBRATING ONE YEAR OF SUCCESS

A YEAR & BEYOND
AKIJBASHIR GROUP!



March 6, 2024 marks a momentous occasion as we celebrate the 1st anniversary of Akij Bashir Group, a journey that commenced on March 6, 2023. It has been an incredible year filled with growth, challenges and triumphs. As we reflect on our achievements, we can't help but feel a surge of gratitude for everyone who has been a part of this remarkable journey.



Dear Colleague,

As we celebrate our first anniversary, I am overwhelmed with gratitude for each one of you who has contributed to our remarkable journey. Your dedication, hard work, honesty and loyalty have been the driving force behind our success. Together, we have not only sustained but flourished, setting new industry benchmarks every day.

The milestones we have achieved in this short span reflect the collective efforts and commitment of our exceptionally talented team. Let's continue this remarkable journey, rising above challenges and pioneering excellence in all our endeavors. With your unwavering support, we are not just building a legacy but shaping a future that goes beyond tomorrow.

Thank you for your outstanding contributions and commitment to Akij Bashir Group!



Sk Bashir Uddin
Managing Director

March 06, 2024



AKIJBASHIR GROUP UNVEILS **SELECTIONS** IN SAVAR



Akij Selections has arrived at Savar, offering an exquisite and extensive range of tiles, boards, doors, sanitaryware, bathware and tableware from leading brands under AkijBashir Group. Akij Selections is set to redefine the standards of elegance and quality in home décor and lifestyle at C-9, Jaleshwar, Shimultola, Savar, Dhaka.

Akij Selections curates an exquisite and extensive range of products sourced from leading brands under the AkijBashir umbrella. With a commitment to providing top-notch quality and style, Akij Selections aims to meet the diverse needs and preferences of their valued customers.

The showroom is designed to inspire and assist customers in creating their ideal living spaces. Akij Selections believes that every home deserves the touch of elegance and functionality that our carefully curated products offer.

Whether you are looking to revamp your living room, upgrade your bathroom, or enhance your kitchen, Akij Selections has something for everyone. From modern and sleek tiles to durable and stylish doors, our showroom is a treasure trove of options that cater to various tastes and preferences.

The grand opening of Akij Selections is an invitation for residents of Savar and surrounding areas to explore and experience the latest trends in home decor. The showroom promises a comfortable and inspiring shopping environment where customers can receive expert guidance from our knowledgeable staff.

AKIJ CERAMICS EXPANDS REACH WITH **THREE NEW SHOWROOMS**



Companiganj



Cumilla



Feni

Akij Ceramics, Bangladesh's leading ceramic tiles brand, has further strengthened its market presence by inaugurating three new exclusive showrooms in Companiganj, Feni and Cumilla. This expansion underscores the company's commitment to providing exceptional products and services to customers across the country.

The new showrooms, located at:

M/S. Dudh Mia Traders, Ruhul Amin Plaza, Brahmanbaria Road, Companiganj, Muradnagar, Cumilla.

Dider Tiles & Sanitary, 211/2, Dider Manson, Shohid Shohidullah Kaiser Sarak, Feni.

M/S. Hazi Store, Nazrul Islam Tower, Janggalia, Cumilla.

These outlets are strategically positioned to bring Akij Ceramics' renowned 'Promise of Perfection' closer to customers. These outlets offer a comprehensive range of tile designs, sizes and textures to cater to diverse preferences and project requirements.

With this expansion, Akij Ceramics reaffirms its dedication to setting new benchmarks in the ceramic tiles industry. The new showrooms provide customers with an immersive experience, allowing them to explore the latest tiles trends and make informed choices.

AKIJ TABLEWARE SHINES AT AMBIENTE FRANKFURT 2024

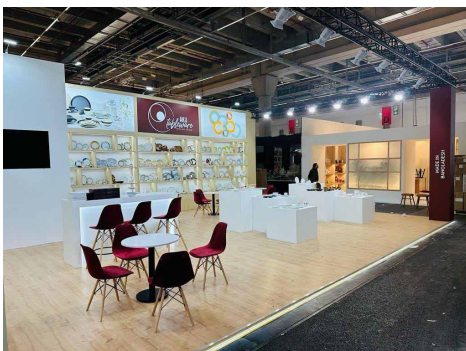
Akij Tableware made a significant impact at the prestigious Ambiente 2024 trade fair in Frankfurt, Germany. This marked the company's second participation in the world-renowned event, providing a platform to showcase its exceptional tableware to a global audience.

With over 4,928 exhibitors and 140,000 visitors from across the globe, Ambiente 2024 offered an unparalleled opportunity to connect with industry leaders and showcase the latest trends. Akij Tableware's participation allowed the brand to demonstrate its commitment to quality, design and innovation.

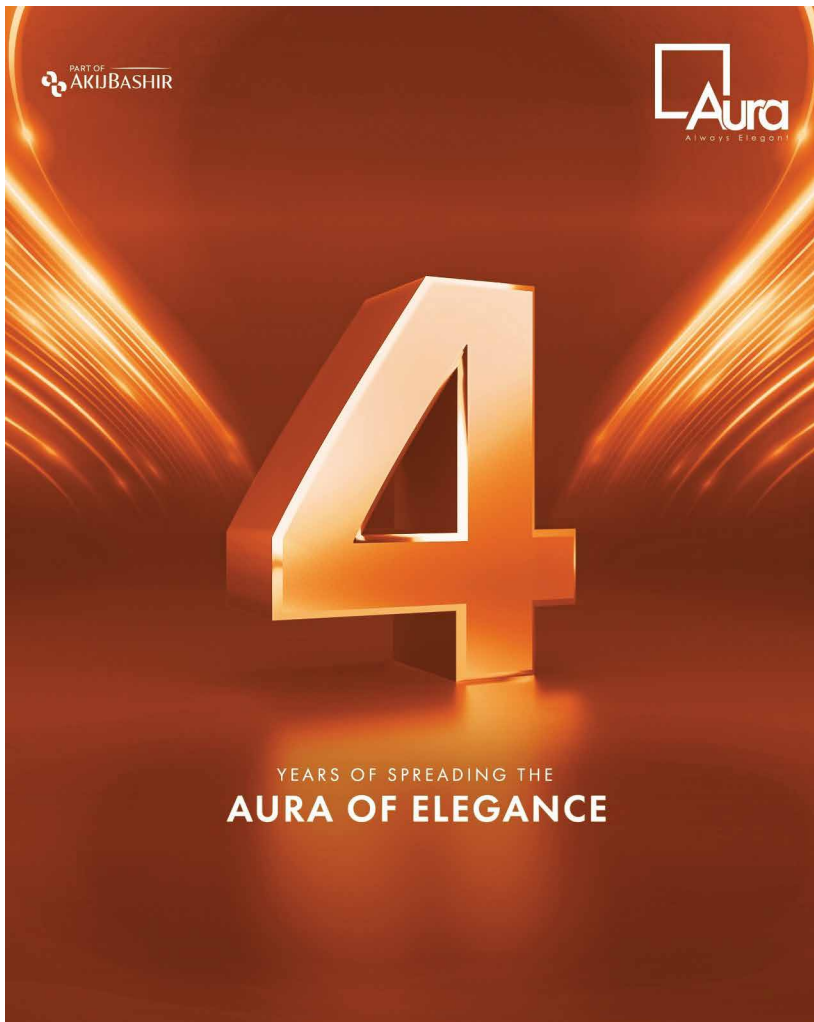


The overwhelming response from international consumers and importers validated Akij Tableware's position as a leading tableware manufacturer. The brand's exquisite porcelain pieces, renowned for their elegance, captured the attention of buyers seeking sophisticated and high-quality products.

Ambiente 2024 served as a catalyst for Akij Tableware's global expansion plans. By showcasing its capabilities on an international stage, the brand has strengthened its position as a preferred choice for discerning customers worldwide.



CELEBRATING 4 YEARS OF AURA



Aura Ceramic Tiles marks its fourth anniversary, a testament to four years of innovation and artistry in enriching interiors with elegance.

Launched in 2020 as a venture under the AkijBashir Group, Aura has followed in the footsteps of its parent company, Akij Ceramics Limited, to deliver premium wall and floor tiles that exude modern sophistication. With the tagline 'Always Elegant', Aura is committed to offering cosmopolitan and trendy designs that reflect the refined taste of its customers.

Aura's diverse range includes glossy, matt, sugar, porcelain, granula effect, high gloss, metallic and matt curving finishes. These innovative tiles showcase the brand's dedication to pushing the boundaries of design and quality.

AKIJ TABLEWARE PATRONIZES IN LEADERSHIP SUMMIT AND **INSPIRING WOMEN AWARD**



AKIJ Tableware being the title sponsor of Women In Leadership WILFest 2024 summit and Inspiring Women Award 2024 celebrated women empowerment held at Radisson Blu Dhaka Water Garden on March 9, 2024. This included the Women Leadership Summit and Inspiring Women Award.

This year's theme of the WILFest was 'Pursuit of Women's Economic Independence'. WILFest 2024 dived deep and explored the multifaceted ways to seek the different possibilities for women to achieve economic independence. Akij Tableware believes that if women of all walks of life have achieved a path to economic independence, then they will be able to ensure and establish their empowerment in different work sectors and their own lives. This edition of WIL talked about this timely theme, narrated the journey of female professionals and most importantly, recognized them with their deserving respect.



Akij Tableware is proud to patronize this exclusive summit which brought together corporate and development sector top executives, government employees, academicians, artists & activists, prominent women leaders and policymakers to share insights, experiences and thoughts on women's empowerment and generate learnings.



AKIJ CERAMICS HOSTS 'BOND & BEYOND' ARCHITECTS FAMILY NIGHT

An Initiative by AkijBashir Group involving
top Bangladeshi Architects

The BOND & BEYOND Architects' Family Night, held on March 1-2, 2024, at the picturesque DuSai Resort & Spa, was an exceptional gathering that celebrated collaboration, innovation and camaraderie among esteemed members of the architectural community and their families.

The event, organized by Akij Ceramics, brought together architects and families for a two-day program filled with insightful discussions, engaging activities and memorable moments.

Chief Architect Mir Manzurur Rahman from the Department of Architecture, Ministry of Housing and Public Works, reflected on the significance of the occasion, stating, "The event highlights the strength of collaboration in progressing our industry. Witnessing architects and industry stakeholders unite to exchange ideas, embrace new technologies and establish enduring relationships was truly inspiring."

Mohammad Khourshed Alam, Director of Operations at AkijBashir Group, expressed his sentiments, stating, "The BOND & BEYOND Architects' Family Night was a testament to the strength of our collective vision for the



future of architecture in Bangladesh. It provided a platform for meaningful exchanges and fruitful collaborations that will undoubtedly shape our profession for years to come."

The celebrations extended into the evening with a cultural blend of music from the band 'Joler Gaan', followed by a grand dinner where guests indulged in delectable cuisine and were immersed in the diverse cultural exchange and networking opportunities.

The success of the BOND & BEYOND Architects' Family Night serves as a tribute to the unwavering commitment of Akij Ceramics and The Department of Architecture to fostering collaboration, innovation and excellence within the architectural community and beyond.

AKIJ BOARD FOSTERS STRONG INDUSTRY TIES AT IFTAR GATHERING



Akij Board hosted a successful Iftar gathering on March 30, 2024, at Pan Pacific Sonargaon Dhaka. The event brought together nearly 300 esteemed members of the Bangladesh Interior Design Company Owner's Association (BIDCOA).

The gathering served as a platform for Akij Board to showcase its latest product innovations and strengthen its relationship with key industry stakeholders. Participants expressed keen interest in the company's offerings, highlighting the event's success in generating valuable business opportunities.

This initiative underscores Akij Board's commitment to fostering collaboration and communication within the interior design community. By engaging with industry professionals, the company aims to gain valuable insights and better understand the evolving needs of the market.



AKIJ TABLEWARE

TWO YEARS OF EXCELLENCE



Akij Tableware proudly celebrates its second anniversary of enhancing dining experiences worldwide. With a focus on design, quality and aesthetics, we've dedicated countless hours to crafting exceptional tableware.

From Bangladesh to global tables, our passion for creating moments of joy is evident in every piece. We've combined meticulous production with diverse designs to deliver tableware that elevates your dining experience. As we mark two years, we reaffirm our commitment to bringing out the best in every product. Your satisfaction is our inspiration and we promise to continue delivering excellence in every piece.

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AKIJBASHIR GROUP & SWISSCONTACT

A GROUNDBREAKING COLLABORATION
FOR TRAINING & DEVELOPMENT FOR
JUTE INDUSTRY OF BANGLADESH



AkijBashir Group has formed a strategic alliance with Swisscontact to revolutionize our Jute industry through extensive training and development activities. This innovative collaboration marks a significant step towards sustainable growth and skill enhancement within our jute workforce.

The cornerstone of this partnership is the Building Youth Employability Through Skills (BYTES) project, a pioneering program designed to address the specific challenges and opportunities faced by AkijBashir Group. A key component of the BYTES project is the implementation of Workplace Based Training (WBT) at Janata Jute Mills, one of the largest jute processing manufacturers of Bangladesh. By leveraging Swisscontact's expertise in training and development, the project aims to equip employees under the mentorship from

industry experts with the necessary skills to drive productivity and innovation within the jute industry. This initiative, the first of its kind in the sector, underscores the commitment of both AkijBashir Group and Swisscontact to empowering the workforce and meeting the evolving demands of the market.

This strategic alliance between AkijBashir Group and Swisscontact represents a significant milestone for the jute industry. The managing director of AkijBashir Group emphasized the significance of the collaboration and the company's commitment towards employee development and skill enhancement. AkijBashir Group hopes to improve workforce performance and accelerate the jute division's overall success.

CORPORATE TIE-UP WITH **TWELVE**



At AkijBashir, our foremost concern is the happiness & satisfaction of our esteemed team members. This Eid, we're elevating our efforts to ensure their contentment.

With this objective in mind, we've joined hands with Twelve Clothing to introduce an array of exclusive products aimed at ensuring our employees celebrate in both style and comfort.

We hope to make every festival a truly memorable and enjoyable experience for all with Twelve Clothing.

CORPORATE TIE-UP WITH **FOODPANDA**



AkijBashir is committed to improving the quality of life for our valued team members. As part of our ongoing effort to improve their everyday experience, we are thrilled to announce that we have collaborated with Foodpanda.

With this collaboration, our team members are able to enjoy Foodpanda's premium service with the convenience of their food delivery system, which offers a wide range of meals and snacks from leading restaurants delivered straight to the door. This collaboration aims to improve their workdays by providing a range of appetizing options, making mealtimes easier and more relaxing.

We hope to make every day hassle-free and productive for all with Foodpanda.

Let's Collaborate!

Your insights and input matter to us! Whether it's about business, industry updates or anything relevant and interesting, we encourage your contributions. Share your thoughts and suggest what you'd like to see in future issues.

Reach out to us at
newsletter@akijbashir.com



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