

BEYOND

JULY 2026



AKIJBASHIR GROUP LAUNCHES
AKIJBASHIR CABLES
WITH BANGLADESH'S FIRST
3-LAYER INSULATED CABLE

THE POWER OF
**LEADERSHIP IN
SUSTAINABILITY**

FROM BRASS TO SMART-FLOW:
THE EVOLUTION OF WATER TAPS
IN BANGLADESH

CHAMPIONING INNOVATION
AND COST LEADERSHIP
**AKIJBASHIR GROUP'S
CHAMPION SAVES MONEY
INITIATIVE**

THREE YEARS OF
**VISION, INNOVATION, AND
SUSTAINABLE GROWTH**

STRUCTURING THE
FUTURE:
**THE AI
BLUEPRINT**

BEYOND THE GAME
AKIJBASHIR GROUP'S
**FIFA WORLD CUP 2026
CELEBRATION**

Welcome to BEYOND

BEYOND is a biannual publication designed to share the insights, culture and latest updates from AkijBashir Group. Whether you are part of our team or a valued reader from outside, we hope this magazine keeps you informed, connected and inspired.

Happy Reading!

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Behind this issue

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Editor's Note

Unlocking Potential: Creating Value from What We Already Have

There is a beautiful truth about potential—it often hides in plain sight.

A seed contains a forest. A spark contains a flame. An idea contains a future. Yet none of these become reality unless they are nurtured, utilized, and allowed to grow.

The same is true for organizations.

At AkijBashir Group, we are blessed with many strengths: talented people, modern facilities, trusted brands, strong relationships, and an unwavering entrepreneurial spirit. We continue to expand into new sectors, invest in innovation, strengthen our capabilities, and explore new possibilities. These achievements are a testament to our ambition and our belief in the future.

However, growth is not only about acquiring more. Sometimes, the greatest opportunity lies in discovering the untapped potential of what we already possess.

Every resource carries a purpose. Every asset carries a possibility. Every employee carries unique capabilities waiting to be fully realized.

When we utilize our resources wisely, we create value. When we improve our processes, we create value. When we reduce waste, save energy, share knowledge, and work collaboratively, we create value. And when we encourage innovation and continuous improvement, we unlock potential that benefits not only our businesses but also our customers, communities, and future generations.

In recent months, we have witnessed how collective awareness and responsible actions can produce meaningful results. Small improvements have generated significant savings. New investments have opened new opportunities. Innovative projects have strengthened our competitiveness. These achievements remind us that progress is rarely the result of a single breakthrough; more often, it is the outcome of many thoughtful actions taken consistently over time.

Perhaps the greatest potential within AkijBashir Group is our people.

Behind every achievement is a team. Behind every innovation is a curious mind. Behind every success is an individual who chose to take ownership, solve a problem, or contribute an idea.

As we move forward, let us continue to look beyond what is visible and discover what is possible.

Let us unlock the potential within our people.

Let us unlock the potential within our assets.

Let us unlock the potential within our ideas.

And together, let us create greater value for our customers, our businesses, and our nation.

Because the future does not belong to those who simply possess resources. It belongs to those who recognize their potential and use them wisely.

Thank you



LIVES THAT DEFIED THE ODDS

The Unstoppable Journey of Salah Uddin Ahmed Sirat

From a child whose family was once unsure whether he could even write his own name, to a tile designer whose creations are now reaching customers across Bangladesh—Salah Uddin Ahmed Sirat's journey is a powerful story of courage, resilience, and quiet determination.

Sirat, currently serving as Officer, Design & Development—ACRL (Tiles), AkijBashir Group, was born with cerebral palsy, a lifelong neurological condition that affects muscle control, movement, and balance. He also lost his mother when he was only one and a half years old. At an age when children usually begin dreaming freely, the people around Sirat were simply uncertain about how far he could go.

The early expectation was modest: if he could learn to write his own name, that would be enough.

But Sirat's journey was never meant to remain within modest expectations.

At the age of six, he began his formal education. With the support of his teachers and family, something changed. A path opened. In Sirat's own words, "That's the beginning of my educational life. By the Grace of Almighty, it was only looking forward from there."

He went on to become one of the top performers in school, achieving a GPA of 4.25 in SSC from the Arts stream. Yet, his educational journey was not without practical challenges. For Sirat, choosing an institution was not only about reputation or

merit; it was also about accessibility. He had to consider whether classes could be held on the ground floor.

As he explains, "I did not have the luxury of choosing a college based on merit. I had to choose a college based on its infrastructure—specifically, which institutes could offer classes on the ground floor."

In 2010, Sirat enrolled at BIAM College, Rangpur. After college, when the path to university did not immediately open, his well-wishers suggested that he join the family pharmacy business or do freelancing. But Sirat was not ready to stop. He asked for one more year—one more chance to prepare, to compete, and to prove himself. Sirat's father also had immense faith in him, believing that he would achieve great things.

That one more chance changed everything.

In 2012, Sirat secured admission to Begum Rokeya University, becoming one of the top scorers in the admission test. To support his participation, the university faculty moved the entire department to the ground floor so that he could attend classes. He later completed both his Honours and Masters in Sociology from the university. After that, just three months of self-practice, he took the IELTS test and achieved a score of 6.5. He had planned to pursue post-graduation in Canada, but due to COVID, it did not work out. Sirat always believes that whatever Allah does is for the best.

His teachers had always believed in him. They saw his dedication, his discipline, and his refusal to give up. For them, Sirat was not an exception to be pitied; he was an example to be followed.





Alongside academics, Sirat had always carried a creative side. He taught himself Adobe Photoshop and Adobe Illustrator, designing logos, business cards and banners as a hobby. At that time, design was simply something he enjoyed. He did not know that one day this hobby would become a career path.

In 2023, Sirat joined AkijBashir Group in the Quality Control Department. Then came a turning point. A chance conversation with the Managing Director opened a new door.

The question was simple: “Which department are you working in right now? Do you have any interest in designing?”

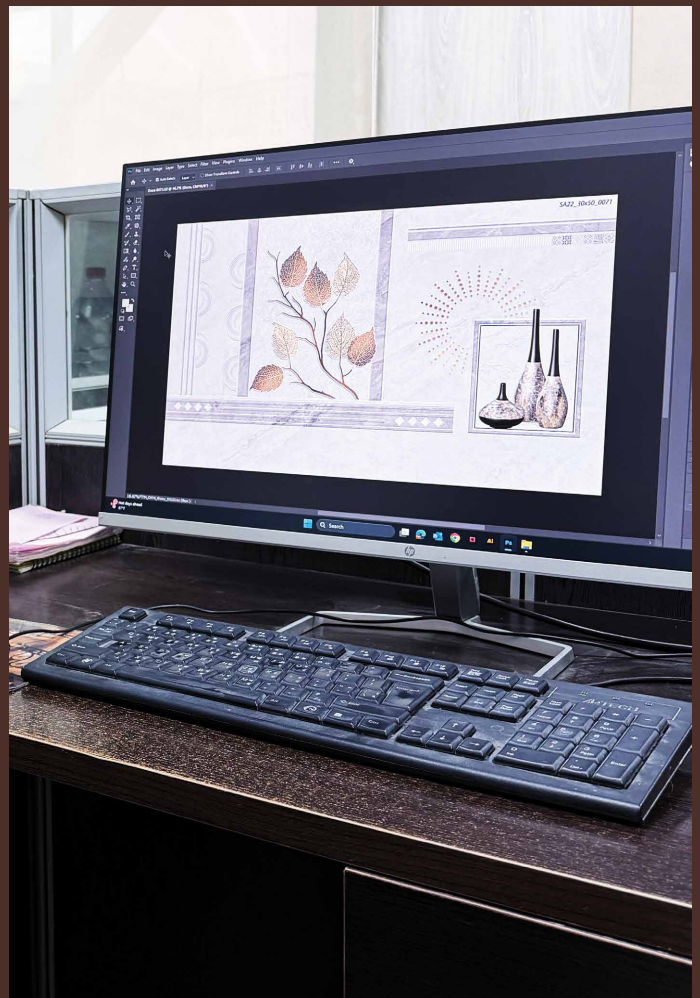
Sirat was asked to prepare a few tile designs. He submitted two or three designs, and one of his initial works was approved immediately. Since then, his designs have moved into production and reached the market. His supervisor noted that very few designers achieve such a strong selection rate within such a short period.



For Sirat, the transformation is deeply meaningful. “Designing has always been my hobby, and now it has become my passion. I enjoy every bit of working in this field.”

Behind Sirat’s success are many people who believed in him. His father and family members gave him the first push toward education. His friends stood beside him throughout his academic life. Professors Nazia Zaman and Azmal Hossan helped make his university education accessible by rearranging the department. His wife continues to support him every day with care and encouragement.

Sirat does not define himself by his limitation. He says, “I consider myself a differently abled person and not someone with disability. If I was disabled, then I wouldn’t be able to reach this point of my life.”



This belief reflects the way he has lived his life. Whenever he faced a wall, he looked for a way through. Whenever a door was not built for him, someone helped open it—or he found the strength to move forward anyway.

Today, Sirat dreams of becoming one of the top tile designers in Bangladesh. Looking at his journey so far, that dream does not seem distant. It feels like the next natural chapter of a life shaped by perseverance, talent, and faith.

Salah Uddin Ahmed Sirat’s story reminds us that success is not defined by the obstacles we face, but by the courage with which we cross them.

The boy who was once expected only to learn how to write his name never stopped writing his own story.

Courage Beyond Silence: The Inspiring Journey of Zahin Rafid Nibir



In a world where communication often depends on sound and speech, Zahin Rafid Nibir's journey stands as a powerful reminder that determination can speak louder than any limitation.

Born with hearing and speech impairments, Zahin faced challenges from the very beginning of his life. For a child growing up in silence, the world was not always easy to understand, nor was it always easy for the world to understand him. Yet, today, as a Management Trainee Officer at AkijBashir Group, Zahin represents resilience, patience, and the strength of never giving up.

His early years were marked by a challenge that his family did not immediately recognize. Once the reality of his condition became clear, his family began a long and committed journey of therapy and support. From 1998 to 2001, Zahin received intensive therapy at the National Center for Hearing and Speech for Children (NCHSC). During this time, he did not merely learn to listen and speak; he learned to fight for his voice.

After three years of continuous therapy, Zahin was finally able to speak—an achievement many may take for granted, but one that he earned through extraordinary effort and perseverance. His speech is understandable though still not entirely clear. He's worn a hearing aid since he was three or four, and he's unable to communicate without it.

Throughout his academic life—from Dhaka Adventist Pre-Seminary to Govt. Mohammadpur Model School & College and later Dhaka Commerce College—communication remained one of his greatest challenges. Reflecting on his journey, Zahin says, “I always faced problems communicating with people, from childhood to this day.”

In a world full of conversations, Zahin found comfort in something more structured and certain: numbers. As he beautifully explains, understanding people was often difficult, but understanding mathematics was easier. Solving mathematical problems felt simpler than understanding people's minds.

Although his father once dreamed that he would become a doctor, Zahin chose to follow his own passion. He pursued both BBA and MBA from United International University, specializing in Accounting—a field where his love for numbers found direction and purpose.

After completing an apprenticeship in the Account and Finance Department at Eco Development Social Organization, Zahin entered the corporate world as an intern at Akij Group in 2022. In 2023, he joined AkijBashir Group as a Management Trainee Officer. Currently, he is involved in managing the distribution activities of ABWL (Akij Bathware Limited) and ACRL's sanitaryware products.

For Zahin, this role is more than a job. It is proof that barriers can be overcome when courage, discipline, and hard work come together.





Though he describes himself as an introvert, Zahin deeply values the support of his family—his mother, father, younger sister, and grandmother. He also appreciates the supportive environment he has found at ABWL. He speaks warmly of his colleagues, whose helpful attitude has made his journey in the distribution department more meaningful and fulfilling. Beyond work, Zahin enjoys the simple joys of life—cricket, travelling, watching films and shows. These interests reflect his quiet yet thoughtful personality and his ability to find happiness in everyday moments.

Looking ahead, Zahin aspires to build his career in Accounting or Finance, where he can further grow through his natural strength with numbers.

Zahin Rafid Nibir's story is not only about overcoming personal challenges. It is a story of courage, persistence, and human potential. He did not allow a silent world to limit his dreams. Instead, he listened with his heart, spoke through his hard work, and continued to move forward with quiet confidence.

He is more than an employee of AkijBashir Group. He is an inspiration—reminding us that with resilience and belief, the very challenges that seem to hold us back can become the strength that drives us forward.

AKIJ CERAMICS INAUGURATES **18.69 MWP ROOFTOP SOLAR PROJECT**

A MAJOR STEP TOWARDS CLEAN ENERGY AND
INDUSTRIAL SUSTAINABILITY



Bangladesh's journey towards clean energy took a significant step forward with the inauguration of an 18.69 MWp rooftop solar project at Akij Ceramics Ltd. in Trishal. The project, financed by Infrastructure Development Company Limited (IDCOL), reflects a strong commitment to renewable energy, industrial decarbonisation, and responsible growth.

The inauguration ceremony was attended by Mr. Ulrich Kleppmann, Head of Development Cooperation at the German Embassy in Dhaka, as the Chief Guest. Mr. Michael Sumser-Hellstern, Director, KfW; Mr. Alamgir Morshed, Executive Director and CEO of IDCOL; and Mr. Sk. Bashir Uddin, Managing Director of AkijBashir Group, were also present on the occasion.

The project involves an investment of BDT 101.47 crore, of which BDT 76.83 crore was financed by IDCOL. Once fully operational, the rooftop solar system is expected to generate approximately 19,500 MWh of clean electricity annually and reduce 14,626 tonnes of CO₂ emissions per year. Of the total capacity, 10 MWp has already been connected to the national grid through net metering.

Speaking at the event, Mr. Ulrich Kleppmann noted that the project reflects the strength of German–Bangladesh development cooperation and Germany's continued support for Bangladesh's climate goals through renewable energy and energy efficiency initiatives. Mr. Michael Sumser-Hellstern highlighted that KfW's €60 million facility to IDCOL is supporting impactful investments in industrial decarbonisation.

Mr. Alamgir Morshed shared that strong private-sector demand has encouraged IDCOL to revise its rooftop solar financing target to 1,150 MWp by 2030. So far, IDCOL has financed around 220 MWp, with a pipeline of more than 200 MWp.

Mr. Sk. Bashir Uddin stated that the project demonstrates AkijBashir Group's commitment to sustainability. He also highlighted the Group's partnership with IDCOL on 11 solar projects, with a combined capacity of 67 MWp.

Following the inauguration, the guests toured the solar facility and factory premises. The project stands as another meaningful milestone in AkijBashir Group's ongoing journey towards cleaner energy, lower carbon impact, and a more sustainable industrial future.

JANATA JUTE MILLS LTD. HONORED WITH **DUAL NATIONAL RECOGNITION** ON NATIONAL JUTE DAY 2026

Janata Jute Mills Ltd. has achieved a remarkable milestone by receiving two prestigious accolades—Best Jute Products Manufacturing Mill and Best Exporter of Jute Products (Hessian, Sacking, CBC Category)—on the occasion of National Jute Day 2026.

The awards were conferred at a distinguished ceremony organized by the Ministry of Textiles and Jute, Government of the People's Republic of Bangladesh, on 6th March, 2026. This recognition highlights the company's outstanding



contributions to the advancement of the nation's jute sector through excellence in production, continuous innovation, stringent quality assurance, and strong export performance.

On behalf of the organization, Mr. Helal Ahmed, Deputy Managing Director of AkijBashir Group, received the awards from His Excellency Mohammed Shahabuddin, Honorable President of the People's Republic of Bangladesh.

This distinguished achievement stands as a testament to the collective dedication, professionalism, and unwavering commitment of the entire team at Janata Jute Mills Ltd. It reflects the organization's relentless pursuit of operational excellence, its expanding global footprint, and its

enduring commitment to preserving and promoting Bangladesh's proud heritage of jute-revered worldwide as the nation's "Golden Fiber."

The company extends its sincere gratitude to the Ministry of Textiles and Jute for this esteemed recognition. It also acknowledges the invaluable support of its partners, stakeholders, and employees, whose dedication and collaborative efforts have been instrumental in attaining this honor.

As Janata Jute Mills Ltd. moves forward, it remains committed to setting new benchmarks in the jute industry and contributing meaningfully to the sustainable growth of Bangladesh's economy.

OUTSTANDING PERFORMANCE BY THE TEA DIVISION: **A YEAR OF GROWTH, QUALITY, AND PROMISE**



The Tea Division of AkijBashir Group has delivered a standout performance in 2025, reflecting strong operations and an unwavering commitment to excellence.

Production surpassed expectations, achieving 101.11% of the annual target, alongside a remarkable 41.33% growth over the previous year.

Looking ahead, the Tea Division is well-positioned for sustained growth, guided by a clear, ambitious, and achievable roadmap focused on expanding production and maintaining consistent quality excellence, with a target to reach a production capacity of 2.50 million kgs by 2028.

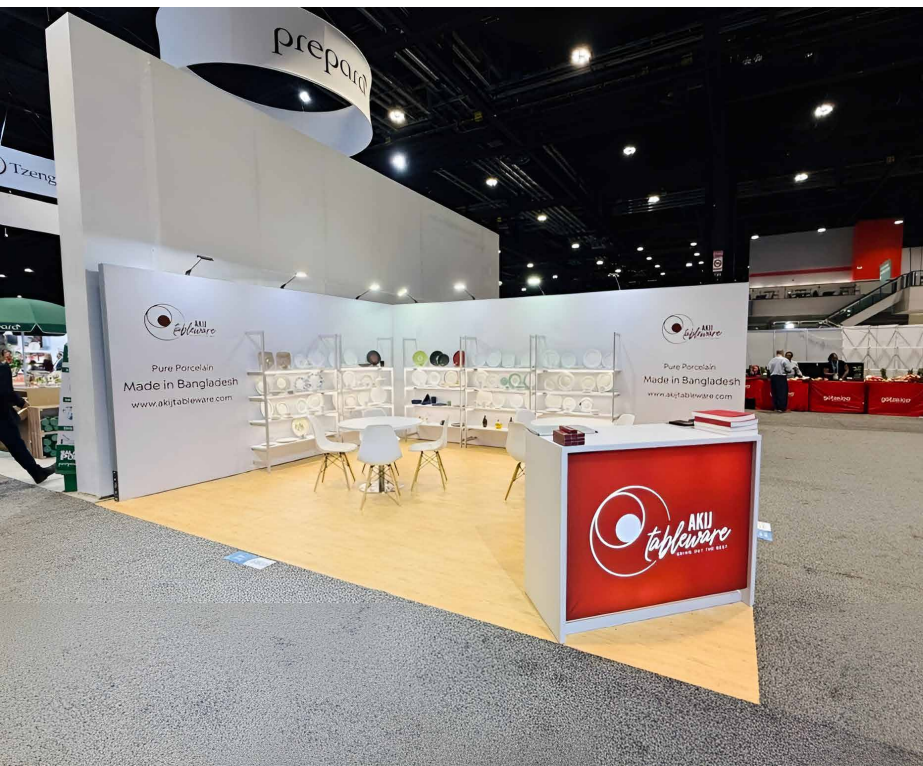
Beyond performance metrics, quality has advanced notably, with clear improvements in liquor standards as highlighted in the broker's report, reinforcing the team's quality-first approach. Additionally, the operations team has made continuous efforts to engage both broker & the buyer community by showcasing our made tea in an appealing manner, enabling buyers to better explore and appreciate its quality. These initiatives have provided excellent exposure to the buyer community and reflect the dedication behind its production.

These achievements reflect strong teamwork, seamless coordination, and effective leadership at all levels. From strategy to execution, every member's dedication has built a solid foundation for continued success.

Warm congratulations to the entire Tea Division—your commitment and team spirit have been key to this progress. Moving forward, the focus remains on sustaining momentum, raising standards, and setting new benchmarks for excellence.

AKIJ TABLEWARE MARKS A HISTORIC MILESTONE

AT INSPIRED HOME SHOW 2026 AS BANGLADESHI TABLEWARE MAKES ITS FIRST ENTRY



Akij Tableware participated for the first time in the globally renowned Inspired Home Show, one of the most influential international exhibitions for housewares, home décor, and lifestyle products, held in Chicago. This participation marks not only a major milestone for Akij Tableware, but also a historic moment for Bangladesh, as the company becomes one of the first Bangladeshi tableware brands to showcase its products on this prestigious global platform.

Organized annually by the International Housewares Association, the show brings together leading global brands, retailers, distributors, and buyers from across continents, creating a dynamic marketplace where innovation, design, and craftsmanship converge. For Akij Tableware, this debut appearance reflects a bold step toward establishing Bangladesh as a competitive source of premium porcelain and ceramic tableware in the international market.

The participation demonstrated Akij Tableware's commitment to presenting world-class quality, contemporary design, and manufacturing excellence to global audiences. Visitors to the exhibition experienced a curated portfolio of products that reflected both international aesthetics and the company's advanced production capability, developed through modern technology, refined finishing, and strict quality standards.

More importantly, Akij Tableware's presence symbolized the growing confidence of Bangladeshi manufacturing on the world stage. Competing alongside established global brands, the company introduced buyers and industry stakeholders to the strength of Bangladesh's ceramic industry through products that combine durability, elegance, and export-ready standards.

This first participation opens a new chapter for Akij Tableware's export ambition, strengthening international relationships and expanding market opportunities across the USA and beyond. It also reinforces the brand's long-term vision of carrying Bangladeshi craftsmanship into premium global households, hospitality sectors, and retail markets.

As Akij Tableware continues its international journey, this debut at the Inspired Home Show stands as a proud beginning, proving that Bangladesh is ready to contribute meaningfully to the global tableware conversation.



CHAMPIONING INNOVATION

**AKIJ BIAx FILMS EARNS
TOP RECOGNITION**AT INTERNATIONAL PLASTIC FAIR (IPF)
BANGLADESH 2026

The International Plastic Fair Bangladesh 2026, held from January 28–31 at the International Convention City Bashundhara, marked a significant occasion for the global plastics and packaging industry. Recognized as one of South Asia's premier industry gatherings, the fair welcomed more than 800 exhibitors from around the globe, creating a dynamic hub for networking, partnerships, and knowledge sharing. Industry professionals and stakeholders convened to discover emerging trends and transformative technologies shaping the future of plastics and packaging.

Among the distinguished participants, Akij Biax Films Ltd. established a remarkable presence as one of the leading local exhibitors. The company drew considerable attention through a creatively designed and strategically curated exhibition space that reflected its dedication to innovation, sustainability, and product excellence.

At the exhibition, Akij Biax Films presented an extensive portfolio featuring Direct Transfer Films (DTF), Thermal Lamination Films—including Heat Matte, Heat Gloss, and Soft Touch variants—as well as packaging solutions such as BOPP, PET, CPP, and Stretch Films. The showcase highlighted the company's versatile product capabilities and reinforced its growing influence within the packaging sector.

A major contributor to the company's success was its thoughtfully executed branding approach. Through visually engaging displays and interactive experiences, Akij Biax Films delivered an immersive and memorable journey for visitors. The exhibition booth effectively conveyed the organization's core principles—innovation, sustainability, and packaging excellence—while offering attendees meaningful insights into the applications and value of its solutions.





One of the booth's most distinctive elements was its seamless contemporary design aesthetics. This thoughtful combination of local identity and global standards elevated the visitor experience and set Akij Biax Films apart from its peers.

The company's exceptional efforts were ultimately recognized with First Position in the Local Exhibitor Branding category, a noteworthy achievement and proud milestone for the organization. This recognition not only celebrated the company's outstanding exhibition and branding initiatives but also reaffirmed its reputation as a progressive leader in the plastics and packaging industry.

Akij Biax Films' accomplishment at the International Plastic Fair Bangladesh 2026 reflects its continued pursuit of innovation, quality, and sustainable growth. With ongoing investments in advanced technologies and environmentally responsible practices, the company remains poised to drive meaningful progress and shape the future landscape of packaging solutions in the years ahead.



THREE YEARS OF **VISION, INNOVATION, AND SUSTAINABLE GROWTH**



**YEARS OF
THE JOURNEY
BEYOND TOMORROW**

Three years ago, a bold new chapter began in the industrial landscape of Bangladesh. What emerged was not merely a new corporate identity but a renewed vision to redefine excellence across industries, elevate local manufacturing to global standards, and shape a future driven by innovation, responsibility, and long-term impact.

Built on decades of industrial legacy and entrepreneurial strength, AkijBashir Group has, within a short span, accelerated its journey across multiple sectors, creating a powerful ecosystem of brands that continue to influence how millions live, build, and experience quality every day.

From ceramics, boards, doors, sanitaryware, tableware, glass, steel, flooring, and polymer solutions to jute, tea, packaging, lifestyle retail, and newly emerging industrial ventures such as cables, AkijBashir Group has built a diversified portfolio of brands that reflects both industrial strength and evolving consumer aspirations. Through brands such as Akij Ceramics, Akij Board, Akij Tableware, ROSA, Akij Door, AkijBashir Glass, and other key business units, the Group continues to demonstrate how local excellence can successfully compete on an international stage. Its commitment to quality, innovation, and industrial excellence continues to shape stronger benchmarks across industries and inspire new possibilities for modern manufacturing in Bangladesh.

But beyond business growth and expansion, what truly defines these three years is a philosophy rooted in purpose: building with vision, creating with responsibility, and progressing with people at the center.

Every new initiative, every investment, and every strategic move reflects a larger ambition: to contribute meaningfully to national development while creating globally competitive industries in Bangladesh.

As AkijBashir Group steps into its fourth year, the journey ahead remains driven by greater aspiration, stronger capability, and a clear commitment to shaping industries that stand stronger for future generations.

A PROUD NEW MILESTONE
FOR AKIJBASHIR GROUP

AKIJBASHIR AVIATION LIMITED BEGINS ITS JOURNEY



AkijBashir Group has reached another proud milestone with the formal commencement of operations of AkijBashir Aviation Limited on 21st April, 2026. By the grace of Almighty Allah, the company has officially received Air Operator Certificate (AOC) No. 29 from the Civil Aviation Authority of Bangladesh (CAAB), marking the official beginning of its aviation journey.

This achievement represents an important step in AkijBashir Group's continued growth, diversification, and forward-looking aspirations. The launch of AkijBashir Aviation Limited reflects the Group's confidence in exploring new sectors while maintaining its commitment to professionalism, operational excellence, and long-term value creation.

The successful receipt of the AOC is the outcome of dedicated efforts, perseverance, and professional commitment from the AkijBashir Aviation team. It also reflects the valued guidance and strategic direction of the management, whose vision continues to inspire the Group's expansion into new areas of opportunity.

As AkijBashir Aviation Limited begins its operations, this milestone stands as a symbol of progress and ambition for the entire Group. It reinforces AkijBashir Group's journey of moving forward with discipline, innovation, and a strong sense of purpose.

With prayers and best wishes, we celebrate this formal beginning and look forward to the continued growth and success of AkijBashir Aviation Limited in the days ahead.

AKIJ TABLEWARE ADVANCES WITH **NEW BONE CHINA, STONEWARE, AND PORCELAIN** MANUFACTURING PLANT



Akij Tableware has marked a significant milestone in its journey of growth and innovation by taking a step forward in establishing its advanced manufacturing facility for bone china, stoneware, and porcelain products. This initiative reflects the company's commitment to strengthening local production capabilities while meeting international standards in quality and design.

The new facility will be developed on approximately 500,000 square feet of land, with the plant occupying a designated portion of the site. The ground floor will be dedicated to porcelain production, the first floor to stoneware, and the second floor to bone china manufacturing. Designed as a fully automated facility, the plant is expected to generate employment for around 2,400 people, contributing significantly to industrial growth and job creation in Bangladesh.

In terms of production capacity, the bone china unit is expected to produce around 21,000 pieces per day. The stoneware units will have a combined capacity of approximately 50,000 pieces per day. Meanwhile, the additional porcelain unit

in the new plant is set to produce around 50,000 pieces per day, further strengthening the brand's ability to meet growing market demand.

The foundation laying ceremony of this ambitious project was inaugurated on 15 April 2026 by Mrs. Monowara Begum, Chairman of AkijBashir Group. Her presence at the ceremony reflected the group's strong leadership vision and unwavering commitment to growth and innovation.

Officials from AkijBashir Group and Akij Tableware were also present at the ceremony.

Speaking at the event, the leadership emphasized the importance of innovation, self-reliance, and global competitiveness. They also highlighted how this new plant will contribute to employment generation, skill development, and the overall economic growth of the country.

This initiative not only reinforces Akij Tableware's position as a leading brand in the industry but also signals a promising future for Bangladesh's tableware sector.

CHANGE

IS IN YOUR HANDS



You might be heading out for the office in the morning, sweltering in the cramped confines of public transit. Gazing out at the scorching sun, it suddenly strikes you: this year feels inexplicably hotter than the last.

Yet, the question of why the temperature continues to soar rarely crosses our minds. The time has come, however, to finally ask ourselves that very question.

Year after year, global warming intensifies, and climate patterns become increasingly erratic. The root cause is singular: ourselves. Our own negligent behavior is driving environmental degradation.

We seldom take proactive initiatives to stabilize our environment. Yet, remarkably small adjustments, such as switching off an unnecessary light, cutting the engine while idling in gridlock, or reducing single-use plastics, can collectively catalyze monumental change.

To inspire individual action toward environmental preservation this Earth Day, AkijBashir Group launched a targeted awareness campaign. The core message was clear: the responsibility to protect what remains of a healthy planet rests squarely in your hands.



The campaign was anchored by three primary creative assets, each seamlessly linked to a dedicated microsite. Audiences were driven via a strategic call-to-action (CTA) to visit the microsite and actively participate in the movement.

The microsite featured a digital pledge, a formal commitment designed to help individuals identify and implement actionable steps toward environmental sustainability within their daily lives.

Upon successfully taking the pledge, participants were honored with an official certificate of appreciation from AkijBashir Group. Ultimately, the initiative achieved a digital reach of 1.29M social media users, generating a total of 13.96M engagements.

CARRY GREEN FORWARD

A COLLECTIVE COMMITMENT TO A GREENER TOMORROW



At AkijBashir Group, we believe responsibility toward the environment goes beyond awareness. It requires conscious action, collective participation, and long-term thinking that creates a positive impact on People, Planet, and Process. This belief inspires Carry Green Forward—an initiative that encourages communities across the country to embrace more environmentally responsible practices for a better tomorrow.

Carry Green Forward is more than a message. It is a collective commitment to adopt more responsible habits, make more conscious decisions, and promote sustainable practices in our everyday lives. Because sustainability is not only about reducing waste; it is about carrying responsibility forward for future generations.

Green Bag

As part of this commitment, AkijBashir Group took the initiative to introduce Green Bag that is biodegradable and compostable: designed to encourage more responsible waste disposal practices.

To expand the impact of this initiative, AkijBashir Group distributed 365,000 Green Bags across Bangladesh, empowering individuals, families, and communities to take small but meaningful steps toward environmental responsibility.

Unlike conventional plastic bags, these eco-friendly alternatives naturally decompose after disposal and gradually return to nature, contributing organic nourishment to the soil through the natural decomposition process.

Through this initiative, we aim to inspire positive behavioral change at scale, demonstrating how simple everyday choices can collectively contribute to a cleaner environment and a more sustainable future.

Because every responsible action matters. Every Green Bag carries a purpose. And together, we can Carry Green Forward.

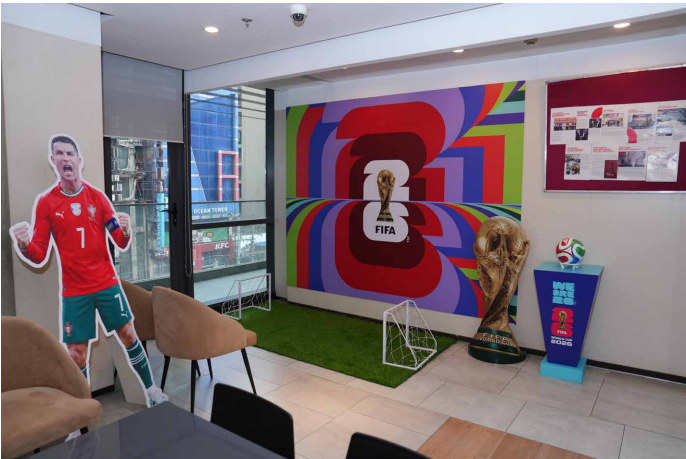
BEYOND THE GAME

AKIJBASHIR GROUP'S FIFA WORLD CUP 2026 CELEBRATION



AkijBashir Group celebrated the FIFA World Cup 2026 through "Beyond the Game," a workplace engagement campaign that brought employees together through the shared passion of football. Office spaces were transformed with World Cup-themed decorations, country flags, fan booths, mascot displays, replica trophies, and interactive installations, creating a vibrant and festive atmosphere throughout the tournament.

Initiatives such as “Wear Your Team” and “Predict & Win” encouraged participation, friendly competition, and team spirit among employees. More than a football celebration, the campaign strengthened workplace connections, enhanced employee engagement, and demonstrated how a global sporting event can inspire unity, excitement, and lasting memories beyond the game itself.



INTRODUCING THE FIRST-EVER **30×90 WALL TILES** IN BANGLADESH

Akij Ceramics proudly introduces Bangladesh's first-ever 30×90 wall tiles, a new format designed to bring modern proportions, refined textures, and superior durability to contemporary interiors. This innovative size offers a sleek, elongated look that enhances the visual flow of walls while creating a more spacious and seamless appearance.

Crafted with a premium porcelain matte finish, these tiles deliver a sophisticated surface that balances elegance with practicality. The matte texture creates a calm, natural aesthetic while maintaining easy maintenance and long-lasting performance—making it ideal for bathrooms, kitchens, feature walls, and commercial interiors.



Powered by Advanced Granule Technology, the tiles feature a distinctive surface enriched with glittery, granule, and punch effects, adding depth and character to the design. This advanced surface treatment ensures a unique visual dimension while preserving durability and consistency.

Built with a strong porcelain body, the tiles offer enhanced strength, low water absorption, and reliable performance for everyday use. The combination of premium finish, innovative technology, and refined size makes the 30×90 wall tiles a versatile solution for both residential and commercial spaces.

With this launch, Akij Ceramics continues its commitment to innovation and design excellence—bringing a new standard of wall aesthetics to Bangladesh. The first-ever 30×90 porcelain matte wall tiles represent a perfect balance of style, texture, and durability for modern architectural spaces.

AKIJBASHIR GROUP LAUNCHES
AKIJBASHIR CABLES
 WITH BANGLADESH'S FIRST 3-LAYER
 INSULATED CABLE



AkijBashir Group has officially entered the electrical wire and cable industry with the launch of its new brand, AkijBashir Cables, introducing Bangladesh's first 3-layer insulated cable manufactured using advanced technology.

The newly launched cables feature pure copper build 3-layer insulation designed to provide enhanced protection and heat resistance up to 105 degrees Celsius. This innovation sets a new standard for electrical safety in the country, addressing growing safety requirements in residential, commercial, and industrial electrical installations.

The brand was formally launched on January 8, 2026, at the Bangladesh-China Friendship Conference Center (BCFCC) in Dhaka, in the presence of industry professionals, business partners, trade leaders, and other key stakeholders. The event marked a significant new addition to Bangladesh's rapidly expanding electrical wire and cable sector.

AkijBashir Cables has begun operations with 32 showrooms across the country, ensuring immediate nationwide availability. Launched with the tagline "Confidence Within," the brand reflects the group's focus on safety, reliability, and long-term performance.

The brand was officially unveiled by the presence of the group's top management, including Mr. Helal Ahmed, Deputy Managing Director, Mr. Mohammad Omar Faruke, Head of Business, AkijBashir Energy Ltd., along with other senior officials. Speaking at the event, Mr. Mohammad Omar Faruke stated that, backed by AkijBashir Group's long-standing credibility and advanced manufacturing capabilities, AkijBashir Cables has entered the market with a comprehensive, quality-driven portfolio of electrical wires and power cables designed to meet the needs of residential,



commercial, and industrial applications.

He further expressed confidence that AkijBashir Cables will soon establish itself as a trusted choice among homeowners, electricians, engineers, contractors, dealers and retailers. Leveraging a showroom-led nationwide distribution network, the brand aims to deliver safe, reliable, and future-ready electrical solutions, contributing meaningfully to secure power connections across Bangladesh’s homes, industries, and infrastructure.

With this launch, AkijBashir Group strengthens its commitment to innovation, quality, and national development by expanding into a sector that directly impacts everyday safety and progress.



THE POWER OF LEADERSHIP IN SUSTAINABILITY

**AHADUR RAHMAN**

Head of Organizational Development
AkijBashir Group



When challenges arise, people often look to policies for direction. But sometimes, the most powerful message comes not from a memo or a meeting—it comes from example.

As global concerns over energy security and resource availability continue to grow, AkijBashir Group has taken a proactive approach to promoting sustainable practices and responsible resource utilization. Across the organization, teams have been encouraged to rethink everyday habits and identify practical ways to reduce unnecessary consumption.

What made this initiative particularly meaningful was the example set by the Group's leadership.

During a recent business visit, Managing Director Sk. Bashir Uddin and several members of the senior leadership team chose to travel together in a single vehicle instead of making separate journeys. It was a simple decision, yet it carried a powerful message. Sustainability is not the responsibility of a single department or function; it is a shared commitment that begins with individual choices.

The gesture quickly became a topic of conversation across the Group. Employees saw firsthand how small actions can contribute to larger goals. Sharing transportation, reducing energy waste, making thoughtful use of resources, and finding more efficient ways of working are all examples of how sustainability can become part of everyday life.

The experience served as a reminder that leadership is not only about setting direction—it is also about demonstrating the behavior we hope to see in others.

As AkijBashir Group continues its journey toward sustainable growth, initiatives such as these reinforce an important belief: meaningful change often begins with simple actions, consistently practiced. And when leaders take the first step, others are inspired to follow.

Through collective awareness, responsible choices, and a shared sense of purpose, we can all contribute to building a more sustainable future for our organization, our communities, and the generations to come.

THE SUSTAINABILITY PARADOX OF AI

CAN INTELLIGENCE BE GREEN?



M S JAHAN EMON

Assistant Manager, Marketing
AkijBashir Group

The Industrial Revolution transformed human civilization through machines. The Digital Revolution connected the world through information. Today, we are entering a new era defined by intelligence itself.

Artificial Intelligence has become the most influential technology of our time. It powers everything from recommendation algorithms and virtual assistants to medical diagnostics, autonomous systems, and advanced scientific research. Governments see it as an engine of economic growth, businesses view it as a competitive advantage, and consumers increasingly rely on it in their daily lives. Yet beneath the excitement lies a question that deserves greater attention: What is the environmental cost of intelligence?

Unlike factories or vehicles, the environmental footprint of AI is largely invisible. Every AI-generated image, chatbot response, and predictive model relies on vast networks of data centers operating around the clock. These facilities require enormous amounts of electricity to process data and significant quantities of water to keep systems cool.

The issue became particularly visible when major technology companies began rapidly expanding AI infrastructure worldwide. New data centers are being built across North America, Europe, and Asia to support growing demand for generative AI tools, raising concerns about energy consumption and local water resources. What appears as a simple prompt on a screen is supported by a massive physical ecosystem operating behind the scenes.

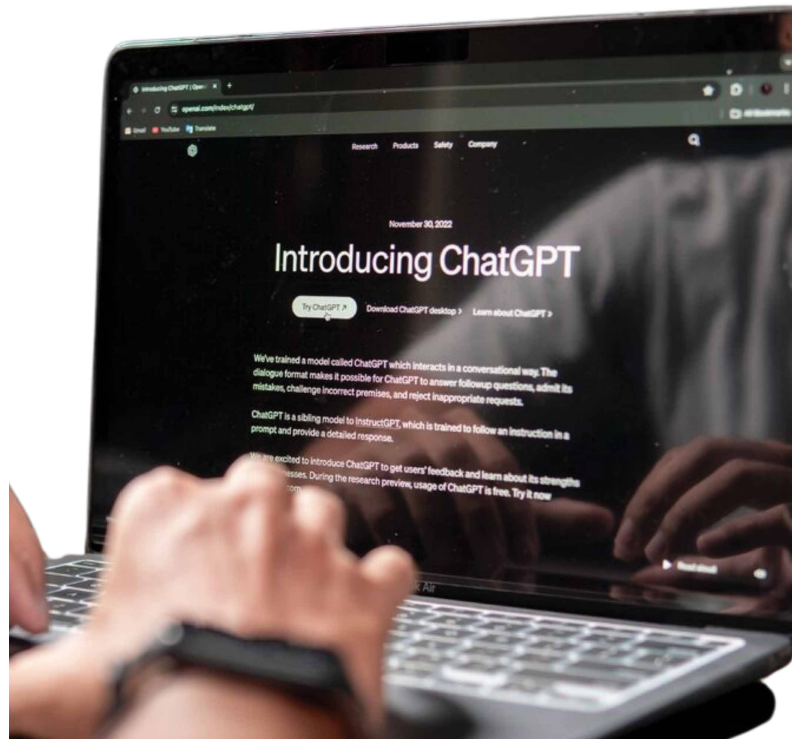
This creates a fascinating paradox. At a time when the world is striving to reduce environmental impact, one of its most celebrated technologies is becoming increasingly resource-intensive.

At the same time, AI is proving to be one of the most powerful tools for sustainability itself.

Farmers are using AI to optimize irrigation and reduce water consumption. Cities are leveraging intelligent systems to manage traffic and lower emissions. Renewable energy providers use AI to forecast demand and improve grid efficiency. Manufacturers are employing machine learning to reduce material waste and improve productivity.

One notable example comes from Google's data centers, where AI systems have been used to optimize cooling operations. By analyzing thousands of variables in real time, the technology has significantly reduced the energy required for cooling, demonstrating how AI can help lower environmental impact even within energy-intensive facilities.

Similarly, in agriculture, AI-powered precision farming technologies are helping farmers apply water, fertilizers, and



pesticides only where needed, reducing waste while improving crop yields. What once required estimation can now be guided by data.

In many cases, AI is helping industries achieve levels of efficiency that were previously impossible. This duality makes artificial intelligence unique. It is both part of the sustainability challenge and part of the sustainability solution.

The debate, therefore, is not whether AI is good or bad for the environment. The real question is whether society can develop and deploy AI responsibly enough for its benefits to outweigh its environmental costs.

This is where the concept of Green AI is gaining momentum. Rather than focusing solely on making AI systems larger and more powerful, Green AI advocates for making them more efficient. It asks an important question: should technological progress be measured only by capability, or also by the resources required to achieve it? The answer may shape the future of innovation itself.

For decades, success in technology was defined by speed, scale, and power. Sustainability introduces a different metric: responsibility. As AI becomes embedded in architecture, healthcare, manufacturing, transportation, and everyday consumer products, efficiency must become as important as capability.

After all, intelligence is not free. Behind every digital interaction exists a physical reality of energy, infrastructure, and natural resources.

Perhaps the greatest challenge of the coming decade is not teaching machines to think more like humans, but ensuring that human values guide how those machines are built and used.

Because in the age of artificial intelligence, the true measure of progress may not be how much intelligence we create, but how intelligently we create it.

FROM BRASS TO SMART-FLOW: THE EVOLUTION OF WATER TAPS IN BANGLADESH

TRACING THE MODERNIZATION OF WATER SYSTEMS OVER TIME

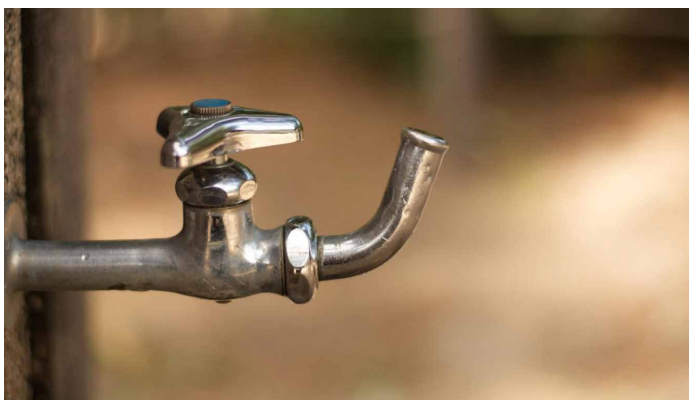


MOHAMMAD ZAHANGIR ALAM

Head of Market Intelligence
AkijBashir Group

Water Taps as a Reflection of Bangladesh's Development Journey

- **Transition from Function to Design**
Water taps in Bangladesh evolved from basic utilities to symbols of urbanization and modern lifestyle.
- **Growth of Local Manufacturing**
Bangladesh developed domestic expertise in metal casting, plating, and composite materials for tap production.
- **Adaptation to Environmental Conditions**
Tap designs adapted to local water challenges like salinity, hard water, and high iron content.
- **Focus on Water Efficiency**
Eco-friendly features such as aerators and leak resistance reflect growing environmental awareness.



Early Years of Faucet Usage: Post-Independence to the 1990s

- **Limited Variety and Accessibility**
Post-independence, water taps were mostly crude cast iron or expensive imported brass, limiting consumer accessibility.
- **First Local Production**
In 1973, locally produced metal faucets by Sharif Metal reduced imports and started domestic manufacturing.
- **Durability and Challenges**
Early brass taps were durable but prone to leakage, corrosion, and scaling, especially in iron-rich water areas.

Market Conditions

Consumer choice was minimal; decisions focused on price and availability rather than aesthetics or brand.



Limitations of Traditional Brass and Cast-Iron Taps

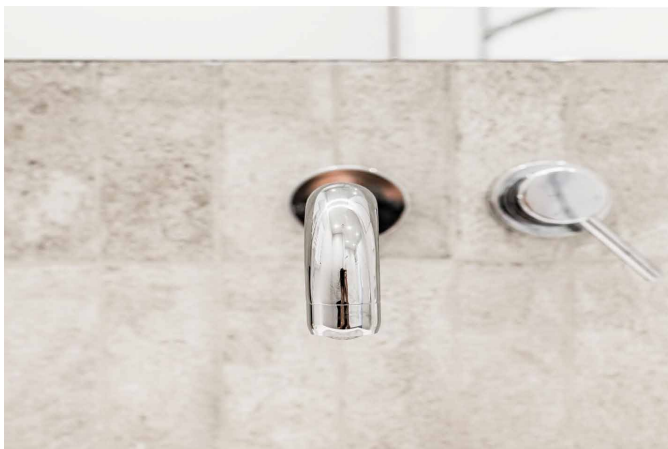
- **Leakage and Maintenance Issues**
Worn washers and screw-down mechanisms in traditional taps cause leakage, leading to water wastage and high maintenance costs.
- **Corrosion and Material Degradation**
Cast iron rusts and low-grade brass suffers pitting, especially in harsh water conditions, reducing tap durability and hygiene.
- **Bulky Design and Installation Challenges**
Traditional taps have heavy, bulky designs that complicate installation and increase labor and replacement costs.
- **Environmental and Efficiency Concerns**
Outdated flow control and poor seals cause water loss, highlighting the need for more efficient, eco-friendly tap designs.



Market transformation and competitive dynamics

Shift to Chrome-Plated Brass and Improved Design Standards

- **Transition to Chrome-Plated Brass**
Shift from plain brass to chrome-plated fittings improved corrosion resistance and modernized household taps.
- **Enhanced Design and Quality**
Manufacturers adopted better finishing, precise machining, and diverse designs like mixers and wall mounts.
- **Market Shift and Consumer Trends**
Rising incomes and urbanization increased demand for branded, durable, and aesthetically pleasing taps.
- **Industry Benchmarking**
Quality standards rose, forcing competition on durability and aesthetics over price alone in the faucet market.



Mass Market Disruption by Affordable Plastic and Hybrid Solutions

- **Introduction of Affordable Solutions**
Affordable rust-resistant plastic and hybrid faucets made from uPVC and PTMT revolutionized the mass market in Bangladesh.
- **Consumer Benefits and Market Impact**
These innovative taps addressed corrosion, high prices, and availability issues, making quality faucets accessible to millions.

• Industry Competition and Innovation

The disruption forced traditional metal manufacturers to innovate and adjust pricing strategies to stay competitive.

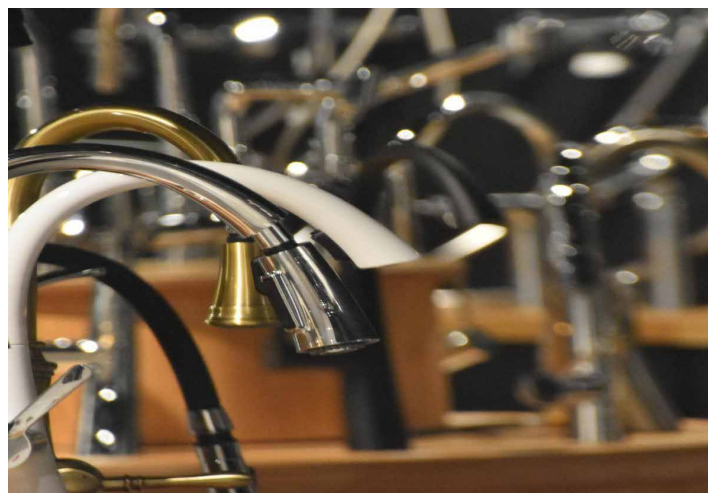
• Socio-Economic Impact

Mass adoption improved hygiene and reduced maintenance burdens for lower-income households, driving inclusive growth.



Emergence of ROSA as a Premium Local Brand

- **Positioning Between Market Segments**
ROSA occupies the gap between low-cost domestic and expensive international faucet brands, targeting urban middle classes.
- **Design and Reliability Focus**
ROSA emphasizes modern design aesthetics, quality finishes, and reliability compatible with local plumbing standards.
- **Competitive Strategy**
The brand leverages local manufacturing to maintain cost advantages while competing with imported products in urban showrooms.
- **Market Impact and Trends**
ROSA's success highlights rising brand-consciousness and redefines expectations for local sanitaryware brands.



Market size, demand structure, and growth outlook

Industry Size and Linkage with Construction Growth

- **Market Valuation and Growth**
The faucet and bathware market in Bangladesh is valued over Tk 2,000 crore, driven by urbanization and rising living standards.
- **Construction Sector Linkage**
Industry demand closely follows construction growth, as new projects increase need for sanitary fittings.
- **Market Composition and Imports**
Local manufacturing increased but imported premium products still cover 15% market share.
- **Urban-Rural Demand Dynamics**
Urban areas prefer coordinated bathroom solutions; rural areas use simpler fittings, ensuring demand across tiers.

Current Demand Structure Across Price Segments

Price Segment	Market Share	Typical Consumers
Super Premium	7%	Luxury homeowners, high-end projects
Premium	6%	Upper-middle-income urban households
Premium Local	40%	Urban middle and upper-middle class
Fragmented Mass Market	47%	Price-sensitive urban and rural consumers

Growth Outlook and Medium-Term Expectations

- **Stable Market Growth**
Projected annual growth of 3 to 4 percent reflects a balanced and steady market expansion amid economic challenges.
- **Structural Demand Drivers**
Urban housing demand and lifestyle upgrades are key factors supporting steady faucet market growth.
- **Focus on Operational Efficiency**
Manufacturers prioritize efficiency, differentiation, and brand building to maintain margins in competition.
- **Government Support & Market Maturity**
Government initiatives in housing and sanitation indirectly boost market demand in a maturing industry.



Adaptation, innovation and the future of smart water

Adapting to Local Water Conditions and Cultural Shifts

- **Environmental Challenges**
High salinity and hard water in Bangladesh accelerate metal fittings' degradation, necessitating corrosion-resistant materials.
- **Cultural Shift in Hygiene**
The health faucet replaced the traditional lota, improving hygiene and reshaping bathroom designs in urban households.
- **Product Innovation Driven by Culture**
Cultural practices influence innovation, leading manufacturers to create locally optimized and user-centric water fittings.

Water-Saving Technologies and Sustainability Focus

- **Eco-Aerators Reducing Water Flow**
Eco-aerators in modern taps reduce water flow by up to 50% without sacrificing comfort or pressure.
- **Leakage Prevention and Durability**
Improved internal cartridge designs minimize leakage and extend faucet lifespan, reducing waste.
- **Water Efficiency Awareness**
Policy and consumer awareness promote shared responsibility and certified water-saving fixtures adoption.
- **Environmental and Cost Benefits**
Water-saving technologies align with environmental goals and offer cost savings to consumers.

**The Future: Smart, Data-Driven Water Solutions**

- **Smart Water Tap Technologies**
Emerging taps use sensors and intelligent flow control to optimize water usage in homes and institutions.
- **Data-Driven Water Management**
Usage monitoring systems provide valuable data to support urban water conservation and infrastructure planning.
- **Inclusive and Sustainable Innovation**
Balancing technology, affordability, and local needs ensures smart water solutions benefit all communities.

GOOD IS THE REAL DANGER!



Why do some companies achieve greatness while others remain average despite having similar resources, market opportunities, and business environments?

AkijBashir Group has its own inspiring answer to this question. Rather than settling for being merely good, the organization has consistently pursued excellence, innovation, and leadership across its business concerns.

Janata Jute Mills Limited has become a beacon of hope in reviving Bangladesh's struggling jute industry. Akij Ceramics Limited chose not only to manufacture tiles but to lead the industry through quality and innovation. Akij Tableware confidently expanded into the local market instead of relying solely on exports, while Akij Particle Board Mills Ltd. established itself as a pioneer through continuous product innovation. At the same time, AkijBashir Cables has entered the competitive market with the country's first three-layer insulated wire technology, strong ambition, and a vision of moving from good to great.

This powerful philosophy was explored by Jim Collins in his renowned book Good to Great. After researching 1,435 Fortune 500 companies over 5 years, Collins reached a revolutionary conclusion: "Good is the enemy of great."

An insightful storytelling and learning session on "Good to Great" was facilitated by Mr. Shahriar Zaman as part of a learning initiative of AkijBashir Group. The session highlighted how visionary leadership, disciplined people, strategic thinking, and the courage to challenge mediocrity can transform organizations from good to truly great.

The program was initiated by Dilruba Sharmin Khan, Director of Group HR, Admin & Compliance of AkijBashir Group. The first session was held on 9 May 2026 in Banani, with four more sessions scheduled to follow as part of this five-session learning journey.



ARCHITECTING THE FUTURE

DISCIPLINED INNOVATION AT AKIJBASHIR GROUPFACILITATED BY MOHAMMAD SAIF NOMAN KHAN,
ASSOCIATE PROFESSOR, IBA; ORGANIZED BY THE OD TEAM

AkijBashir Group recently concluded the Strategic & Design Thinking Program—an intensive training initiative designed to equip our leaders with the frameworks needed to turn complex challenges into clear, actionable solutions.

The program focused on one core belief: that creativity without structure rarely leads anywhere. Leaders explored how to combine human-centered thinking with strategic discipline—asking better questions, understanding root causes, and designing solutions that align with our long-term goals.

"Innovation is a discipline, not a lucky break. Don't just solve the problem—redesign the process."

Guided by the Power of Why Not, participants were challenged to question assumptions and look beyond conventional approaches—turning constraints into opportunities rather than roadblocks.

The session was successful and well-received. Going forward, the frameworks from this program will shape how our teams make decisions and design solutions—ensuring every initiative is purposeful, people-centered, and built to last. At AkijBashir, we are not just keeping pace with change. We are leading it.



SHARPER SKILLS, STRONGER TEAMS INSIDE THE GROW2PRO JOURNEY



The energy at AkijBashir Group reached new heights recently as we launched the Next-Gen Executive Development Program (Grow2Pro). Designed specifically for our Executive to Senior Executive level employees, this intensive training was more than just a workshop—it was a strategic leap toward building a sustainable talent pipeline for our future.

The "Why" Behind Grow2Pro

In today's fast-paced corporate landscape, technical skills are only half the equation. The Grow2Pro program was designed to bridge the gap between being a 'doer' and a 'leader' by focusing on professionalism, workplace discipline, and execution capability. We are empowering our team to take full ownership of their professional growth. Guided by the expertise of renowned corporate trainer Ahmed Pasha (Management Consultant & Corporate Trainer), our four batches have successfully navigated their two-day developmental journey.

Key Takeaways from the Workshop

The training covered transformative concepts that participants are already applying in their daily roles. One of the foundational shifts discussed was moving away from a fixed mindset—the belief that abilities are static—toward a growth mindset where challenges are embraced as opportunities for mastery. This psychological shift is essential for high-potential executives who must remain resilient in the face of setbacks.

To improve execution, participants explored the Accountability Ladder, learning to transition from 'Victim Behavior' like making excuses to 'Accountable Behavior' where they own the problem and find solutions. Communication was also streamlined through the 4C Follow-Up Framework, ensuring that every professional interaction involves confirming, clarifying, coordinating, and closing the loop.

Voices from the Room

One of the most resonant moments occurred during the sessions on internal customer service, where the team discussed treating colleagues with the same care and urgency





as external clients to improve overall organizational workflow. Our goal is simple: to create an internal service loop where every department treats the next as their most important customer.

The Professional's Checklist

As you return to your desks, remember to "eat the frog" by tackling your hardest task first each morning and to practice active listening by focusing fully on the speaker rather than just preparing a reply. It is vital to show respect at all times to everyone, including our support staff, by communicating clearly and acknowledging their efforts. Conversely, we must all strive to avoid the 'PDCA' trap—Promise, Delay, Cancel, and Apologize—and ensure we never bring a problem to a senior without also proposing a potential solution. Success at AkijBashir isn't just about what we plan; it's about how we climb the Accountability Ladder, moving from excuses to owning every solution.



The 'Next-Gen Executive Development Program—Grow2Pro' successfully concluded its journey after delivering four comprehensive training batches. The program brought together a diverse group of participants from various departments, fostering a dynamic environment where cross-functional insights and experiences were shared, ultimately creating a collective learning experience.

EXCEL TRAINING

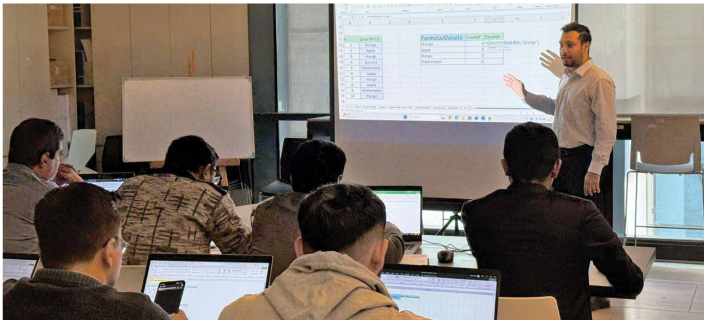
FOR HR & ADMIN TEAM



The Organizational Development team arranged multiple Excel Training sessions for the members of the HR & Admin team, at the 3rd Floor of Simpletree Lighthouse.

The sessions were facilitated by Mr. Sajidur Rahman, Assistant Manager, Compensation and Benefits, Group HR, and Mr. Fahad Ashhab, Associate Executive, Group HR. More than 30 participants attended the sessions, which focused on strengthening practical Excel skills for daily reporting, data handling, and workplace efficiency.

After the training, a post-training assessment was conducted. The top scorers were recognized with books handed over by Ms. Dilruba Sharmin Khan, Director, Group HR, encouraging a culture of continuous learning and capability development within the team.



STRENGTHENING FINANCIAL EXCELLENCE THROUGH **IFRS 15 TRAINING**



AkijBashir Group continues its commitment to professional development and functional excellence through knowledge-sharing initiatives across the organization. As part of this effort, a specialized training session on “IFRS 15: Revenue from Contracts with Customers” was conducted by Mr. Mohammad Zahid Hossain, Director, Finance & Accounts, at Simpletree Lighthouse, Level 3.

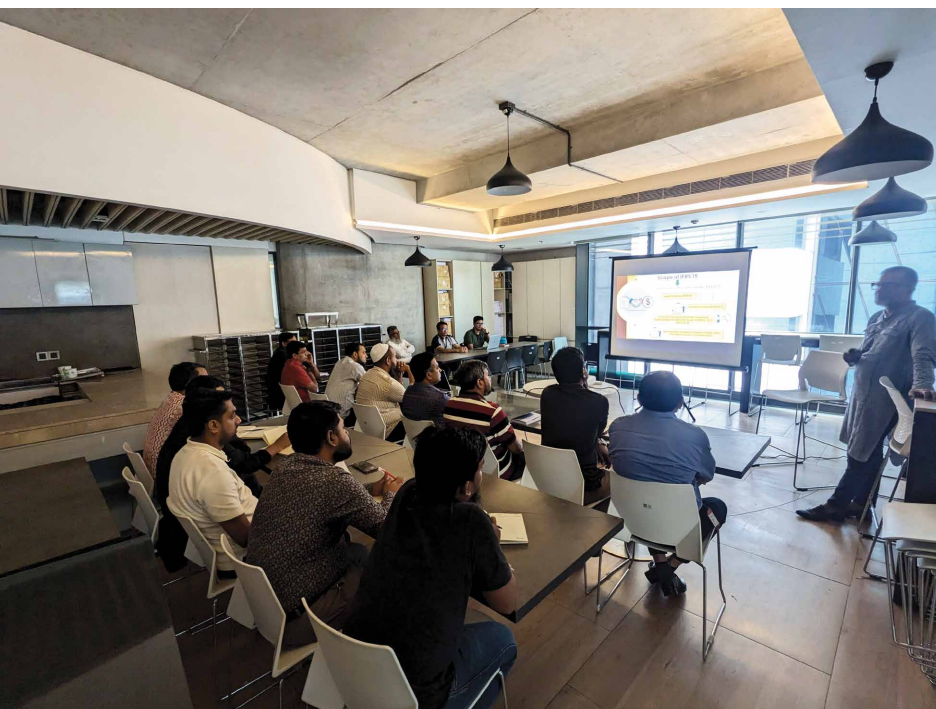
A total of 16 participants from the Finance & Accounts function attended the session, reflecting the Group's focus on strengthening technical capability and ensuring alignment with international financial reporting standards.

The training covered the key principles of IFRS 15, including its scope, contract identification, performance obligations, transaction pricing, allocation of transaction price, and revenue recognition based on the satisfaction of performance obligations. Participants also explored practical examples and business-relevant scenarios to better understand how the standard applies to real organizational contexts.

Through this interactive session, Mr. Zahid emphasized the importance of accurate revenue recognition in ensuring financial transparency, compliance, and informed decision-making. The discussion also highlighted the critical role of finance professionals in supporting sustainable business growth through sound reporting practices.

The session created an engaging learning environment where participants could exchange ideas, clarify concepts, and strengthen their understanding of one of the most important standards in financial reporting.

Such initiatives reflect AkijBashir Group's continued dedication to building knowledgeable, capable, and future-ready professionals across all functions.



BUILDING SAFER ROADS THROUGH **DRIVER AWARENESS TRAINING**

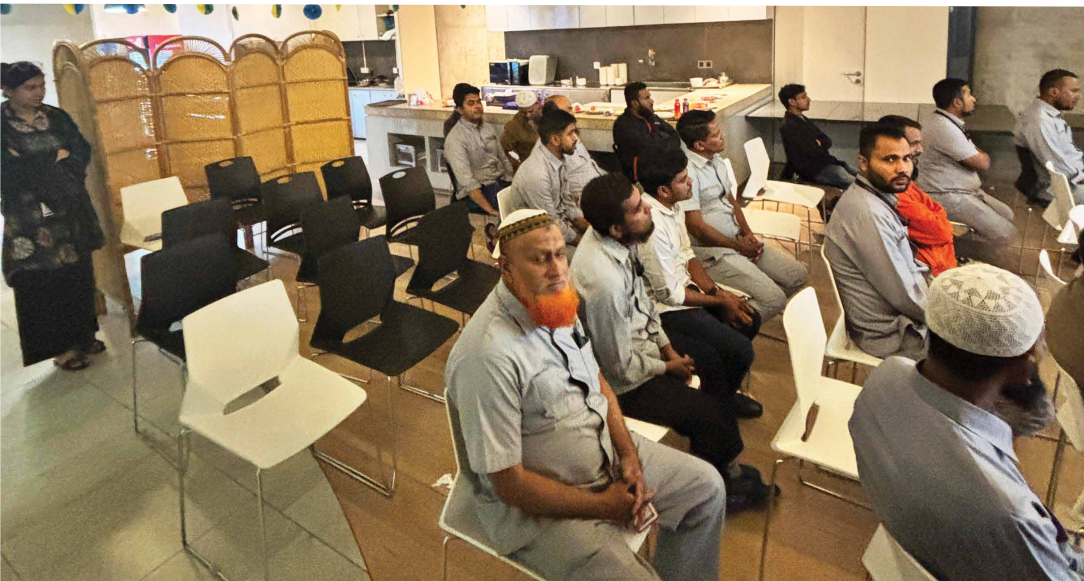


As part of AkijBashir Group's continuous effort to strengthen operational safety and service excellence, the Organizational Development team arranged a Driver Awareness Training for the company's drivers.

The training focused on key areas essential for professional driving, including road safety rules, vehicle upkeep, responsible driving practices, and proper behavior with vehicle users. Participants also learned about handling difficult situations on the road, maintaining discipline during official duty, and following important do's and don'ts while driving company vehicles.

The session created an opportunity for drivers to refresh their knowledge, understand their role in ensuring passenger safety, and reinforce the importance of professionalism, patience, and accountability on the road.

A post-training assessment was also conducted to evaluate participants' understanding and learning outcomes. The initiative reflects AkijBashir Group's commitment to promoting a safer, more disciplined, and service-oriented transport culture across the organization.



A QUIET WORLD IN BRUSHSTROKES



FAHAD ASHHAB

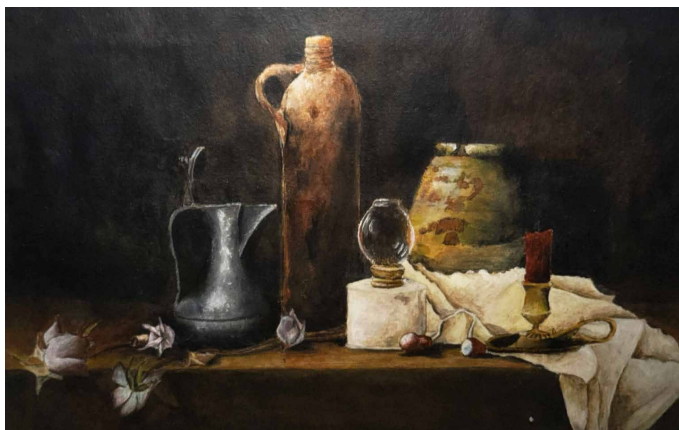
Associate Executive, Group HR, Admin & Compliance
AkijBashir Group

Painting is not just a hobby; it is my passion. Growing up in an extended family, our creativity had no boundaries. While others were attracted to guitars, singing, instruments, and games, I found myself drawn to artistic crafts. Watching my elder sister paint while sitting beside her at home and attending classes with her inspired me from an early age. Gradually, my creativity became endless like the ocean.

A corner of my room was always filled with color pencils, watercolors, art paper, canvas boards, and many other art

supplies. The thought that I could draw anything and give color to any object brought me immense joy. My first competition was the Faber-Castell competition when I was in Class 1. From there, I participated in many more competitions, collecting certificates and pictures as souvenirs.

Over the years, I have grown, and so have my skills. With every brush stroke, my passion and creativity have become stronger and more powerful.



"Echoes of the Hearth" or "The Alchemist's Table"

"I am a silent witness to the passage of time, holding the quiet weight of memory in my weathered stone and dimming light. Look closely, and you might hear the soft whisper of the lives that once touched these very shadows."



"The Summer Feast"

We have gathered around this vibrant slice of sweetness, claiming a shared moment under the sun's warm glow. Watch as we socialize and squabble over the crimson fruit, finding a refreshing reprieve in the heart of the afternoon.



"The Quiet Watchers"

We perch within the safety of this weathered frame, observing the world through glass that has seen many seasons. Together, we find a peaceful sanctuary amidst the rustic textures of wood and hay, waiting for the gentle arrival of a new dawn.



"The Morning Linger"

Pulling back the heavy curtain to reveal a world of misty light, where the simple presence of cherries and bottle marks a moment of quiet reflection. Beyond my glass, the wrought-iron balcony waits in the haze, inviting you to pause and appreciate the beauty of a still afternoon.

A HOME FULL OF WHISKERS

WHEN COMPASSION MEETS RESPONSIBILITY



SADIA YASMIN KHAN

Intern, Group HR, Admin & Compliance
AkijBashir Group

We are often remembered not by our achievements, success, victories, material possessions, or social status, but by the compassion we show. Compassion toward those around us. They may be people, they may be animals, or even the very environment surrounding us. Growing up with two deeply compassionate parents, I was raised with this belief at the center of my life. That is where my journey with my four-legged friends began.

As far back as I can remember, I was always a very compassionate child, especially toward animals. I often fed and cared for the puppies and kittens around our house, and I would feed the strays near my school and play with them whenever I could. When I was in primary school, I kept baby chicks, quail, and bunnies as pets. Our childhood house had a very big and long veranda, where my second elder brother and I kept pigeons. Many a morning we woke up to the chirping and fluttering of those pigeons that filled the veranda. I adored my aquarium, which was always full of life. I also had turtles, which I still have. They are now about 17–18 years old, palm-sized river-turtles. Even at that young age, caring for animals was not just something I did; it was something that naturally became a part of who I was. As I grew older, my compassion began to shape my responsibilities. What started as a hobby became my accountability.

Eventually, what began as my personal journey grew into a shared responsibility within our household. Today, our home is shared with more than sixty cats. Saying that number out loud usually surprises people, but for me it's just another Tuesday at home. With so many furry residents under one roof, the house has developed a rhythm of its own. Mornings at our home are usually routine chaos. After so many years, I have come to learn that each of my furry friends has different personality traits and distinct behavioral patterns. They each have their own preferences and opinions on matters of their lives, and many people don't recognize it, but animals too have sentimental value. They have their own food preferences (tastes, flavors, and brands), sleeping patterns, and even their choice of dish they wish to eat from. They have their favorite cuddle buddies among themselves. In fact, all my 60+ cats also have their preferred (read favorite) human in the household. Their day-to-day activities differ as well. Not all my felines are nocturnal. Some like to sleep during the day and play all night, while others sleep at night and play during the day. And some are lazy all 24 hours of the day and can't be bothered, even if the world is ending.



As chaotically lively and joyful this life is, it also comes with its fair share of challenges. Caring for so many cats requires time, constant efforts, and a hefty level of financial support. For maintaining their health and wellbeing, it is our responsibility to make sure that they are given nutritious food, a clean and safe environment, and proper medical care when sick or injured. Over the years, we have had to establish a practical approach and a network of assisting people to ensure all these responsibilities are taken care of. For the practical approach, we try to maintain a routine for their meal time, make sure to stock their preferred dry foods properly,

and ensure raw foods are well cooked. Cleanliness of the litter box is maintained. Since our furry friends are large in number and tend to get sick seasonally or injured quite frequently, we keep an inventory of vet-prescribed medicine for immediate treatment. As the situation demands, we have had to learn how to apply medical aid, such as injection giving and wound dressing. Of course, a household with more than sixty cats requires a little creativity when it comes to space and organization as well. Over time, our family naturally divided the responsibility between two homes. My second elder brother has an apartment with nearly half of the feline residents, while the rest live with my parents and me.





We couldn't have done all this without the help of a few good individuals who deserve to be mentioned. The home aide we have who helps us maintain the house who shares a huge part of these responsibilities. The pet food vendors who we have come in contact with during this long journey, who help us with food and litter supply. Two names are a must to mention, 'Pet Essentials' and 'Uttara Bird and Pet Shop,' who not only see us as another customer but treat us more like friends, always being supportive and understanding of our situation. As for medical aid, one name has been constant for the past 14 years, Dr. Niladri Sikder, who has always been one phone call away from providing any support and advice needed for any medical needs.

With all things considered and done, life does not always go the way we planned. Such is true when it comes to my furry friends as well. Regardless of the approaches, strategies, and precautions we take, when it comes to the daily, we navigate life as we go. During this long journey I have lost many precious lives, some to illness, some to old age, and unfortunately some to accidents. Handling this many cats also comes with lots of scratches, bite marks, and trips to the ER. Still with all these challenges with every purr, playful leap and meow of trust reminds me why this journey is worth it. Because my furry friends may not be with me for my whole life. But for them I am their whole life.

BEYOND THE HIGHWAY

A JOURNEY OF WORK, CULTURE, AND CONNECTION



FAYSHAL HOSSAIN NAWSHAD

Associate Executive, Accounts & Finance
AkijBashir Group

Corporate tours are not always about formal meetings and business discussions; sometimes they become memorable life experiences. Our tour to Barishal to attend Rahat Bhai's wedding was one of those special journeys. The entire program was organised beautifully by Habib Bhai, and around 25 of us travelled together on an Akij Coaster Bus to Barishal Sadar, Barishal, which is nearly 190 kilometres away from our office.

Our Coaster Bus

For me, the excitement started very early in the morning. I woke up at 6:00 AM, took a quick shower, and reached the office area before 7:00 AM. Honestly, this was my first time coming to the office this early! At around 7:10 AM, I was standing at Kakoli Mor, continuously calling Tanvir Bhai to find out where the bus was. Most of the team boarded the bus from Lighthouse, I joined from Kakoli Mor, Shaheed Bhai, Farhad Bhai, and Narottam Dada boarded from Chankharpul, and finally Jony Bhai and Ramjaan Bhai joined from Jatrabari. Before starting the journey, our respected GM, Babul Sir, gave a short speech on the bus about the purpose of the visit, the ceremony, and the overall plan for the journey. I was very excited throughout the journey because I love capturing moments through photos and videos. Photography and documenting memories are two of my passions, so I tried to capture the entire journey.

The Long Road to Barishal

The journey was long, taking almost six hours to reach Barishal Sadar. But the interesting thing was, the journey never felt boring because everyone was talking, laughing, and sharing stories. We took a short break at Zam Zam Highway Hotel & Restaurant, where we had Khichuri with eggs and tea. However, Narottam Dada and some others were not very happy with the meal, and this became a topic of fun and jokes for the rest of the journey.

This part of the journey reminded me that in corporate life, everything will not always be perfect, but if the team spirit is good, every situation becomes enjoyable.

First Impressions of Village Life

When we finally reached Charica, Barishal Sadar and walked together toward Rahat Bhai's residence, the village environment immediately attracted my attention. The village was quiet, green, and peaceful; completely different from the busy city life. There were narrow village roads, trees, open fields, and fresh air all around, and a small pond beside the house, and Tarek Bhai was so fascinated by it that he even said he

to take a shower there! The natural beauty and simplicity of village life gave a different kind of peace that we rarely feel in the city.

We were warmly welcomed by Rahat Bhai and his family with sweets and fruits. Their hospitality reflected our Bengali culture.

After that, we performed the Zuhr prayer together. Some of us then sat near a small, narrow bridge beside the pond, talking, laughing, and enjoying the natural environment.

At that moment, I felt something very simple: life does not always need luxury to be beautiful; sometimes peace, nature, and good people are enough.



Lunch Under the Pandal

Our lunch was arranged in an open space under a bamboo pandal. The weather was very hot, and there were not enough fans, so many of us had to share one stand fan. Eating hot food in hot weather became a challenging but funny experience. We were literally fighting with the heat while eating hot rice and curry! But the interesting thing was, everyone was laughing and enjoying the situation.

This moment taught me a lesson about corporate life and teamwork: Comfort is not always necessary for happiness; sometimes shared discomfort creates the best bonding.



Business, Relationships, and Corporate Culture

After lunch, we spent some time talking with Rahat Bhai and his family members. This visit was not just a social visit; it was part of a relationship-building process. In business, relationships, trust, and respect are just as important as profit and performance.

This event was an important corporate activity because such programs strengthen business relationships, improve mutual understanding, and build long-term trust. These are the things that help an organisation grow beyond business numbers. As employees of AkijBashir Group, I believe we were not just attending a wedding program; we were representing the values, culture, and relationship-building vision of our organisation.

The Journey Back

The return journey was even more enjoyable than the going journey because now everyone had memories, stories, and jokes to share. People were gossiping, laughing, and talking about different funny incidents from the day. During a break, Narottam Dada gave all of us a potato chips treat, and some of us had ice cream too. At one point, we were so busy enjoying ourselves that we almost forgot to get back on the bus until Babul Sir called us loudly, and we all rushed back laughing.

On the way through Bhanga Highway, a storm suddenly began. The wind was very strong, and because of the storm, the bus could not move fast. But the interesting fact was that our bus driver was very punctual and disciplined. He maintained his maximum speed of 80 km/h, even when the road was empty. We hardly overtook any cars or buses. Even a 'Murgir Gari' (chicken truck) went ahead of us! We laughed a lot about this and kept teasing the driver's '80 speed policy'. But later we realised, he was actually right. He drove safely and

responsibly and made our journey safe and secure without creating any panic among us. Sometimes being slow means being safe, and that is more important than being fast.

My Passion Beyond Work

Throughout the journey, I was busy capturing photos and videos because storytelling through pictures is something I love to do. It is one of my passions beyond my professional work. I tried to capture not just pictures but emotions, laughter on the bus, village roads, the pond, the bridge, the stormy highway, and the group photo before leaving.

I believe memories fade with time, but pictures and videos keep the story alive. This tour allowed me to combine my professional responsibility and personal passion together. A Journey Beyond Tomorrow

We finally reached Dhaka after a long journey, and I returned to Narayanganj around 11 PM. I was physically tired, but mentally I was full of memories, lessons, and inspiration. This tour taught me that business is not only about meetings; it is also about relationships. Teamwork grows stronger outside the office, where people share stories instead of files. Simple village life can teach complex life lessons that no classroom can teach. Slow journeys sometimes create the best memories, and most importantly, work becomes enjoyable when passion is connected with it. This journey was not just a tour; it was a learning experience, a relationship-building journey, and a memory that will always remind me that our professional journey is not only about the destination, but also about the people and moments we gather along the way; truly a journey Beyond Tomorrow.



LIGHTING LIFE WITH BOOKS

THE POWER OF LIBRARIES AND READING HABITS



SHIFAT SUMAIYA

Welfare Officer,
HR, Admin & Compliance
Akij Bathware Ltd.

Books provide a structured path for human life. The habit of reading is considered one of the finest in the world. I believe that reading plays a pivotal role in developing a person's values, conscience, and analytical abilities. This habit should ideally begin from childhood, as regular practice turns it into a source of strength in life.

My journey with books began when I was in the fifth grade. At that time, I used to borrow books from a senior sister at school. Those memories are filled with her affection, care, and her immense trust in me. I would also return them carefully after reading. As I grew older, I developed an interest in teen novels and science fiction. I would often buy books at a low price from an old bookstore in Rangpur and exchange them for new ones once I was done reading. This practice was a source of inspiration for many in that community.

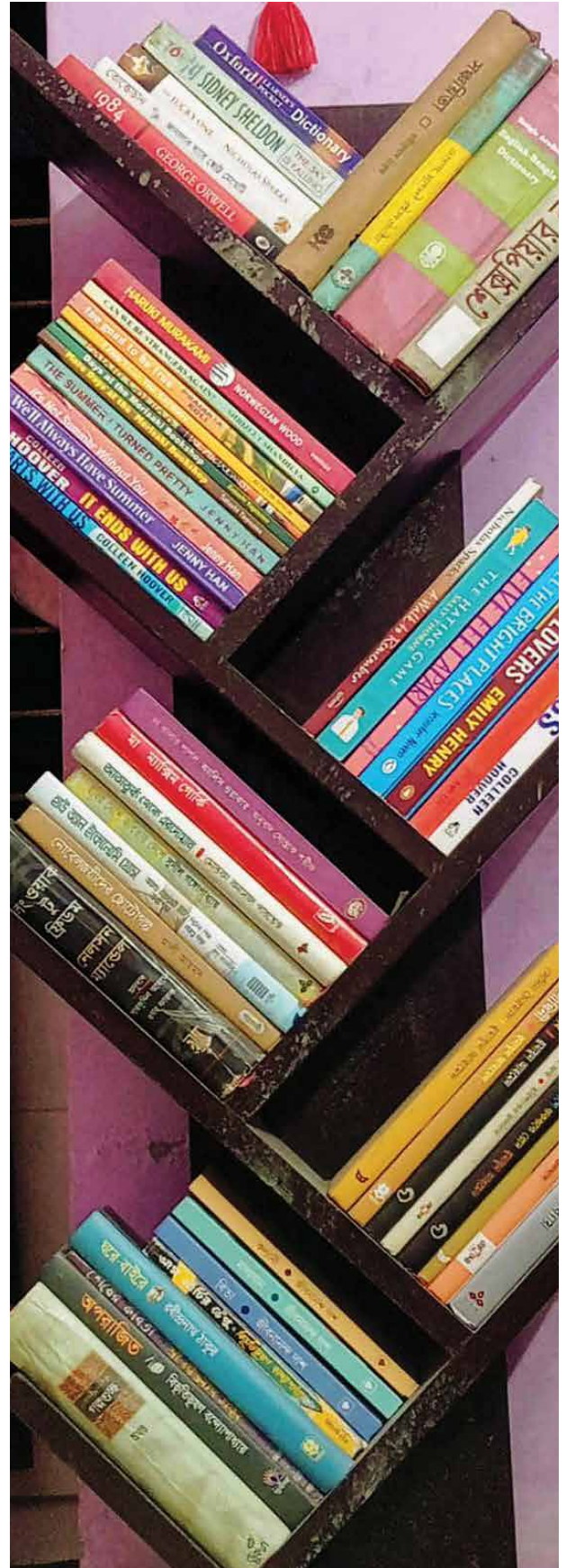
The public library next to my school was my world of knowledge. I was mesmerized by its vast collection. Besides reading, simply looking at the bookshelves brought great peace. While reading at the library, I encountered some of the most conscious, conscientious, and virtuous individuals in society. Discussions with them on topics beyond academics helped my knowledge and philosophy of life evolve positively. They valued and appreciated my opinions and perspectives.

A well-equipped library acts as a 'catalyst' for creating a reading environment; seeing others read around you increases your own urge to read. Furthermore, reading helps a person become more self-confident, which plays a role in gaining proper recognition at every stage of life.

Therefore, I believe parents should encourage their children to visit libraries from an early age. If a reading habit is instilled in the next generation, we can expect a society of humane, ethical, and ideal individuals. Every institution should also provide library facilities so that everyone can pursue knowledge during their leisure time.

Additionally, capable and conscious citizens of society should come forward with joint initiatives to create 'open book study points'. This will help establish reading as a culture and propagate advanced modern concepts within society, thereby inspiring others to become interested in reading and education.

In today's technological age, we often spend our free time on social media. We now depend on Google, YouTube, or Artificial Intelligence (AI) for answers to any question. However, I believe that if we can integrate the habit of reading with modern technology, we can achieve the full potential of acquiring knowledge.

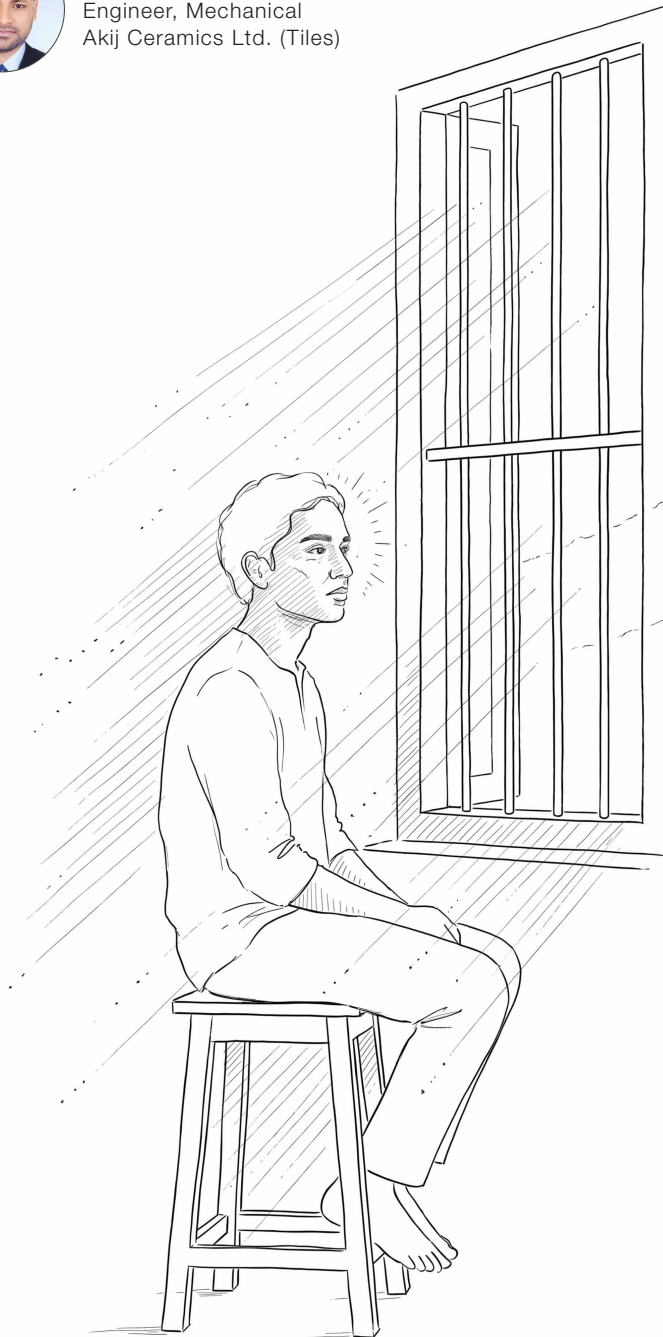


A MOUNTAIN THAT WAS MINE



MD. SHORIFUL ISLAM

Engineer, Mechanical
Akij Ceramics Ltd. (Tiles)



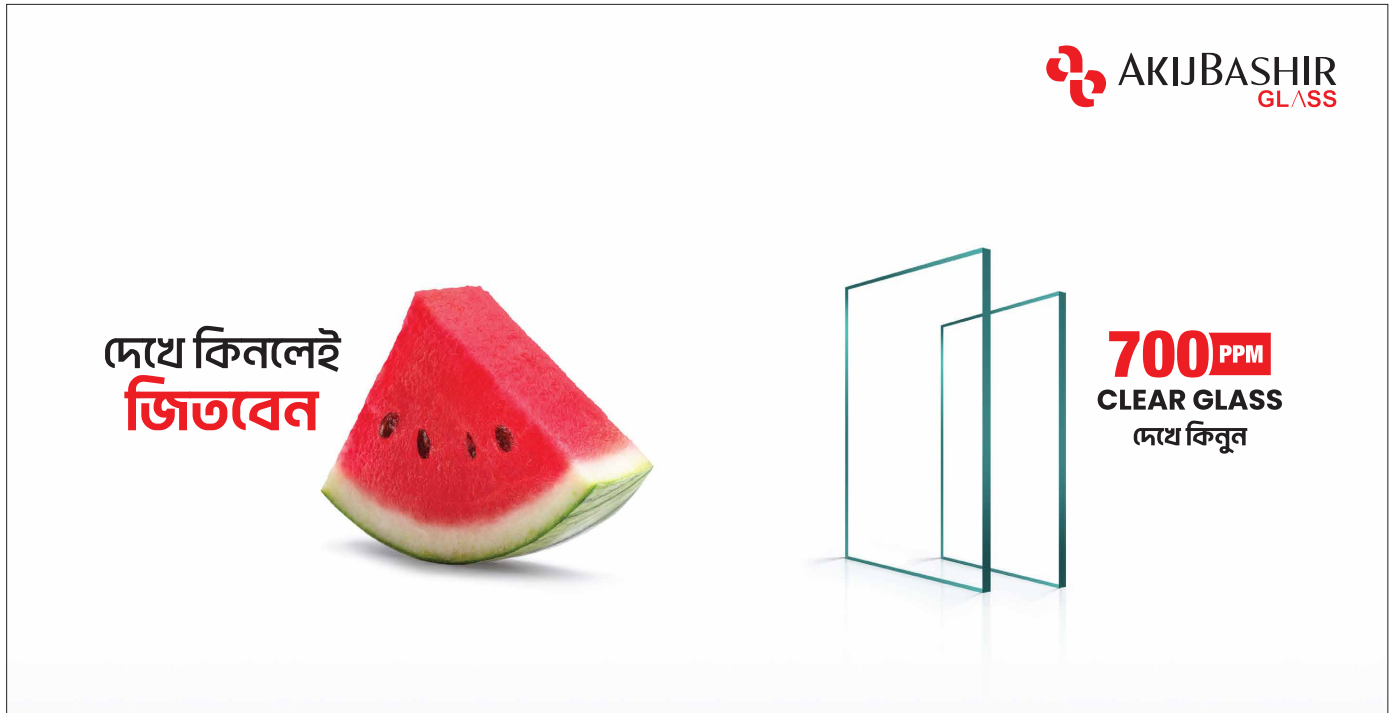
Through the bars of my window,
sunlight slips in—
a sudden shimmer touches my eyes,
then fades...
and the mountain appears.

One side rests in silence,
the other endures time's quiet weight.
Pines stand tall,
piercing the mountain's chest,
while vines and leaves wander freely,
and forgotten blooms
quietly burst into flowers...

I, too, had a mountain of my own—
a little distant,
like the aching ruins of a fallen fort.
It held scattered sorrows,
restless dreams,
and long sighs of emptiness...

No one ever came
to rest in its garden.
That mountain remained—
a silent, complete
home for my solitude.

COMMUNICATION ALIGNED WITH SEASONAL RELEVANCE



A piece of communication often reflects on the consumer insights that prevail but are not always discovered. In a recent trial of AkijBashir Glass's engagement campaign “দেখে কিনলেই জিতবেন”, we brought seasonal insight into play to communicate the importance of involvement when it is a purchase for a lifetime.

The glass category in Bangladesh operates in a space where decisions are largely influenced by architects, fabricators, and dealers. End consumers often remain unaware, trusting what they are told rather than verifying what they are getting. As a result, purchasing becomes passive, not informed.

We took this as an opportunity to convert this challenge and make it a prospect through the analogy of seasonal relevance.

Watermelon, a seasonal fruit which is widely available from the beginning of summer with a higher price tag, needs no introduction for us as we quench our thirst with every slice of it. Unfortunately, it becomes a daunting task to choose the ripe one since it is undiscoverable by seeing the outer shell. You may find loads of trending videos, tips, or hacks to identify the right one, but most often we fail. One trick is always successful when you ask the seller to cut a chunk from inside and you buy it when it has a juicy, ripe texture.

The above experience is nothing new to any of us since we don't want to get surprised when we serve it at the table.

As a glass manufacturer, we wanted to instill the same consumer behavior to make each penny count. As stated above, this industry is heavily dependent on influential bodies,

including fabricators who barely possess sound technical knowledge of differentiation between good and fine materials. AkijBashir Glass always takes the challenge to get one step further in making an ordinary product into an extraordinary one.

We launched an integrated engagement campaign of 700 PPM Clear Glass where we took the leverage of bringing a seasonal product in analogy with our said product. This fresh approach has brought the attention of many eyeballs who travelled back to their hometowns as highways turned into emotional corridors filled with anticipation. Billboards placed across key routes became part of this journey, not as interruptions but as relatable moments. A familiar watermelon visual paired with a simple message created an instant connection.

At the same time, homes became gathering spaces. Television viewership peaked as families came together. The TVC reappeared in this setting, reinforcing the same idea in a more immersive way. Digital and news platforms extended the narrative further, ensuring consistency across touchpoints. From the marketing perspective, the strength of this approach lies in behavioral relevance. The campaign did not attempt to educate consumers from the beginning. Instead, it leveraged an existing instinct and redirected it toward a new category. Because just like watermelon, glass should not be purchased without verification.

AkijBashir Glass responded to this market gap by making 700 PPM Clear Glass the proof point, shifting the conversation from blind trust to informed verification. “দেখে কিনলেই জিতবেন”

Check before you buy. That's how you should win.

HONOURING LEADERSHIP, CELEBRATING LEGACY AKIJBASHIR GROUP ORGANIZES IN **HONOUR OF TORCH BEARERS**

AkijBashir Group arranged a heartfelt and memorable leadership recognition program titled 'In Honour of AkijBashir Torch Bearers' on 14 February 2026 at Level 15, Simpletree Lighthouse, bringing together senior leadership, management community members, and colleagues from across the Group to celebrate legacy, continuity, and future direction.

The program commenced with networking and refreshments, followed by a formal opening session and recitation from the Holy Quran, setting a respectful and inspiring tone for the day. Senior leaders of the Group then shared reflections on leadership, organizational growth, and the values that continue to shape AkijBashir's journey.

A key highlight of the event was the address by Mr. Taslim Md. Khan, Acting Managing Director at that time, whose tenure has been marked by several notable achievements and strategic milestones. During the session, appreciation was expressed for his visionary leadership and contributions that helped strengthen the Group's progress, innovation culture, and operational advancement. Colleagues also participated in an interactive reflection segment, sharing their experiences and admiration for his leadership journey.

The audience was later addressed by Mr. Sk. Bashir Uddin, Managing Director, AkijBashir Group, who shared his vision for the future and reaffirmed the Group's commitment to growth, unity, and long-term excellence. His remarks inspired confidence and optimism as the organization prepares for its next chapter.

The most significant moment of the day was the Leadership Handover & Gift Presentation Ceremony, where business unit heads and functional leaders came forward to present floral tributes and tokens of appreciation to the respected leaders. This symbolic exchange represented trust, gratitude, continuity, and a shared commitment to the future success of AkijBashir Group.

The event concluded with closing remarks emphasizing the enduring values of integrity, collaboration, and visionary leadership. More than a ceremonial gathering, the occasion stood as a meaningful reflection of AkijBashir Group's culture of respect, recognition, and seamless leadership transition.

Through this well-orchestrated event, AkijBashir Group once again demonstrated that while leadership roles may evolve, the values and vision that drive excellence continue to move forward.



WARM HEARTS, **GRACEFUL GOODBYES**



Employees are the living force behind every great idea. No matter how far technology advances, it is people who bring vision into reality who translate strategy into momentum, and values into action. This truth sits at the very heart of AkijBashir Group's philosophy.

At AkijBashir, every individual who joins the organization is welcomed not merely as a professional hire, but as a member of a larger family guided, mentored, and invested in at every stage of their career.

It is with that same spirit of dignity and gratitude that AkijBashir recently held a farewell program honoring two distinguished members of its team, Mr. Shahriar Zaman and Mr. Purnendu Bikash Roy Ronie as they embarked on the next chapters of their journeys.

The gesture was more than ceremony. It was a declaration: that the relationship between the organization and its people does not end at a resignation letter. It endures in memory, in culture, and in the continued success of those who were once part of this family.

Such moments of recognition reinforce AkijBashir's steadfast commitment to being recognized as the most caring and distinguished employer in the industry.



AKIJ TABLEWARE AT **AMBIENTE 2026**



Akij Tableware participated in Ambiente 2026, one of the world's leading trade fairs for consumer goods, held from 6–10 February at Messe Frankfurt, Germany. Recognized as a global platform that brings together brands, buyers, designers, and industry leaders from across continents, Ambiente serves as a key meeting point for identifying trends, exploring innovations, and shaping the future of dining and lifestyle products.

At this international stage, Akij Tableware presented an expanded range of collections designed for global lifestyles. The showcase reflected a thoughtful blend of timeless heritage and evolving modern dining needs, aligned with international design and quality benchmarks.

Beyond design, the participation reaffirmed the brand's continued focus on technical strength and material excellence. With high-grade pure porcelain, advanced firing technology, and precision-controlled production processes, the collections demonstrated durability, consistency, and performance suited for both home and professional use.





A key highlight of the exhibition was the dedicated HoReCa range, developed to meet the rigorous demands of hospitality environments. The range received strong attention for its balance of functionality, stackability, and refined visual appeal.

The Crinkled Shape collection emerged as a distinctive design statement within the showcase. Its textured surface and soft visual character created notable engagement, reflecting Akij Tableware's ongoing exploration of innovation and experiential dining aesthetics.

Overall, the participation in Ambiente 2026 marked a significant step in strengthening Akij Tableware's global presence. It reinforced the brand's position as a design-driven porcelain manufacturer from Bangladesh, capable of meeting international expectations with confidence and consistency.

WOMEN'S DAY 2026

**EMPOWERING THE FUTURE
GIVING TO GAIN**

International Women's Day serves as a global milestone to reflect on the progress made toward gender parity while reinforcing the commitment to a more inclusive world. While the world pauses on March 8 to honor the social, economic, and cultural achievements of women, true progress lies in the realization that every day is Women's Day.

Give to Gain contains a profound philosophy of reciprocity and collective growth. It suggests that when we invest in others—be it through mentorship, resources, or simple advocacy—we do not lose; instead, we multiply the potential for success across the entire organization.

AkijBashir Group aligns seamlessly with this vision by embedding the "Give to Gain" spirit into its core philosophy. For us, giving is an intentional act of building capacity. We recognize that by giving women the tools to lead and the space to innovate, the organization gains a wealth of strategic insight and operational excellence. This commitment extends far beyond the corporate hallways and reaches into the heart of our operations: the factory floor. AkijBashir ensures female participation across the board by creating safe, inclusive, and equitable environments at our manufacturing sites. By giving priority to workplace safety and professional upskilling in our industrial zones, we gain a more skilled, dedicated, and diverse workforce that drives our productivity and innovation.

Ultimately, the journey toward equality is a shared responsibility. Celebrating the contributions of women should not be confined to a single date on the calendar; rather, it should be an enduring practice woven into the fabric of our daily professional and personal lives. By fostering an environment where respect and opportunity are consistent, we acknowledge that the strength of our society depends on the continuous empowerment of half its population.



AKIJBASHIR GROUP CELEBRATES
POHELA BOISHAKH 1433

A TRIBUTE TO BENGALI HERITAGE



AkijBashir Group celebrated the Bengali New Year, Pohela Boishakh 1433. The day began with a traditional welcome as employees received a package of Muri-Murki paired with a colorful festive card. The office atmosphere was transformed by the elegance of Sarees and Panjabis, reflecting a deep pride in Bangliyana culture.

The festivities featured live food stations from Mom's Menu, serving authentic favorites such as Fuchka, Chotpoti, Muri Makha, Peyara Makha, and fresh fruit juices. Beyond the culinary delights, a Live Mandala Coloring Session provided a creative outlet for all employees, fostering spontaneous laughter and strengthening communication. This celebration of color and camaraderie successfully blended cultural preservation with a modern corporate spirit, marking a joyful start to the new year.



CHAMPIONING INNOVATION AND COST LEADERSHIP

AKIJBASHIR GROUP'S CHAMPION SAVES MONEY INITIATIVE

In alignment with AkijBashir Group's commitment to continuous improvement and operational excellence, Group HR launched the cost-saving initiative titled "Champion Saves Money" earlier this year. The program was designed to encourage innovation across all employees and business units by inviting colleagues to submit practical, impactful ideas aimed at reducing costs, enhancing efficiency, and strengthening a culture of ownership.

The campaign officially began on 27 July 2025, with an initial submission deadline of 30 September 2025, later extended to 20 October 2025 due to enthusiastic participation. During this period, the initiative received 37 ideas from across the Group, reflecting strong cross-functional engagement and a shared commitment to value creation.

A Rigorous and Transparent Evaluation Process

To ensure fairness, objectivity, and strategic alignment, a five-member expert committee was formed comprising:

Dilruba Sharmin Khan

Director, Group HR, Admin & Compliance

S M Ashfaqur Rahman

General Manager, Internal Audit

Ahadur Rahman

Head of Organizational Development

Abu Jubaid Mohammad Rassel

Deputy General Manager
Sales & Marketing, Akij Glass Industries Ltd.

Md. Ariful Hoque

Manager, Accounts & Finance

All submissions were evaluated against structured criteria including feasibility, innovation, cost impact, sustainability, and cross-functional applicability. Following the initial review, shortlisted participants were invited to present their ideas in a full-day evaluation session held on 5 November 2025. During this session, participants demonstrated the practicality, implementation requirements, and projected benefits of their proposals. For technically complex ideas, the committee also sought validation from relevant subject matter experts to ensure robustness and feasibility.

Recognizing Excellence: The Winning Ideas

After a comprehensive evaluation process, three ideas were selected as the Best Ideas, demonstrating strong potential for cost optimization, operational efficiency, and sustainability impact.

First Winner – Import Bills Finance Cost Saving



Md. Robin Khandker

Treasury Manager, Accounts & Finance

This initiative focuses on optimizing import finance billing structures to reduce banking and transaction-related costs. Through improved financial processes and better alignment with financial institutions, the idea contributes directly to enhanced financial efficiency and cost reduction.

Second Winner – Green Slip via Rainwater Harvest Integration

(Using Rainwater for Green Slip Preparation in Sanitaryware Manufacturing)



Md. Ahsan Habib, Engineer

Internal Quality Control, Akij Ceramics Ltd. (Sanitaryware)

This sustainability-focused innovation proposes the use of harvested rainwater in green slip preparation. By reducing dependency on fresh water, the idea supports cost savings, environmental conservation, and sustainable manufacturing practices.

Third Winner – Efficient Back Engobe Utilization from Recycled Ceramic Rollers

(Reducing Environmental Pollution through Resource Reuse)

This idea introduces a circular approach by repurposing broken ceramic rollers from the kiln department into back engobe materials. It significantly reduces raw material costs while minimizing industrial waste, showcasing a strong example of resource efficiency and environmental responsibility.



Md. Sifullah Al Mamun

AGM, Lab & QC, Akij Ceramics Ltd.

Beyond Competition: Building a Cost-Conscious Culture

The “Champion Saves Money” initiative goes beyond a one-time competition. It represents a strategic effort to embed a cost-conscious, innovation-driven mindset across the organization.

The initiative has successfully encouraged employees to:

- Take **ownership beyond their functional roles**
- Identify and reduce inefficiencies
- Contribute to **sustainable and value-driven operations**

Even beyond the winning ideas, many submissions offer valuable insights that can be explored and implemented across different Strategic Business Units.

The Way Forward

AkijBashir Group firmly believes that innovation is not limited by designation—it is driven by mindset. Initiatives like this reinforce the principle that every employee plays a role in shaping the organization’s future.

As we celebrate the Champions of this initiative, we also recognize the collective effort of all participants, evaluators, and supporting teams. Their contributions reflect the true spirit of Beyond Tomorrow—where every idea counts, and every individual contributes to shared success.

AKIJ CERAMICS SPONSORS THE
**10TH NATIONAL
 ENGLISH CARNIVAL 2026**
 TO CELEBRATE YOUTH EXCELLENCE



The 10th National English Carnival 2026, organized by the Notre Dame English Club at Notre Dame College, concluded successfully after three days of vibrant competition, creativity, and intellectual celebration from April 9 to April 11, 2026. Akij Ceramics proudly partnered with the event as the Silver Sponsor, supporting one of the country's largest platforms dedicated to language, literature, and youth development.

Held under the theme "Language Without Limits," the carnival brought together thousands of talented participants from schools, colleges, and universities across Bangladesh. The event featured a diverse range of competitions, including English Olympiad, public speaking, instant story writing, quiz contests, poem recitation, and Scrabble. Participants demonstrated exceptional creativity, confidence, and communication skills throughout the program.

As a brand committed to excellence and the empowerment of future generations, Akij Ceramics was honored to support an initiative that inspires young minds to think critically, communicate effectively, and grow beyond boundaries. The lively atmosphere, enthusiastic participation, and remarkable performances reflected the true spirit of learning and innovation.

The successful completion of the carnival reaffirmed the importance of investing in youth-centric educational and cultural initiatives. Akij Ceramics extends its heartfelt appreciation to the organizers, participants, and guests for making the event a memorable and impactful success.

FINDING FUTURE TECHNICAL TALENT



On May 19, 2026, AkijBashir Group participated in the Bdjobs Technical Job Fair 2026 at KIB Convention Hall, Dhaka.

The event brought together aspiring engineers, technical professionals, and skilled candidates from various disciplines. Our team had the opportunity to engage with talented individuals, collect CVs, discuss career opportunities, and share insights about AkijBashir Group's diverse businesses and growth journey.

It was encouraging to witness the enthusiasm and ambition of so many professionals eager to contribute to Bangladesh's industrial and manufacturing sectors.

Events like this strengthen our connection with the talent market and support our commitment to building a strong pipeline of skilled professionals who can contribute to the continued growth and success of AkijBashir Group.

CONNECTING WITH **YOUNG PROFESSIONALS**



On May 20, 2026, AkijBashir Group participated in the IUB Career & Networking Day 2026 at the Independent University, Bangladesh (IUB).

The event provided an excellent opportunity to meet bright students and fresh graduates exploring their future career paths. Through conversations, CV collection, and career discussions, our team introduced participants to the opportunities, culture, and learning environment available across AkijBashir Group.

We were inspired by the energy, curiosity, and potential demonstrated by the students. Their eagerness to learn and grow reflects the promising future of Bangladesh's workforce.

Career events like this allow us to connect with the next generation of professionals and reinforce our commitment to attracting, developing, and empowering future talent for a rapidly evolving business landscape.



ARTIFICIAL INTELLIGENCE: TRANSFORMING DAILY LIFE AND REDEFINING THE FUTURE OF MANUFACTURING INDUSTRIES



MOHAMMAD BAQUI BILLAH

Head of Business Operations
Akij Particle Board Mills Ltd.

Artificial Intelligence (AI) is transforming our daily lives by making tasks easier, faster, and more efficient. Today, many tools and services we use regularly are powered by AI, often without us even noticing it. From communication to navigation, AI has become an integral part of modern living.

AI in Everyday Life

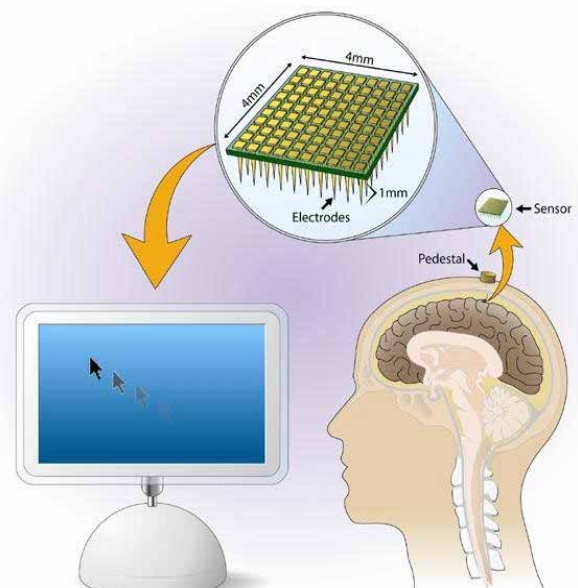
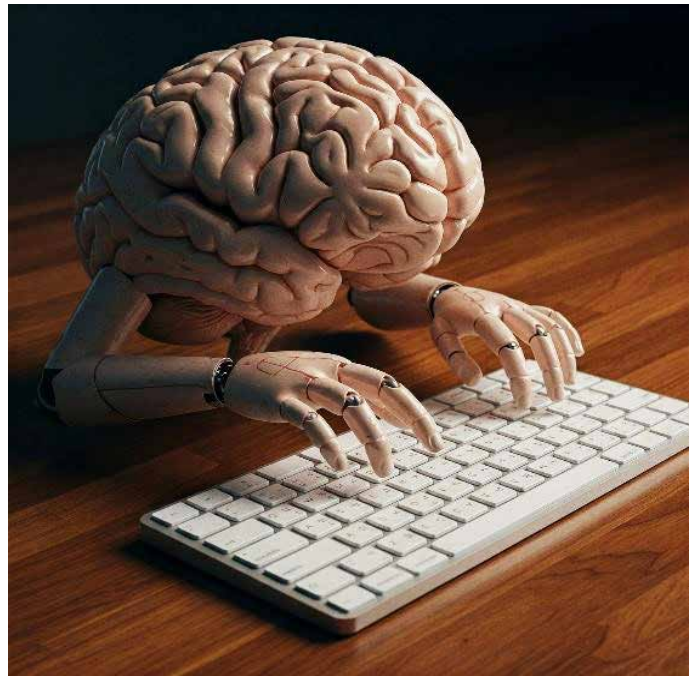
AI is already embedded in common applications that simplify our daily activities. For instance, smart reply and auto-suggestion features help users write messages quickly. When typing “Thank...”, the system automatically suggests “Thank you,” saving time and effort. AI is also used in apps like YouTube and Facebook. It understands what you like and shows similar content. So, you see more of what you enjoy. In online shopping, AI suggests products based on your search and interest. Also, Google Maps analyzes traffic and shows the fastest route, which saves time.

Just a few years ago, many of these capabilities were not possible. Today, they are seamlessly integrated into everyday life.

What Next?

The future of AI holds even greater potential. Over the next 5 to 15 years, several transformative developments are expected:

- Driverless cars will become common, even in developing countries
- We may not need a keyboard; we can type using our brain
- Offices may become fully virtual using VR headsets
- Global jobs will increase, and location will not matter



AI in AkijBashir Manufacturing Operations

AI also presents significant opportunities to enhance industrial operations, particularly in manufacturing environments such as AkijBashir Group.

Predictive Maintenance

AI can detect machine problems before they happen. By analyzing sensor data like temperature and vibration, AI can say: "This motor may fail in 5 days." This proactive approach helps prevent unexpected downtime and reduces maintenance costs.

Quality Control through Computer Vision

Manual quality checking can have human errors. AI can solve this problem using cameras and computer vision. It scans board surfaces, detects cracks or uneven thickness instantly. This ensures better and consistent product quality.

Smart Automation with Robotics

AI enabled robots can perform heavy and repetitive tasks such as stacking, cutting, and packaging. Compared to manual operations, robotic systems are faster, more precise, and less prone to errors. This leads to improved productivity and operational efficiency.

Future AI Innovations in Manufacturing

Several next generation AI concepts are emerging in the manufacturing sector that may initially seem futuristic or even unrealistic. However, ongoing research and technological advancements indicate that these ideas are already under active development. Within the next 10 to 15 years, many of these innovations are expected to move from concept to practical implementation, fundamentally transforming how factories operate.

Self-Healing Factories (Machines repair themselves)

In the future, machines may not need engineers for repairing. AI and smart materials will help machines fix themselves. If a crack appears, the material will automatically fill it. The machine will repair itself and continue working.

Thought-Controlled Systems (Control with your mind)

In the future, there may be no need for buttons or keyboards. With brain-computer interface technology, machines can follow human thoughts. If you think, "Increase production," the system will automatically adjust and take action.

**Dark Factory (No light, no human)**

In the future, factories may run without people. AI and robots will work 24/7. There will be no need for lights, air conditioning, or human facilities. This would significantly reduce operational costs while maximizing efficiency.

AI Growing Materials (Materials grown in lab):

We may not need to cut wood in future. With AI and biotechnology, materials can be grown in laboratory environments. Instead of cutting trees, materials similar to particle board could be grown directly, contributing to environmental sustainability and reducing deforestation.

Artificial Intelligence is not only enhancing our daily lives but also transforming industrial operations. While current applications have already improved efficiency and convenience, future advancements promise even more radical changes. For organizations like AkijBashir Group, adopting AI-driven technologies can lead to higher productivity, improved quality, and sustainable growth. Ultimately, AI is evolving from a support tool into a strategic driver of innovation and competitive advantage.



SAMANTARAL

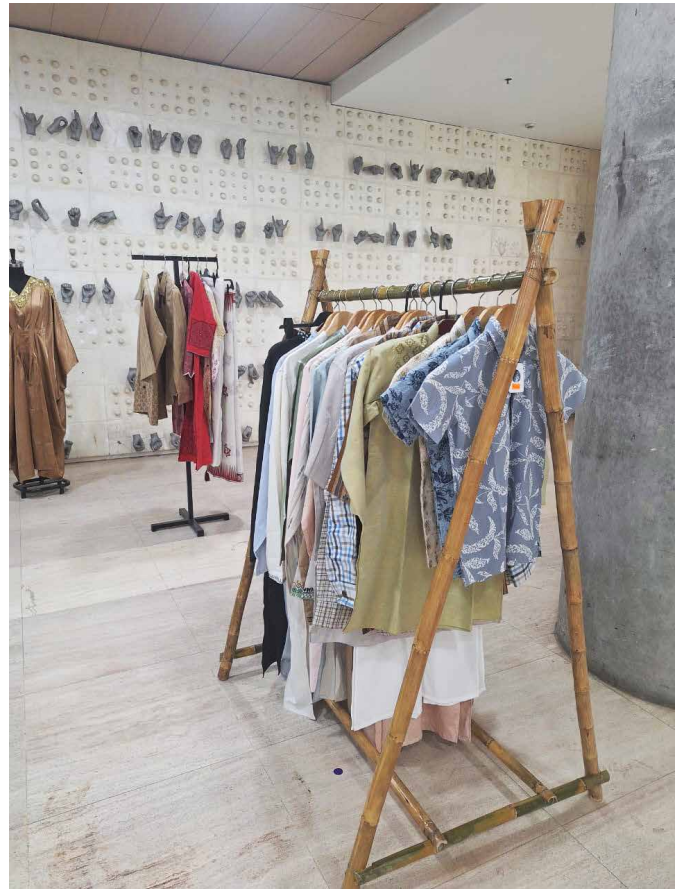
SHOWCASES INCLUSION AND CRAFTSMANSHIP AT GP HOUSE FAIR 2026



SK. SHEZUTI EHSAN
Assistant Manager, Marketing
Akij Biax Films Ltd.

Samantaral, an initiative by AkijBashir Group dedicated to empowering marginalized communities—particularly third-gender individuals—proudly participated in the Grameenphone (GP House) Fair during the holy month of Ramadan 2026. The event provided a meaningful platform for brand promotion, engagement, and collaboration within a vibrant corporate setting.

At the fair, Samantaral showcased Eid-UI-Fitr collections of unique fashion pieces crafted with the active involvement of third-gender artisans. Each creation reflected the initiative's commitment to inclusivity, creativity, and skilled craftsmanship. The platform also enabled direct engagement with a diverse audience, significantly enhancing brand visibility and awareness.



Through real-time interaction with visitors, the team gathered valuable insights into customer preferences and emerging market trends. The event further opened avenues for potential partnerships with professionals and organizations aligned with Samantaral's values. Notably, visitor engagement was particularly strong during the early hours of the fair, contributing to a dynamic and interactive experience.

Despite the success, the team faced several challenges, primarily due to the short preparation timeline. Logistical constraints in transporting and arranging products, along with the need to develop and organize new designs within a limited timeframe, required considerable coordination and effort. Nevertheless, the team ensured a well-presented and engaging display throughout the event.

Samantaral extends sincere gratitude to the Grameenphone team for their continuous support and cooperation, which played a vital role in the smooth execution of the initiative. Overall, participation in the GP House Fair proved to be a valuable experience, strengthening Samantaral's presence in the corporate arena while highlighting its social impact. The team looks forward to future opportunities with enhanced planning and even greater engagement.



WHEN YOU START BELIEVING YOU DESERVE YOUR POSITION AND GO BEYOND



RAMISA RAHMAN SHITU

Brand Executive
Akij Ceramics Ltd. (Tableware)

A fragile sense of self-worth often hides behind quiet thoughts like “Maybe I’m not ready yet” or “I’ll speak when I know more.” It doesn’t always appear as a lack of ability—in fact, many capable individuals experience it. What it really reflects is an internal hesitation to fully recognize one’s own value. And in a workplace, this subtle gap in self-perception can quietly turn everyday situations into moments of overwhelm.

Self-worth goes beyond confidence. Confidence can fluctuate depending on situations, but self-worth is deeper; it’s the belief that “I deserve to be here, and what I bring matters.” When that belief feels uncertain, people often begin to rely on external signals like: appreciation, validation, or visible success to confirm their place. Without consistent reinforcement, even small challenges can feel heavier than they are. This often shows up in gentle, almost unnoticeable ways.

An employee pauses before speaking in a meeting, even when they have something valuable to say. The thought often lingers: maybe a little more experience is needed, maybe the idea is not fully ready yet. So they wait, and the conversation moves on. This experience is more common than it appears.

Many capable individuals carry this quiet hesitation. It is not a reflection of their ability, but rather a moment of self-doubt where their own perspective feels slightly less important than others in the room. In that brief pause, something meaningful often remains unspoken.

And when that happens, the loss is not only personal. Sometimes, an organization misses out on an idea that could have added clarity, shifted thinking, or sparked innovation. Not because the idea lacked value, but because it was never shared.



Similar patterns appear in different forms across the workplace. An employee may take on more responsibilities than they can sustainably manage, believing it demonstrates commitment, only to feel stretched over time. Another may consistently highlight the team's success while quietly setting aside their own contributions. These behaviors often come from positive intent, yet they can gradually distance individuals from recognizing their own worth.

Self-worth, in this context, is not about being the most vocal or always having the perfect answer. It is about understanding that one's perspective holds value, even in its evolving state. Contribution does not require perfection, it requires presence.

In supportive environments, this shift begins to take shape. When leaders create space for participation, when peers acknowledge ideas, and when contributions are recognized, individuals start to see the impact of what they bring. Small moments of validation begin to reinforce a deeper belief: that they belong, and that their voice matters.

Over time, hesitation gives way to participation. Individuals begin to share more freely, engage more actively, and take ownership of their contributions. What was once held back gradually becomes a source of insight, balance, and thoughtful perspective within the team.

This journey is not unusual. It is a shared, human experience across many workplaces. And often, it serves as a quiet reminder that potential is not limited by capability, but by whether it is allowed to be expressed.

These situations are not problems to be fixed, but opportunities to be supported by both individuals and organizations.

What individuals can do:

- **Practice self-recognition:** Regularly note contributions, completed tasks, and challenges handled to build a stronger internal sense of value.
- **Reframe feedback:** View it as guidance for growth rather than a reflection of inadequacy.
- **Set gentle boundaries:** Protect time and energy to ensure contributions remain meaningful and sustainable.

What organizations can do:

- **Create psychological safety:** Some companies focus on building environments where people can share ideas freely without hesitation.
- **Encourage a growth mindset:** Others emphasize learning and progress over perfection, allowing individuals to grow without fear of failure.
- **Recognize contributions consistently:** Many organizations ensure regular acknowledgment so individuals can internalize their value instead of questioning it.

Ultimately, self-worth develops gradually through awareness, supportive environments, and conscious effort. When individuals begin to recognize their value, and organizations actively nurture it, workplaces become spaces where people don't just contribute—they grow with confidence and clarity.

When individuals begin to recognize their value, and organizations actively nurture it, workplaces become spaces where people don't just contribute- they grow with confidence and clarity.

WHAT INDIVIDUALS CAN DO



PRACTICE SELF-RECOGNITION

Note your contributions, completed tasks, and challenges handled to build a stronger internal sense of value.



REFRAME FEEDBACK

See feedback as guidance for growth rather than a reflection of inadequacy.



SET GENTLE BOUNDARIES

Protect your time and energy to keep your contributions meaningful and sustainable.



WHAT ORGANIZATIONS CAN DO



CREATE PSYCHOLOGICAL SAFETY

Build a safe space where people can share ideas freely without hesitation.



ENCOURAGE A GROWTH MINDSET

Focus on learning and progress, not perfection. Allow individuals to grow without fear of failure.



RECOGNIZE CONTRIBUTIONS CONSISTENTLY

Acknowledge efforts regularly so people feel valued.



PRODUCTION VS QUALITY

FINDING THE RIGHT BALANCE IN STEEL STRUCTURE MANUFACTURING



NRIPENDRA NATH ROY

Manager, Quality Control
Akij Steel Mills Ltd.

Akij Steel Mills Limited

In the steel structure manufacturing industry, balancing production speed with product quality is a constant challenge. Project schedules are tight, delivery commitments are demanding, and even minor delays can affect downstream activities such as transportation, erection, and commissioning. In such an environment, production and quality are often viewed as competing priorities.

In reality, they are not opposing forces—they are interdependent pillars of sustainable manufacturing.

As a Quality Control professional in steel structure fabrication, I have learned that quality does not slow production; it stabilizes it. When quality is embedded into fabrication processes, production becomes more predictable, efficient, and reliable.

Understanding the Production–Quality Gap

Production teams focus on achieving daily fabrication targets, optimizing machine utilization, and ensuring timely dispatch. Quality teams concentrate on drawings, specifications, tolerances, welding standards, and inspection requirements. When alignment between these functions is weak, the consequences are visible:

- Rework due to dimensional deviations
- Welding defects and rejections
- Fit-up problems during assembly or site erection
- Customer dissatisfaction and project delays



These issues not only affect quality but also reduce effective production output and increase overall cost.

Quality Begins at the Planning Stage

In steel structure manufacturing, quality does not start on the shop floor—it begins with proper planning and a clear understanding of requirements. Critical early-stage activities include:

- Review of approved drawings and technical specifications
- Material verification and traceability
- Welder qualification and WPS compliance
- Identification of critical tolerances and connection details

When requirements are clearly defined before fabrication begins, production proceeds with fewer interruptions and minimal rework.

Process Control Ensures Fabrication Accuracy

Unlike mass production, steel structure fabrication demands precision and consistency. Parameters such as:

- Cutting accuracy and edge quality
- Fit-up and alignment before welding
- Welding sequence and heat control
- Dimensional tolerances and straightness

must be continuously monitored. Effective process control reduces distortion, ensures compliance, and improves overall fabrication efficiency.

Quality Reduces Rework, Not Productivity

There is a common misconception that quality inspections slow down production. In reality, a strong quality system:

- Reduces rework and repair welding
- Prevents mismatches during trial assembly
- Minimizes erection-time issues at site
- Protects production schedules and manpower utilization

When quality is ensured at each stage, fabrication flows smoothly from cutting to dispatch.



Collaboration Between Production and Quality

Successful steel structure manufacturing depends on close coordination between production and quality teams. This includes

- Early QC involvement in fabrication planning
- Joint inspection and clear hold-point management
- Transparent communication during design or drawing revisions
- Collaborative root-cause analysis for non-conformities

When production and quality work together, challenges are resolved faster and improvements become sustainable.

Quality Is a Shared Responsibility

Quality cannot be confined to inspections alone. Operators, fitters, welders, supervisors, and engineers all contribute to the final product. Continuous training, awareness of applicable standards, and accountability at every level help build a **quality-driven fabrication culture**—where doing it right the first time becomes standard practice.

This approach is reinforced through **Akij Steel Mills Ltd's Integrated Management System (IMS)**, certified to **ISO 9001:2015 (Quality Management)**, **ISO 14001:2015 (Environmental Management)**, and **ISO 45001:2018 (Occupational Health & Safety)**. The IMS framework integrates quality, environmental responsibility, and workplace safety into a unified operational system, ensuring that production efficiency, compliance, and risk control progress together rather than in isolation.



DevOps ENGINEERING THE BACKBONE OF MODERN SOFTWARE DELIVERY



K M MYNUL HASAN

System Admin- IT
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In the rapidly evolving world of software development, speed, reliability, and collaboration have become the cornerstones of success. Traditional software delivery models often faced a disconnect between development (Dev) and operations (Ops) teams. Developers were responsible for writing code, while operations teams focused on deployment, infrastructure, and maintenance. This separation frequently led to bottlenecks, miscommunication, and slower release cycles.

To overcome these challenges, DevOps Engineering emerged as a transformative culture and practice that unites software development and IT operations under a shared objective—delivering high-quality software efficiently and continuously. In today's technology-driven landscape, DevOps is not just a methodology; it is a mindset, a culture, and a continuous improvement journey.

What is DevOps?

DevOps is a compound of 'Development' and 'Operations', representing a set of practices, principles, and cultural philosophies aimed at improving collaboration between software developers and IT professionals. The core idea is to break down the silos between teams and enable continuous integration, continuous testing, and continuous delivery (CI/CD).



A DevOps Engineer plays a key role in implementing automation, monitoring systems, managing cloud infrastructure, and streamlining the entire software lifecycle. Unlike traditional engineers, DevOps professionals focus on the process as much as the product—ensuring code moves seamlessly from development to deployment with minimal friction.

The Core Principles of DevOps

DevOps is built around several foundational principles that guide both its culture and implementation:

1. Collaboration and Communication — DevOps thrives on breaking silos between teams.
2. Automation — Automation lies at the heart of DevOps.
3. Continuous Integration and Continuous Deployment (CI/CD) — Frequent integration and automated deployment.
4. Monitoring and Feedback — Real-time performance metrics help detect issues early.
5. Security Integration (DevSecOps) — Embedding security checks at every stage.

The 7 Core Stages of the DevOps Lifecycle

1. Planning

This is where everything starts.

Goal: Define what needs to be built, why, and how success will be measured.

Key Activities:

- Gathering requirements (from users, product team, or clients)
- Defining user stories and acceptance criteria
- Planning tasks and assigning roles using tools like Jira, Trello, or Azure Boards

Output: A clear development roadmap and backlog.

2. Coding (Development)

Developers start writing code in small, manageable parts.

Goal: Build the application according to requirements.

Key Activities:

- Writing and reviewing code (Git, GitHub, GitLab)
- Using coding standards and version control
- Collaborating through branches, pull requests, and merges

Tools: Git, GitHub, Bitbucket, VS Code

Output: Versioned, clean, and reviewed code.

3. Building

This is the integration stage—where code from all developers is combined and compiled into a working build.

Goal: Create a deployable software package.

Key Activities:

- Continuous Integration (CI): automatically test and build each code change.
- Detect integration errors early.
- Generate build artifacts (executables, Docker images, etc.)

Tools: Jenkins, GitLab CI, Travis CI, CircleCI

Output: Build artifacts ready for testing.

4. Testing

Now the code gets validated to ensure quality and performance.

Goal: Catch bugs before release and ensure stability.

Key Activities:

- Automated testing (unit, integration, UI tests)
- Manual testing for edge cases
- Security and performance testing

Tools: Selenium, JUnit, pytest, SonarQube, TestNG

Output: Verified build that passes all tests.

5. Deployment

The software is automatically deployed to different environments—staging, production, etc.

Goal: Deliver updates quickly and safely.

Key Activities:

- Continuous Deployment (CD): automatic deployment after passing tests

- Infrastructure as Code (IaC) for consistent setup

- Canary or blue-green deployments to minimize risk

Tools: Docker, Kubernetes, Ansible, Terraform, Jenkins, AWS, Azure

Output: Live software running in production.

6. Monitoring

After deployment, monitoring ensures the system runs smoothly and identifies issues early.

Goal: Detect errors, performance bottlenecks, or user experience problems.

Key Activities:

- Log monitoring and analysis
- Tracking uptime, latency, CPU/memory usage
- Incident alerting and reporting

Tools: Prometheus, Grafana, Splunk, ELK Stack (Elasticsearch, Logstash, Kibana)

Output: Real-time operational insights.

7. Feedback & Continuous Improvement

Data from monitoring and users feeds back into the next planning stage.

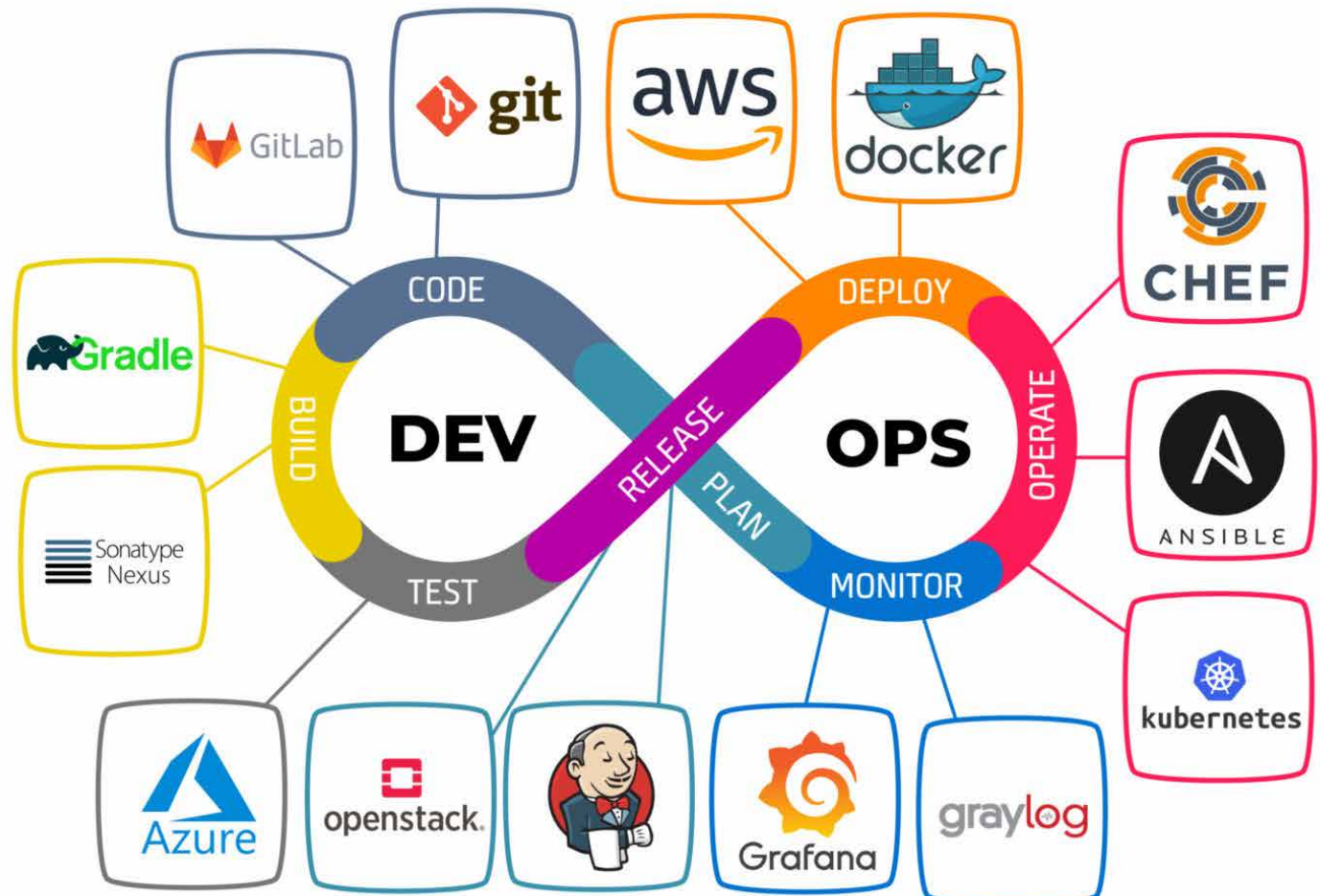
Goal: Improve future versions and processes.

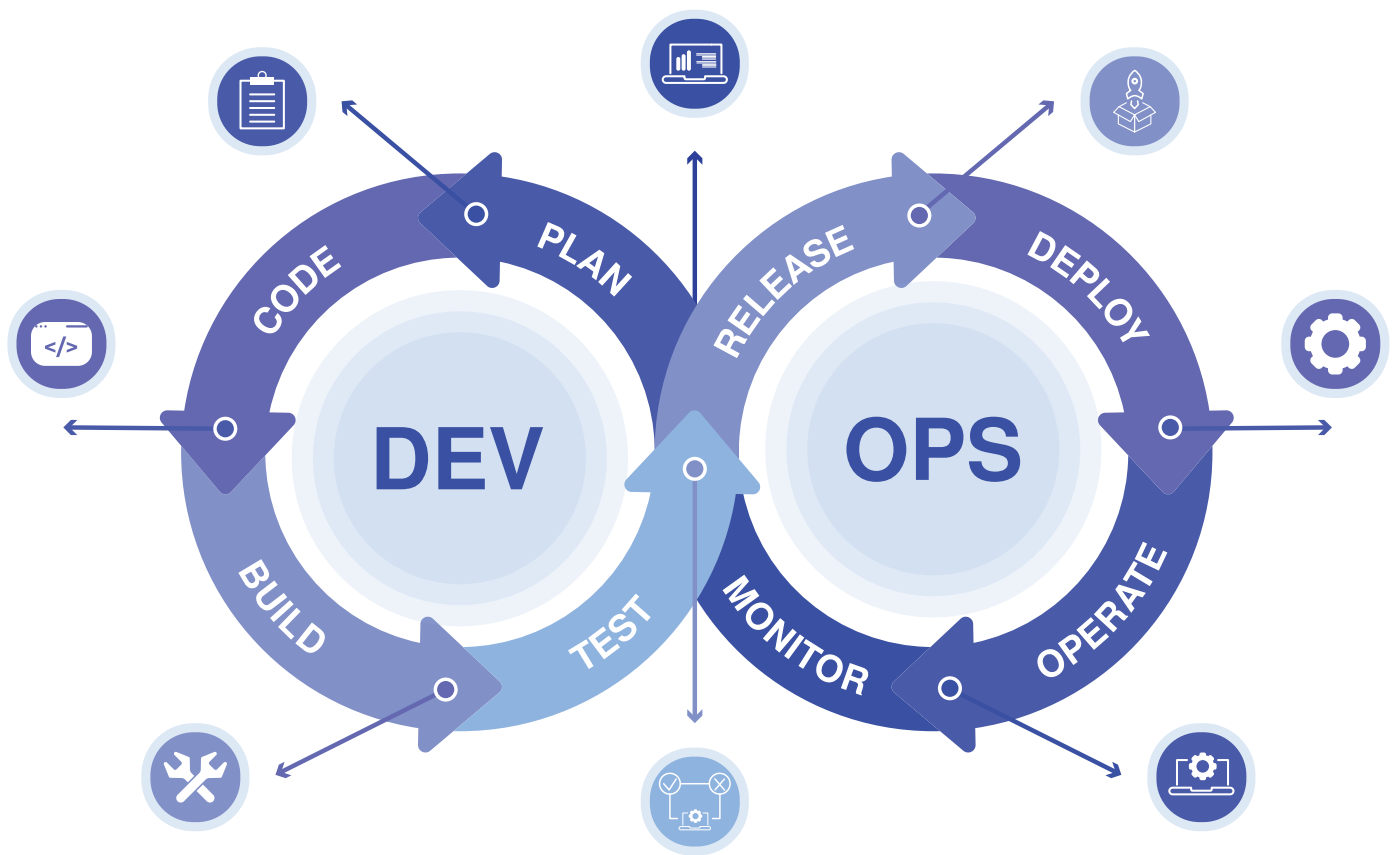
Key Activities:

- User feedback analysis
- Post-deployment reviews
- Updating CI/CD pipelines for better performance

Tools: Jira, Slack, Survey tools, monitoring dashboards

Output: Refined software and workflow—the DevOps loop restarts.





The Role of a DevOps Engineer

A DevOps Engineer acts as a bridge between software development and IT operations. Their responsibilities include:

- Pipeline Automation (e.g., Jenkins, Azure DevOps)
- Infrastructure as Code (Terraform, AWS CloudFormation)
- Configuration Management (Ansible, Puppet)
- Cloud Management (AWS, Azure, GCP)
- Monitoring (Prometheus, Grafana)
- Security and Compliance
- Cross-team Collaboration

Essential Tools in the DevOps Ecosystem

DevOps relies heavily on tools that support automation, integration, monitoring, and collaboration. Examples include:

- Version Control (Git, GitHub)
- CI/CD (Jenkins, GitHub Actions)
- Configuration Management (Ansible)
- Containerization (Docker)
- Orchestration (Kubernetes)
- Monitoring (Prometheus, Grafana)
- Collaboration (Slack, Jira)

Benefits of Adopting DevOps

Organizations that embrace DevOps experience several benefits:

Faster Software Delivery: Continuous integration and automation shorten release cycles, allowing updates and new features to reach users quickly.

Improved Collaboration: Dev and Ops teams work together with shared tools and goals, breaking silos and improving communication.

Enhanced Stability and Reliability: Automated testing and monitoring ensure consistent performance and quick issue resolution.

Scalability and Flexibility: Infrastructure as Code and containerization make it easy to scale systems up or down based on demand.

Higher Quality and Security: Continuous testing and security checks throughout the pipeline catch vulnerabilities early.

Cost Efficiency: Automation reduces manual work, resource waste, and downtime, leading to lower overall operational costs.

Challenges in Implementing DevOps

Challenges include cultural resistance, skill gaps, tool overload, security concerns, and adapting legacy systems. Successful implementation requires gradual adoption, proper training, and leadership support.

DevOps and the Cloud Revolution

Cloud computing has empowered DevOps with Infrastructure as Code (IaC), automation, scalability, and cost optimization. Tools like Terraform, Docker, and Kubernetes allow teams to deploy and manage cloud-native applications efficiently.

The Future of DevOps

The future includes AIOps (AI-driven DevOps), GitOps (Git-based automation), and NoOps (fully automated operations). Integration with AI, security, and data analytics will redefine how software systems evolve and self-heal. DevOps Engineering has revolutionized software delivery by merging development and operations into a unified, automated, and collaborative process. It's not just a technical approach—it's a cultural transformation that enables faster innovation, higher reliability, and continuous improvement in the digital era.

FROM AUTOMATION TO INTELLIGENCE

THE NEXT COMPETITIVE ADVANTAGE WILL COME FROM PREDICTIVE DECISIONS



MD. ASIF IQBAL AHAD

Deputy Manager, Market Intelligence
AkijBashir Group

The Reality We Operate In:

We operate in a world of volatility. Copper prices swing. Polymer resin prices fluctuate. Aluminum and brass markets shift with global demand. Fuel costs impact every ton of glass we melt. And in the middle of it all, we are expected to deliver quality products—on time, at the right price, every time.

For years, our competitive edge has been operational excellence. Our production lines run efficiently, consistently and safely. That is a foundation we have rightfully earned.

But here is the uncomfortable truth: the world has moved from automated to intelligent. Machine Learning and advanced data science are no longer the domain of Silicon Valley—they are the new standard in global manufacturing. The companies gaining ground today are not simply those with the best machines. They are the ones whose machines learn.

THE STRATEGIC CASE

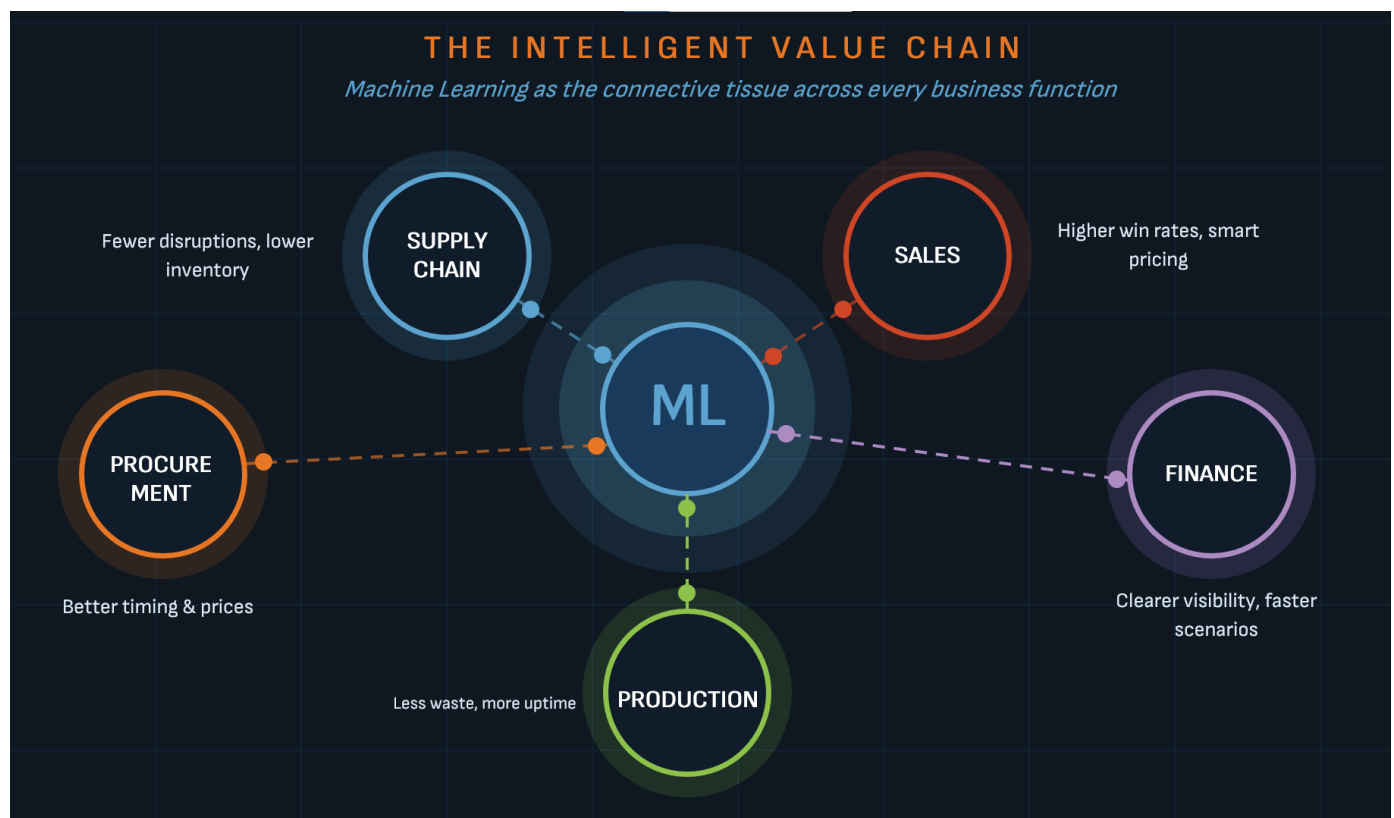
Why Now—And Why Us

Deploying Machine learning across functions is not just to run better machines but to make better decisions before the machines even start.

What does that look like in practice?

- Predicting raw material price movements before they compress margins
- Adjusting finished goods pricing dynamically, not reactively
- Identifying profit risk before it shows up on the P&L
- Empowering every function—from procurement to sales—with decision intelligence, not just data

The first step is not a technology investment. It is a clarity of vision. What follows is that vision—mapped across our entire value chain. And we do not need to invent anything new. We need to connect what we already have.



VALUE DRIVER 01

Pricing & Market Intelligence

The challenge is structural:

Raw material prices—copper, clay, silica, polymers, jute—move faster than our pricing models can respond. Finished goods pricing lags behind and the difference is margin erosion that is predictable and preventable.

What Becomes Possible

- Procurement Intelligence: Raw material price forecasting trained on global indices and supply disruption signals
- Dynamic Pricing: Margin simulation and long-term contracts under multiple raw material scenarios
- Competitive Intelligence: Analysis of data to reveal competitor pricing patterns and improve positioning

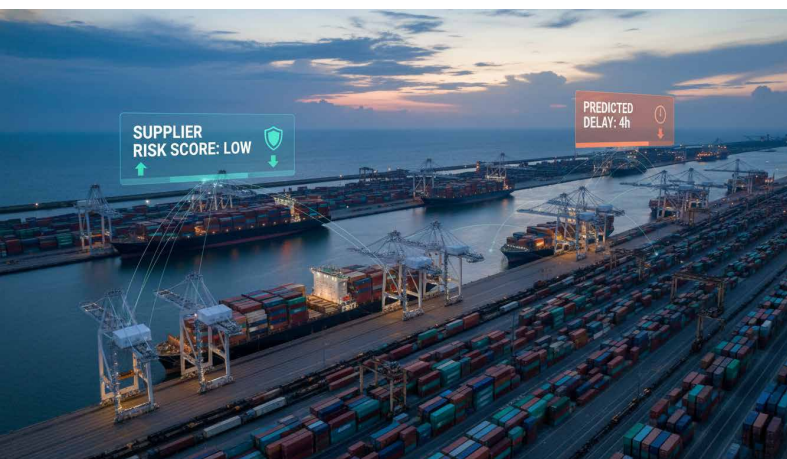
VALUE DRIVER 02

Supply Chain & Distribution Resilience

The challenge is complexity: we manage multiple, structurally different supply chains—jute from farms, clay from mines, polymers from petrochemical sources. Each carries unique volatility. Distribution adds another layer: fragile ceramics, heavy glass and bulky packaging films don't tolerate surprises.

What Becomes Possible

- Supplier Risk Scoring: Predict supplier delays or quality failures before they happen based on behavioral history and external signals
- Intelligent Inventory: Replace static safety stock formulas with dynamic inventory levels driven by predicted demand and supply variability
- Logistics Intelligence: Learn which routes and carriers cause breakage for fragile goods and route shipments accordingly
- Port Delay Prediction: Predict port and customs delays for imported raw materials to adjust production schedules proactively

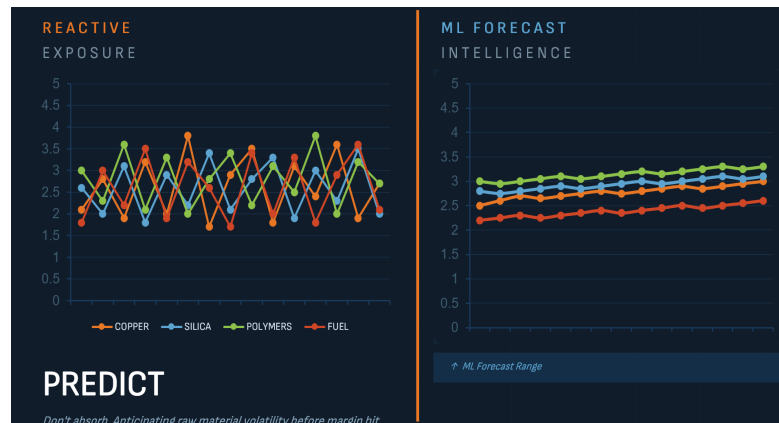
**VALUE DRIVER 03**

Sales Intelligence & Revenue Growth

The challenge is a missed opportunity: our sales teams are skilled and hardworking but they operate largely on instinct and relationship. Data-backed insight into customer behavior, discount impact and cross-sell potential remains largely untapped.

What Becomes Possible

- Customer Lifetime Value: Identify which customers generate long-term value and which are high-risk for churn—before the relationship deteriorates
- Cross-Sell Intelligence: Recognize that a hotel buying tiles may also need sanitaryware or tableware—and surface that opportunity at the right moment
- Discount Optimization: Analyze past deals to recommend the minimum discount that closes the sale—protecting margin without losing the customer
- Tender Win Prediction: Estimate win probability before a bid is submitted, enabling smarter resource allocation

**VALUE DRIVER 04**

Profit Sensitivity & Scenario Planning

The challenge is visibility: when raw material prices shift, the impact cascades through products, customers and geographies in ways that are difficult to trace manually. Leadership is often left flying blind until the numbers hit the P&L.

What Becomes Possible

- Margin Heatmaps: Visualize which products, customers and regions are most exposed to specific cost increases—in real time
- Scenario Simulation: Simulate 'What if copper rises 10% and fuel rises 5%?' and see the full cascading impact across the P&L within seconds
- Hedging Intelligence: Model optimal hedging positions for commodity exposures based on price forecasts and business risk appetite

VALUE DRIVER 05

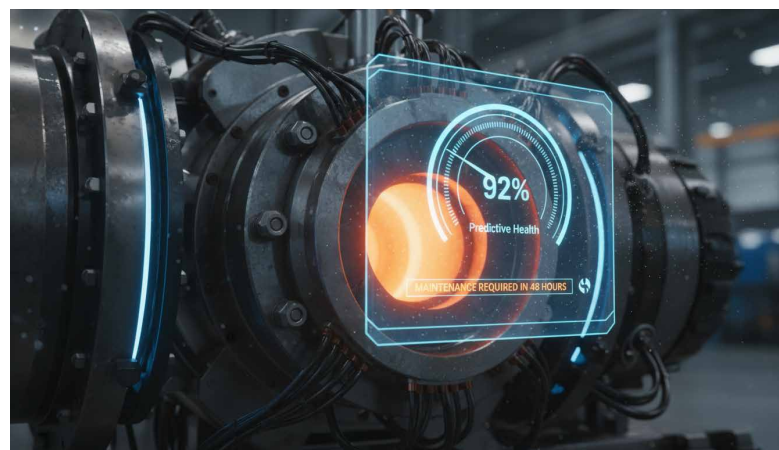
Production Intelligence: From Reactive to Prescriptive

The challenge is the ceiling of automation: Our production lines are among the most reliable in the region. But reliability is not the same as intelligence. Our lines react to problems. Intelligent systems prevent them.

What Becomes Possible

- Predictive Maintenance: Sensor data combined with ML predicts bearing failures, extruder wear and furnace degradation weeks before breakdown
- Quality Prediction: Detect subtle raw material batch variations that historically lead to defects—and adjust process parameters before production begins
- Yield Optimization: Real-time process optimization based on millions of historical production hours, continuously improving yield

The question is not whether machine learning will reshape our industry. It already is. The question is whether we will lead that change from the front—or catch up from behind!



OneDesk: AGE OF DIGITAL WORKPLACE TRANSFORMATION AT AKIJBASHIR GROUP



AZIZUL ISLAM

Executive, IT
AkijBashir Group

The Platform That Connected an Enterprise. How a small idea evolved into AkijBashir Group's digital workplace transformation.

Turning a Conversation into a Vision

Every transformative innovation begins with a simple idea. For OneDesk, that idea emerged during the very first days of Epitomy Apps. What initially sounded like a straightforward initiative—developing an internal portal for employees—soon revealed itself as something far greater.

At the outset, the vision was not fully defined. The team knew there was a need, but understanding what a modern enterprise platform should truly deliver required deeper exploration. Rather than rushing into development, the team took a step back and focused on research.

They studied leading workplace platforms, analyzed internal communication ecosystems, and evaluated the technological and organizational requirements of a truly integrated enterprise solution.

The realization was immediate and overwhelming.

This was not simply another software project.

It was a large-scale digital transformation initiative.

Building such a platform would demand extensive planning,

architectural excellence, adoption of new technologies, and unwavering commitment. The scope was immense, and balancing this undertaking alongside existing responsibilities appeared daunting.

For a period, the team carefully navigated discussions with management while continuing their daily work. Yet one question consistently surfaced during meetings:

“When are you starting?”

The answer often reflected the uncertainty surrounding the project's scale.

Eventually, the team decided to speak openly.

“The scope is very big. It will take a lot of time.”

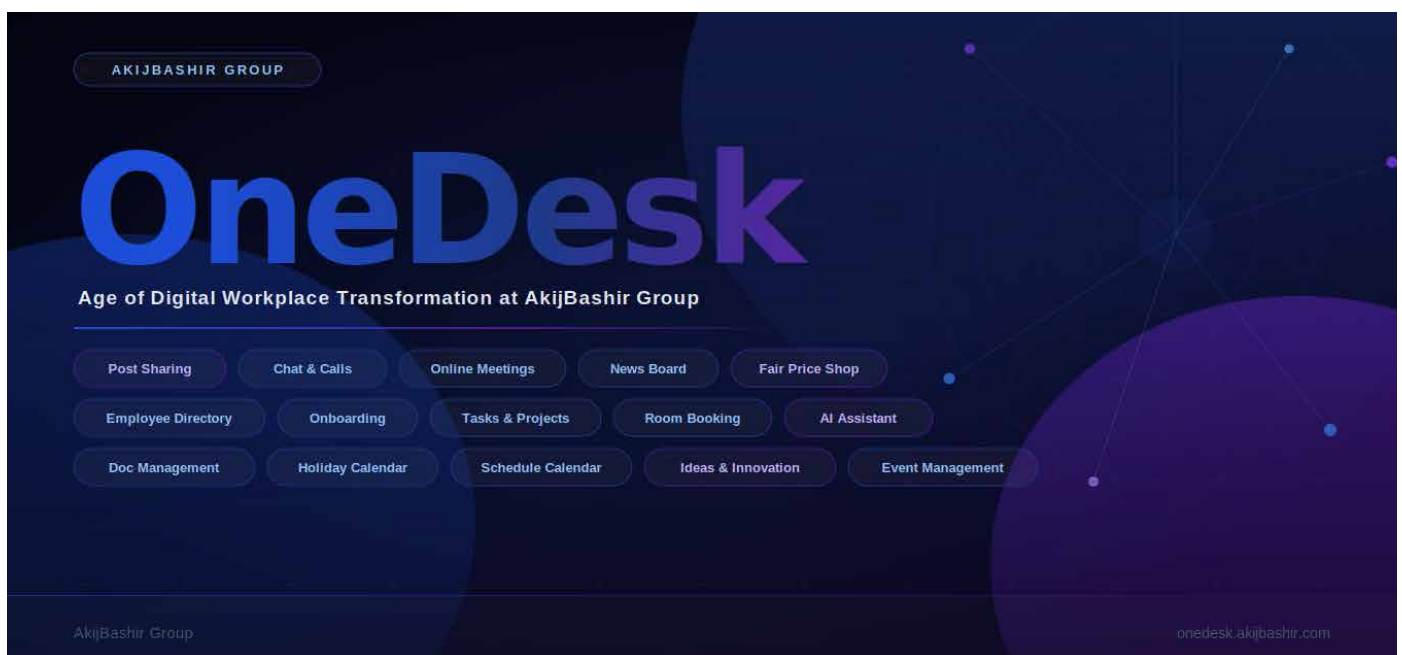
Internally, many believed this honesty might delay or even halt the initiative.

Instead, the response became the defining moment of the entire journey.

“Start along with your work. We'll see the rest later.”

Those words carried more than approval—they conveyed trust.

And that trust became the catalyst that transformed an idea into reality.



The Birth of OneDesk

With renewed confidence, development officially began.

What started as an internal portal gradually evolved into a comprehensive digital workplace platform designed to unify collaboration, communication, productivity, and organizational culture.

The journey was filled with challenges, learning experiences, moments of uncertainty, and countless breakthroughs.

There were late nights spent solving complex technical problems, discussions around architecture and scalability, and moments when the team questioned whether the platform would ever reach production.

The level of immersion became almost humorous at times.

One memorable incident involved greeting colleagues with “Good Morning” inside an elevator during the evening—simply because thoughts about a newly developed OneDesk feature had completely occupied the mind.

Yet despite the obstacles, progress continued.

Feature by feature.

Module by module.

Milestone by milestone.

And today, what once seemed uncertain stands as a live, functional, and rapidly growing platform serving the organization.

Even now, seeing OneDesk in action feels surreal.

WHAT IS OneDesk?

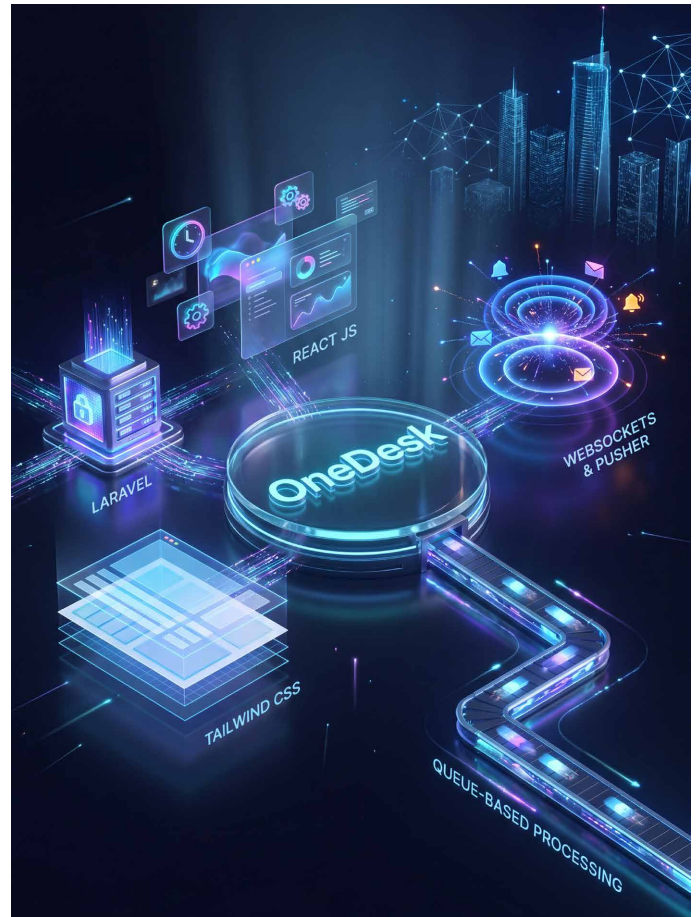
OneDesk is a unified digital workplace platform designed to bring people, information, communication, and productivity tools together in one seamless ecosystem.

Rather than switching between multiple systems, employees can collaborate, communicate, manage projects, access resources, and stay connected through a single integrated experience.

With OneDesk, We Can:

- **Share posts & updates** — Celebrate moments and engage with company culture
- **Chat & collaborate in real time** — One-on-one or customized group conversations & call
- **Stay informed** — Access news boards and important announcements
- **Find colleagues easily** — Employee directory at your fingertips
- **Smooth onboarding** — Stay updated from day one
- **Manage documents** — Centralized general document center
- **Track projects & tasks** — Stay organized and productive
- **Book meeting rooms effortlessly** — Check availability and reserve rooms in just a few clicks
- **Online meeting** — Start an instant online meeting using our own meeting application
- **Order from the Fair Price Shop** — Conveniently place internal shop orders directly from the platform
- **View the Holiday Calendar** — Stay aware of official holidays and plan ahead with clarity
- **Manage your Schedule Calendar** — Organize meetings and tasks in a structured, centralized way
- **Share ideas & innovate together** — Collaborate beyond boundaries
- **Access multiple tools** — Work smarter, all in one place
- **Get AI assistance** — Support from OneDesk Pilot (AI)

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- **Get AI assistance** — Support from OneDesk Pilot (AI)



THE TECHNOLOGY POWERING THE VISION

Behind the elegant user experience lies a modern and scalable technology architecture designed for performance, reliability, and future growth.

Core Technology Stack

Laravel Robust backend architecture providing security, scalability, and enterprise-grade performance.

React JS Fast, responsive, and dynamic user experiences that ensure seamless interaction.

Tailwind CSS Clean, modern, and highly responsive interface design.

WebSockets & Pusher Real-time communication capabilities enabling instant updates and collaboration.

Queue-Based Processing Reliable background operations ensuring smooth performance under heavy workloads.

More importantly, the project became a platform for learning.

Developing OneDesk challenged the team to embrace new technologies, rethink conventional architectural patterns, and continuously expand their technical expertise.

In many ways, the learning journey itself became one of the project's greatest achievements.

THE ROAD AHEAD

While OneDesk has already become a significant milestone, its evolution is far from complete.

The vision remains focused on creating an increasingly intelligent, connected, and efficient digital workplace for every department across the organization.

Upcoming Innovations

IT Support Center

A centralized helpdesk solution designed to streamline technical support, improve issue tracking, and ensure faster resolutions.

Enhanced OneDesk Pilot

Expansion of AI-powered capabilities through advanced intelligent agents that provide deeper workplace assistance.

Advanced Workflow Automation

Greater automation across business processes to eliminate repetitive tasks and improve operational efficiency.

The future roadmap reflects a commitment not only to innovation but also to continuous improvement.

A COLLECTIVE ACHIEVEMENT

Although OneDesk originated from a single initiative, its success is the result of collaboration across multiple teams.

Infrastructure Team

Provided the foundation & crucial role by establishing and maintaining stable, scalable environments that support platform operations.

ERP Team

Enabled smoother integration with existing enterprise systems, ensuring consistency and operational alignment.

Quality Assurance Team

Played a critical role in validating functionality, identifying issues, and maintaining quality standards throughout development.

Human Resources Team

Contributed significantly to features such as room booking, schedule calendars, workspaces, projects, and the employee directory—ensuring alignment with real organizational needs.

Employees Across Departments

Offered valuable feedback, practical insights, and continuous suggestions that helped shape the platform into a solution designed around actual user experiences.

This collective effort transformed OneDesk from a technical project into a business platform capable of delivering meaningful organizational impact.

FROM FEAR TO FULFILLMENT

Every meaningful journey begins with uncertainty.

There was a time when the team genuinely believed OneDesk might never move beyond the planning stage.

The challenges seemed overwhelming.

The scope appeared intimidating.

The timeline felt impossible.

Yet through persistence, learning, teamwork, leadership support, and the grace of Allah Pak, the project moved forward.

Today, OneDesk stands not merely as software, but as a testament to what can be achieved when people believe in a vision and commit themselves to bringing it to life.

It represents trust.

It represents growth.

It represents innovation.

Most importantly, it represents the power of collective effort.

Because OneDesk is more than a platform.

It is a story of belief, resilience, learning, and teamwork.

And perhaps the most exciting chapter has yet to be written.



SKILLS THAT WILL HELP YOU ADVANCE IN THE CORPORATE WORLD



MD. RAFIQUUL ISLAM

Assistant Manager, Accounts & Finance
AkijBashir Group

The corporate world is competitive and challenging. It's not enough to just have qualifications or a degree; the right skills and behavior are essential. Alongside technology and knowledge, personal behavior, time management, stress management, and human values are very important. People who master these skills progress quickly and are able to build trust and leadership within an organization.

Research shows that having only technical skills does not guarantee success in a career. Leadership qualities, integrity, social skills, and mental stability are among the key foundations of corporate success.

15 Important Skills to Help You Advance in the Corporate World

Technical Skills: You need to have technical or professional skills in the field you are employed in. Examples: data analysis, software handling, project management.

Behavioral Grace and Courtesy: Polite conduct with colleagues, humility, and a positive attitude make the work environment pleasant. "Your degree is just a piece of paper; your education is seen in your behavior."

Stress Management: Stress is common in the corporate world. It is important to manage stress through yoga, breathing exercises, and time management. "No matter how you feel, get up, dress up, show up and never give up."

Time Management: Proper use of time increases productivity. Create a priority-based task list. You may apply "Daily Working Schedule Tips: # Must to Do # Need to Do # Nice to Do" You can also apply '8+8+8 Rule' 8 hours of sleep, 8 hours of deep work, and allocates the remaining 8 hours for 3Fs (Family, Friends, Faith), 3Hs (Health, Hygiene, Hobby), and 3Ss (Soul, Service, Smile).

Team Building and Cooperation: Teamwork skills are crucial. Good communication and collaboration with colleagues ensure successful projects.

Smart Dress Code and Presentation: Attire and grooming reflect the corporate image. Professional grooming boosts confidence.

Word Choice and Communication Skills: Use direct, clear, and polite language. Courtesy and clarity in emails and meetings are essential.

Honesty and Integrity: An honest and righteous approach to work is the key to long-term success.

Creativity and Problem Solving: Innovative thinking is required for new ideas and solving challenges.

Flexibility and Adaptability: Need to adjust to changing circumstances and new technologies.

Networking Skills: Ability to build and maintain good relationships within the organization and industry.

Conflict Management: The ability to resolve disputes among colleagues.

Emotional Intelligence: Understanding and being influenced by your own and others' emotions.

Customer Focus: Understanding client or customer needs and providing solutions.

Leadership and Motivation: Motivating and guiding the team on projects brings success in the corporate world.

Conclusion

In the corporate world, technical skills alone are not enough. Behavior, integrity, stress management, teamwork, and communication skills are equally important. Those who master these 15 skills achieve growth, respect, and lasting success in both organizational and personal life.

Success comes when you maintain a balance between work quality, behavior, and relationships with people. Therefore, it's not just being educated, but being skilled and humane that advances you in the corporate world.



APONJON

BUILDING STRONGER BONDS WITH RETAIL PARTNERS



MD. MIRAJUL ISLAM

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In today's intensely competitive business landscape, sustainable growth depends not only on product quality or effective sales strategies but also on the strength of relationship-driven networks. In this regard, the 'Aponjon' program, initiated by ROSA, stands out as a distinctive and impactful platform for retailers. More than just a communication channel, it represents a unified community where retailers grow together through collaboration, shared experiences, and continuous inspiration.

The core objective of the 'Aponjon' program is to foster strong, positive relationships among retailers. It creates opportunities for them to exchange real-world business experiences, which serve as valuable learning resources for others. A key highlight of this initiative is 'Aponjon' where real-life success stories, practical challenges, and effective problem-solving strategies are shared. These insights not only inspire fellow retailers but also provide actionable guidance that can be implemented in their own businesses.

The retail sector is constantly evolving, presenting ongoing challenges that require adaptability and informed decision-making. In such a dynamic environment, continuous improvement is essential. The 'Aponjon' program plays a crucial role by cultivating a knowledge-sharing community where collective learning drives progress. One retailer's success story becomes another's motivation, creating a ripple effect of growth and renewed enthusiasm across the network.



Furthermore, 'Aponjon' promotes a culture of collaboration over competition. It encourages empathy, mutual support, and shared problem-solving among retailers. This cooperative mindset enables them to overcome challenges together and move forward as a unified force. Such a positive and inclusive environment is fundamental to build a resilient and sustainable business ecosystem.

Importantly, the relationship between ROSA and its retailers extends beyond transactional interactions. It is a partnership grounded in trust, respect, and shared success. ROSA consistently prioritizes retailer development by valuing their feedback and recognizing their contributions. This inclusive approach makes retailers feel like integral stakeholders of the organization, significantly enhancing their motivation and commitment.

Another notable impact of the 'Aponjon' program is the boost in retailers' confidence. When individuals share their achievements and receive recognition from peers, it reinforces their self-belief. This growing confidence empowers them to aim higher and pursue greater accomplishments in the future.

In conclusion, 'Aponjon' is a timely and forward-thinking initiative that has successfully transformed a network of retailers into a cohesive and empowered community. It not only drives business growth but also nurtures a spirit of unity and collaboration. Looking ahead, this initiative holds immense potential to expand further, unlocking new opportunities and setting higher benchmarks for retailer engagement and success.

তাপের ভেতর দায়িত্ব ও নিষ্ঠার গল্প



ABDULLA AL MAMUN

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সিরামিক শিল্পে কিল্ন সেকশনকে উৎপাদনের হৃদয় বলা হয়। কারণ, একটি টাইলস বা সিরামিক পণ্য চূড়ান্ত মানে পৌঁছাতে হলে তাকে কিল্নের উচ্চ তাপমাত্রার মধ্য দিয়ে যেতে হয়। এই প্রক্রিয়াটি অত্যন্ত সংবেদনশীল এবং দায়িত্বপূর্ণ। কিল্ন সেকশনে কাজ করতে গিয়ে আমি উপলব্ধি করেছি এখানে দক্ষতা, মনোযোগ এবং দলগত সহযোগিতা অত্যন্ত গুরুত্বপূর্ণ।

আকিজ সিরামিকস লিমিটেড-এ কাজ করার সময় আমি দেখেছি, প্রতিটি টাইলার মান নির্ভর করে সঠিক তাপমাত্রা নিয়ন্ত্রণ, সময় ব্যবস্থাপনা এবং প্রক্রিয়ার ধারাবাহিকতার উপর। কিল্নের তাপমাত্রায় সামান্য পরিবর্তনও পণ্যের মানে প্রভাব ফেলতে পারে। তাই প্রতিটি মুহূর্তে সতর্কতা ও দায়িত্ববোধ নিয়ে কাজ করতে হয়।

দীর্ঘ কর্মজীবনে সহকর্মীদের সঙ্গে কাজ করতে গিয়ে আমি দলগত কাজের প্রকৃত গুরুত্ব শিখেছি। উৎপাদনের ব্যস্ত সময়ে সবাই একসাথে সমন্বয় করে কাজ করলে কঠিন কাজও সহজ হয়ে যায়। একজনের অভিজ্ঞতা অন্যজনকে সাহায্য করে এবং এর মাধ্যমে পুরো টিম আরো শক্তিশালী হয়ে ওঠে।

কিল্ন সেকশনে কাজ করার আরেকটি গুরুত্বপূর্ণ শিক্ষা হলো ধৈর্য এবং শৃঙ্খলা। উচ্চ তাপমাত্রার পরিবেশে নিরবচ্ছিন্নভাবে কাজ করা সহজ নয়, কিন্তু সঠিক মনোভাব ও দায়িত্ববোধ থাকলে প্রতিটি চ্যালেঞ্জ মোকাবিলা করা সম্ভব।



আমি বিশ্বাস করি, একটি প্রতিষ্ঠানের প্রতিটি বিভাগ এবং প্রতিটি কর্মীর অবদানই প্রতিষ্ঠানের সাফল্যের ভিত্তি গড়ে তোলে। কিল্ন সেকশনে কাজ করতে পেরে আমি গর্বিত, কারণ আমাদের কাজের ফলেই মানসম্মত পণ্য তৈরি হয় যা গ্রাহকের আস্থা অর্জন করে।

ভবিষ্যতেও একই নিষ্ঠা ও দায়িত্ব নিয়ে কাজ করে প্রতিষ্ঠানকে আরও এগিয়ে নিতে অবদান রাখাই আমার লক্ষ্য।

যত্নে থাকা যন্ত্র, দায়িত্বে থাকা মানুষ



AHADUR RAHMAN

Head of Organizational Development
AkijBashir Group



একটি প্রতিষ্ঠানের প্রকৃত শক্তি কেবল তার যন্ত্রপাতি কিংবা অবকাঠামোতে নয়—লুকিয়ে থাকে সেই মানুষগুলোর মধ্যে, যারা প্রতিদিনের কাজকে নিছক দায়িত্ব হিসেবে নয়, বরং নিজের অঙ্গীকার হিসেবে গ্রহণ করেন। আকিজ স্টিল মিলস লিমিটেডের ক্রেন অপারেটর মো. আবু বকর সিদ্দিক তেমনই একজন মানুষ, যার নিষ্ঠা ও পেশাদারিত্ব প্রতিষ্ঠানের সম্পদ রক্ষার সংস্কৃতিকে নতুন মাত্রা দিয়েছে।

২০১৭ সালের নভেম্বরে কর্মজীবন শুরু করেন মো. আবু বকর সিদ্দিক, এরপর গ্রুপের বিভিন্ন ব্যবসায়িক ইউনিটে কাজ করতে করতে সমৃদ্ধ হয়েছে তাঁর অভিজ্ঞতার ভাণ্ডার, পরিণত হয়েছে তাঁর হাতের কাজ। বর্তমানে আকিজ স্টিল মিলস লিমিটেডে কর্মরত এই অপারেটরের হাতে রয়েছে একটি XCMG QY25K5 Crane-আর সেই যন্ত্রটিকে তিনি যেভাবে আগলে রেখেছেন, তা যেন একজন কারিগরের নিজের সৃষ্টিকে ভালোবাসার গল্প।

কাজ শুরুর প্রথম দিন থেকে আজ পর্যন্ত—দিনের পর দিন, ভারী কাজের চাপ সয়েও—ক্রেনটি যত্ন, সতর্কতা আর দায়িত্ববোধের ছোঁয়ায় থেকেছে অম্লান। দীর্ঘ ব্যবহারের ছাপ যেখানে স্বাভাবিক, সেখানে ক্রেনটির পরিচ্ছন্নতা, কার্যক্ষমতা ও সার্বিক অবস্থা আজও প্রায় নতুনের মতোই।

মো. আবু বকর সিদ্দিক এই প্রশংসনীয় প্রচেষ্টা যখন উর্ধ্বতন কর্তৃপক্ষের দৃষ্টিগোচর হয়, কর্তৃপক্ষ তাঁকে বিশেষভাবে পুরস্কৃত করে—একটি স্বীকৃতি, যা একজন মানুষের পরিশ্রম ও নিষ্ঠার প্রতি প্রতিষ্ঠানের শ্রদ্ধার প্রতিচ্ছবি।

আমরা বিশ্বাস করি, এই উদ্যোগ সহকর্মীদের মাঝেও দায়িত্বশীলতা আর প্রতিষ্ঠানের সম্পদের প্রতি যত্নশীল মনোভাব ছড়িয়ে দেওয়ার এক উজ্জ্বল অনুপ্রেরণা হয়ে থাকবে।

ঈদের যাত্রা



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খুব সকালে রওনা হয়েছি। ট্রেনের নাম নীল সাগর এক্সপ্রেস। জয়দেবপুর স্টেশন থেকে গন্তব্য শুরু করেছি।

সাথে আছে আমার পরিবার। মেয়ে যাকে আমি লাল টিয়া পাখি বলে ডাকি, বয়স সবে চার ছুঁই ছুঁই। ট্রেন ছুটে চলছে। ছোট বেলার মত বাক বাকা বাক বাক। প্রচণ্ড ভীড় কামরায়, তিল ধারনের জায়গা নেই। জানালার পাশে সিটে বসা মেয়ের মেহেদি মাথা হাত সব সময় আমাকে ধরে রেখেছে।

মেয়ে কিছুক্ষণ পর পর আমার দিকে এবং জানালার বাহিরে লাটিমের মত ঘোরা গাছপালা, বাড়ি-ঘর দেখছে। বুঝতে পারছি এই চঞ্চল মেয়েটিও প্রচণ্ড ভিড়ে খেই হারিয়ে ফেলেছে।

আমার পাশের সিটে বসে আছে এক ষাটোর্ধ্ব যাত্রী, চোখে মুখে প্রচণ্ড চিন্তার ছাপ। এলোমেলো ভাবে চারিদিকে তাকাচ্ছে। সাথে একটি মেরুন রঙের শপিং ব্যাগ শক্ত করে ধরে আছে।

আমার মেয়ে আস্তে আস্তে মনে হয় স্বাভাবিক হচ্ছে। এখন এক দৃষ্টিতে জানালার বাহিরে তাকিয়ে আছে। সবুজ বিস্তীর্ণ ধানক্ষেত দ্রুত গতিতে পিছিয়ে যাচ্ছে, তার আবার প্রিয় রং সবুজ।

ট্রেন থামলো টাঙ্গাইল রেলওয়ে স্টেশনে। নামার মত অবস্থা নেই। জানালা থেকেই একটি চিল্লের প্যাকেট কিনে মেয়ের হাতে দিয়েছি। সে খাচ্ছে। এবার পাশে বসা চাচার দিকে আমার চোখ পড়তেই আমি কিছুটা অবাক হলাম। তাকে এখন আরো বেশি অস্থির দেখাচ্ছে। প্রচণ্ড শক্তিতে ধরা শপিং ব্যাগটা এখন তার পায়ের কাছে পড়ে আছে। চোখ পড়তেই আমাকে জিজ্ঞেস করলো: “বাবা চাটমোহর যেতে আর কতক্ষণ লাগবে?” বললাম, “৩-৪ ঘণ্টা। আপনাকে এত অস্থির লাগছে কেন?”

“বাবা আমার প্রতিবন্ধি মেয়েটা অ্যান্ড্রিডেন্ট করেছে, কাল রাতে। রাস্তার পাশ দিয়ে যাচ্ছিলো, একটা অটোরিক্সা ধাক্কা মেরেছে। মেয়েটা কানে কিছু শুনতে পায়না। মাথায় আঘাত লেগেছে। পাবনা সদর হাসপাতালে ভর্তি।” তার সাথে দীর্ঘক্ষণ কথা হলো। চাচা থাকে যাত্রাবাড়িতে, রিক্সা চালায়। পরিবারে তার স্ত্রী, ছোট আট বছরের একটি ছেলে এবং মা হারা প্রতিবন্ধী মেয়েটা, তার প্রথম পক্ষের। বয়স ২২ বছর। পুরো পরিবার থাকে চাটমোহরে। এই ঈদে তার বাড়িতে যাওয়ার ইচ্ছা ছিল না। ঈদের খরচের জন্য আট হাজার টাকা অনেক কষ্টে পাঠিয়েছে। তার ইচ্ছে ছিলো ঈদের এই কয়দিন বাড়তি আয় করে, ব্যাগভর্তি বাজার নিয়ে বাড়িতে যাবে। হঠাৎ এই দুর্ঘটনা তার পরিকল্পনা সব ভেঙে দিলো।

ট্রেন চলছে শৌ শৌ গতিতে। মনে হলো, ট্রেনের এই অতি গতি জীবনে প্রথম অনুভব করছি। ট্রেন এখন ঈশ্বরদী বাইপাসের দিকে ছুটে চলছে। মেয়েটা জানালার পাশ থেকে সরে আমার কোলে বসলো। আমি মেয়েকে



শক্ত করে ধরে রেখেছি। মেয়ে আমার মুখের দিকে তাকিয়ে আছে, হয়তো সে আমার মুখেও প্রচণ্ড চিন্তার ছাপ দেখতে পাচ্ছে। আমিও বুঝতে পারছি না হঠাৎ করে ভিন্ন ভিন্ন দৃষ্টিভঙ্গি আমাকে যেন প্রচণ্ড বেগে ধাওয়া করছে। ট্রেন চাটমোহরে এসে থামলো। চাচাকে অস্থির মনে হচ্ছে না। অনেক শান্তভাবে তার পায়ের জুতা ঠিক করে তার ছোট ব্যাগটি নিয়ে নেমে যাচ্ছে। আমি তাকিয়ে আছি...

আসলে পৃথিবীর প্রত্যেক বাবাদের মনেই সন্তানের জন্য দুঃখ, কষ্ট, আনন্দের জন্য আলাদা একটি সমুদ্র আছে। কষ্টের পরিমাণ বাড়লে সেই সমুদ্রে জোয়ারের উত্থান-পাতন হয় সত্যি, কিন্তু এর বাইরে এর ছিটেফোঁটাও আসতে দিতে চায় না। জোর করে ধরে রাখে। শুধুমাত্র বাবারাই এটি দেখতে পায়। ট্রেনের গতি মনে হয় বাড়ছেই। নাটোরের ছেড়ে ছুটে চলছে সামনের দিকে। মনে হচ্ছে সব বাঁধ ভেঙ্গে ছুটে চলছে। হঠাৎ ট্রেনের সামনের দিক থেকে আসা বিকট শব্দে আমি চিৎকার করে উঠলাম!

দেখি আমার চোখেমুখে প্রচণ্ড ভয় নিয়ে পানি ছিটাচ্ছে আমার স্ত্রী। আমার বুঝতে আর বাকি রইলো না যে এর পুরো জার্নিটাই ছিল আমার স্বপ্ন। কারণ, এই ঈদের ভিতর বাড়িতে যাওয়ার কোনো পরিকল্পনা আমার ছিল না।

ঈদের দশ দিন পর আমি বাড়ি যাচ্ছি। ট্রেন-একই নীলসাগর এক্সপ্রেস। জয়দেবপুর স্টেশনে আমরা আমাদের সিটে বসে আছি। পাশের সিটটি ফাঁকা। আমি অধীর আগ্রহে তাকিয়ে আছি স্বপ্নের সেই চাচার জন্য। আসলে, স্বপ্নের সাথে কি বাস্তবতার মিল থাকে? কিছুক্ষণ পর দেখি গেরুয়া পাঞ্জাবী পরে এক বৃদ্ধলোক, মোটামুটি বড়সড় একটি ব্যাগ সিটের উপরের বাল্কে কষ্ট করে ঠেলে ঢোকাচ্ছে। এক হাতে অরেঞ্জ কালারের ছোট শপিং ব্যাগ হাতে করে নিয়ে অনেক তৃপ্তির সাথে সিটে বসছে। তারপর চারদিকে তাকিয়ে আমার মেয়ের দিকে চোখ পড়তেই মুচকি একটি হাসি দিয়ে তার বাটন ফোনটা পকেট থেকে বের করে সময় দেখছে। তার চোখে মুখে আনন্দের ছটা। ট্রেন জয়দেবপুর স্টেশন ছেড়ে চলে যাচ্ছে। মেয়েটা আমার কোলে ঘুমিয়ে পড়েছে। আমি ইচ্ছে করেই সেই অচেনা বৃদ্ধ সহযাত্রীর সঙ্গে কোনো কথা বললাম না। বলারই বা কী আছে? বাবাদের সব গল্পই এক।

POLICY SUPPORT ESSENTIAL

TO ENHANCE JUTE SECTOR COMPETITIVENESS AND PROTECT EXPORTS

In a recent conversation with Bonik Barta, Mr. Helal Ahmed, Deputy Managing Director of AkijBashir Group, emphasized the importance of a supportive policy framework in the FY2026–27 budget to strengthen Bangladesh's jute sector and enhance its global competitiveness.

Highlighting the sector's significant contribution to the national economy, he noted that the industry is currently facing multiple challenges, including volatility in raw jute prices, rising energy costs, and increasing competition in international markets. The reduction of export incentives by more than 50 percent has also put additional financial pressure on manufacturers. Moreover, a 0.50 percent VAT at source on domestic raw jute purchases and the sharp rise in jute batching oil prices have further increased production costs.

Mr. Helal Ahmed also pointed to external challenges, including anti-dumping duties imposed by India and restrictions requiring the use of seaports for product clearance, which have constrained the competitiveness of Bangladeshi jute exports.

To address these issues, he called for the withdrawal of taxes imposed on local raw jute procurement and the removal of the 1 percent advance income tax on export earnings to ease liquidity pressures. Maintaining export incentives at rational levels and exempting them from the existing 10 percent advance income tax deduction, he said, would help sustain the sector's contribution to foreign exchange earnings.

He further stressed the need for government support in developing high-yield jute seeds and providing direct incentives to farmers to improve both the quality and supply of raw jute. "A supportive policy environment will not only enhance productivity and export competitiveness but also generate higher government revenues through increased corporate and indirect taxes in the long run," Mr. Helal Ahmed said.

Media: Bonik Barta
Published on: 23rd April, 2026

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IN-DEPTH CONVERSATION WITH
MR. HELAL AHMED
DEPUTY MANAGING DIRECTOR
AKIJBASHIR GROUP

FAST-GROWING CABLE INDUSTRY

CALLS FOR POLICY SUPPORT IN UPCOMING BUDGET

In a recent conversation with Bonik Barta, Mr. Mohammad Omar Faruke, Head of Business at AkijBashir Energy Ltd., highlighted the rapid growth of Bangladesh's electric wire and cable industry and emphasized the need for supportive policies to sustain its momentum.

According to him, the country's cable market has expanded nearly sixfold over the past decade, reaching an estimated value of BDT 10,000 crore, driven by nationwide electrification, rapid urbanization, large-scale infrastructure projects, and the growth of the housing sector. The industry currently records an annual growth rate of 10–15 percent, with approximately 60 percent of demand coming from industrial and infrastructure sectors and the remaining 40 percent from residential consumers.

Mr. Faruke noted that the sector supports the livelihoods of nearly 200,000 to 300,000 people through direct and indirect employment and contributes an estimated BDT 2,000–3,000 crore annually to government revenues through VAT, corporate taxes, and import duties.

Despite this growth, he pointed to several challenges facing the industry, including the proliferation of non-branded low-quality products, volatility in the prices of key raw materials such as copper, aluminum, and PVC, and uncertainties arising from import dependency. To address these issues, he called for stronger market oversight, mandatory BSTI certification with QR-code-based traceability, stricter action against counterfeit products, and greater consumer awareness.

Mr. Mohammad Omar Faruke also stressed the importance of reducing import duties on raw materials, promoting long-term import agreements, developing a local copper recycling industry, and ensuring access to single-digit interest financing for manufacturers. Stable gas and electricity supplies, along with government initiatives to expand export markets, would further strengthen the industry's competitiveness and support its long-term growth, he added.



Media: Bonik Barta
Published on: 23rd April, 2026

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IN-DEPTH CONVERSATION WITH
MR. MOHAMMAD OMAR FARUKE
HEAD OF BUSINESS
AKIJBASHIR ENERGY LTD.

TAX INCENTIVES ON NEW TECHNOLOGY IMPORTS CAN STRENGTHEN GLOBAL COMPETITIVENESS

In a recent conversation with Bonik Barta, Mr. Mohammed Ashraful Haque, General Manager (Sales) of Akij Ceramics Ltd., highlighted the opportunities and challenges facing Bangladesh's ceramic tile industry and stressed the need for policy support to enhance the sector's global competitiveness.

According to him, Bangladesh's tile market is currently valued at more than BDT 5,500–6,000 crore, with over 30 manufacturers actively serving domestic demand while contributing significantly to government revenue. Despite its strong growth potential, the industry continues to grapple with rising production costs caused by high energy prices and inconsistent gas and electricity supplies.

Mr. Mohammed Ashraful Haque also pointed out the sector's dependence on imported raw materials such as ball clay, feldspar, and quartz. He noted that duties on ball clay are calculated based on total weight, including moisture content, which results in higher effective costs once the moisture evaporates before production. In addition, foreign currency shortages, fluctuating import expenses, and logistical bottlenecks at ports are creating further pressure on manufacturers.

He emphasized that uninterrupted and affordable energy supply, a review of customs duties based on effective material weight, and improved port and logistics efficiency are essential for sustaining industry growth. Faster VAT refunds, reduced double taxation, and easier access to industrial financing would also help strengthen the sector.

“Tax incentives for importing advanced technologies and machinery can significantly improve productivity and enhance our competitiveness in the international market,” Mr. Ashraful Haque said. He further added that export incentives for ceramic tiles could open new avenues for foreign exchange earnings and support the long-term growth of Bangladesh's manufacturing sector.



Media: Bonik Barta
Published on: 23rd April, 2026

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IN-DEPTH CONVERSATION WITH
MR. MOHAMMED ASHRAFUL HAQUE
GENERAL MANAGER, SALES
AKIJ CERAMICS LTD.

GLASS INDUSTRY NEEDS RECOGNITION

AS A BACKWARD LINKAGE SECTOR

In a recent conversation with Bonik Barta, Mr. Abduhu Sufi, Sr. General Manager, Head of Sales & Marketing at Akij Glass Industries Ltd., highlighted the growing importance of Bangladesh's glass industry and called for greater policy support to unlock its full potential.

According to him, the country's glass industry, backed by investments of nearly BDT 10,000 crore, has developed an annual production capacity of around 700,000 tons—enough to fully meet domestic demand while creating export opportunities. The sector currently employs around 12,000 people directly and supports nearly 60,000 more indirectly, making it a significant contributor to the country's industrial economy.

However, Mr. Sufi noted that the industry faces several challenges.

Policy disparities and preferential duties on imported glass and components used in home appliances and electronics have made foreign products more competitive in the local market. High import duties on raw materials and spare parts are further increasing production costs, while unreliable gas and electricity supplies remain a major concern for an industry that relies on uninterrupted, continuous operations.

He emphasized that recognizing glass as a key backward linkage industry and encouraging the use of locally produced glass across related sectors would help strengthen the manufacturing ecosystem. Rationalizing duties on raw materials and ensuring affordable and uninterrupted energy supply would also improve competitiveness.

“Introducing export incentives such as duty drawbacks, cash assistance, and tax rebates can accelerate export growth and increase foreign exchange earnings,” Mr. Sufi said. He added that tax benefits on the import of advanced technologies and machinery would enhance production efficiency and help maintain international quality standards. Ensuring a level playing field for local manufacturers through a balanced tariff structure on imported glass, he noted, would further support sustainable industry growth and boost government revenues in the long run.

Media: Bonik Barta
Published on: 23rd April, 2026

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IN-DEPTH CONVERSATION WITH
MR. ABDUHU SUFI
SENIOR GENERAL MANAGER,
HEAD OF SALES & MARKETING
AKIJ GLASS INDUSTRIES LTD.

ENSURING RAW MATERIAL AVAILABILITY IS KEY TO THE GROWTH OF THE FAUCET INDUSTRY

In a recent conversation with Bonik Barta, Mr. Palash Chandra Das, Senior Manager (Sales) at Akij Bathware Ltd. (ROSA), emphasized the immense potential of Bangladesh's faucet and sanitary fittings industry and called for stronger policy support to unlock sustainable growth.

According to him, the domestic faucet market is currently valued at approximately BDT 3,000–3,500 crore and is growing at an annual rate of 10–15 percent. However, despite its strong prospects, the industry continues to face significant challenges, primarily related to the availability and cost of raw materials.

Mr. Palash noted that scrap brass, the key raw material used in faucet manufacturing, was once largely sourced from the country's shipbreaking industry. With a growing portion of this material now being exported, local prices have surged by 35–40 percent, increasing production costs by as much as 20–25 percent. Rising global copper prices, complete dependence on imported zinc and cartridges, and higher transportation costs resulting from geopolitical tensions have further intensified cost pressures. At the same time, the influx of low-quality imported products, high lending rates, and difficulties in opening letters of credit have created additional obstacles for local manufacturers.

He stressed that ensuring a stable supply of scrap brass for domestic industries through appropriate regulatory measures is essential for the long-term sustainability of the sector. "Without easy access to raw materials, the faucet industry will struggle to realize its full potential," Mr. Palash said.

He also recommended reducing VAT at the manufacturing stage to 5–10 percent to support both producers and consumers. Strengthening mandatory BSTI standards, introducing pre-shipment inspections for imported products, and enhancing market surveillance, he added, would help create a fair competitive environment and protect the growth of local manufacturers.



Media: Bonik Barta
Published on: 23rd April, 2026

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IN-DEPTH CONVERSATION WITH
MR. PALASH CHANDRA DAS
SENIOR MANAGER, SALES
AKIJ BATHWARE LTD.

BUILDING SAFER FUTURES THROUGH ELECTRICAL SAFETY

To address the growing risk of fire incidents caused by electrical faults, Prothom Alo, in association with AkijBashir Cables, hosted a roundtable discussion titled “Preventing Fires from Electrical Short Circuits: The Way Forward for Safe Building Construction” on 13 January 2026 in Dhaka.

The session brought together experts from the Fire Service, RAJUK, BUET, Dhaka University, the Bangladesh Institute of Architects, and other professional bodies, who emphasized that ensuring building safety requires proper design, quality materials, certified installation, regular maintenance and greater public awareness.

Speakers stressed the importance of complying with the Bangladesh National Building Code (BNBC), using approved electrical products and strengthening inspection and enforcement mechanisms to reduce fire risks.

Representing AkijBashir Energy Ltd., Mr. Mohammad Omar Faruke, Head of Business, highlighted the importance of quality cables and professional supervision in preventing electrical fires. He shared that AkijBashir Cables are manufactured in accordance with national and international standards and are supported by advanced testing facilities and ongoing research initiatives.

The discussion concluded with a shared call for stricter standards, regular maintenance and collective action to build safer, more resilient buildings across Bangladesh.



Media: Prothom Alo
Published on: 15th January, 2026

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AKIJBASHIR GROUP SIGNS STRATEGIC MOU WITH **ANWAR LANDMARK LIMITED**



AkijBashir Group and Anwar Landmark Limited have signed a significant Memorandum of Understanding (MoU), marking the beginning of a strategic collaboration aimed at expanding access to AkijBashir's premium building materials portfolio for Anwar Landmark's authorized members and clientele.

The MoU was signed on 28th January, 2026 by Mohammed Fasiul Mowla, Chief Executive Officer (CEO) of Anwar Landmark Limited, in the presence of senior officials from both organizations. Under the terms of the agreement, AkijBashir Group will extend a dedicated premium sourcing and fulfillment facility for Anwar Landmark Limited's authorized members through its flagship emporium 'Selections', ensuring guided product selection, order placement, and end-to-end coordination through an assigned AkijBashir representative.

Through this collaboration, Anwar Landmark Limited will facilitate access to AkijBashir Group's leading brands, including Akij Ceramics, ROSA Sanitaryware & Bathware, Akij Board, Akij Door, and AkijBashir Glass, offering customers a complete solution across tiles, sanitaryware, bathware, boards, doors, and glass. The MoU also includes a structured commercial framework with agreed credit terms, delivery coordination, warranty coverage, and a defined discount facility for eligible purchases across categories.

Senior officials of AkijBashir Group expressed, "By bringing multiple categories under one coordinated channel, we are making it easier for customers to build complete spaces with consistent quality, dependable timelines, and dedicated after-sales support." Mr. Mohammed Fasiul Mowla added, "This agreement reflects mutual confidence and a shared vision. By working together under a structured framework, we are building a stronger bond that will deliver consistent service and lasting value."

Notable attendees from the AkijBashir Group included Mohammed Ashraful Haque, Head of Sales at Akij Ceramics; Bishwajit Paul, Head of Sales at ROSA Sanitaryware; and Md. Nazrul Islam, Head of Sales at Akij Board, along with other senior team members from both organizations who were present to witness the signing.

The alliance marks a new chapter for both organizations, united in their pursuit to shape elegant, sustainable, and inspiring spaces—Beyond Tomorrow.

AKIJBASHIR GROUP SIGNS STRATEGIC MOU WITH **ENVISIO GROUP**



AkijBashir Group and Envisio Group have signed a significant Memorandum of Understanding (MoU), marking the beginning of a strategic collaboration aimed at expanding the reach of AkijBashir's premium product portfolio.

The MoU was signed on 18th January, 2026 in the presence of senior officials from both organizations. Under the terms of the Memorandum of Understanding (MoU), Envisio Group will feature AkijBashir Group's leading brands—Akij Ceramics, ROSA Sanitaryware & Bathware, Akij Board, Akij Door, and AkijBashir Glass—offering customers a complete solution for tiles, sanitaryware, bathware, boards, doors, and glass products. Both companies will collaborate on marketing initiatives and leverage each other's brand presence to reach new customers, strengthening both companies' positions in the competitive building materials sector.

Senior officials from AkijBashir Group expressed, "This collaboration aligns with our goal to deliver world-class building materials and enrich modern living experiences for our customers across Bangladesh, while reinforcing our commitment to innovation and excellence."

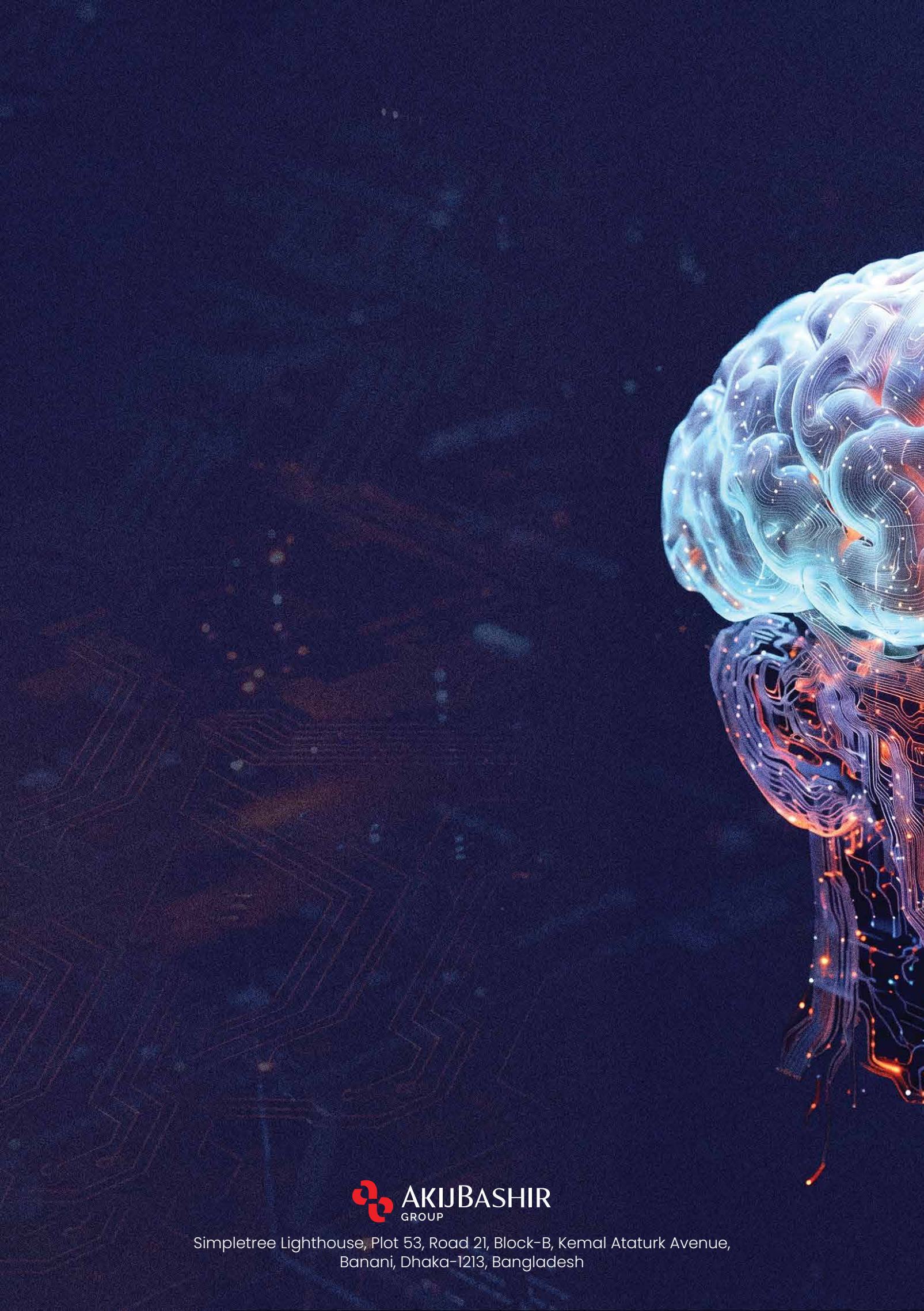
Alhaj Md. Mazharul Islam, Chairman of Envisio Group, added, "This collaboration with AkijBashir Group allows us to provide our customers with an even broader selection of top-tier products, enriching their living spaces with quality and sophistication." Notable attendees from the AkijBashir Group included Mohammed Ashraful Haque, Head of Sales at Akij Ceramics, Bishwajit Paul, Head of Sales at ROSA Sanitaryware, and Abduhu Sufi, Head of Sales at AkijBashir Glass, along with other senior team members from both organizations, who were also present to witness the signing.

The alliance marks a new chapter for both organizations, united in their pursuit to shape elegant, sustainable, and inspiring spaces—Beyond Tomorrow.

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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