

BEYOND

OCTOBER 2025

AKIJ BASHIR GROUP LAUNCHES
CABLE OPERATIONS IN BANGLADESH

AKIJ BASHIR GROUP TRIUMPHS AT
SDG BRAND CHAMPION AWARDS 2025

WHY SQA MATTERS
**BUILDING STRONG
FOUNDATIONS FOR
SOFTWARE DEVELOPMENT**

AKIJ CERAMICS HONOURED WITH
SUPERBRANDS

Bangladesh Urban Trajectory
**VERTICAL
EXPANSION
IS THE PATHWAY**

Welcome to AkijBashir Newsletter

This quarterly magazine is designed to share the insights, culture and latest updates from AkijBashir Group. Whether you're part of our team or a valued reader from outside, we hope it keeps you informed, connected and inspired.

Happy Reading!

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Editor's Note

Solidarity is strength. It is how each of us wins, and how society as a whole prospers.

And this is how we can create our AkijBashir family, a place where growth is cultivated from the bottom up, not solely from the top down.

It shows us the power of standing together and caring for one another. For in solidarity, no barrier is unbreakable and no dream is beyond reach. Together, we can overcome any obstacle.

Solidarity turns isolated tasks into a shared rhythm, making the workplace a living, breathing ecosystem of teamwork across the functions.

Subsequently, a spirit of shared purpose and collaboration emerges, ultimately paving the way for a thriving and efficient workplace.

Solidarity will serve us cohesion, resilience and collective well-being. It will let our colleagues experience a deeper sense of belonging—a space where loneliness fades away, replaced by inclusion and real connection.

We become a **REAL** employee when we have the mindset of solidarity.

Step into the mindset of a **REAL** employee, and we will help build the foundation for AkijBashir Group's sustainable future by driving real, constructive change within our community.

Thank you.



THE
SPOTLIGHT



HELAL AHMED
Deputy Managing Director, Cluster 1
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THE TAPESTRY WITHIN

STRANDS OF SUCCESS, THREADS OF CHILDHOOD

I first drew breath on the 26th of October, 1964, in the tranquil village of Subornakhali, nestled within the embrace of Sharsha in Jashore. The village life of those days was simple yet steeped in timeless traditions. One curious custom was the alteration of birth years by schoolteachers, who would shave off a year or two so that children appeared younger at the time of their SSC examinations. Thus, while my official papers declare the year 1964, the truth may well lean closer to 1962. In that sense, I was destined to live with two birthdays—one preserved in ink, and the other engraved upon memory.

Our village was quietly vibrant, its rhythms shaped by both toil and togetherness. I was born into a family of farmers, blessed with enough land to enjoy comfort, though never spared from the dignity of labor. I can still recall working the fields with my siblings, my hands sinking into the soil as I felt the pulse of the earth and the satisfaction of honest work. Three towering gulas safeguarded our harvest, silent sentinels of abundance. Day laborers came and went with the seasons and my mother, with her tireless hands, prepared meals not only for us but for them as well. Her hospitality transcended our family.



When teachers were transferred from distant corners such as Comilla or Noakhali, they would inquire about households famed for food served with generosity. Without fail, our home was the first named. Beggars, too, found their way to our doorstep, never turned away hungry, and even the elderly, drawn by the warmth of her company, sought solace in her presence. Her reputation as a woman of rare kindness traveled ahead of her, such that beggars themselves would seem to reappear in the village upon her return from Dhaka, as though summoned by her compassion.

I grew within the embrace of a large joint family, a household echoing with voices, laughter and the chorus of everyday life. Guided by my father and mother, I shared my childhood with seven brothers and two sisters. I stand as the sixth son, or the seventh if my sisters are counted. Alongside us lived my uncle, his wife and their three children. Among them, my elder cousin was always “Mia Bhai” to me. Even within such a bustling family, where each child received no more than two shirts a year, joy overflowed. We learned early that true wealth lay not in possessions but in love, hard work and togetherness.

My first lessons were shaped at Subornakhali Government Primary School, a modest yet formative place. I excelled in my studies, often standing first not only among my classmates but also among my siblings. Yet I was not free from discipline. My English teacher, who was also my mother’s younger brother, disciplined me with severity when I faltered in attendance or homework. I often complained to my mother, but in truth, his integrity and merit were unshakable, qualities that later saw him rise to become a principal. Beyond the classroom, two teachers left indelible marks upon me: Abdul Halim Sir from Comilla, whose discipline sharpened my focus, and a revered Hujur who taught me the sanctity of Namaz and the virtue of rising early for self-study. Their guidance became the scaffolding of my character.



My parents themselves were beacons of education, my father held a Matriculate degree of the British era, and my mother equally educated. They cultivated a home where learning was cherished. The fruits of their devotion ripened fully; five of seven brothers, myself among them, completed Master's degrees, while my sisters, too, received an education that instilled confidence and dignity.

Yet my childhood was not confined to studying alone. I reveled in marbles, latim spinning and ha-du-du, though football never captured my passion as keenly. My playmates—Ayub Khan, Abdul Razzak, Ashraf Ali, Abdul Rob Laltu and the ever-remembered Bhola, were companions of laughter and loyalty. Even today, during Eid, when I return to my village, we gather and recount those golden days.

Then came 1971. At nine years old, I bore witness to the birth of Bangladesh. That same year, our once vast joint family slowly transformed into smaller households. Kitchens separated, yet hearts remained united. Even as my siblings later moved to Dhaka, my paternal cousins remained rooted in our land, the ties of kinship unbroken.

My high school years unfolded at Buruj Bagan ML High School, one of the most renowned in the region, where I completed my SSC in Science. Thereafter, I pursued HSC at Government M.M. College, Jashore, also in Science, guided by my father's dream of seeing me in agriculture and agricultural economics. Though life later led me to another path, I remain proud of my classmates, many of whom rose to prominence, a Brigadier General, a professor, a leather technologist. Through it all, I kept my friendships bound by respect, free from undue favors, guided always by harmony.

In 1997, tragedy struck, I lost my mother, the heart of our household, the wellspring of discipline and care. She had been the guardian of our mornings, ensuring no child left for school without a warm meal. Even our breakfast table, where we jostled for the first piece of meat or fish, remains a priceless memory of her devotion. I hold with conviction that the essence of who I am today has been molded, in no small measure, by the indelible grace and guidance of my mother.

When I later moved to Dhaka for graduation, my elder brother, Professor Dr. Md. Abdul Maleque of Dhaka University, became my compass. He guided me as a father would, even managing my financial burdens. To this day, our bond is warm; if a week passes without word, he himself calls to bridge the silence.





Under his advice, I shifted from Science to Business Studies, and in that decision, I found my true calling. I graduated in Economics from Dhaka College, excelling particularly in Accounting and Economics, earning a reputation as a bright and serious student.

In 1986, I completed my Master's in Accounting from Dhaka University, standing sixth in my batch. My brother encouraged me to pursue Chartered Accountancy as well, reasoning that Accounting would be the foundation and CA the crown. Thus, in August 1988, I completed the Chartered Accountancy course at ICAB. Alongside, I even began a dual Master's in Management, though I later chose to devote myself fully to Accounting and CA. For me, Accounting was not a mere study, it was joy!

After education came the test of employment. I sat for the 8th BCS examination, reaching the Viva round but not succeeding. In retrospect, I see it as providence. A BCS officer may hold prestige, but his life remains bound by rigid rules. The world of business, however, allows freedom, brilliance and growth.

Thus began my true journey. On the 8th of August, 1988, I joined Akij Group as an Accounts Officer, interviewed and selected by none other than its legendary founder, Sheikh Akij Uddin Sir. With gratitude and hard work, I rose through the ranks, eventually entrusted with vast responsibilities; from Group accounts to Group operations, from tobacco to jute, from Bangladesh to Malaysia. Each chapter demanded resilience, and each triumph was shared with my team. Under our stewardship, tobacco exports soared, jute exports reached record heights, and the Akij Jute Division and Akij Tobacco earned its place among global leaders.

With unmatched prudence, swift decision-making and profound technical insight, Honourable Sheikh Bashir Uddin Sir was entrusted by the late founder as Director of Planning and Implementation. Hence, the Group attained steady annual growth of 18–20%, securing Akij's place among the nation's foremost conglomerates. As the Group thrived, so too did I, gaining deep knowledge in tobacco costing and cost control. Though the late founder laid the foundation of my learning, it was the respect, encouragement and discerning guidance of the former MD Sir that truly refined and elevated me.

By the grace of the Almighty and under the dynamic and visionary leadership of our Honourable Sheikh Bashir Uddin Sir, we navigated the historic handover of Dhaka Tobacco Industries to Japan Tobacco International with unwavering precision. The transition, executed in full compliance with the rigorous standards of the Sales and Purchase Agreement, encompassed the seamless transfer of 17,000–18,000 dedicated employees along with the entirety of operational stewardship, a responsibility that rested upon my shoulders. This experience not only tested my professional skills but also taught me the importance of teamwork, integrity and meticulous planning in managing large-scale business operations.

In 1986, I wed my maternal uncle's daughter. Marriage came before livelihood, and in the bustling lanes of Dhaka, challenges pressed upon a young couple. As a mother, as a homemaker, and as the gentle steward of our modest means, she became the unseen architect of my success. In Malaysia, a renowned kidney specialist once asked about my diet.





I simply said, 'My wife's cooking.' Surprised, he replied he wished to taste it himself—for her meals, light on spice yet rich in balance, are both wholesome and delicious. To this day, I cherish her cooking above any fine dining.

In 2023, our only son, a 33-year-old Civil Engineer, got married. And in September 2025, I was blessed with the dearest title of my life — grandfather. I eagerly await the chance to walk my grandchild to school and play by their side, a joy I missed with my son. As a child, he would wait late into the night for my return, tenderly drying my clothes after my bath, priceless memories that remind me, with both pride and regret, how work often kept me from the simplest duties of fatherhood. We often found ourselves drawn to the shores of Cox's Bazar, for my son, with his boundless delight in water, could never tire of the sea's embrace.

My leisure finds its joy in the timeless charm of old Bengali cinema: Uttam-Suchitra, Razzak-Kobori—watched and rewatched with undimmed delight. Each day, I must devote at least half an hour to these classics, or to the unforgettable plays of Humayun Ahmed. Alongside this, cricket remains a passion I never let go of. I follow it closely and never miss the chance to watch.

The flavors of my mother's cooking remain unmatched, and my younger sister, with her curries and pithas, enriched our home with love, especially during Eid-ul-Fitr in Jashore. Even now, I am surrounded by the laughter of grandchildren of my siblings, little souls aged two to eight, who gather around me with songs, picnics and playful offerings of snacks. Eid-ul-Adha continues to be our season of reunion—on the second day at my village, the family unites to share in the sacrifice of a goat, a symbol of our enduring bond.

My father, a man of profound simplicity, remained my guiding light. His words—"Be honest, perform your Namaz, and remain content with little"—were principles we all carried forward. When he passed in 2010, I was grateful he had lived to see me well established.

I remain grateful for the wisdom of Honourable Sheikh Akij Uddin Sir, who told me once: "Power and money belong in the hands of the patient and the wise. Abuse them, and they will vanish. Never lament what you lack, for true worth reveals itself in its time." His words proved prophetic. My hardships blossomed into stability, my struggles into triumphs.

Today, as I look back on thirty-seven years of service, entering my thirty-eighth, I feel no regret. I could have sought other jobs, even donned the honour of a BCS officer, but I chose to stay with Akij, not for the immediate gain, but for the larger vision. In every step of growth, my toil became the company's strength and in turn, a silent architect of the nation's economy. I learned that work pursued with passion, even with a touch of 'craziness', always bears fruit.

For me, leadership has always been guardianship—where discipline, honesty and punctuality must first be practiced by oneself, where equality is upheld and where team spirit is the breath of progress. I believe in owning the work entrusted to me, finishing it even if it demands another half-hour within the office. To this day, I enter on Fridays to brainstorm, at the cost of family time, for work and kinship towards the organization.

If the spirit of AkijBashir Group remains steadfast, if our new generation embraces patience, sincerity and sustainability, then the legacy we hold will not merely continue, it will flourish beyond even our greatest visions.



AKIJ CERAMICS HONoured WITH SUPERBRANDS

RECOGNITION FOR THE SECOND TIME



Akij Ceramics, a part of AkijBashir Group, has once again been recognized as a Superbrand for 2025–2026. This distinction reaffirms Akij Ceramics' position as one of Bangladesh's most trusted and influential brands.

Superbrands, the world's largest independent arbiter of branding—identifies and celebrates brands that demonstrate consistent quality, reliability and distinction in their respective industries. Being included in this exclusive circle is a mark of true consumer trust and brand leadership.

This marks the brand's second Superbrands recognition, reflecting its commitment to craftsmanship, innovative design and enduring consumer trust. It also complements Akij Ceramics' long track record of success, including the Best Brand Award from Bangladesh Brand Forum for six consecutive years (2019–2024).

Since 2012, Akij Ceramics has gone beyond being a tile manufacturer to redefining modern living. By blending creativity, aesthetics and functionality—the brand continues to shape lifestyles and elevate living experiences across Bangladesh.

These accolades are a testament to AkijBashir Group's enduring philosophy of creating value for our customers and stakeholders. As a group, we remain committed to going Beyond Tomorrow, embracing sustainability, creativity and uncompromising quality as the core pillars of our journey forward.

AKIJBASHIR GROUP TRIUMPHS

AT SDG BRAND CHAMPION AWARDS 2025

AkijBashir Group recently celebrated a momentous occasion at the Sustainability Summit 2025, held as part of the Bangladesh Innovation Conclave and organized by the Sustainable Brand Initiative in collaboration with the Bangladesh Brand Forum. The summit served as a vibrant platform for leaders from government, business, academia, civil society and non-profit organizations to come together, share ideas and explore innovative solutions for pressing sustainability challenges.

At the event, Akij Biax Films Ltd. and Samantaral participated in three award categories at the SDG Brand Champion Awards, walking away with three well-deserved honours that reflect their commitment to building a greener, fairer and more inclusive future.

Akij Biax Films Ltd. was recognized in two categories: 'Climate & Environment' and 'Most Sustainable Energy Initiative of the Year' for Solar Power Energy for A Green Future and Utilizing the latest Photovoltaic technology in the Solar Power System. The company's pioneering solar energy project leverages cutting-edge photovoltaic (PV) technology to transform sunlight into clean, reliable electricity. Beyond



technology, the initiative embodies a commitment to sustainability—upgrading generators, installing solar panels across facilities and deploying Battery Energy Storage Systems (BESS) has reduced fuel consumption, lowered operational costs and ensured uninterrupted, eco-friendly power.

The solar power system smartly switches between solar and generator energy, maximizing efficiency and even feeding surplus energy into hybrid networks, including the Rural Electrification Board (REB), bringing clean and affordable power to local communities. Between June 2024 and May 2025, the system generated a total of 4,729.84 MWh of renewable energy, avoiding approximately 3,782 tons of CO₂ emissions. March 2025 marked the highest-performing month, generating 707 MWh and preventing over 18,249 kg of CO₂ emissions per day. This achievement was made possible in collaboration with IDCOL (Infrastructure Development Company Limited), whose technical guidance and financing support ensured alignment with national sustainability goals.

Samantaral, the social initiative of AkijBashir Group, was awarded for Making Space for the Third Gender community in the category of 'Decent Work & Economic Growth'.

Launched in 2021 as Pishob and rebranded in 2023 as Samantaral, the project goes far beyond being a brand—it is a movement. Through vocational training and meaningful employment in the garments industry, Samantaral empowers Bangladesh's third-gender community to achieve financial independence, break cycles of marginalization and foster dignity and social inclusion. By providing safe workplaces, skill development and employment, Samantaral helps participants become self-reliant contributors to society while challenging social stigma and advancing equality.

These awards are more than recognition - they are a testament to AkijBashir Group's unwavering commitment to building a sustainable and inclusive future. From pioneering green energy solutions to empowering marginalized communities, the group is turning sustainability into meaningful action.

AKIJ TABLEWARE HONoured

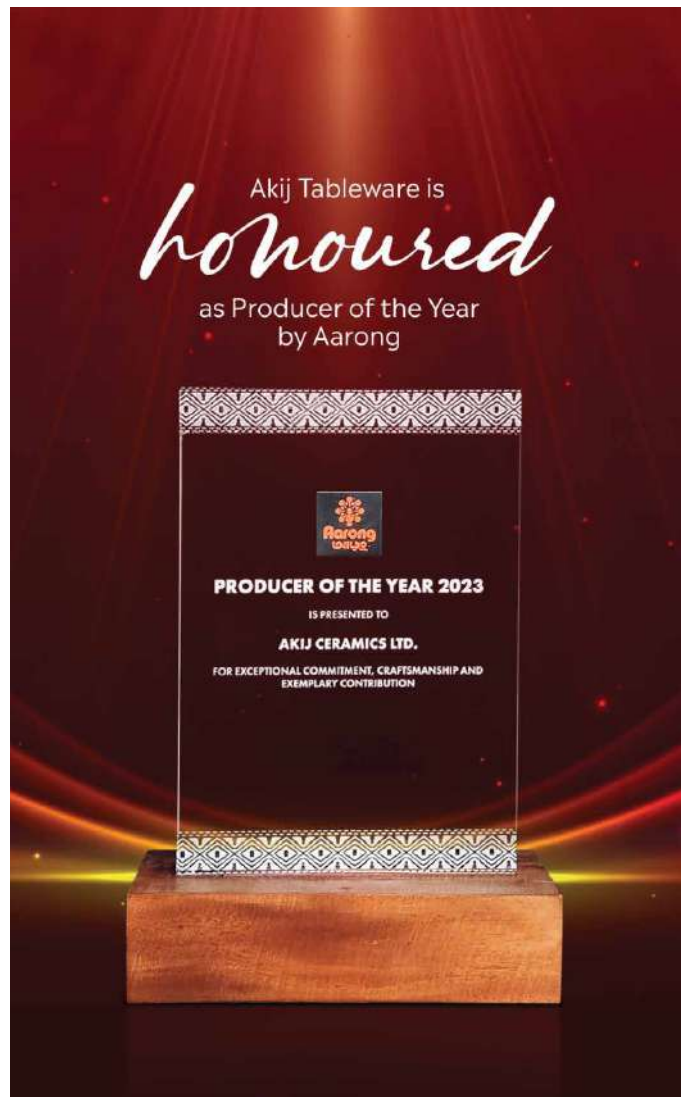
AS PRODUCER OF THE YEAR 2023
BY AARONG

In a remarkable stride towards excellence, Akij Tableware, a proud concern of AkijBashir Group, has been honoured as the 'Producer of the Year 2023' by Aarong, one of Bangladesh's most reputed lifestyle brands. This prestigious recognition not only reflects Akij Tableware's commitment to quality and innovation but also reinforces its position as a leading force in the nation's ceramic industry.

A Symbol of Craftsmanship and Excellence

Since its inception, Akij Tableware has consistently upheld its mission to deliver world-class ceramic products that blend timeless elegance with contemporary design. Known for its fine craftsmanship, modern aesthetics and durability, the brand has earned the trust of both local and international consumers.

Being named 'Producer of the Year 2023' by Aarong is a testament to the brand's dedication to quality, ethical production practices and its ability to cater to evolving consumer tastes. This award also reflects the synergy between two Bangladeshi giants—Aarong, with its deep-rooted heritage in promoting local artisanship, and Akij Tableware, which is setting new benchmarks in industrial excellence.



Driving Growth Through Partnership

Over the past year, Akij Tableware has successfully scaled its production capabilities while maintaining strict adherence to sustainability and ethical sourcing. Its collaborative efforts with Aarong have resulted in beautifully crafted tableware collections that represent the best of both functionality and artistry.

This recognition highlights the brand's ability to meet high standards, a feat that requires consistency, precision and innovation in every step of production. It also emphasizes the strategic partnership that continues to foster mutual growth and value creation for both organizations.

A Vision for the Future

Receiving this award is not just a celebration of past accomplishments but also a catalyst for future ambitions. With a strong vision to place Bangladeshi ceramics on the global map, Akij Tableware is poised to explore new horizons in design, expand into international markets and continue redefining the standard of modern tableware.

AKIJBASHIR GROUP LAUNCHES CABLE OPERATIONS IN BANGLADESH



AkijBashir Group has officially entered the cable industry, marking a significant expansion in Bangladesh's power and energy sector. A property acquisition agreement was signed with Eminence Electric Wire & Cables Ltd. at Hotel Sheraton, paving the way for AkijBashir Energy Limited to begin manufacturing safe, durable wires and cables using international standard technology.

The new facility will be capable of producing all types of cables under one roof, with products expected to launch within this year. This move reflects the Group's continued commitment to innovation, safety and quality, aiming to support industrial growth and power safety across the country.

The signing ceremony was attended by top officials from AkijBashir Group, Eminence and representatives from National Bank, LankaBangla Finance, Rupali Bank and EXIM Bank.

"We never compromise on innovation, safety or quality. With this step, we aim to add a new dimension to the nation's infrastructure," said AkijBashir Group.

'PANORA' PORCELAIN PLANK TILES SERIES

EXPERIENCE THE ART OF PERFECT FLOORING

Akij Ceramics introduces the Panora series—a stunning collection of porcelain plank tiles designed for both residential and commercial environments. With three sleek sizes: 20 × 80 cm, 20 × 120 cm, and 30 × 120 cm—Panora offers streamlined proportions suited to contemporary interiors.

These tiles feature designs influenced by the textures and elegance of natural wood and also incorporate an anti-slip surface achieved through advanced Micro CID technology. The subtle porcelain matt finish adds a refined elegance, making them ideal for living areas, bedrooms, lobbies, kitchens and exterior spaces. Panora's design ensures visual harmony, complementing modern décor and architectural elements with clean, linear patterns.

Beyond their refined appearance and quality, Panora tiles offer remarkable design flexibility. They can be arranged in a variety of captivating layouts, including:

Offset (Brick Pattern): Rows of plank tiles are laid parallel but slightly staggered. This creates a brick-like rhythm across the floor.

Herringbone: Tiles are laid at 45° angles in a zigzag pattern, creating dynamic visual movement.

Double Herringbone: An enhanced version of herringbone. Tiles are arranged in two-by-two blocks, offering a bold, textured effect.

Chevron: Tiles are cut at an angle to form continuous V-shaped patterns, giving a sleek, modern appeal.

This versatility allows homeowners and designers to create unique flooring designs or feature areas that reflect individual style and creativity.

Whether used for expansive floors or detailed accent areas, Panora stands out as a perfect fusion of function and artistry, transforming interiors into spaces that reflect both modern elegance and thoughtful design. With Panora, Akij Ceramics delivers porcelain plank tiles that bring together versatility, sophistication and contemporary style, making them a compelling choice for a variety of settings.



INTRODUCING FIBERCEM

NEXT IS NOW



Akij Board proudly introduces FiberCem (Fiber Cement Board)—a durable, eco-friendly solution built to withstand Bangladesh's toughest conditions. Crafted from Portland cement, silica and cellulose fibers, FiberCem is water-resistant, termite-proof, fire-resistant and crack-free, making it ideal for both interior and exterior use. With high impact strength, sound insulation and low thermal conductivity, it not only ensures lasting protection but also enhances comfort by reducing noise and heat transfer.

FiberCem Board is lightweight, easy to cut, paint and install, offering unmatched flexibility for architects, builders and homeowners. 100% asbestos-free and environmentally conscious, it's the smart choice for modern construction—delivering strength, safety and sustainability in a single board.

AKIJBASHIR GLASS LAUNCHES 'TRUE TEMPERED'

An Effort of Bespoke Communication

When AkijBashir Glass launched its latest innovation, Tempered Glass, we made sure the impact was felt everywhere from the busiest urban highways to the heart of suburban communities.

This was not just another product launch. It was a bold statement on how communication can truly reflect the diversity of our audience.

A Dual Strategy for a Dynamic Audience

Modern consumers are dynamic and diverse in their preferences. They think differently, consume differently, and respond to communication in their own unique ways.

For Urban Bangladesh we positioned "True Tempered" against conventional heat-strengthened glass. The message focused on uncompromising safety and reliability, proving why AkijBashir Tempered Glass is the future of urban living.

For Suburban Bangladesh we captured attention with the imagery of a mighty elephant failing to break our glass. This powerful visual instantly resonated with the values of strength, resilience, and trust.

A single message cannot capture this diversity. Instead of limiting ourselves to a single narrative, we embraced two distinct communication approaches to match the lifestyle and mindset of our audiences.

Why True Tempered?

Our product is not only about glass; it is about delivering next-level performance backed by innovation. At the core of that innovation is Both-Side Convection Technology, a unique process that ensures heat is applied evenly across both faces of the glass. This uniform heating results in superior structural strength and optical clarity, setting "True Tempered" apart from anything else in the market.

DANGER



Building on this Foundation, our Tempered Glass also Brings Unmatched Advantages: Creating Waves Across Media

The launch kicked off with high-impact press ads in leading national dailies including Prothom Alo, Bangladesh Pratidin, Amar Desh, and Naya Diganta. Each publication carried two different communications, carefully designed to connect with the distinct target groups within their readership. This ensured both credibility and wide reach, while reinforcing the dual strategy of our campaign.

On outdoor platforms, we scaled up nationwide. A total of 16 billboards across Bangladesh carried the campaign, each executed with the same principle of audience-first communication. For urban areas, the focus was on safety and reliability, highlighting the superior breakage behavior of "True Tempered." For sub-urban areas, the emphasis was on strength and durability, dramatized through the iconic elephant visual. This duality ensured that every passerby encountered a message that resonated with their world.

In Dhaka, the highest ceiling billboard at Tejgaon Expressway stood tall with the urban key visual, acting as a landmark of innovation for the city. To sustain recall, we expanded visibility with LED screens at prime Dhaka locations, capturing attention in high-footfall zones.

For the trade, we created a tactile experience. Mini cutouts were placed at retail points, turning into instant buzz creators and sparking conversations within the industry.

The Impact

With this launch, AkijBashir Glass did more than introduce a product. We set a new benchmark in how communication can be both versatile and impactful. "True Tempered" is more than a name. It is a promise of safety, strength, and authenticity.



**SAFE
WHEN
BROKEN**

A HOME BEYOND WORK

NEW DORMITORY

AT MANIKGANJ



AkijBashir Group proudly inaugurated the Officer's Dormitory at our Manikganj factory on August 20, 2025. This newly built six-storied facility stands as a symbol of our commitment to fostering a secure, comfortable and dignified living environment for our officers and esteemed guests.

The ground floor has been thoughtfully designed to accommodate a modern kitchen and dining space, while the first floor is reserved for guest accommodation with a capacity of ten persons. The upper levels, from the second through the fifth floors, provide well-appointed living quarters for officers, each floor offering the same capacity. To ensure a safe and peaceful environment, dedicated security has been deployed at the entrance.

At AkijBashir Group, we firmly believe that this dormitory will not only enhance the quality of life for our officers but also inspire a greater sense of belonging, motivation and pride in their association with us.

BANGLADESH URBAN TRAJECTORY

VERTICAL EXPANSION

IS THE PATHWAY



MOHAMMAD ZAHANGIR ALAM

Head of Market Intelligence
AkijBashir Group

Land is Limited, Vision is Not: Why Bangladesh Must Build Up, Not Out

Dear Bangladesh, we've got a bit of a land problem, don't we? With one of the densest populations on the planet, our cities have been stretching sideways like a lazy cat on a sunny afternoon. But this horizontal sprawl has come with a not-so-funny price tag: vanishing waterbodies, shrinking farmlands, disappearing greenery and traffic jams that make you question your life choices. Oh, and let's not forget the ponds, canals and even rivers that are being filled up faster than your plate at a wedding buffet. The message is loud and clear: we're running out of room, and it's time to think up instead of out.



From Sprawl to Skyline: A New Way to Grow

Picture this: instead of gobbling up every inch of land, we build towards the clouds. It's not just a practical fix; it's a whole new vibe! Our cities like Dhaka and Chattogram are already flirting with this idea, embracing modern architecture that's all about sleek designs, natural light and energy-saving tricks. Gone are the days of bulky concrete blocks that scream "I was built in a hurry." Today, it's about smart, sustainable buildings that let the breeze flow and the sunlight dance.

This isn't just about looking fancy—it's about a mindset shift. Why hog the ground when we can soar into the sky? Vertical expansion, powered by clever designs and cutting-edge materials, is our ticket to a future that's both practical and pretty cool.

Why Going Up Makes Sense

Let's break it down with some reasons why vertical growth is the superhero we need:

- **Saving Land Like a Pro:** High-rises mean we use less ground space, leaving room for greenery, water systems and maybe even a park or two for your evening chaa sessions.
- **Eco-Friendly Vibes:** Tall buildings improve airflow, reduce urban heat (no more feeling like you're in a tandoor) and cut down on sprawling cities that eat up nature.
- **Smart Infrastructure:** Imagine living, working and chilling in one vertical hub. Less commuting, fewer traffic headaches and more time for scrolling through your phone.

In short, going vertical isn't just a solution—it's a glow-up for our cities.



The Materials That'll Build Our Skyline

Now, let's talk about the stuff that'll make these skyscrapers happen.

Concrete's been the star of the show for ages, but it's time for some new players to shine:

- **Glass:** Modern glass, like low-emission (Low-E) glass, isn't just for show. It keeps buildings cool, saves energy and makes your office look like it belongs in a sci-fi movie.
- **Aluminum, the Lightweight Champ:** Strong, durable and light as a feather (okay, maybe not that light), aluminum is perfect for sleek facades and sturdy frames.
- **Steel, the Tough Guy:** Steel structures are fast to build, earthquake-friendly and flexible enough to let architects get creative.
- **Composite Materials, the Cool Kids:** Think fiber-reinforced polymers (FRPs)—light, tough and ready to support wild, innovative designs.
- **Pre-fab Panels, the Time-Savers:** Made in factories, these modular panels speed up construction, keep quality tight and are as eco-friendly as your auntie's reusable shopping bag.

The glass and aluminum market in Bangladesh is already a Tk. 8,000 crore party, growing at 8–11% a year. With vertical construction taking off, industries like steel, composites and pre-fabs are ready to join the fun and make some serious cash.

The Ripple Effect: More Than Just Buildings

Building upwards isn't just about fancy towers—it's a game-changer for our economy and society. Think jobs galore, from architects to laborers. Think tech upgrades, as we adopt the latest construction gadgets. Think skills training, turning our workforce into experts who can build the future. It's like tossing a pebble into a pond and watching the ripples turn into waves of progress.

A Golden Opportunity for Everyone

For the big shots—business leaders, policymakers and entrepreneurs—this is your moment to shine. Vertical expansion isn't just about solving our land crunch; it's a chance to cash in on a booming market for construction materials, skilled labor and modern building solutions. Plus, you'll be the heroes building a greener, smarter and more resilient Bangladesh.

So, let's embrace the vertical life! With modernist designs, innovative materials and a sprinkle of ambition, we can turn our cities into sky-high success stories. For businesses and policymakers, this isn't just a trend—it's a must-do. The future is up there, and it's time we reached for it.



THE HIDDEN COST OF OVERPERFORMANCE

A QUIET LOOK AT EMPLOYEE EXPLOITATION IN CORPORATE SPACES



MOHAMMAD KHOURSHED ALAM

Chief Operating Officer, Building Materials
AkijBashir Group

In today's fast-paced corporate world, ambition is often celebrated. High performers are rewarded, team players are applauded, and those who 'go the extra mile' are held up as examples of what dedication should look like. But somewhere along the way, we stopped asking an important question: At what cost?

Behind every 'rockstar employee' is often someone working late nights, skipping breaks, answering emails on weekends, and putting personal needs on hold. Overperformance has quietly become the baseline expectation, rather than the exception. And when employees continuously push beyond their limits without fair compensation, recognition or rest—it's no longer dedication. It's exploitation.

The Unspoken Culture

What makes this issue more complex is that it's rarely formalized or openly acknowledged. No policy demands unpaid overtime. No handbook encourages skipping vacations. But the culture speaks volumes.

- Deadlines are set without input from the people doing the work.
- Saying "No" is subtly penalized, while burnout is treated as a personal failing.
- Promotions are dangled, but the workload increases without any real advancement.

This kind of silent pressure can be more damaging than direct exploitation—because it hides behind the language of 'team spirit', 'hustle', or 'growth mindset.'

Why It Matters

Sustainable productivity doesn't come from squeezing every last drop out of employees. It comes from trust, respect, balance and healthy boundaries. A culture that values people only for their output ultimately loses its most valuable resource: human potential.

When burnout becomes normalized, innovation slows down. Morale drops. Turnover increases. People disengage—not

because they don't care, but because they're exhausted from caring too much without support.

What Can Be Done?

This is a call—not to stop striving but to strive responsibly. For leaders, it means being intentional about creating cultures where:

- Effort is recognized, not just results.
- Rest and time off are encouraged, not earned.
- Clear boundaries are respected, not seen as a lack of commitment.
- Fair compensation and transparent growth paths are the norm.

For employees, it's about knowing your worth, protecting your energy and advocating for workplaces that value you as a whole person—not just a worker.

Final Thoughts

Let's not confuse burnout with brilliance. True excellence in the workplace doesn't require sacrifice of well-being—it requires balance, humanity and empathy. The most successful organizations of the future will be the ones that learn to value people not just for what they do, but for who they are.

WHY SQA MATTERS

BUILDING STRONG FOUNDATIONS

FOR SOFTWARE DEVELOPMENT

**MD. MORSHEDUL ISLAM**Senior Software Engineer (QA), IT
AkijBashir Group

Software Quality Assurance (SQA) plays a critical role in the software development lifecycle. It goes beyond simply identifying bugs; it is a preventive, process-oriented discipline that ensures software products meet specified requirements, remain reliable and secure and deliver a positive user experience. In today's highly competitive and fast-paced industry, poor software quality can result in financial loss, reputational damage and even legal consequences.

What is Software Quality Assurance in Software Development?

Software Quality Assurance (SQA) is a systematic process that ensures the quality and reliability of software products by monitoring the engineering processes and methods used to achieve quality. It encompasses the entire software development lifecycle, from requirements gathering to coding, testing and release.

The primary goals of SQA are to prevent defects, ensure that software meets specified requirements and standards and improve development and maintenance processes through systematic activities.

SQA plays a crucial role throughout the Software Development Life Cycle (SDLC), ensuring that software not only meets high-quality standards but also delivers consistent reliability and customer satisfaction. The integration of processes, activities and techniques in every phase of the SDLC strengthens software performance and minimizes risks.

Ultimately, SQA supports the production of software that not only fulfills user needs but is also reliable, maintainable and scalable.

Role of SQA Across the SDLC Phases:

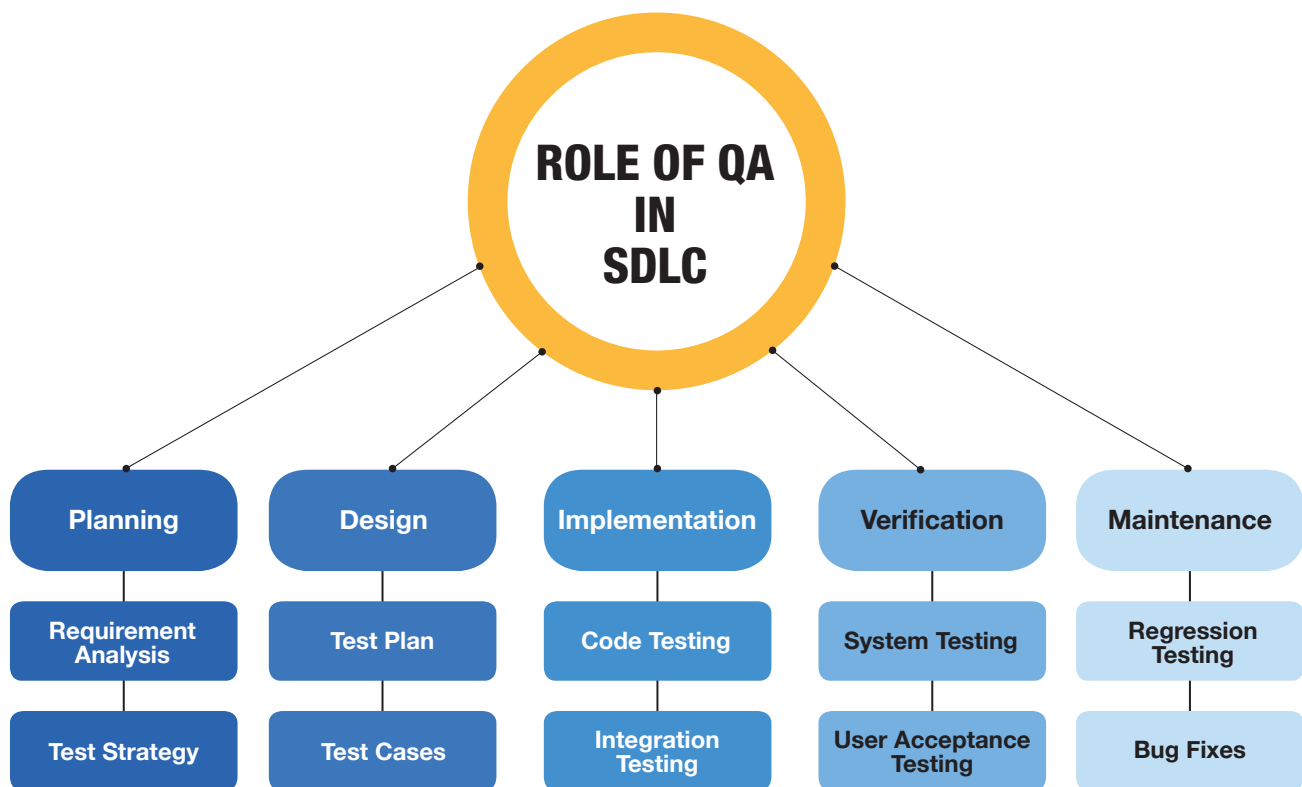
Every stage of the Software Development Lifecycle incorporates quality assurance. The primary purpose of QA in SDLC is to improve the development process so that faults are recognized and corrected early on, saving money and time.

QA collaborates with business analysts throughout the requirements phase to

verify that the requirements are clear, concise and tested. In the design phase, QA reviews designs and mock-ups to issue preventive measures, ensuring the design is sound before moving into development. According to IBM research, repairing an error discovered after product introduction might cost up to 200 times more than fixing it during the design process.

During the development phase, QA creates and executes test cases based on the requirements, helping catch and fix issues before they become too severe.





Quality assurance in SDLC is the process of ensuring that the software is tested thoroughly and meets all predefined requirements. QA responsibilities vary from one phase to the next, but they all share the goal of producing a high-quality product. Here's an in-depth look at QA roles during each SDLC phase:

1. Requirements Gathering Phase

QA Role: Participate in Requirement Reviews

In this initial phase, the project team defines the software's requirements and scope. The QA team plays a key role in reviewing these requirements to ensure that they are clear, testable and feasible. Without clear and measurable requirements, the QA process can become ineffective and prone to errors.

Responsibilities:

- Review and validate requirements to ensure they are complete and testable.
- Identify potential risks and ambiguities in the requirements.
- Provide input on how the requirements can be validated through testing.
- Ensure that the requirements are aligned with user needs and expectations.

Example: Suppose you're working on a new e-commerce platform. The QA team would review the requirement document to ensure that all necessary features, such as payment processing, user authentication and product display, are

clearly defined and measurable for testing purposes.

2. Design Phase

QA Role: Design Test Strategy and Test Plan

During the design phase, the software architecture and detailed designs are defined. The QA team's responsibility here is to start planning the testing process, including creating a test strategy, identifying the testing tools and drafting the test plan. The focus is on creating test cases and ensuring that the design will meet the desired requirements.

Responsibilities:

- Collaborate with developers to understand the design architecture.
- Create a test strategy outlining the overall approach to testing.
- Develop the test plan, which includes resources, timelines and scope.
- Identify testing types (functional, non-functional, integration) based on the design.

Example: A QA tester working on a banking application might design test plans to validate security features such as multi-factor authentication, ensuring that these security protocols are built according to the design specifications.

3. Development Phase

QA Role: Continuous Testing and Defect Identification

As the software is being developed, the QA team works in parallel, performing ongoing tests to identify defects early.

The goal during this phase is to ensure that code is functional and meets the expected outcomes. QA testers use different testing techniques, such as unit testing, integration testing and code reviews to verify the software.

Responsibilities:

- Perform early testing on the software's components and features.
- Execute unit tests, integration tests and regression tests.
- Identify and log defects, ensuring timely feedback to developers.
- Collaborate with developers to troubleshoot and fix defects.

Example: During the development of a mobile app, the QA tester conducts integration testing on new features like push notifications to ensure they function properly with the backend services.

4. Testing Phase

QA Role: System and User Acceptance Testing (UAT)

In the testing phase, the software undergoes extensive testing to ensure it meets the defined requirements and performs as expected. This is the most crucial phase for QA testers, as they conduct comprehensive tests on the system, including functional, usability and security testing. Additionally, UAT is performed to ensure the software meets the user's expectations.

Responsibilities:

- Execute comprehensive system, functional, performance and security testing.
- Perform UAT (User Acceptance Testing) with the client or stakeholders.
- Ensure that the software is free of defects and meets requirements.
- Collaborate with stakeholders for feedback and adjustments.

Example: For a video streaming service, QA testers perform system testing to validate playback functionality, compatibility with different devices and load testing to ensure the platform can handle multiple users concurrently.

5. Deployment Phase

QA Role: Final Verification and Post-Deployment Testing

In the deployment phase, the software is made available to end-users. However, the QA team's job isn't done. Before the product goes live, they conduct final verification tests to ensure that everything functions as expected in the production environment.

Responsibilities:

- Perform final checks and validate the deployment environment.
- Conduct post-deployment testing to ensure the software performs well in the live environment.
- Monitor user feedback and perform additional testing if required.
- Provide support for any post-deployment issues.

Example: After the deployment of an e-commerce website, QA testers might perform post-deployment testing to ensure that users can seamlessly browse the site, make purchases and complete transactions without issues.

6. Maintenance Phase

QA Role: Bug Fix Verification and Regression Testing

Once the software is in the maintenance phase, it enters a cycle of updates, enhancements and bug fixes. QA teams need to perform regression testing to ensure that new changes do not negatively affect the software's functionality. They also verify that defects reported by users are addressed properly.

Responsibilities:

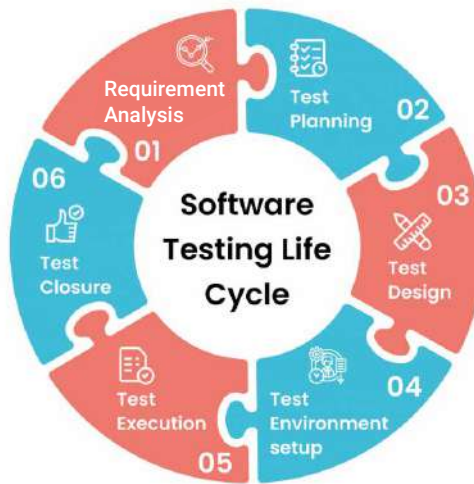
- Perform regression testing whenever updates or bug fixes are applied.
- Verify that reported defects are fixed and retested.
- Ensure that the software continues to meet performance and usability standards.

- Monitor ongoing performance to ensure stability.

Example: After receiving user feedback, the QA team might verify that a bug fix for payment gateway integration doesn't break other features of the e-commerce website, such as shopping cart functionality.

Understanding Software Testing Life Cycle (STLC)

Prevention is better than cure. Preventing a problem from occurring is better than investing a huge amount of money, time and resources to resolve an occurred problem. Software Testing Life Cycle (STLC) contains phase-to-phase testing that aligns with the development process phases. It aims at catching predominant issues or blockers, so they can be resolved before they come to the clients, users or stakeholders.



It is the process followed to ensure the software is tested systematically and effectively, defining the phases a testing process goes through, just like SDLC defines the phases of software development.

How to conduct STLC?

In SDLC, there are seven essential phases: Planning, Requirement Definition, Design, Implementation, Testing, Deployment and Maintenance. STLC is a critical subset of the SDLC, specifically focused on the Testing phase. It comprises six major phases, where testers rigorously execute activities tailored to each stage. This structured approach ensures comprehensive testing and high-quality software outcomes. Each phase of STLC has specific entry and exit criteria that outline the activities and deliverables associated with that phase.

Entry Criteria: These criteria specify the necessary documents and information that must be available before starting a phase.

Exit Criteria: In contrast, exit criteria outline the tasks and documentation that must be completed before finishing a phase, representing the expectations to be met for a successful conclusion.

6 Phases of STLC**1. Requirement Analysis**

It is the initial stage of STLC that focuses on identifying all testable requirements and answering 'what needs to be tested'. During this phase, the quality assurance (QA) team collaborates with business analysts, stakeholders and developers to fully understand these requirements.

Entry Criteria:

- Business Requirement Document (BRD) and acceptance criteria
- Review of the Software Requirements Document (SRD)
- Determine necessary types of testing

Exit Criteria:

- Requirement Traceability Matrix (RTM) mapping user requirements to test cases
- Automation Feasibility Document (if needed)

2. Test Planning

This phase focuses on defining testing objectives and the approach to achieving them, including test techniques and scheduling to meet deadlines. The QA prepares a test plan by determining what needs to be tested and estimating the time and resources required. This phase identifies the types of testing, selects tools and evaluates the necessary effort. As the project develops, more details can be added to the test plan. Test planning is an ongoing activity throughout the product's lifecycle.

Entry Criteria:

- Requirement Documents
- Requirement Traceability Matrix (RTM) Document

Exit Criteria:

- Approved Test Plan Document
- Testing Techniques
- Timeline
- Cost
- Risks
- Resource Allocation

3. Test Case Development

This phase involves converting test conditions into Test Cases by determining 'what needs to be tested' and 'how to test it effectively'. The key activities include creating and prioritizing test cases, determining required test data and selecting the appropriate testing tools and infrastructure. Each test case will outline test inputs, procedures, execution conditions and expected results.

Entry Criteria:

- Approved Test Plan Document
- Timeline, Cost, Risks, Resource allocation
- Requirement Traceability Matrix

Exit Criteria:

- Completed Test Case Documentation/ Test Script
- Identified Test Data

4. Test Environment Setup

Test Environment involves preparing the software and hardware conditions for system testing, often occurring alongside test case development. While developers configure the environment, the QA team performs a ‘smoke test’ to ensure it is free of critical issues and ready for further testing.

Entry Criteria:

- Test strategy and test plan documents
- Test case documents
- Testing data
- Environment setup plan (if applicable)

Exit Criteria:

- Environment ready with test data
- Completed smoke test report

5. Test Execution

Test execution is the phase where features are tested. Testers execute test cases against the build to validate its behavior, either manually or using automation tools. Defects found during testing are logged as bugs and reported to developers, updating the status of test cases (e.g., New, Pass, Fail, Rejected, Blocked, Closed). Re-testing and regression testing may occur based on actions taken for anomalies or planned activities.

Entry Criteria:

- Test strategy and test plan
- Test case documents
- Testing data
- Testing environment
- Testing tools (if applicable)

Exit Criteria:

- Test case execution results
- Requirements Traceability Matrix (RTM) with execution status
- Defect report

6. Test Closure

This is the final phase that provides a complete test result report, summarizing the testing process, including objectives achieved, test case execution, test coverage, defects, time taken and cost.

Entry Criteria:

- Test Execution Report
- Defect Report

Exit Criteria:

- Test Closure Report
- Summary Report

What are the principles of software quality assurance?

If you want to implement software quality assurance effectively, you must follow certain principles. These principles not only ensure that SQA is conducted efficiently but also see to it that your software product meets the best quality standards.

Let’s look at the key principles one by one

Defect Prevention: It is always better to prevent defects and errors in the software product than to correct them later. And so, the first principle of SQA emphasizes the importance of identifying and addressing potential issues early in the software development lifecycle. Unlike quality control, SQA focuses on fixing the root cause of defects and errors, and not just the symptoms.

Continuous improvement: Here’s the thing: SQA is not a one-time thing. It is more like an ongoing process you need to integrate into your software development lifecycle. In other words, the second principle, i.e., continuous improvement underlines the need to consistently monitor and improve the quality of the software product.

Stakeholder involvement: SQA must involve all stakeholders in the software development process, including customers, developers, testers, QA team leads and project managers. And thus, this third principle talks about the importance of collaboration and communication

between the involved parties to ensure a smooth software development process.

Risk-based approach: Last but not least, SQA must focus on identifying and addressing the most significant risks in the software product. Simply put, this principle emphasizes the importance of prioritizing risks based on their potential impact on the software product.

Why is Software Quality Assurance (SQA) Important?

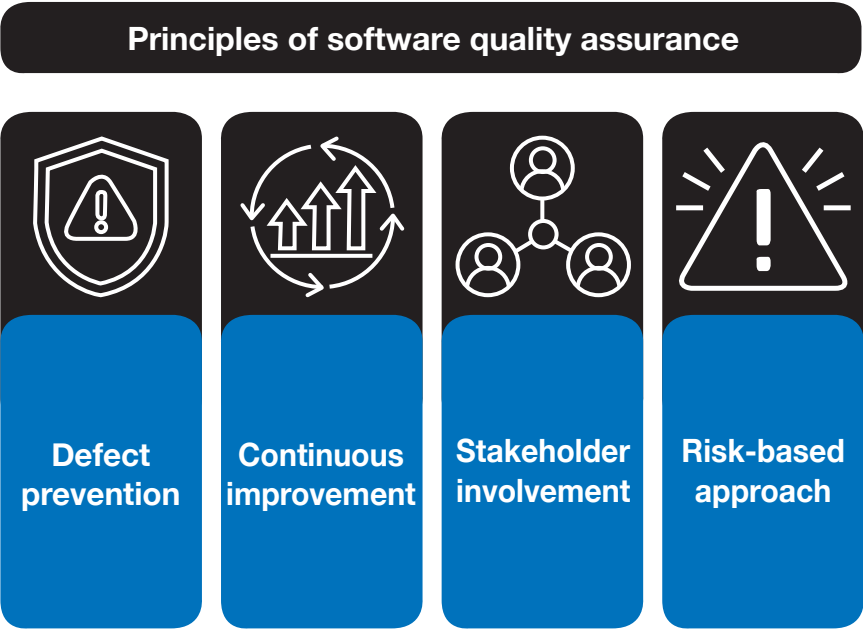
Software Quality Assurance (SQA) is important because it ensures:

- 1. Ensures Software Reliability and Stability**

SQA helps verify that the software performs consistently under expected conditions. This prevents crashes, data loss, or unexpected behavior in production. **Example:** NASA’s Mars Climate Orbiter mission failed in 1999 due to a software defect—imperial units were used instead of metric, leading to a \$125 million loss. Proper QA could have detected this mismatch early.
- 2. Reduces Cost of Defects**

The cost of fixing a bug increases exponentially the later it’s discovered in the SDLC (Software Development Life Cycle).

SDLC Phase	Cost to Fix a Bug
Requirements	\$1
Design	\$5
Development	\$10
Testing	\$50
Production	\$100+



SQA helps identify issues early, especially through reviews, static analysis, and early-stage testing, saving time and money.

3. Improves User Satisfaction

User-facing bugs such as login failures, payment errors, or app crashes directly impact the user's trust and satisfaction. SQA ensures the software meets functional, usability, and performance standards, resulting in a smoother user experience.

Real-world case: A major banking app in 2019 faced backlash and lost thousands of customers after users couldn't log in post-update. The issue could have been avoided with robust regression testing.

4. Ensures Security and Compliance

SQA enforces security checks and helps ensure compliance with standards like ISO, GDPR, HIPAA, etc. It includes penetration testing, code reviews and vulnerability scanning.

Example: The 2017 Equifax data breach exposed the data of 147 million people. A known vulnerability went unpatched due to a breakdown in QA and release management processes.

5. Supports Agile and Continuous Delivery

Modern software teams use Agile and DevOps, which require continuous testing and feedback. SQA integrates quality checks at every step (shift-left and shift-right), enabling faster, safer releases.

Example: Defect History in Software Industry – Windows Vista
One of the most cited examples of a failed QA process is Microsoft Windows Vista (2007). Despite years of development, Vista was released with:

- Driver compatibility issues
- Performance degradation
- Security warnings that annoyed users
- Software/hardware conflicts

Many businesses and individuals refused to upgrade from Windows XP, forcing Microsoft to release Windows 7 early.

Key QA Failures in Vista:

- Poor real-world testing environments
- Over-reliance on internal testing; lack of external beta feedback integration

Lesson: Even large, well-funded companies can suffer massive backlash without proper SQA focus. Vista's failure cost Microsoft an estimated \$500 million in lost enterprise contracts and remediation.

Core SQA Activities Across SDLC Phases	
Phase	SQA Activities
Requirements	Review for completeness, testability, and ambiguity
Design	Static analysis, design review, modeling
Development	Code review, unit test planning, CI pipeline integration
Testing	Functional, regression, performance, security testing
Deployment	Smoke testing, release verification, rollback strategy
Maintenance	Monitoring, defect tracking, post-release audits

Importance of software quality assurance

SQA is a strategic function, not just a testing task. It safeguards your product's reputation, ensures customer satisfaction, reduces costs and facilitates continuous delivery with confidence.

Ignoring SQA often results in defective, insecure or unstable software, which costs much more in the long run — financially and reputationally. As history in the software industry has shown, quality assurance is not optional—it's essential.

The future of software quality assurance seems bright, with automation and artificial intelligence becoming more common in QA practices. The human element, on the other hand, is irreplaceable. QA specialists play a critical role in managing and maintaining the quality of software products, from planning to ongoing improvement. So, it's clear that Software Quality Assurance will remain essential to the software development process.

What is the importance of software quality assurance?



Ensures a high-quality software product



Ensures a stable and competitive software product



Saves time and money



Protects your company's reputation



Ensures security and compliance



Ensures customer satisfaction

BEYOND THE FLOW UNLOCKING THE POWER OF END-TO-END SUPPLY CHAIN MANAGEMENT



SHAH MD. SADARUDDIN SHIBLY

Senior Manager, Supply Chain Management
AkijBashir Group

In today's fast-moving and competitive world, success isn't just about manufacturing quality products—it's about delivering the right product, at the right time, to the right customer, with minimal waste and maximum efficiency. This is where End-to-End Supply Chain Management (E2E SCM) becomes not just important—but essential.

What is End-to-End Supply Chain Management?

End-to-End Supply Chain Management is a 360-degree approach to managing the complete supply chain process—from the sourcing of raw materials to the final delivery of finished goods to customers. It doesn't stop at logistics or warehousing—it starts from demand forecasting, including supplier relationships, production planning, procurement, inventory control, distribution and even after-sales service.

E2E SCM connects every department and partner involved in the product lifecycle—Planning, Procurement, Production, Quality, Logistics, Sales and Finance—into a single integrated ecosystem and are aligned under one vision, working collaboratively with shared data and insights.

E2E Supply Chain Flow:

Supplier » Procurement » Production » Warehousing » Logistics » Customer

Why Does It Matter?

For a diversified and growing organization like AkijBashir Group, operating across multiple verticals, having a fragmented or siloed supply chain can result in:

1. Excess inventory or stockouts
2. High logistics costs
3. Poor visibility and delayed decision-making
4. Customer dissatisfaction

E2E SCM solves this by building connectivity, agility and accountability across the chain.

How Does It Help the Business?

1. Improved Forecasting & Planning

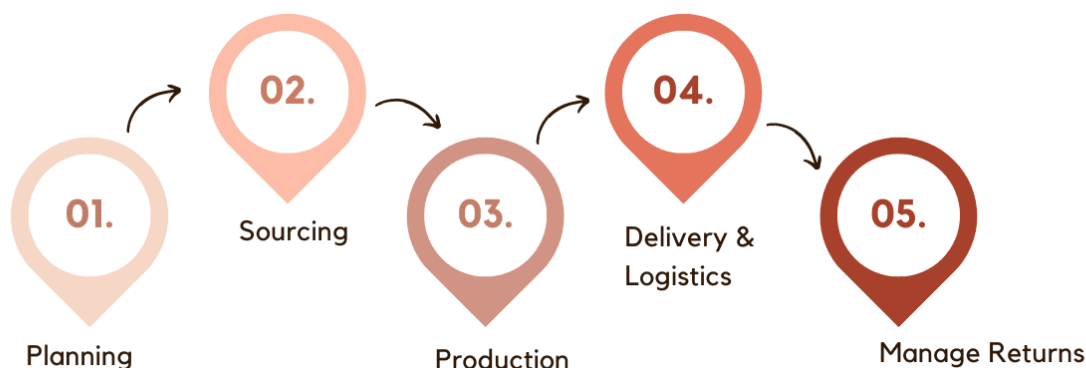
With an integrated view of sales trends, production capacity and inventory levels, planning becomes more proactive than reactive—reducing waste and increasing service levels.

2. Optimized Inventory

E2E visibility prevents overstocking and understocking. This frees up working capital and ensures products are always available where and when needed.

3. Cost Efficiency

From supplier negotiations to route optimization, integrated supply chain data helps in cost reduction without compromising quality.



Visualization of E2E SCM Activities

4. Stronger Supplier & Customer Relationships

A connected system ensures on-time procurement and delivery, which builds trust and long-term partnerships.

5. Risk Management

Disruptions in raw material supply or transport can be better handled through real-time visibility and alternative planning.

6. Data-Driven Decisions

E2E SCM creates a digital thread from procurement to delivery, allowing for smart, analytics-driven decisions that increase speed and accuracy.

Why is this Important for AkijBashir?

At AkijBashir Group, many of our businesses—such as Akij Ceramics or Akij Particle Board—depend on timely availability of raw materials, effective planning, and coordinated distribution. A disruption at one point in the chain can impact the entire system.

Take for example our recent initiative in the ceramics business:

We introduced Sales and Operation Planning along with centralized demand forecasting tied to sales orders, enabling better raw material planning for tiles and sanitaryware. By aligning production schedules with real-time demand and logistics capacities, we were able to:

1. Reduce raw material inventory holding time in the tiles business by 12%, improving cash flow and storage efficiency.

2. Improve on-time dispatch rate of tiles products to 92%, enhancing customer satisfaction and delivery reliability.
3. Reduce inbound transportation costs by 23% through the successful introduction and operation of Gosinga Ghat, enabling more efficient logistics.
4. Optimize lean operations at the factory, enhancing operational control and materials utilization.
5. Lower sanitary raw material costs by 10% through the implementation of a volumetric contract strategy with key suppliers.

These improvements came not from isolated efficiency, but from a connected and synchronized supply chain—the very essence of E2E SCM.

The Road Ahead

At AkijBashir Group, our commitment to efficiency, innovation and customer satisfaction drives the need to build a truly collaborative supply chain—one that supports our ambition to grow sustainably and smartly.

By embracing End-to-End Supply Chain Management, we're not just improving operations—we're creating a competitive advantage that ripples through every brand, business unit and customer experience.

Let's go beyond the traditional and engineer a smarter, stronger and more agile future—together.



Visualization of Supply Chain KPI

INTEGRATING MANAGERIAL EXCELLENCE WITH EHS

DRIVING SAFER AND SMARTER OPERATIONS



MASUD HASAN

Deputy Manager
Environment, Health and Safety (EHS), Trishal Cluster
AkijBashir Group

At AkijBashir Group, our commitment to Excellence in Environment, Health and Safety (EHS) is not limited to policies and compliance, it is embedded in the way we lead, manage and continuously improve our operations. Recently, through the Managerial Excellence Training Program, our leaders gained powerful insights that reshape how the commitment should be viewed and practiced. From showing the way to knowing the way and ultimately going the way, these lessons are not just theories, they are the foundation for creating a workplace that is safer, smarter, and more humane.

Leadership-Driven Safety Culture

One of the strongest takeaways from the training was the power of leading by example. Our managers are actively using coaching and motivational techniques to encourage safe practices on the shop floor. By staying engaged and approachable, they are building a culture where employees feel confident to raise safety concerns and take pride in owning workplace safety.

1. Enhancing Risk Awareness and Decision-Making

The training emphasized structured problem-solving and critical decision-making, which aligns seamlessly with our EHS risk management framework. Managers are now applying these skills to anticipate potential hazards, evaluate alternative solutions and implement preventive controls more effectively. This has improved both incident prevention and operational resilience.

2. Building a Sustainable Future

The most significant outcome is the way managerial excellence principles have reinforced the idea that EHS is not an obligation but an enabler of long-term success. By integrating leadership excellence with our existing safety initiatives, we are building a work environment that is safer, more efficient and more sustainable for the future.

Turning Training into Action: Leading EHS with Excellence

When I joined the Managerial Excellence Training Program, my expectation was to strengthen my leadership skills. What I didn't foresee was how profoundly the experience would transform my perspective and strategies within our operations. The program not only enhanced my professional toolkit but also inspired me to actively share these learnings with colleagues, ensuring the impact reaches far beyond my individual role.

Applying these insights has equipped me to guide my team toward a safer, more efficient and sustainable future, while also encouraging others to embrace the same practices. This journey has reaffirmed a simple yet powerful truth: when we grow as leaders, we protect our people, uphold compliance and drive organizational excellence.

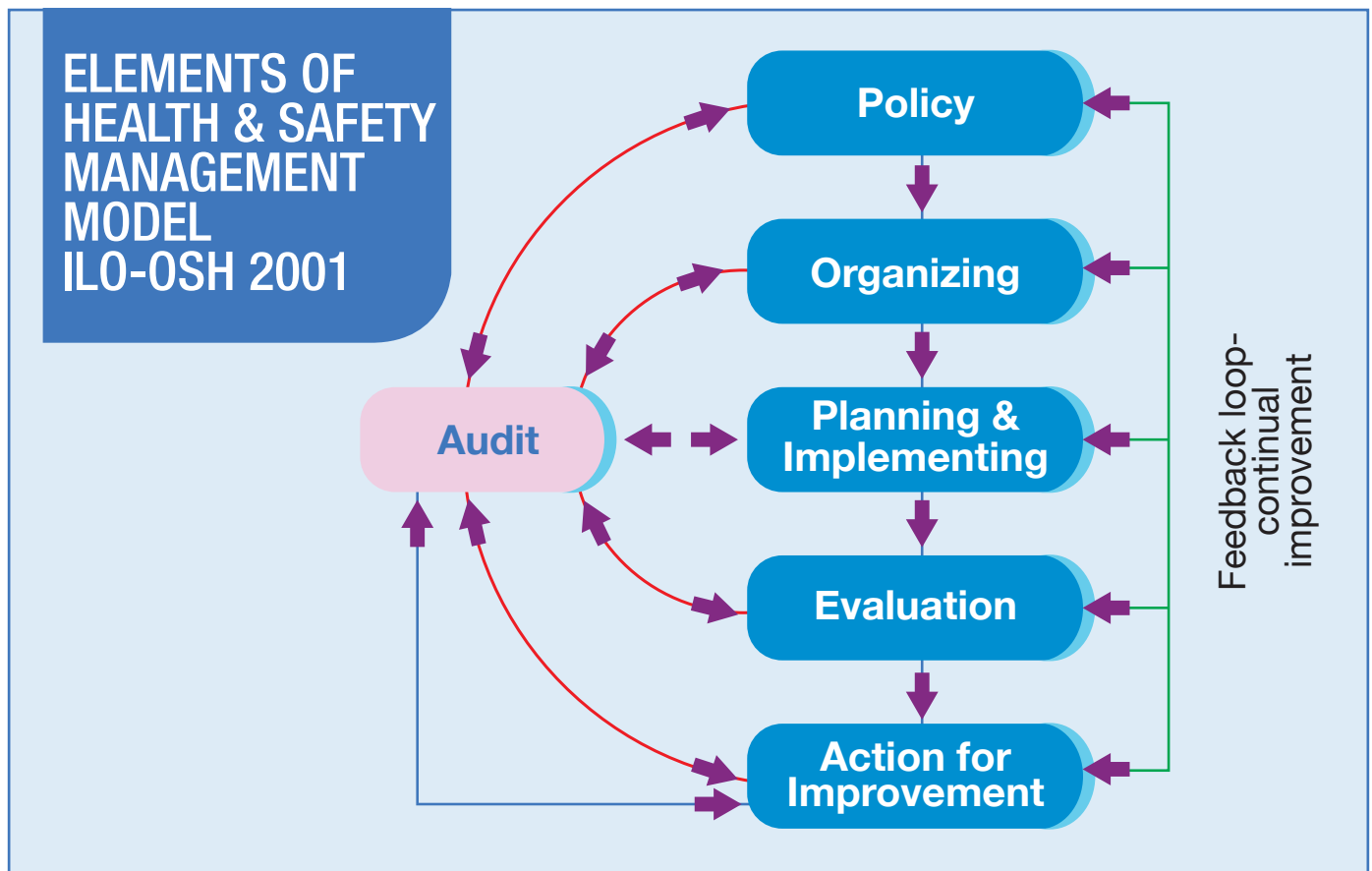
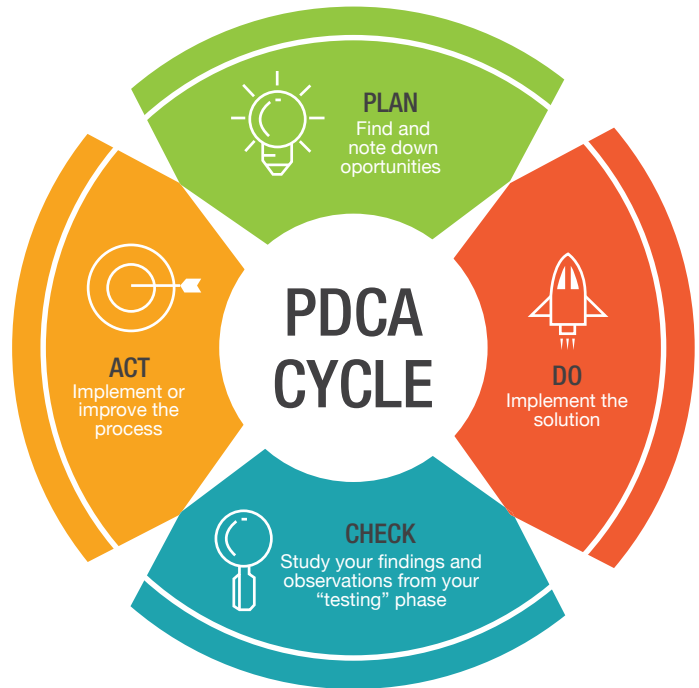
Strengthening Safety: Sharing EHS Knowledge to Prevent Incidents

1. Why do companies need to manage 'safely'? Which one from below you think is the most important business parameter?

- Profit?
- Production / Progress?
- Quality?
- EHS / HSE / SHE (Safety)?
- Sustainability?
- Loss Prevention?
- Productivity?

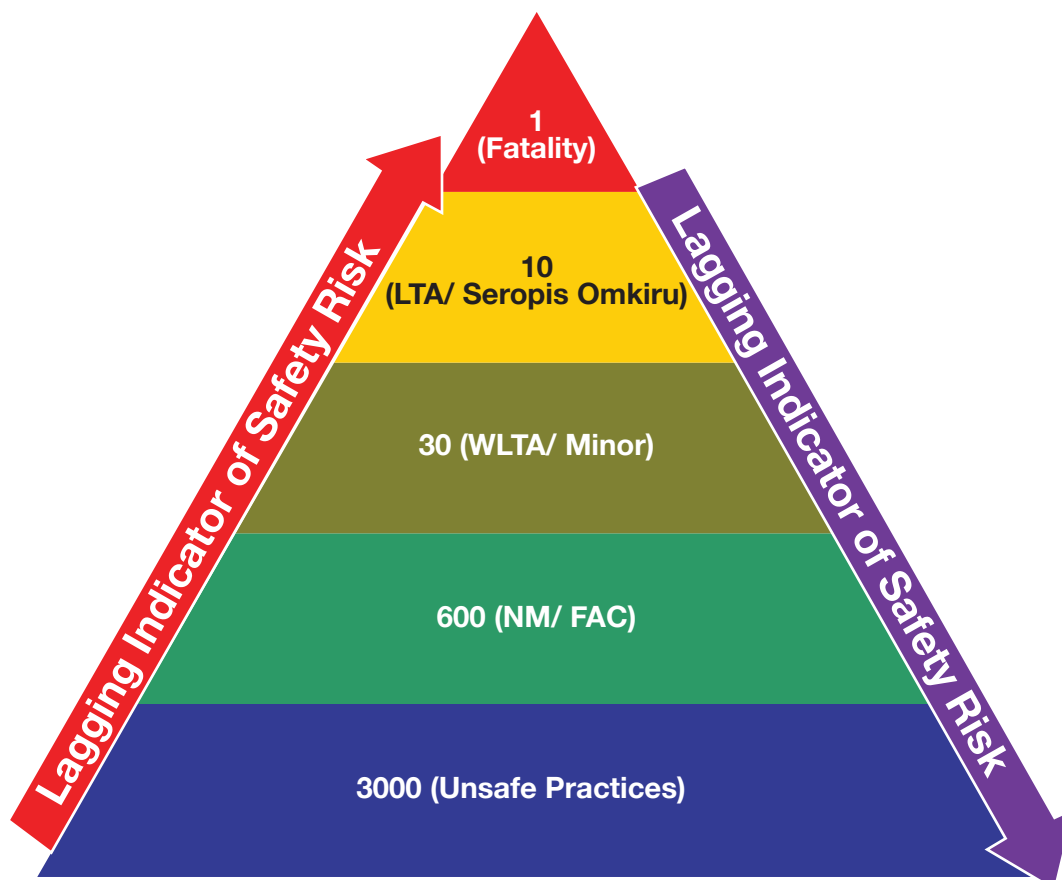
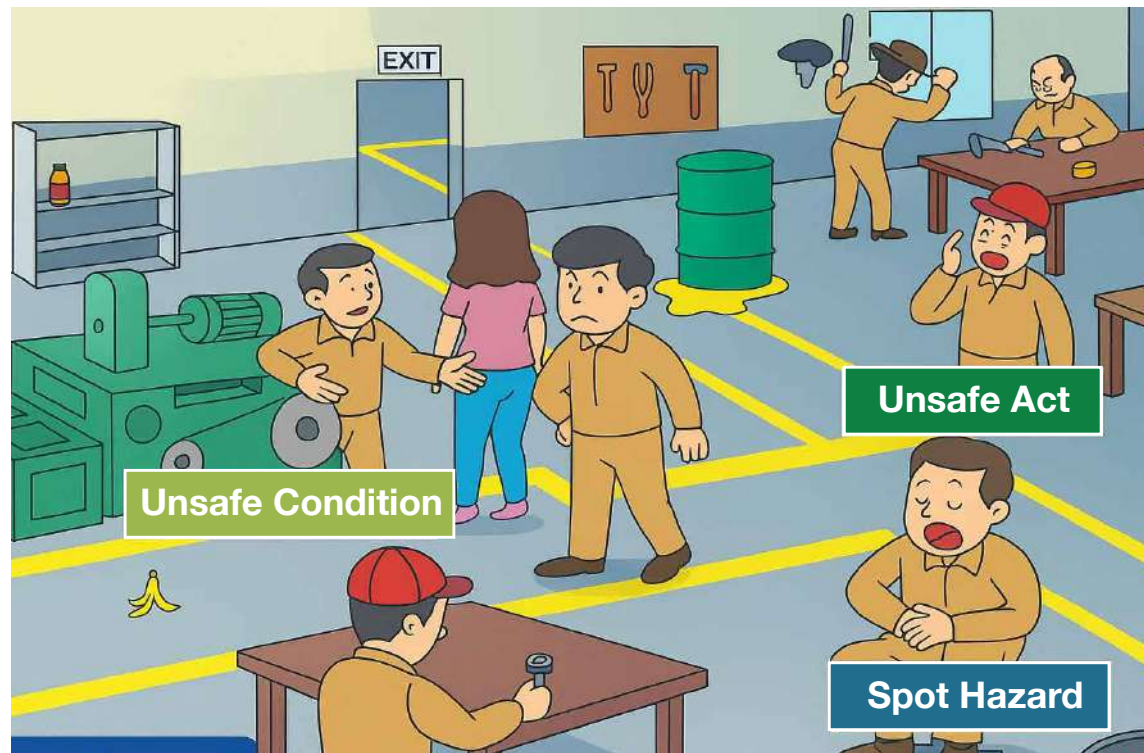
2. We (HSE) are working in the Trishal cluster to change the culture and reduce work-related injury by establishing 3 benchmarks or pillars like Moral / Social, Legal Requirements and Regulatory Framework and Financial effects (direct, indirect & hidden cost).

3. Elements of successful Health & Safety Management: Plan-Do-Check-Act Cycle- ISO 45001:2018 Continual improvement Process.



4. We have implemented (leading and lagging indicator) the Henrich's Triangle or Bird's Accident Pyramid in Trishal Cluster for the analysis of the incident statistics.

5. Developed the reporting system regarding unsafe practices (unsafe act and condition). In OSHA's (Occupational Safety and Health Administration) view, unsafe acts and conditions are primary contributors to workplace accidents, with unsafe acts often mentioned as the leading cause, accounting for a significant percentage of incidents which 88% accident occurred from the unsafe activities (depends on person), 10% accident from unsafe condition and remaining 2% is beyond of human control.



6. Developed and implemented the Hazard Identification and Risk Assessment with Risk Control (HIRARC) methodology and Safety Committee by conforming the legal law.

Turning Knowledge into Workplace Wins

One of the key achievements following the Managerial Excellence Training Program has been the successful integration of its principles into our EHS practices. Recently, our teams actively participated in the on-spot and in-house EHS training and TOT session, which focused on strengthening leadership skills, decision-making and EHS integration. Additionally, our all SBU's of Trishal Cluster observed about HIRA, FSMS, Safe Chemical Handling, HOT work, Height work, PPE & PTW and Lifting rigging's crane operations session, where employees took part in interactive workshops, drills and knowledge-sharing activities for reinforcing our culture of safety and excellence.



ABFL Emergency Team: Fire Drill in Action

Personally, I am proud of leading initiatives that improved root cause analysis, resulting in stronger preventive measures across operations. At the organizational level, these efforts have contributed to enhanced safety performance, audit readiness and employee engagement, reinforcing our culture of accountability and continuous improvement.

The journey doesn't end here, rather it is an ongoing process of continuous improvement. Safety is everyone's responsibility, but it begins with me.



Hands-On Safety: EHS Practical Demonstration



honouring Success: Certificate Handover by EHS Department

NEW RAW JUTE SEASON BEGINS

STRENGTHENING GLOBAL PARTNERSHIPS

**MD. MAHBUBUL HOSSAIN**General Manager, Sales & Marketing
Janata Jute Mills Ltd. & Sadat Jute Industries Ltd.

The raw jute harvesting season, stretching from June to September, marks one of the busiest and most important times for the jute industry. During this period, freshly harvested jute arrives at the mills, and our dedicated teams work tirelessly to select the finest quality fibers that will set the foundation for production throughout the year. One of the main components to retain uniform quality all over the year is good quality raw jute which is mostly available between July to November. We always try to secure good quality raw jute within this period for the full year.

This season also brings regular visits from our international buyers, who come to observe the harvest, inspect production facilities and discuss future opportunities. Such visits reflect the global significance of jute and the strong partnerships that sustain the industry.



Recently, we had the honour of welcoming one of our esteemed partners from Japan, the Chairman, Mr. Takuya Yamaguchi, the Manager, Mr. Takashi Ogasawara & Mr. Michiharu Yoshida of Kodama Trading Co., Ltd. to our mill, located at Boalmari, Faridpur. Their visit included a close look at the new raw jute supply, an overview of our production process and constructive discussions with our management team on quality, sustainability and long-term collaboration.

Kodama's team presence was more than just a business meeting, it was a reaffirmation of the mutual trust and partnership we share. Their visit not only encouraged us to keep striving for excellence but also highlighted the importance of maintaining a sustainable and globally competitive jute sector.

With the arrival of the new raw jute season and continued visits from valued buyers like Kodama Trading Co., Ltd., we look forward to another successful year of serving our customers worldwide with the very best jute products.

THE EVOLUTION OF OUR CONTENT DIET

HOW DIGITAL CONSUMPTION IS RESHAPING BEHAVIOR



M S JAHAN EMON

Assistant Manager, Marketing
AkijBashir Group



Recently, a friend shared a meme with me. I clicked the link, watched the short clip and laughed. As I set my phone down, I looked at the book that had been sitting on my shelf for over a year, borrowed from that very same friend. That moment prompted a surprising question: Why did I immediately engage with a meme sent seconds ago, yet never find time to open a book I had intended to read for over a year?

This seemingly trivial observation led me to reflect on a deeper behavioral shift—our evolving pattern of content consumption. Over time, how we access, interact with and prioritize content has undergone a profound transformation. And this transformation is not only altering our habits, but also influencing how we think, spend our time and make everyday decisions.

Medium: The Shift in How We Access Content

The first major shift lies in the medium of content delivery. In the early 2010s, digitalization in Bangladesh began to accelerate. With the expansion of internet connectivity, the establishment of Union Digital Centers (UDCs) and the growing availability of affordable smartphones, content began migrating from traditional formats like television and print to digital platforms.

Between 2010 and 2015, mobile internet penetration rose significantly. By 2021, digital content consumption had become a daily norm for millions of users in Bangladesh. Smartphones have evolved into a primary tool for communication, education, entertainment and even governance. As a result, physical activities like reading books or newspapers or

engaging in outdoor leisure, began to decline in favor of screen-based engagement.

This transition gave rise to an on-demand content culture. In earlier times, people depended on curated schedules, such as watching a movie broadcast every Friday afternoon on national television. Today, individuals have near-unlimited access to content that they can choose based on personal preferences, anytime and anywhere. This autonomy has not only transformed access but also shaped expectations: we now seek content that is immediately available, hyper-relevant and tailored to our interests.

Duration: The Decreasing Span of Our Attention

The second key change lies in the **duration** of the content we consume. In the current digital era, it takes only seconds to watch a meme or scroll through a book summary. In contrast, dedicating time to read a full book or watch a feature-length film often feels burdensome.

In Bangladesh, the average daily media consumption has doubled, from approximately **180 minutes in 2010 to 360 minutes in 2023**. However, during the same period, the average content duration has decreased from around **15 minutes to 7–8 minutes**. This trend is largely driven by the popularity of short-form video platforms such as **TikTok, Instagram Reels and Facebook Shorts**, which prioritize brief, easily consumable content.

Interestingly, this shift does not imply that people are consuming less content—quite the opposite. While our attention span for individual items may have decreased, overall screen time

has increased. In fact, practices like **binge-watching television series or movie marathons** suggest that users are willing to dedicate hours, provided the content aligns closely with their interests or emotional needs. Thus, the time we spend is no longer dictated by length, but by **intent and emotional investment**.

The Cognitive and Behavioral Impact

These behavioral shifts in content consumption extend beyond entertainment or convenience—they are **redefining cognitive and social dynamics**. Today's consumption patterns are built around immediacy, accessibility and personalization. We no longer search for content; instead, algorithms serve us what we are most likely to engage with.

This shift influences more than just our screen time. It affects how we process information, how long we stay with ideas and how we make choices. The preference for short-form, fast-paced content has contributed to a **reduction in sustained attention**, impacting everything from how we read to how we plan and prioritize tasks. The constant influx of rapid content also shapes our **decision-making processes**, often favoring instant gratification over long-term engagement.

What initially appeared to be a small, personal realization about a meme and a book, turned out to reflect a much broader societal transition. Our **content diet** has become central to how we think, behave and even relate to others. Understanding these patterns isn't just useful for media professionals or marketers—it's essential for anyone seeking to navigate the digital world mindfully.



A SELF-DISCOVERY MY TRANSFORMATION FROM HR TO HC



SAJIDUR RAHMAN

Assistant Manager, Compensation and Benefit
Group HR, Admin & Compliance
AkijBashir Group

Every career is a journey. Mine began in traditional HR—rooted in paperwork, compliance and transactional support, but gradually transformed into something greater: a story of embracing technology, applying lean methodologies and redefining HR as Human Capital (HC). It has been a path of self-discovery, driven by curiosity, continuous learning and the courage to challenge old assumptions.

My transition from traditional HR to a modern, technology-empowered Human Capital professional was shaped by intentional growth and purposeful transformation. Along the way, I learned the value of listening deeply, questioning outdated practices and embracing new skills that blend human insight with technology and process excellence. To understand this journey fully, let's begin with the background that set it in motion.

Humble Beginnings: Traditional HR in Bangladesh

I began my HR career in 2017, engaged in what was, at that time, conventional HR practices within the Bangladeshi context. It was the ordinary world of recruitments, policy compliance, performance evaluations and employee relations. Like many in similar roles, I operated within the strong cultural and organizational constraints that define HR in my region.

A Defining Observation That Changed My Mindset

In my second job, a pivotal moment arrived when my supervisor remarked, "You are technically sound, and it will transform you into a modern HR guy." That insight was a spark—both validation and a call to action. I decided then and there that I would not let HR be confined to tradition. Instead, I would reshape perceptions—especially within management, about what HR could be: strategic, tech-savvy, dynamic.

The Plan: Professional Studentship

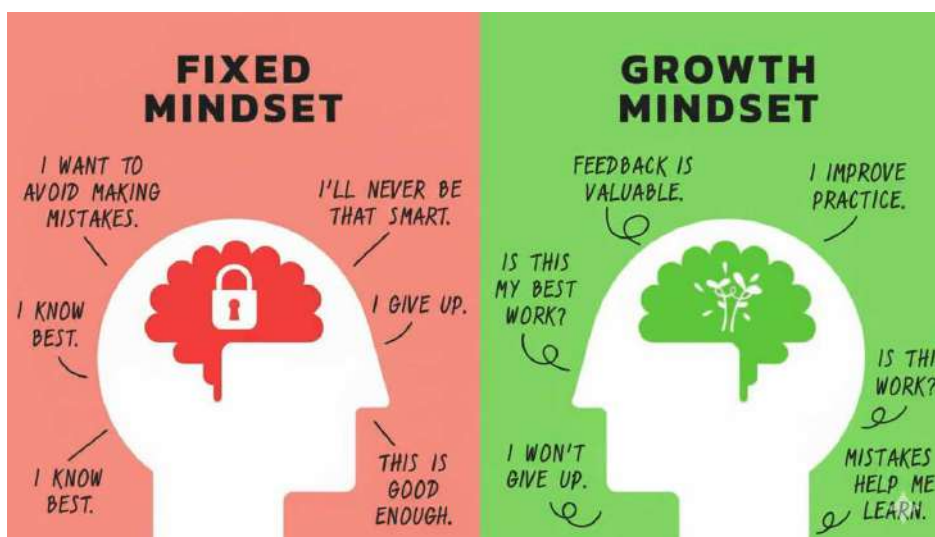
To make that shift real, I committed to transforming myself through intentional, daily growth.

I became a professional student in my own right—making space in my routine to learn. I embraced new tools, studied Lean management concepts like S6S and other methodologies, and developed proficiency in Microsoft Excel and Power BI—all to elevate my impact and credibility. Later on, I have engaged in machine learning, programming, data analytics and HRIS design, QC check, implementation. Though these skills may seem unrelated to HR on the surface, I believe they are essential enablers to level up and lead with innovation.

Skills That Made Me Different

Over the past five years, what set me apart on my team wasn't just my empathy or HR expertise—it was blending human-centric practice with lean methodologies, process optimization, error proofing, cost saving and data-driven insight. Here's how each element contributed:

- **S6S & Lean Management:** These approaches helped me streamline HR workflows, reduce waste and build systems that are both efficient and intentional.
- **Technological Advancement:** Staying current on evolving tools allowed me to support and sometimes lead digital transformation initiatives within HR—becoming a bridge between people and software, process and analytics.





- Microsoft Excel: Mastery of advanced functions, data modeling and macros empowered me to translate raw HR data into actionable insights.
- Microsoft Power BI: Visualization with Power BI elevated my reporting—driving strategic decisions and making HR metrics visible and meaningful to leadership.

These skills complemented my strong HR foundation—payroll, labor law compliance, employee relations, benefits administration and grievance handling, allowing me to move beyond transactional HR and into strategic HC.

Expanding My Horizon: From HR to HC

In the mid of my career journey, my role involved managing payroll, HRIS, attendance, bonuses, maternity benefits, increments and final settlements. I also handled grievance resolution, disciplinary actions and policy automation. It's a regular/traditional job role for my position.

I realize, I'm not the guy like others, I have to turn the regular process into automation.

This was where my training and curiosity paid off:

- Payroll & HRIS automation allowed me to design efficient systems.
- Data analytics turned attendance trends, absenteeism and attrition into actionable strategies.
- Policy innovation demonstrated how HR could directly support business objectives.

In essence, I wasn't just supporting HR—I was shaping how people and processes connected.

Daily Habits That Transformed Me

Here are the habits and changes I integrated into my routine—small steps that became powerful transformations:

- **Carved Learning Time:** Dedicating early mornings or late evenings to study Lean tools, Excel features or Power BI dashboards.
- **Error Proofing Mindset:** Developing systems and checks that minimize mistakes in payroll, reporting and HR processes—ensuring accuracy, reliability and trust in every outcome.
- **Hands-On Practice:** Building dummy datasets and experimenting with functions before applying them in live systems.
- **Continuous Improvement Mindset:** Using 5S and Lean not just in workspaces, but in how policies and processes were designed.
- **Bridging Tech with HR:** Embedding analytics into HR operations—from onboarding analysis to attrition dashboards, making HR insights actionable.

Rediscovering the Human Side

Even as I grew more technologically adept, I realized that HR's true power lies in people. My journey mirrored the lessons of many modern HR thinkers: set aside ego, listen deeply and nurture potential.

Instead of being the person who always provides answers, I shifted to asking the right questions:

- "What's next for us?"
- "How can we grow together?"
- "What tools can help us achieve more?"

This coaching-oriented mindset allowed me to empower colleagues, inspire teams and create a workplace culture that values learning and growth.

Impact: From Reactive HR to Proactive HC

Through these practices, I shifted from being a traditional HR professional to becoming a Human Capital strategist. Instead



of reacting to problems, I anticipated them. Instead of reporting data, I interpreted it. Instead of following processes, I redesigned them for efficiency and impact.

This shift was not just personal. It gradually changed how management viewed HR in my organization. No longer was HR seen as just administrative support—it was recognized as a partner in strategy and growth.

Core Competencies That Define Me Today

Reflecting on my eight years of experience, I now see myself as a professional who combines:

- **Strong HR foundations:** Payroll, benefits, compliance, employee relations, grievance handling.
- **Technical fluency:** HRIS, Excel, Power BI, compliance tools, data analytics.
- **Continuous learners' mindset:** Certifications in Lean Six Sigma, Power BI and training in labor law, payroll management and export/import management.
- **Soft skills:** Communication, teamwork, decision-making, emotional intelligence and problem-solving.

Together, these competencies enable me to deliver not just HR operations—but human capital strategies that drive results.

Becoming Human Capital in Every Department

Every role—Finance, Operations, Marketing, IT or HR—has the power to go beyond routine tasks. Transformation begins when we stop being only process executors and start becoming value creators. That is what it means to think like Human Capital (HC).

How you can practice HC in your department:

- **Be Curious:** Challenge old ways and ask, “Is there a better method?”
- **Use Technology:** Explore digital tools that simplify tasks and generate insights.
- **Think Lean:** Apply 5S and continuous improvement to reduce waste in any workflow.
- **Listen & Collaborate:** Growth happens when we truly hear colleagues and customers.
- **Learn Daily:** Even 15 minutes of new learning can transform how you work.

Being HC is about owning growth—your own, your team’s and the organization’s. It’s about shifting from “doing the job” to “improving the job.”

When each of us embraces curiosity, technology and collaboration, we don’t just perform our tasks—we redefine them. Together, we build a smarter, stronger and more resilient organization.

Every department is Human Capital. Let’s unlock it—together.

Conclusion

Since 2017, my own career has been defined by this journey of transformation. What set me apart wasn’t one big breakthrough, but many small, intentional steps: being curious, embracing technology, applying Lean tools, and daring to reimagine HR as Human Capital.

I began as a traditional HR officer. Today, I stand as an HRIS and payroll specialist, a Lean Six Sigma certified professional, and—above all—a lifelong learner who continues to evolve. This journey is ongoing, and every day brings a new chance to learn, improve, and redefine what HR—and HC—can mean in a modern, competitive world.

My message to all colleagues is simple: embrace curiosity, adopt technology, apply continuous improvement, and never stop learning. Transformation is possible—not only for organizations, but for each of us as individuals.

BEYOND NUMBERS AND NORMS

A JOURNEY OF PRECISION, CREATIVITY & GROWTH



KAZI ARAFAT HOSSAIN

Assistant Officer, Billing
Accounts and Finance
AkijBashir Group

Bridging Precision and Passion: My Journey in Billing Operations

Joining AkijBashir Group as an Assistant Officer (Billing) has been a transformative experience. Managing over 7,000 invoices in just three months wasn't just a number—it reflected the trust and responsibility I was given from day one. Each payment processed and each discrepancy resolved sharpened my attention to detail and taught me the value of financial integrity.

Beyond numbers, I found a workplace culture rooted in collaboration and innovation. Our team doesn't just 'get the job done'; we continuously improve the process. Reducing billing time by 35% through joint initiatives is just one example. It's fulfilling to be part of a group that values impact over effort and encourages growth beyond the job description.

Creative Roots: My Journey into Graphic Design and Beyond

Outside office hours, I live in a world of design and creativity. With a Level-3 certification in Graphic Design for Freelancing from the National Skills Development Authority (NSDA), I've spent years exploring digital art, layout design and vector graphics. From color correction to stationery creation, these skills fuel both my freelance projects and my problem-solving mindset at work. Designing is more than a hobby—it's a way of thinking. It helps me visualize data better, present financial reports more

engagingly and understand user interfaces in ERP systems. Creativity, I've learned, doesn't belong in a box. At AkijBashir, I've been able to blend analytical tasks with aesthetic thinking—and that's where real growth begins.

Fast Track to Growth: Completing My Executive MBA in Just 1.5 Years

Balancing full-time work with higher education is never easy—but I saw it as a challenge worth accepting. I recently completed my Executive MBA from the University of Dhaka in just 1.5 years (3 semesters)—a fast-paced, intensive journey filled with sleepless nights, numbers, group presentations and real-world case studies.

This achievement isn't just academic—it reflects discipline, resilience and a desire to keep learning. The knowledge gained directly complements my work in finance, especially in budgeting, strategic planning and interdepartmental communication. More than a degree, it's a launchpad toward greater responsibilities and contributions at AkijBashir.

Beyond the Desk: What Makes AkijBashir Feel Like Home

The journey at AkijBashir is more than just about work—it's about being part of a community that values innovation, personal development and mutual respect. From open communication with supervisors to formal recognition for task ownership, every day feels like a new step toward becoming a better professional.

Whether it's contributing to team success, resolving financial conflicts, or simply learning something new, the 'Beyond Tomorrow' vision is visible in our everyday culture. I'm proud to represent a workplace that not only values performance but also encourages passion and individuality.



SMILES THAT LAST: AKIJBASHIR GROUP EID REUNION 2025 EXPERIENCE

On June 21, 2025, the AkijBashir Group family united for a truly memorable Eid Reunion, a day that seamlessly intertwined warmth, laughter, inspiration and profound connection. Meticulously organized with both enthusiasm and intent, the gathering transcended the celebration of Eid itself, embodying the essence of one family, one goal. It stood as a powerful reminder of our shared values, unwavering collective spirit and enduring sense of belonging that continue to define the AkijBashir legacy. Through the eyes of our valued employees, let's revisit the lasting smiles, joys and inspirations of the Eid Reunion.



MD. FAKHRUL ISLAM PATOARY

Deputy General Manager (Plant Head), Operations
Akij Glass Industries Limited

The Eid Reunion was a touching gathering that actually united the AkijBashir Group family. I remember the performance of the song অমর সঙ্গী by the MANCOM team as the best moment during the evening. Their motivational and directional speech that accompanied the performance was equally impactful, serving as a lasting inspiration for a more collaborative and effective working future and also sent a strong message of leadership- accessibility, connection and ability to reach out and connect with people on a human level. Another memorable moment was the Senior vs. Junior conversation, which beautifully reflected our core values of unity, respect and togetherness in the workplace.

The event fostered a good feeling of community among co-workers as it allowed us to take a break out of our day-to-day mundane duties and just enjoy together. It was

great to see real smiles and laughter and shared moments at all levels of the organization, and that again touched us that we are one family and we are all working around a common vision. Such drives are very crucial in enhancing the AkijBashir Group culture. Not only do they help us celebrate our common values but also make us collaborate, show respect and embrace each other. It is events such as these that remind us of the fact that in spite of our professional duties and obligations, our central core is that of caring, respect and belongingness.

The key lesson for all of us is clear: we should carry forward this spirit of reunion and celebration into our daily interactions, where kindness, empathy and unity can help us build a more resilient and wholesome AkijBashir Group family.



**SHAH ALAM**

Deputy General Manager (Plant Head), Production
Akij Polymer Industries Limited

My journey with AkijBashir Group became truly memorable through the Eid Reunion Program 2025, held shortly after Eid-UI-Adha. For me, this program was not just a celebration but an inspiring introduction to the company's culture, bringing employees together across departments and creating meaningful connections.

The program was thoughtfully designed, featuring sessions such as information sharing, Q&A discussions with colleagues about team management, a raffle draw and musical performances by in-house talent. Each activity offered valuable insights and created memorable moments, especially the opportunities to interact face-to-face with top management. A particularly remarkable moment was acknowledging the current MD's active engagement with the team, an inspiring display of continuity, vision and leadership of the former Honourable MD, who transitioned to a prestigious role as an Adviser to the People's Republic of Bangladesh. The three Honourable Cluster Heads, Helal Ahmed, Deputy Managing Director, Cluster 1, Mohammad Khoureshed Alam, Chief Operating Officer of Building Materials, Cluster 2 and Md. Mofijul Hossain Iraz, Chief Operating Officer, Cluster 3, delivered impactful speeches on the company's strategic vision, underscoring the importance of collaboration, intellectual engagement and shared responsibility across all functions. Their guidance, support and reflections on the company's historic journey were truly inspiring, highlighting the dedication of each leader in driving the growth of AkijBashir Group.

This program reinforced the importance of teamwork, positive contribution and internal bonding. I left feeling motivated to apply these learnings within my own team. Looking ahead, organizing similar events in factory locations could further amplify energy, engagement and connection within the AkijBashir Group family. Initiatives like this not only create lasting memories but also strengthen our collective ability to achieve shared goals and contribute toward a sustainable, prosperous future.

**MD. RAKIB RAIHAN**

Deputy General Manager (Plant Head), Operations
Akij Bathware Limited

From the very beginning, the event was carefully curated to engage and energize everyone. One of the most impactful highlights was the motivational session, where the dynamic speakers reminded us of our shared goals, individual potential and the power of resilience. Their words resonated deeply, leaving many of us inspired and recharged.

For me, one of the most memorable moments was seeing leaders and team members engaging side by side during the interactive sessions—open, relaxed and collaborative, especially the guidelines from honourable DMD Sir, COO Sirs, Director Madam & MD Sir. Another unforgettable part was the emotional toast made by honourable MD Sir, where the memories of Honourable Commerce Advisor sir were shared. When people are appreciated not only for their contributions but also for who they are, it forges a culture that strategy alone can never achieve. That is the true AkijBashir difference. There was also something special in the spontaneous moments—the cheerful reactions during the raffle draw, and the joy on everyone's faces as the live music played. These moments captured the heart of the event. To celebrate true unity, future programs should actively include our factory colleagues, the backbone of our success. Their involvement will uplift morale and strengthen the AkijBashir family across all levels.

To all my colleagues: let's carry the spirit of reunion beyond that one day. Let's support each other, celebrate small wins and remember that behind every role is a person with dreams, struggles and strength. Eid taught us the value of unity—let's apply it throughout the year.



কর্মক্ষেত্রে মানসিক স্বাস্থ্য সুস্থতা মানেই সাফল্য



MUHAMMAD SALAH UDDIN

Assistant Manager, Distribution
AkijBashir Group

আধুনিক কর্মসংস্থানের পরিবেশে পেশাগত চাপ, সময়ের সীমাবদ্ধতা, টার্গেট ও পারফরম্যান্সের চাপ কর্মীদের মানসিক স্বাস্থ্যকে ব্যাপকভাবে প্রভাবিত করছে। বিশ্ব স্বাস্থ্য সংস্থা (WHO)-এর তথ্য অনুযায়ী, বিশ্বজুড়ে প্রতি ৬ জনের একজন কর্মী মানসিক স্বাস্থ্য সমস্যায় ভোগে। বাংলাদেশেও বিষয়টি ক্রমশ গুরুতর হয়ে উঠছে।



কর্মক্ষেত্রে মানসিক চাপের প্রধান কারণসমূহ:

১. অতিরিক্ত কাজের চাপ ও দীর্ঘ সময় কাজ করা।
২. পারফরম্যান্স ভিত্তিক মূল্যায়নের চাপ।
৩. কর্মস্থলে সহানুভূতির অভাব বা নেতিবাচক আচরণ।
৪. কাজ ও ব্যক্তিগত জীবনের ভারসাম্যহীনতা।
৫. জব ইনসিকিউরিটি বা চাকরি হারানোর ভয়।

মানসিক চাপের লক্ষণসমূহ:

১. অনিয়মিত ঘুম, ক্ষুধামন্দা
২. কাজে মনোযোগ হারানো
৩. বিরক্তিভাব, অতিরিক্ত ক্লান্তি
৪. সহকর্মীদের সঙ্গে দূরত্ব
৫. সিদ্ধান্তহীনতা

কর্মক্ষেত্রে মানসিক স্বাস্থ্য সুরক্ষায় করণীয়:

১. প্রতিষ্ঠানের করণীয়:
 - ওয়ার্ক-লাইফ ব্যালান্স নিশ্চিত করা।
 - ম্যানেজারদের মানসিক স্বাস্থ্য বিষয়ে প্রশিক্ষণ দেওয়া।

- ওয়েলনেস প্রোগ্রাম চালু করা (যেমন: মাইন্ডফুলনেস সেশন, স্ট্রেস ম্যানেজমেন্ট)।
- সহানুভূতিশীল ও নন-জাজমেন্টাল পরিবেশ গড়ে তোলা।
- গোপনীয় পরামর্শসেবা এমপ্লয়ি অ্যাসিস্ট্যান্স প্রোগ্রাম (ইএপি) চালু করা।

২. কর্মীর করণীয়:

- নিয়মিত বিরতি নেওয়া ও সময়মতো ঘুম।
- মন খুলে কথা বলা (বন্ধু/সহকর্মীদের সঙ্গে)।
- ফিজিক্যাল এক্সারসাইজ ও মেডিটেশন।
- সমস্যা বুঝে সময়মতো সহায়তা চাওয়া।

বাংলাদেশ প্রেক্ষাপটে উদ্যোগের দৃষ্টান্ত:

১. কিছু মাল্টিন্যাশনাল ও কর্পোরেট কোম্পানি ইতিমধ্যে কর্মীদের জন্য কাউন্সিলিং সেশনস, মেন্টাল ওয়েলনেস ডে চালু করেছে।
২. কিছু সরকারি ও বেসরকারি ব্যাংকে 'স্ট্রেস ব্রেক রুম' স্থাপন করা হয়েছে।

মানসিক স্বাস্থ্য এখন আর বিলাসিতা নয়, এটি একটি প্রয়োজনীয় উপাদান। একজন মানসিকভাবে সুস্থ কর্মী শুধু নিজেকে নয়, প্রতিষ্ঠানকেও সফল করে তোলে। সময় এসেছে মানসিক স্বাস্থ্যের বিষয়ে নীরবতা ভেঙে, সবাই মিলে সহানুভূতির পরিবেশ গড়ে তোলার।



BEYOND THE POSTCARD

A FAMILY'S JOURNEY

THROUGH SOULFUL LANDS



PURNENDU BIKASH ROY

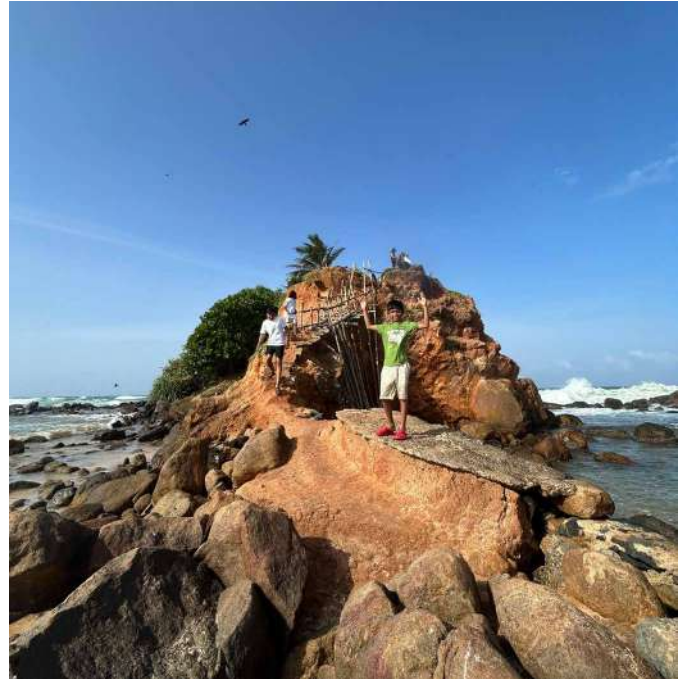
Senior Manager, Marketing
AkijBashir Group

From ancient temples to turtle hatchlings, a father's reflections on travel, connection and raising a son to be as open and kind as the sea itself.

It wasn't just the scenery—it was the people. Kind, gentle, generous. The kind of people who make you feel like you've known them forever, even if you've just met. This wasn't just a country full of beauty. It was full of heart.

There were six of us—me, my wife, our two kids, my mother and my mother-in-law. A proper little crew. On June 5th, 2025, we set off for what we hoped would be a meaningful journey. To save money, we booked transit flights—six hours going, eight hours coming back. It wasn't easy, especially with kids and elders. But when you travel with the right people, even airport chairs and long waits become part of the story.

We reached Colombo around 4 a.m., greeted by our driver Mr. Niroshana—a retired army major with a gentle presence and a heart full of humility. In just a few days, this man became more than just a guide; he became family.



Our journey began immediately. First stop: Bahirawakanda Vihara Buddha Statue in Kandy, where the city lay quiet beneath us in the morning light. A peaceful way to start. From there, we drove through winding roads to the Sri Bhakta Hanuman Temple in Ramboda. Perched on a hilltop with views of the Kotmale Reservoir, the temple felt sacred—like time had slowed down just enough to let us breathe.



By evening, we reached Nuwara Eliya, the ‘Little England’ of Sri Lanka. At Aaradhya Resort, we were greeted warmly, ending a long day with comfort and quiet.

The next morning, we visited Seetha Eliya Temple, also known as Ashok Vatika, a place deeply meaningful for my mother and mother-in-law. According to the Ramayana, this was where Sita was held captive. The calm here had its own energy. Meanwhile, the kids were more fascinated by the monkeys roaming freely nearby.

Then came a surprise favorite: Ambewela Farm, nicknamed ‘Little New Zealand’. Rolling fields, cool air, fresh milk and cheese. The kids had space to run. We had space to breathe. After lunch, we explored Damro Labookellie Tea Centre, took a factory tour, tasted hot Ceylon tea, and walked through postcard-worthy fields.

Before sunset, we wrapped up the day at Victoria Park—27 acres of quiet beauty in the heart of Nuwara Eliya. Flowers bloomed everywhere. We even took an engine boat ride across the lake, though the icy wind had us shivering, especially those of us who forgot our jackets.

On June 8th, we boarded train no. 1015—Udarata Menike, from Nanu Oya to Ella. They say it’s one of the most scenic train rides in the world, and they’re not wrong. Tea plantations, misty hills, waving children—every window framed a dream. We reached Ella by evening and checked into Ella Relax Inn, where our host, Mr. Amila, greeted us with steaming mugs of homegrown coffee. We were tired, but at peace.



The next day, we explored the famous Nine Arch Bridge. Just as a train passed across its iconic arches, we stood below, smiling like kids. Then came the powerful Ravana Falls, named after the mythical king. Behind the roaring water, we met a local musician—multi-talented, barefoot, glowing with joy. Life isn’t easy for everyone, but some carry grace in hardship. We saluted him silently.

That evening, we drove south to Mirissa, arriving just in time to catch sunset at Coconut Tree Hill—a patch of land bursting with palm silhouettes, set against golden skies. Our guesthouse, Sira’s Chalets, sat right on the beach. That night, under a full moon, we sat by the sea eating BBQ fish, squid and prawns. The kids couldn’t get enough of the waves. And then came something none of us expected—the chance to witness baby sea turtles being released into the ocean from a local hatchery. The kids watched in awe as the tiny hatchlings made their brave crawl to the sea. It was humbling. Raw. Pure.

The next morning, June 10th, I woke up early. Everyone else was still asleep. I took my coffee down to the sand, listening to the waves. My 10-year-old son joined me, rubbing his eyes, asking, “Where are we going today, Baba?” I smiled and said, “Somewhere special.”

We walked slowly to Parrot Rock, a small rocky island just off Mirissa Beach. The tide was low, so we crossed carefully, hand in hand, through ankle-deep water. As we reached the top, the full view of the coastline spread out before us, the blue ocean stretching beyond the horizon.

I turned to him and said:

“You see this ocean? I want you to be like this.” No borders. No limits. Just wide, open and full of life. I told him that the sea doesn’t judge who comes to its shore. It accepts everything. The storms, the calm, the joy and the pain. It gives without asking. It connects, not divides. I told him to grow up with an open mind and a bigger heart. To treat everyone as equal. To carry people, stories and emotions—just like the sea carries waves. To be sea-hearted. He didn’t say much. But he held my hand tighter.



Later that day, we visited the Tsunami Museum, where the pain of 2004 still echoes in photographs and stories. Over 35,000 lives lost. It was hard to hold back tears. But it also showed us the strength of people rebuilding, healing, remembering.

Then we explored Galle Fort, a beautiful blend of European and South Asian architecture, with cobblestone alleys, small cafés and sweeping views from the ramparts. From the top, I spotted Galle International Stadium, almost destroyed during the tsunami, now standing proud. I made a quiet promise: “One day, I’ll come back and watch a match here.”

Our final stop was Colombo, where we toured the port area, visited One Galle Face Mall, and had our last meal together. Tired, fulfilled, emotional.

At midnight, back at the airport, Mr. Niroshana helped unload our bags. My mothers gave him blessings, and I could see his eyes welling up. In just six days, this man became someone we’ll never forget.

As I boarded the plane, I realized:

We didn’t just travel. We learned. We grew. We connected.

From misty highlands to sunny shores, from sacred temples to street musicians, from the simplicity of fresh milk to the vastness of the sea, this journey reminded me that beauty isn’t just in places. It’s in moments. In people. In lessons we pass down to our children when they’re still small enough to hold our hand on a rock in the sea.

This wasn’t just a trip. This was life, wide open. Sea-hearted. And unforgettable.

THE UNTAMED TRAILS AN EXPLORER'S MEMOIR OF THE **CHITTAGONG HILL TRACTS**



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Amid the hum of university life in 2016, I stepped beyond textbooks and lecture halls into the wild where winding trails, misty hills and the untamed beauty of nature called me to lose and find myself. Fueled by restless curiosity and a deep reverence for the wild, I plunged into the secret corners of Bangladesh's Chittagong Hill Tracts—Bandarban, Rangamati and Khagrachari—each step a doorway into landscapes that seemed alive with stories waiting to be discovered.

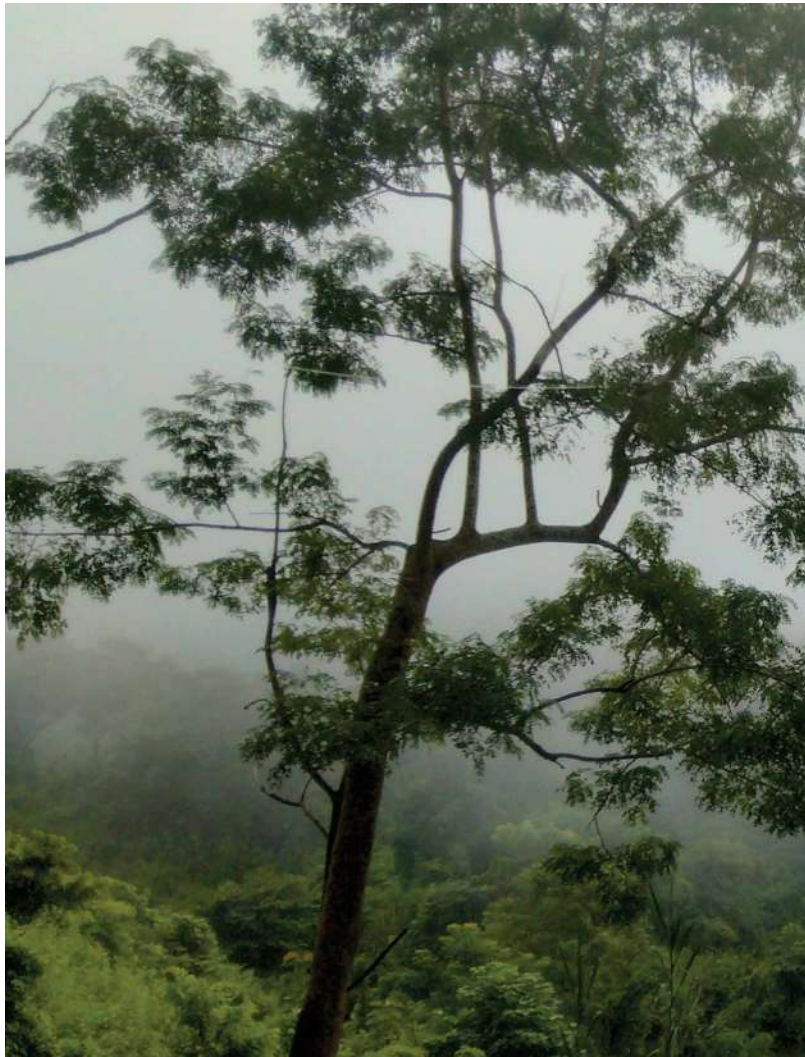
In the early days, Google Earth became my indispensable guide for plotting routes, later complemented by offline GPS devices. Many trails were restricted for security reasons and every trip demanded careful planning to stay safe and adapt to the wilderness. My first ambition was to summit the ten highest peaks of Bangladesh and uncover as many waterfalls as possible. These journeys were never solitary—I found a small circle of mountain-obsessed trekkers who carried food, medicines and essentials as we pushed through trails that tested teamwork, resilience and endurance.

Between 2016 and 2024, I completed numerous expeditions, mostly in Bandarban. Along the way, I experienced the warmth of mountain villages—sharing meals, joining festivals and witnessing traditions that deepened my appreciation for the diverse tribal cultures. Despite hardships compared to the plains, the generosity and kindness of the hill people left a lasting mark on me.

Each trail brought a different challenge. Some tested stamina with their length and danger while others rewarded the soul with views that erased fatigue. My quest for the ten highest peaks began with Zow Tlang (the second highest) and Jogi Haphong (the fourth) deliberately postponing Saka Haphong, the tallest, for another time. Waterfall expeditions started with the wild Tinap Saitar, now closed for security. In local dialects, Haphong or Tlang/Taung means mountain while Saitar means waterfall—a reminder of how deeply nature shapes culture. Another example is the naming of “Rung Rang Taung” in the Kirs Taung Range after the Great Hornbill (*Buceros bicornis*), a species now near extinction.



Kirs Taung Ridgeline





Thaikyang Para



Summit Point

Reaching these wonders was never easy—routes were unmarked, GPS signals unreliable, wild animals lurked and leeches were relentless. Survival depended not only on planning but on instincts, improvisation and the wisdom of local guides. Among the most remarkable landmarks were Baktlai and Langlok Waterfalls, both nearly 400 feet tall—the highest in the country—and the mighty Saka Haphong, rising around 3,500 feet.

One unforgettable expedition took me to Saing Pra during monsoon, a trail shadowed by recent tragedies, winding past Kirs Taung and ending at the enchanting Towain Canal—perhaps the most beautiful canal in the country. Over time, every ridge, river and summit became etched into my memory, each success fueling the next dream.

The Modok Range ridgelines near the Myanmar border and the Sangu River trails touching the Kirs Taung Range remain my greatest classrooms teaching patience and humility. Yet beauty sits beside sorrow—I have witnessed alarming deforestation, vanishing wildlife and drying streams. Many villages now face water scarcity forcing families to abandon ancestral lands.

Still, my bond with the Hill Tracts endures. The mountains, waterfalls and villages have given me unforgettable memories and invaluable lessons. I hold onto the hope that these treasures will be preserved and reopened, so future explorers may also discover the profound beauty and cultural richness of this land. Protecting Bandarban is not only about saving nature—it is about safeguarding the spirit of exploration for generations to come.



The Spider of Mountains

হাওরের বুকে এক স্বপ্নযাত্রা



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হাওরের বুকে ভাসে সোনালী স্বপ্ন,
নীল জলরাশিতে খেলে রূপ মমত্ব।
কিশোরগঞ্জ যেন এক খোলা ক্যানভাস,
প্রকৃতির তুলিতে আঁকা আশ্বাস।

নিকলীর বুকে চলে নৌকার সারি,
জলে ভাসে গান, উড়ায় মন ভারি।
স্পিডবোট দৌড়ায় চেউয়ের বুকে,
শান্তি নামে নীলাকাশ মুখে।

সেনানিবাস পাহারা দেয় যেন, নিঃশব্দ দিনে,
ফায়ার স্টেশন সচল, দায়িত্ব জ্ঞানে।
পানির রাজ্যে, মেঘের ছায়া,
হৃদয়ে জমে এক স্বপ্নের মায়া।

তারপর যদি যাই মিঠামইন পথে,
আলপনার রঙে রাস্তারা হেসে ওঠে।
তিন রাস্তার মোড়ে থামে কল্পনা,
ব্রিজের নিচে চলে জলতরঙ্গের জল্পনা।
দ্বীপের মতো ঘর, ঘেরা নীল জলে,
প্রকৃতি যেন বলে-"এসো আমার কোলে!"
দ্বিধা বাতাসে ভেসে আসে গান,
মিঠামইন এক রঙিন সন্ধ্যান।

অষ্টগ্রাম যেন নিভৃত কবি,
জলের বুকেতে লিখে তার ছবি।
ভাসমান জীবন, নির্ভর প্রকৃতিতে,
শান্তির পাঠ মেলে সরল নিঃশব্দতে।

এই ভ্রমণ নয় কেবল যাত্রার পট,
এ এক গল্প, অনুভবের জট।
প্রকৃতির সাথে হৃদয়ের মিলন,
হাওরের ডাক-ভুলা যায় না কখন!

এসো হাওরের হৃদয় ছুঁই,
প্রকৃতির কোলে শান্তি খুঁই।
নিকলী, মিঠামইন, অষ্টগ্রাম-
ভ্রমণের গল্পে প্রাণের কথা বলে অবিরাম।

প্রাপ্তির অপূর্ণতা



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আছে যা তোমার হাতে
থাকবে না আগ্রহ তাতে
পরের সবই লাগে ভালো,
জীবনের অপূর্ণ আশা
তোমায় নিয়ে খেলে পাশা
বাস্তবতার মুখটাই তো কালো।
বিকৃত চাহনির জালে
ছোট্টে সব তালে তালে
দিন শেষে প্রাপ্তিটা শূন্য,
জীবনের হিসাব কষে
ভাবি সদা বসে বসে
আশাগুলো আজন্ম অপূর্ণ।
পেয়েছো যা অগোচরে
তাকেই আঁকড়ে ধরে
সামনে হও আগুয়ান,
আসবেই সফলতা
তবে কেনই বৃথা
প্রাপ্তিটা করছো ম্লান?
চাহিদার শেষ নেই ইচ্ছেরা জাগবেই
সুখি হও যা পেয়েছো হাতে,
হতাশাকে ঝেড়ে ফেলে
আপন কর্ম বলে
আসবেই সফলতা তাতে।



জীবনপুরের আলো



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জীবনপুর, মফস্বলের এক ছোট গ্রাম। চারপাশে ধানক্ষেত, কাঁচা রাস্তা আর দিনের শেষে নিস্তব্ধতা। এই গ্রামে শিশু মানে কৃষিকাজের বাড়তি হাত। স্কুল মানে সময়ের অপচয়, এটাই ছিল মোড়লদের মত। গ্রামের মোড়ল কাদের মিয়া বলে, “লেখাপড়া কইরা কী হইব? জমি-জিরাত তো লিখতে জানলে চাষ হয় না!”

এই বিশ্বাসে বাঁধা পড়ে বহু স্বপ্ন। কেউ প্রতিবাদ করে না।

এক সাহসী নারী রাহেলা বেগম।

একা লড়াই শুরু করেন।

অল্প বয়সে বিয়ে করা রাহেলার তিন সন্তান। যৌথ পরিবারে অনাহারে-অর্ধাহারে দিন কেটেছে। তবু স্কুলের ব্যাগটা ছেলেমেয়েদের কাঁধ থেকে নামতে দেননি।

মোড়লদের কটু কথা, আত্মীয়দের অবজ্ঞা-সব কিছু চুপচাপ সয়ে গেছেন।

মাঠে শ্রম দিয়েছেন, পরের বাসায় রান্না করেছেন, কিন্তু রাত নামলে সন্তানদের পড়াতে ভুল করেন নি।

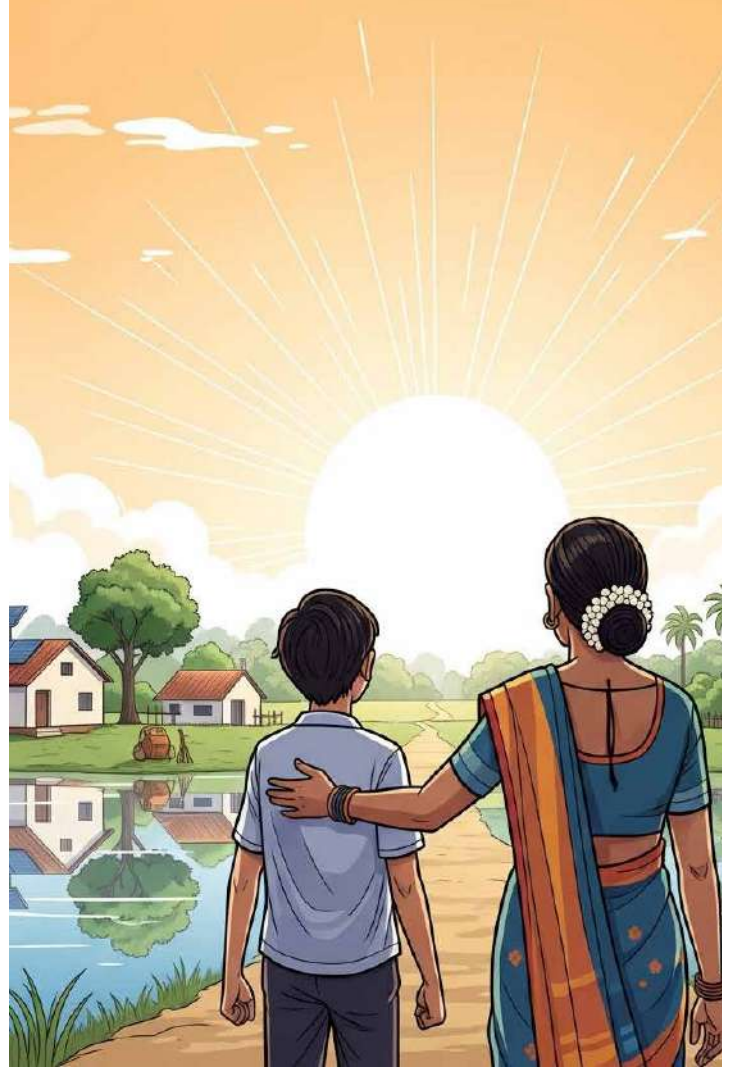
তার বড় ছেলে, জাবেদ। মাধ্যমিকে প্রথম হয়।

তারপর কলেজে স্কলারশিপ পায়।

মেয়েটা, রিনা।

নার্সিং প্রশিক্ষণ নিয়ে ফিরে আসে।

আর ছোট ছেলে কাইয়ুম তো আরও সাহসী। গ্রামে থেকেই পড়াশোনা চালিয়ে যায়, পাশাপাশি ছোটদের পড়ায়।



জাবেদের কলেজে চাপ পাওয়ার খবর ছড়িয়ে পড়লে, পুরো জীবনপুর যেন থমকে যায়। গ্রামের লোকজন অবাক হয়ে দেখে, যে ছেলেকে মোড়লরা একদিন কটু কথা বলেছিল, আজ তার ছবি শহরের পত্রিকায় ছাপা হয়।

একদিন কাদের মিয়াও নিজের নাটিকে নিয়ে আসে রাহেলার কাছে-

“বুজির (আপা) ছেলেমেয়েদের মতো আমরাও চাই।”

রাহেলার গল্পে আগুন ছড়িয়ে পড়ে। এখন গ্রামের মাঠে সন্ধ্যায় টিনের ছাউনির নিচে বাচ্চারা পড়াশোনা করে। পুরোনো স্কুলঘরটা সংস্কার হয়। নতুন শিক্ষক আসে।

আর রাহেলা?

তিনি এখন সবাইকে শেখান। “চাষাবাদ দরকার, কিন্তু মাটির মতোই জ্ঞানেরও প্রয়োজন আছে।”

আজ জীবনপুর শুধু একটি গ্রাম নয়, একটি উদাহরণও।

অন্ধকারে জন্ম নিলেও, আলোয় উঠে দাঁড়ানো যায়-এই সত্যটা জীবনপুর জানে। কারণ একজন মা স্বপ্ন দেখেছিলেন।

আর সেই স্বপ্নই হয়ে উঠেছে হাজারো সন্তানের ভবিষ্যতের আলো।

জীবনপুর এখন সত্যিই আলোকিত।

অবসর জীবনে নতুন শখ শুরু করা



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Akij Ceramics Limited

অবসর জীবনে নতুন শখ শুরু করা শুধু সময় কাটানোর মাধ্যম নয়, এটি মানসিক সতেজতা ও আত্মতৃপ্তির এক অনন্য উপায়। দীর্ঘ কর্মজীবনের ব্যস্ততা শেষে অনেকেই হঠাৎ করেই ফাঁকা সময়ের ভেতর নিজেকে হারিয়ে ফেলেন। অথচ এই সময়টিই হতে পারে নিজের ভেতরের লুকানো স্বপ্নগুলো পূরণের সেরা সুযোগ। কেউ হয়তো ছোটবেলায় ছবি আঁকার শখ রাখতেন, কেউ চাইতেন গান শিখতে, আবার কেউ গল্প লিখে নিজের ভাবনাগুলোকে রঙিন করে তুলতেন। অবসর জীবনে সেই অসম্পূর্ণ ইচ্ছাগুলো পূরণ করা সম্ভব, যদি নতুন করে শুরু করার সাহস থাকে।

নতুন শখ শুরু করলে মন নতুন উদ্যমে ভরে ওঠে। হাতে সময় থাকায় প্রতিটি কাজে ধৈর্য্য আনে, আর শেখার আনন্দ এনে দেয় এক ধরনের মানসিক প্রশান্তি। পাশাপাশি, নতুন কিছু শেখা মস্তিষ্কে সক্রিয় রাখে, ভুলে যাওয়া প্রতিরোধে সহায়তা করে এবং জীবনের প্রতি ইতিবাচক দৃষ্টিভঙ্গি তৈরি করে। চা-খানার আড্ডা কিংবা একঘেয়ে রান্ধনের বাইরে বেরিয়ে এসে বাগান করা, রান্না শেখা, ভ্রমণ কিংবা অনলাইনে নতুন কোনো দক্ষতা আয়ত্ত করা-সবই হতে পারে এক নতুন যাত্রার শুরু।

সবচেয়ে বড় কথা, বয়স এখানে কোনো বাধা নয়। বরং অবসর জীবনই প্রমাণ করে, নতুন স্বপ্ন দেখার ও নতুন পথে হাঁটার জন্য কখনোই দেরি হয়ে যায় না। এটাই জীবনের আসল সৌন্দর্য।

"শেষ বয়স মানেই নয় শেষ পথের অপেক্ষা,
বরং এ সময়েই খুলে যাক নতুন প্রভাতের জানালা,
যেখানে প্রতিটি সকাল হবে এক নতুন যাত্রার শুরু।"



CIVIL REFRESHERS TRAINING PROGRAM 2025

In line with our unwavering commitment to professional growth and operational excellence, we proudly hosted a dynamic Two-Day Civil Refreshers Training Program on June 28 and 29, 2025 at Akij Particle Board Mills Ltd., Akij Economic Zone, Raimoni, Trishal, Mymensingh. This impactful initiative brought together our civil engineering professionals for an immersive learning experience designed to sharpen both practical expertise and managerial acumen, essential for mastering modern construction management. Over the course of the program, participants explored vital topics such as efficient project execution, rigorous quality control and forward-thinking sustainable building practices, equipping them to lead projects with enhanced efficiency, compliance and innovation.

The dynamic Two-Day Civil Refreshers Training Program set the stage for an empowering learning experience, seamlessly blending technical precision, managerial insight and practical operational strategies. From the very first moment, the energy was palpable, Md. Mofijul Hossain Iraz, Chief Operating Officer (COO), Cluster 3, delivered an inspiring welcome and opening address that ignited enthusiasm and set a clear vision for the sessions ahead. Building on this momentum, participants undertook a Pre-Training Assessment, strategically designed to gauge their existing knowledge and prime them for an immersive, results-driven learning journey.

Day One of the training commenced with a series of meticulously crafted, in-depth sessions designed to reinforce core technical competencies and expand professional horizons. The program began with an insightful presentation by Dr. Jahangir Alam, Professor (BUET) and Founder of Geotech &

Structures Ltd., who delivered a compelling discourse on Soil and Foundation Works and RCC Works. His session focused on delivering substantial value to the civil engineers of AkijBashir Group, equipping them with knowledge that directly strengthens project execution quality. Mastery of soil assessment techniques enables engineers to design foundations with optimal load-bearing capacity, reducing the risk of structural settlement or failure. Enhanced understanding of



Reinforced Cement Concrete (RCC) principles empowers them to ensure structural stability, durability and compliance with safety standards. Together, these competencies enable engineers to make data-driven decisions, optimize resource usage and uphold the Group's commitment to delivering resilient, cost-effective and sustainable construction projects.



Dilruba Sharmin Khan, Director, Group HR, Admin & Compliance, underscored the critical importance of leadership followed by the cultivation of adaptive leadership skills, and importance of effective communication as core competencies for engineering professionals. She elaborated on how these skills not only enhance team cohesion and decision-making but also enable engineers to navigate complex project challenges with agility and confidence. The session was complemented by two practical, scenario-based exercises, allowing participants to apply these principles in simulated engineering contexts, thereby reinforcing their relevance to real-world project environments.



Bangla CAT conducted an engaging and highly interactive session on Equipment Uses and Maintenance, offering participants practical insights into the efficient operation of heavy machinery essential for construction projects. The trainers covered a wide range of topics, including optimal usage techniques, preventive maintenance schedules, troubleshooting common mechanical issues and safety



Furthermore, Md. Rabiul Hasan, Deputy Manager, Civil Department, delivered an insightful discourse on Advanced Construction Materials and Sustainable Technology, underscoring their pivotal role in driving innovation, enhancing structural performance and reducing environmental impact. His session highlighted how strategic material selection can shape the future of eco-conscious infrastructure. Day Two opened with Md. Mosharof Hossain, Head of Civil Engineering Department who navigated key operational governance frameworks, linking technical excellence with process efficiency.



Architect Mukta, captivated participants with insights on architectural finishing works, while Akij Steel Mills Ltd. and Internal Audit delivered focused sessions on steel building systems and project compliance, emphasizing accountability and best practices. Linkwise, sessions on Paint Works and Glass Works were conducted by Berger and Interlink respectively, offering product-specific guidance and best practices. A Post-Training Assessment was administered to measure learning outcomes.

protocols to ensure both operator protection and equipment longevity. Real-life case studies and hands-on demonstrations helped bridge the gap between theory and field application, enabling participants to identify early warning signs of wear, reduce downtime and maximize productivity, ultimately contributing to more efficient, cost-effective and sustainable construction operations.

Al Latiful Bari, Senior Manager, Civil Department, delivered a highly practical and results-focused session on Quality and Waste Control, emphasizing the importance of maintaining precise workmanship standards to ensure durability and aesthetic excellence, while simultaneously implementing strategies to minimize material wastage. By reinforcing both efficiency and accountability, the discussion equipped participants with the tools to enhance construction outcomes, reduce costs and align with sustainable building practices.

The intensive training concluded on a high note, featuring 13 expert trainers and 2 dynamic assessments, culminating in the recognition of three top performers with certificates and gifts. All participants received certificates of participation, celebrating their dedication to learning. Each trainer was also honoured with certificates and tokens of appreciation for their expertise, time and precision, acknowledging their pivotal role in creating a lasting impact. The program resonated strongly with civil engineers, highlighting AkijBashir Group's enduring dedication to skill enhancement, engineering excellence and fostering an environment of perpetual learning and professional advancement.



THE EDGE PROJECT

CLOSING WITH PURPOSE

The Hire and Train (HAT) initiative under the Enhancing Digital Government and Economy (EDGE) Project concluded on 02 July 2025 at AkijBashir Group, marking the end of an impactful journey that began on 16 April 2025. Over the course of this program, 60 nominated participants were equipped with practical knowledge and hands-on expertise under the guidance of highly skilled trainers. The closing ceremony also featured a comprehensive examination, ensuring participants' mastery of the key learning outcomes and each participant proudly received a Training Completion Certificate in recognition of their achievement.

The ceremony was graced by the esteemed presence of Mr. Nasir, Professor from PMIS of Dhaka University. Further, Ms. Dilruba Sharmin Khan, Director of Group HR, Mr. Shakil Alam, Head of IT, and Mr. Md. Ashibnur Rahman, Head of Admin at AkijBashir Group, added immense value to the occasion with their participation. Their words of encouragement and professional insights greatly enriched the closing ceremony, reflecting AkijBashir Group's unwavering commitment to building a culture of continuous learning, innovation and excellence.

The event also highlighted the transformative role of Enterprise Resource Planning (ERP) in modern business operations, empowering AkijBashir Group to embrace data-driven decision-making, ensure seamless workflow integration and achieve real-time visibility across supply chain, finance, production and customer service that has been taught throughout the training program. This initiative has set a strong



precedent for how targeted, skill-based training can create lasting impact within a large and diversified conglomerate. AkijBashir Group's dedication to ERP training and development highlights its forward-looking approach to digital transformation, demonstrating a strong commitment to technological innovation and the continuous development of human capital in the era of the Fourth Industrial Revolution.

By fostering a training-focused mindset, AkijBashir Group continues to champion innovation and operational excellence. Regularly organizing specialized programs empowers employees with cutting-edge skills, drives the adoption of modern technologies and ensures the group stays ahead with global best practices, strengthening its leadership in Bangladesh's dynamic business landscape.



BEYOND COMPLIANCE

STRENGTHENING WORKPLACE CULTURE

To strengthen our commitment to ethical practices and a lawful work environment, several training sessions titled 'Compliance Practices in the Factory' were recently conducted in Manikganj factory on 09th July, 12th July, and 15th July for our officers, in-charges and supervisors of Akij Steel Mills Limited, Akij Particle Board Mills Limited and Akij Polymer Industries Limited.

The session focused on the importance of maintaining compliance with Bangladesh labor laws, company policies, safety protocols and ethical standards in daily operations. Topics covered included workers' rights, fair treatment, prevention of harassment, grievance mechanisms and the role of leadership in promoting a culture of accountability and integrity.

Participants were encouraged to take proactive responsibility in upholding compliance in their respective areas. Real-life examples and interactive discussions helped participants understand the practical implications of non-compliance and how to effectively address common challenges. Participants expressed their thoughts after attending the session.

"'Compliance Practices in the Factory' training was the most impactful session for us. Throughout the session, we have learned lots of things such as key compliance elements and areas, legal procedure for employees and the role of supervisor & worker for implementing best compliance practices like grievance. Those learning enhance to achieve the overall organizational desired goal. That leads us to make the environment-friendly, accident & incident-free and a safer



organization. Moreover, such training like this not only enhances our awareness but also prepares us to become more competent and responsible members of the AkijBashir Group." — Shah Alam, Deputy General Manager, Production, Akij Polymer Industries Limited.

"Today's presentation on compliance practices was very useful and insightful. It provided clear guidance on key areas of compliance and helped reinforce the importance of adhering to standards across our operations." — Nripendra Nath Roy, Manager, Quality Control, Akij Steel Mills Limited. "This session has not only increased our awareness of compliance standards but also empowered us to actively contribute to building a more disciplined and regulation-compliant environment." — Md. Al Amin Ahamed Rahit, Assistant Manager, Production, Akij Steel Mills Limited.

"From today's session, we gained a clearer understanding of the kind of relationship we should build with our colleagues and team members—the respect they deserve, the benefits

they are entitled to and the behavior they should experience from us. While we may have been aware of some of these before, the session helped us grasp them in greater detail. Moving forward, we will all commit to strengthening our relationships, fostering mutual respect, and working shoulder to shoulder to drive both our collective growth and the company's progress." — Molin Kumar Das, Officer, Production, Akij Particle Board Mills Limited.

Overall, the sessions reminded all that compliance is not just a legal requirement; it is a foundation for improving productivity and ensuring a sustainable workplace.



AKIJBASHIR'S SUSTAINABILITY PILLARS

PLANET TOWARDS A GREENER TOMORROW



MD. SHAHRIAR ZAMAN

Head of Marketing
AkijBashir Group



At AkijBashir Group, sustainability is not just a commitment—it is a responsibility to leave behind a planet that thrives for generations to come. Among our three sustainability pillars, Planet stands as the foundation of our efforts to integrate environmental stewardship into every process, product and practice. From conserving natural resources to pioneering clean energy, we are driven by a singular vision: to give back more to nature than we take.

Sustainable Product Development for Reducing Deforestation

One of our proudest achievements has been the reduction of deforestation by 5%, saving nearly 3 million cubic meters of timber annually through Akij Board. By producing particle boards and MDF boards from tree branches instead of raw timber, we provide eco-friendly alternatives for the furniture industry. This not only conserves forests but fosters a culture of responsible consumption and production.

Cutting Carbon with Innovation

At Akij Ceramics, we conserve 600,000 cubic feet of natural gas every day, thanks to innovative energy technologies. More importantly, we have reduced carbon emissions per square meter of tiles by 13% — an impact equivalent to planting 250,000 trees every year. This achievement reflects our ability to blend modern manufacturing excellence with environmental responsibility.

Powering Progress with Green Energy

Currently, 20% of our electricity comes from solar panels, producing 100 MW of renewable power. But our ambition goes far beyond. By covering the rooftops of all our factories, we are working toward 400 MW of solar capacity within the next year. This initiative is one of the largest of its kind in Bangladesh and reflects our commitment to leading the way in sustainable energy.

Transforming Waste into Value

Our innovative heat recovery systems capture waste heat from kilns and gas generator chimneys, reducing atmospheric temperatures equivalent to 15,000 standard cubic meters of air. Similarly, in ceramics production, we achieve 100% recycling of solid waste, reusing 51 metric tons daily. These initiatives show how sustainability can turn by-products into opportunities.

Striving for Zero Water Discharge

Water is life—and protecting it is a priority. We are on track to achieve zero water discharge across our operations, with 50% progress already made, saving around 200,000 litres daily. Rainwater harvesting is being developed to reduce dependence on groundwater, while our open-source jute retting genome innovation has cut water use and improved fiber quality, setting new benchmarks for the industry.

**Planting the Future**

Our plantation program has already distributed 500,000 plants in a single year, and we aim to expand this to 2.5 million plants in 2023–24. By greening our surroundings, we are not only offsetting emissions but also empowering communities to be part of climate action.

Planet at the Heart of Progress

Our every step under the Planet pillar, is guided by a simple philosophy: progress must regenerate, not deplete. Whether it is conserving forests, producing clean energy, rethinking waste, or protecting water, we are shaping a future where business and nature thrive together.

At AkijBashir Group, we don't see sustainability as an obligation but as an opportunity—an opportunity to ensure that every product, every process and every innovation contributes to a healthier planet. This is not just our responsibility; it is our promise, to build a sustainable future that is truly Beyond Tomorrow.

AKIJ CERAMICS: BUILDING BANGLADESH'S FUTURE WITH PREMIUM AESTHETICS AND GLOBAL STANDARDS

In a recent conversation with The Business Standard, Mr. Mohammad Kourshed Alam, COO, Building Materials of AkijBashir Group, discussed how Akij Ceramics is setting new benchmarks in Bangladesh's ceramic industry by aligning global design trends with local aspirations.

"As Bangladesh's middle class grows, design has become central to homebuilding," he noted. "Ceramics are no longer just about utility—they're about personal expression." Akij Ceramics has responded with globally inspired finishes and collections like Kathena, Vanita, and Aura, combining premium aesthetics with everyday affordability.

To stay ahead in international markets—including Europe, North America, and the Middle East—AkijBashir has invested in European technology, in-house R&D, and quality control systems. Despite energy challenges and raw material dependency, over 90% of materials are still imported—AkijBashir has taken major sustainability steps. Around 20% of their electricity now comes from solar, with a goal to reach 35%. Heat recovery systems add 15,000 square meters of daily tile output, enhancing efficiency.

Mr. Alam emphasized the need for policy support to stabilize gas supply and currency access. Still, he remains optimistic:

"We're building more than tiles—we're building global trust in Bangladeshi ceramics."



Media: The Business Standard
Published on: July 24, 2025

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INDUSTRY INSIGHTS WITH
MR. MOHAMMOD KHOURSHED ALAM
CHIEF OPERATING OFFICER, BUILDING MATERIALS
AKIJBASHIR GROUP

POWERING THE CERAMIC INDUSTRY— SUSTAINING GROWTH THROUGH INNOVATION

BY AKIJBASHIR



In a recent interview with Khaborer Kagoj, Mr. Mohammad Khourshed Alam, COO, Building Materials of AkijBashir Group, discussed the current pressures facing the ceramic industry and the path forward.

He shared that ongoing global conflicts, rising raw material costs, and local energy shortages have created significant challenges for manufacturers.

Despite this, Akij Ceramics has maintained full-scale production and strong market presence through consistent quality, strategic promotions, and supply chain efficiency.

AkijBashir has already invested over BDT 2,000 crore in the sector and plans further expansion with a focus on exports, product innovation, and technology upgrades. Mr. Mohammad Khourshed Alam emphasized the rising trust in Bangladeshi brands among local consumers and noted Akij Ceramics's early strides into South Asian and Middle Eastern export markets. Calling for policy support, he urged the government to ensure a stable gas and electricity supply, lower interest rates, and increased access to foreign currency. He also expressed optimism about the upcoming Ceramic Expo, which will highlight local capabilities on an international platform.

In the conclusion, Mr. Mohammad Khourshed Alam said, "We are committed to long-term growth by building lasting trust with customers,".

EXCLUSIVE DISCUSSION WITH
MR. MOHAMMAD KHOURSHED ALAM
CHIEF OPERATING OFFICER, BUILDING MATERIALS
AKIJBASHIR GROUP

Media: Khaborer Kagoj
Published on: June 29, 2025

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ADVANCING SUSTAINABLE CONSTRUCTION WITH AKIJBASHIR

In a recent interview with The Daily Star, Mr. Mohammad Khourshed Alam, COO, Building Materials of AkijBashir Group, outlined the company's commitment to sustainable construction materials and practices.

He stressed the need for eco-friendly materials like lightweight tiles (4–5 mm) and engineered boards to reduce resource use and deforestation. He emphasized recycled and locally sourced materials to cut waste and emissions, with innovations like Auto Bricks and tunnel kilns transforming production. Key priorities include sustainable supply chains, energy-efficient manufacturing and industry education.

AkijBashir offers tiles, sanitaryware, faucets, boards and glass solutions designed for performance and sustainability. As Bangladesh's only exporter of sanitary products to Europe, the company uses advanced technologies like Hypetia casting and robotic glazing. With 40% solar energy, wastewater recycling and German Siempelkamp technology, AkijBashir aims for zero discharge.

Leveraging European automation and R&D, AkijBashir ensures quality and efficiency. Upcoming products include meter-by-meter tiles and 900x1800 mm formats. To counter gas shortages, the company uses LPG systems and solar power.

He urged the government to ensure reliable gas supplies, efficient port operations and business-friendly regulations from the NBR to support sustainable growth.

In conclusion, Mr. Alam stated, "AkijBashir is committed to a greener future through innovation and environmental responsibility."



Media: The Daily Star
Published on: August 26, 2025

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IN-DEPTH CONVERSATION WITH
MR. MOHAMMOD KHOURSHED ALAM
CHIEF OPERATING OFFICER, BUILDING MATERIALS
AKIJBASHIR GROUP

TRANSFORMING BANGLADESH'S TILE INDUSTRY WITH AKIJ CERAMICS



In a recent interview with Prothom Alo, Mr. Mohammad Kourshed Alam, COO, Building Materials of AkijBashir Group, discussed the evolution of the tile industry in Bangladesh and the company's role in shaping modern construction aesthetics.

He highlighted how tiles have shifted from being a luxury symbol to an essential element in construction. Today, homeowners focus on aesthetics, while architects and construction firms prioritize durability, safety, and long-term sustainability through strategic tile selection. To meet these diverse needs, Akij Ceramics provides a diverse range of tiles- including kitchen, stair, roof, wall, and floor options that combine durability, safety, and aesthetic appeal. With over 180 showrooms across Bangladesh, the company educates customers on designs, surface finishes, and practical applications, offering finishes like semi-polished Lapatto, high-gloss, matte, rustic, and porcelain prints that enhance beauty, lighting, and energy efficiency. Leveraging advanced technologies such as the control-type press "Continua+" Akij Ceramics ensures international-quality standards while continuously innovating in design and color, serving domestic markets with the capability to enter international markets including Europe, America, and the Middle East.

Mr. Alam concluded, "At Akij Ceramics, we are committed to delivering tiles that blend beauty, safety, and sustainability, making our products competitive globally while supporting Bangladesh's growing construction sector."

IN-DEPTH CONVERSATION WITH
MR. MOHAMMAD KHOURSHED ALAM
CHIEF OPERATING OFFICER, BUILDING MATERIALS
AKIJBASHIR GROUP

Media: Prothom Alo
Published on: August 31, 2025

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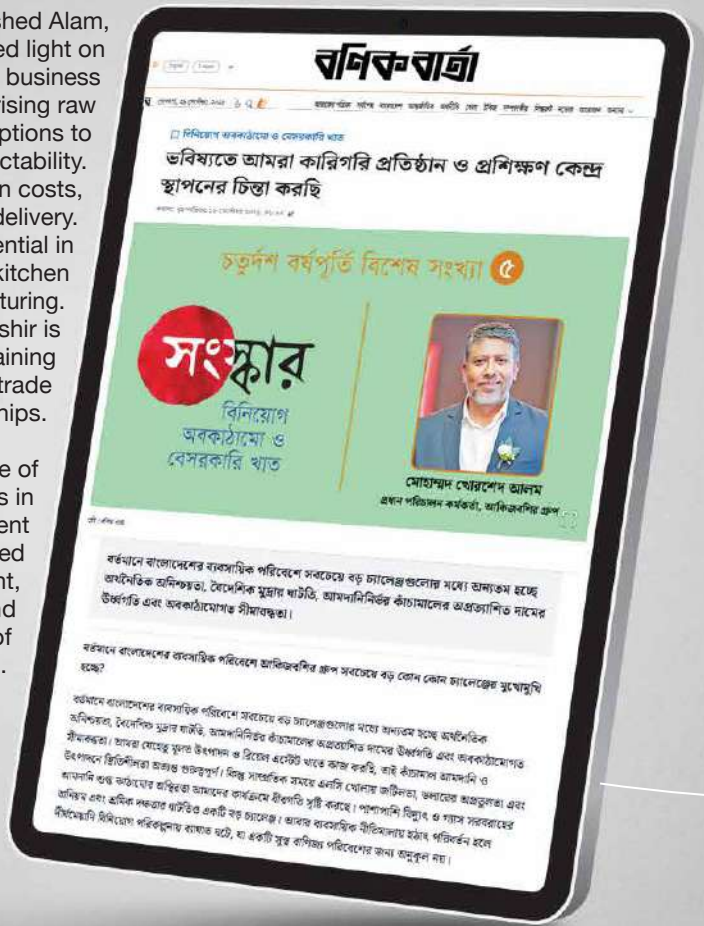


SHAPING THE FUTURE OF INDUSTRY AMID CHALLENGES AND OPPORTUNITIES

In a recent discussion, Mr. Mohammad Khourshed Alam, COO, Building Materials of AkijBashir Group, shed light on the pressing challenges in Bangladesh's current business landscape—ranging from dollar shortages, rising raw material costs and energy supply disruptions to infrastructural limitations and policy unpredictability. These issues, he noted, have raised production costs, slowed operations and affected timely product delivery. Looking ahead, he sees strong growth potential in construction materials, home decor, interior and kitchen solutions, ceramics and export-oriented manufacturing. To strengthen its global presence, AkijBashir is investing in R&D, international certifications, training programs and new market exploration through trade shows and partnerships.

Sustainability and innovation remain at the core of this organization's strategy, with initiatives in automation, renewable energy, waste management and recycling. The company is also deeply focused on employment generation and skill development, planning to establish technical institutes and training centers to prepare the next generation of skilled professionals.

Mr. Alam emphasized the need for supportive government policies—particularly in ensuring uninterrupted energy supply, stable tax structures and streamlined export facilitation. With such support, he believes AkijBashir and Bangladesh's wider industrial sector can thrive in an increasingly competitive global market.



Media: Bonik Barta
Published on: September 18, 2025

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IN CONVERSATION WITH
MR. MOHAMMAD KHOURSHED ALAM
CHIEF OPERATING OFFICER, BUILDING MATERIALS
AKIJBASHIR GROUP

MR. SAIDUR RAHMAN KHAN
SHARES KEY INSIGHTS
AT CHINA-BANGLADESH CERAMICS
**ANNUAL
CONFERENCE
2025**



The China-Bangladesh Ceramics Annual Conference 2025 held in July, brought together industry leaders, international guests and key stakeholders. The conference was centered on fostering innovation, encouraging investment and promoting cross-border collaboration within the ceramic sector.

Mr. Saidur Rahman Khan, Director of Operations at Akij Ceramics Ltd., delivered an insightful speech at the Asian Ceramics Technology 50 Forum, Dhaka. Drawing from his extensive operational experience, he contributed valuable perspectives during the discussion on 'Product Quality & Production Efficiency Enhancement—Win-Win Cooperation'.

In his speech, Mr. Khan shared practical insights into managing large-scale ceramic production and highlighted effective strategies for boosting productivity. He emphasized the importance of maintaining consistent product quality while improving operational efficiency, supporting his points with real-world examples from Akij Ceramics's production processes.

A distinguished Chinese delegation also visited Akij Ceramics production unit, where they experienced firsthand the innovation, craftsmanship and world-class technology driving one of Bangladesh's leading ceramic manufacturers.

Scan to know more



AKIJBASHIR GROUP PRESENTS SDG BRAND CHAMPION AWARDS 2025

HONOURING IMPACT-DRIVEN BRANDS IN BANGLADESH



AkijBashir Group proudly sponsored the 3rd edition of the SDG Brand Champion Awards 2025, held on July 12 at Radisson Blu Water Garden Hotel, Dhaka. Organized by Bangladesh Brand Forum and Sustainable Brand Initiative, and powered by SMC Enterprise Ltd., this prestigious platform celebrates brands and organizations that are advancing the United Nations Sustainable Development Goals (SDGs) in Bangladesh.

A total of 60 sustainable initiatives were recognized—35 as winners, 24 with Honourable Mentions and 1 individual award—showcasing excellence in sustainability across sectors.

Our sponsorship reflects AkijBashir Group's deep-rooted commitment to sustainable progress and impactful collaboration. By supporting this initiative, we aim to encourage more organizations to embed purpose at the heart of their brands and contribute meaningfully to national and global development goals.



AURA & AKIJ DOOR

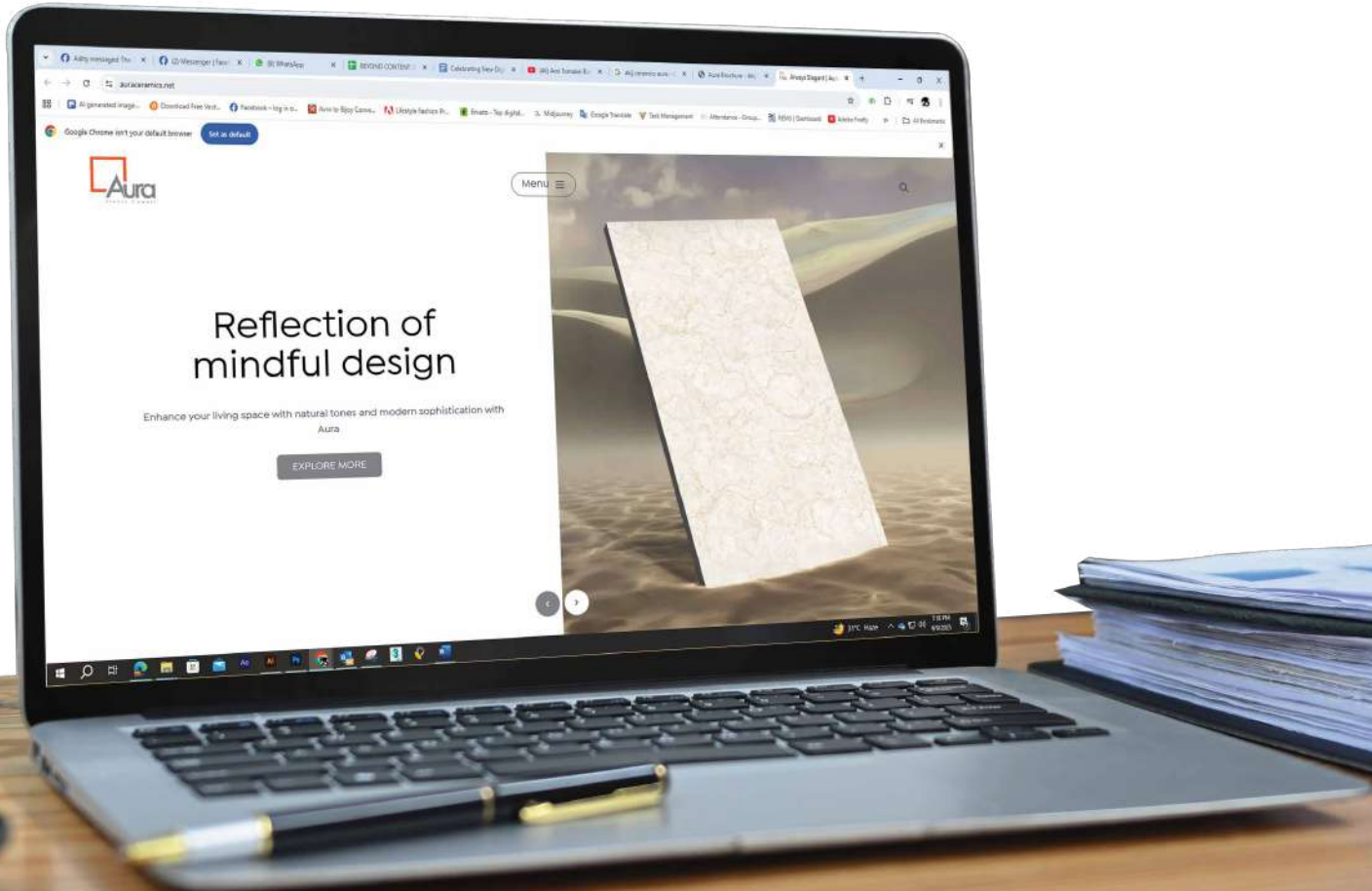
WEBSITES GO LIVE

We are deeply grateful to share the successful launch of two new websites for our concerns, Aura and Akij Door. This milestone marks not only an advancement in our digital journey, but also a meaningful step toward bringing richer brand experiences to our customers, partners and stakeholders.

These websites represent more than updated platforms; they carry the essence, integrity and philosophy of the brands themselves. Their creation has been possible through the unwavering dedication of our IT team, the thoughtful input of brand representatives and the vision of our creative leadership. To everyone who contributed, we extend our heartfelt thanks.

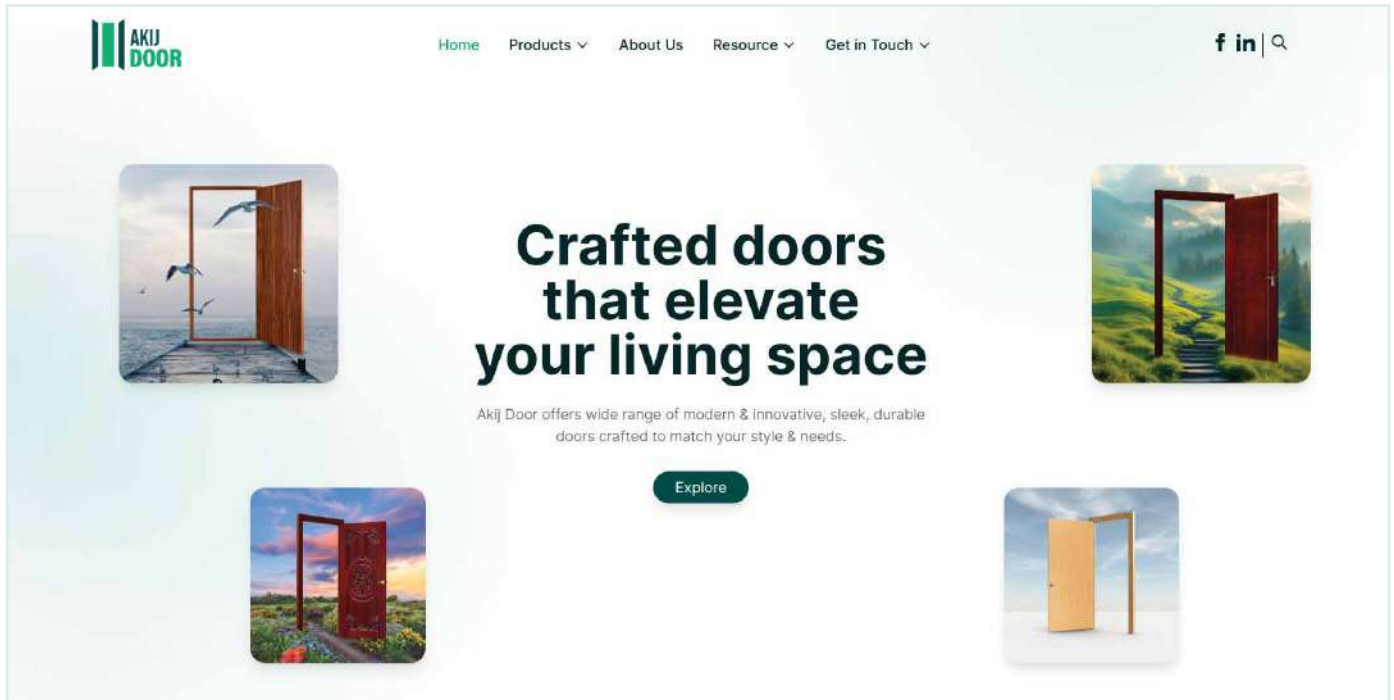
Aura Ceramics: Design That Lives Beyond Trends

The Aura Ceramics website embodies the brand's timeless philosophy—Always Elegant. Its clean, minimalist design allows visitors to discover Aura's exquisite tile collections with ease, reflecting the sophistication that defines the brand.



Akij Door: Crafted Doors That Elevate Living

The Akij Door website reflects the brand's commitment to quality and craftsmanship. With detailed product information, technical insights and real-life showcases, the site has been designed to inspire and guide customers with clarity and elegance.
www.akijdoor.com

**With Gratitude, Toward the Future**

At AkijBashir Group, we recognize that digital platforms are bridges that connect us more closely with the communities we serve. The launch of these two websites is not just a technological achievement, but a shared accomplishment that strengthens our presence and creates opportunities for deeper connection.

We are truly thankful to everyone who made this possible. With gratitude and excitement, we look forward to continuing our journey of innovation, growth and shared success.

AKIJ CERAMICS INAUGURATES EXCLUSIVE NEW SHOWROOM IN RANIBAZAR, RAJSHAHI



Akij Ceramics, Bangladesh's No. 1 Tiles Brand, has expanded its presence with the launch of a new exclusive showroom in Rajshahi. The new showroom marks a key step in Akij Ceramics' journey to reach more customers and enhance their shopping experience.

A six-time consecutive Best Brand Award winner and two-time Superbrands Award winner, Akij Ceramics continues to set industry benchmarks through innovation, superior quality and its "Promise of Perfection." The new showroom, M/S Razzaque Sanitary & Tiles, is located at Ranibazar, Munshidanga More, Rajshahi, to better serve customers in the region.

Designed to provide a premium customer experience, the showroom showcases contemporary tiles collections, modern design concepts and advanced display systems. With a network of over 150 state-of-the-art showrooms across Bangladesh, Akij Ceramics continues to lead the industry, offering high-quality products and expanding its presence to serve customers nationwide.

ROSA UNVEILS EXCLUSIVE SANITARYWARE SHOWROOM

IN CHATTOGRAM, REDEFINING ELEGANCE IN MODERN SPACES



ROSA, the distinguished Sanitaryware brand under AkijBashir Group, has strengthened its premium presence with the inauguration of an exclusive showroom at Al Madina Traders, Pahartali, Raozan, Chattogram. This strategic expansion reinforces ROSA's commitment to design excellence, innovation and refined customer experience.

Guided by its philosophy, 'Beyond Beauty', ROSA has become a hallmark of sophistication and trust, offering an extensive range of premium Sanitaryware. The new showroom provides discerning customers in Chattogram with an immersive environment to explore contemporary sanitaryware designs and modern lifestyle concepts. The ceremony, held on 15 September 2025, was inaugurated by Bishwajit Paul (Head of Sales, ROSA Sanitaryware).

Crafted to embody exclusivity and modernity, the showroom features state-of-the-art sanitaryware product displays, curated inspirations and a seamless journey. With its expanding network of exclusive outlets nationwide, ROSA continues to set industry benchmarks and shape Bangladesh's modern living with confidence, elegance, and enduring value.

BOND & BEYOND

AKIJ CERAMICS BRINGS ARCHITECTS TOGETHER FOR A DAY OF INSPIRATION



Akij Ceramics, a concern of AkijBashir Group, recently hosted its signature event Bond & Beyond – Architects' Day Out at Royena Resort, Gazipur. The gathering brought together leading architects from across Bangladesh for a day filled with collaboration, networking and cultural celebration.

Now in its sixth edition, Bond & Beyond has become a hallmark initiative by AkijBashir Group, designed to strengthen professional connections and foster long-term partnerships within the architectural community. This year's event featured interactive sessions, insightful discussions and engaging activities centered around innovation and knowledge sharing. Chief Architect Mir Manzurur Rahman of the Department of Architecture, Ministry of Housing and Public Works, praised the initiative, noting that such platforms encourage architects to exchange ideas and collectively advance sustainable design practices.



Echoing this vision, Mohammad Khourshed Alam, Chief Operating Officer, Building Materials, AkijBashir Group, highlighted the company's commitment to creating spaces that inspire creativity and collaboration.

The day concluded with a cultural performance by acclaimed singer Ms. Konal, followed by a gala dinner, leaving participants with stronger bonds and renewed inspiration for the future of architecture in Bangladesh.

JOB FAIR 2025

KHULNA UNIVERSITY ALUMNI ASSOCIATION (KUAA)

AkijBashir Group proudly participated in the KUAA Job Fair 2025, held on September 7, 2025, at Khulna University and organized by the Khulna University Alumni Association.

Throughout the day, enthusiastic candidates engaged with our representatives, submitted their CVs at our resume drop box, explored the multiple issues of Beyond Newsletter and scanned QR codes to conveniently apply directly through our career website.

For AkijBashir Group, such career fairs are more than recruitment platforms; they serve as opportunities to connect with bright young talents, share our vision of sustainable growth, and inspire the next generation of professionals to shape their future with us.

The event concluded with a grand closing ceremony, where participating companies, including AkijBashir Group, were honoured in recognition of their contributions to fostering career opportunities for young professionals.



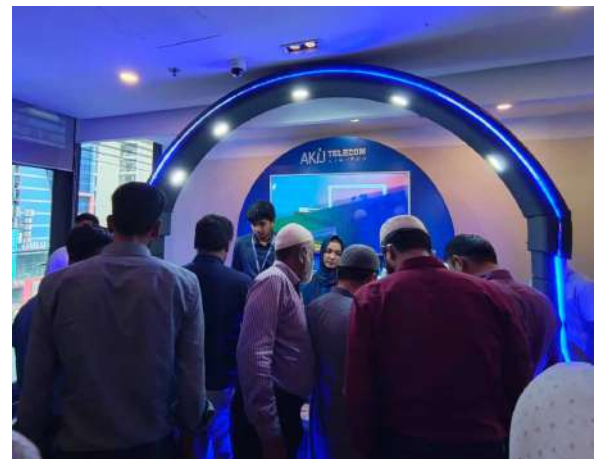
GADGET EXPLORATION

AT AKIJBASHIR GROUP



AkijBashir Group employees enjoyed four days of excitement and discovery during an engaging Activation Campaign at the Corporate Office, organized by Akij Telecom Limited. The campaign offered hands-on interaction with global gadget brands, reflecting the Group's commitment to employee engagement and enriching workplace experiences.

More than just an activation, the event strengthened AkijBashir Group's culture of curiosity, connection, and shared enthusiasm—bringing employees together in a vibrant spirit of exploration and collaboration.



AWARENESS SESSION ON WAYS OF KEEPING **EYES HEALTHY**



At AkijBashir Group, wellness is more than a program, it is a philosophy woven into the way the organization supports its people. Acknowledging the critical role of eye care in sustaining both well-being and workplace efficiency, AkijBashir Group hosted an exclusive awareness session on 'Ways of Keeping Eyes Healthy', facilitated by Professor Dr. Sheikh Mahbub-Us Sobhan, Senior Consultant, Ophthalmology Department, Evercare Hospital Dhaka.

The session provided actionable strategies such as the 20-20-20 rule, posture adjustments and simple eye exercises, offering sustainable ways to reduce strain and keep vision strong in an increasingly digital world.

We believe these valuable insights will help employees recognize when their eyes need care and how to take simple, effective steps to protect them. By bringing in leading medical expertise and encouraging wellness-focused workplace practices, AkijBashir Group is setting a new standard where productivity and well-being go hand in hand. More than just a single awareness session, this reflects a long-term investment in the people who drive the organization forward, a clear commitment that at AkijBashir, employee health is not only supported but also truly prioritized and safeguarded.

CORPORATE TIE-UP WITH

FARAZY HOSPITAL LIMITED FARAZY DENTAL & RESEARCH CENTER



For AkijBashir Group, employees are more than a workforce, they are the heart of the organization, carrying its vision forward every single day. This commitment has been given new meaning through a Memorandum of Understanding (MoU) with Farazy Hospital Ltd. and Farazy Dental & Research Center.

Farazy Hospital Ltd. and Farazy Dental & Research Center together provide comprehensive healthcare solutions in Dhaka, ranging from 24/7 emergency services, ICU/CCU care, and advanced diagnostics to specialized dental treatments and research. With modern technology, expert specialists, and multiple branches across the city, they are committed to accessible, patient-centered care for individuals and families.

By weaving these healthcare solutions into the daily lives of its people, AkijBashir Group is extending its care beyond office walls—into homes, into families, into the very moments that matter most. The initiative reflects a deep truth: when employees know their health and their loved ones' well-being are safeguarded, they are not just motivated—they feel valued, respected, and part of something greater.

CORPORATE TIE-UP WITH **MERLIN TOURS AND TRAVEL**



AkijBashir Group is delighted to have a Memorandum of Understanding with Merlin Tours and Travel, heralding the dawn of a strategic collaboration devoted to enriching the benefits of our cherished employees. Through this esteemed partnership, the employees of AkijBashir Group shall enjoy exclusive travel privileges, from bespoke holiday packages and enticing discounts to priority services designed to make every journey seamless and memorable. These offerings aspire to transform travel into an experience that is not only accessible and affordable but also deeply rewarding.

It stands as a testament to AkijBashir Group's unwavering commitment to the well-being of its people, extending care far beyond the walls of the workplace. By opening doors to relaxation, cultural discovery and treasured family moments, we continue to nurture the holistic growth of our greatest strength; our employees.

This partnership opens doors to new experiences, reminding us that at AkijBashir Group, employee well-being is a journey worth investing in.

Let's Collaborate!

We value your insights and ideas! Whether it's a business update, industry trend, inspiring story or anything meaningful and relevant — we welcome your contributions. Share your thoughts and let us know what you'd like to see featured in upcoming issues of the AkijBashir Newsletter.

Reach out to us at
newsletter@akijbashir.com



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