

BEYOND

JULY 2025

CULTIVATING HOPE

One green step at a time

BUILDING A SUSTAINABLE FUTURE

AkijBashir Group's sustainability strategy and pillars

THE GREEN BAG INITIATIVE

A sustainable solution

THE SHOCKINGLY BRIGHT FUTURE

OF ELECTRICAL CABLES
IN BANGLADESH

Welcome to AkijBashir Newsletter

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

Happy Reading!

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Behind this issue

PUBLISHER

Taslim Md. Khan

EDITOR

Dilruba Sharmin Khan

MANAGING EDITOR

Md. Shahriar Zaman

ASSISTANT EDITOR

Saiyara Islam

NEWSLETTER TEAM

Shakil Alam

Md. Tarikul Hannan

Mamun Akther

Rejaul Bashar

M S Jahan Emon

A. H. M. Mostafa Kamal

Pallab Gope

Md. Foyezur Rahman

Anika Zarin Chowdhury

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AKIJBASHIR GROUP

Simpletree Lighthouse, Plot 53, Road 21, Block-B, Kemal Ataturk Avenue, Banani, Dhaka 1213, Bangladesh
newsletter@akijbashir.com | www.akijbashir.com

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Editor's Note

'EMPATHY' – such a cute little word.

It has become an overused buzzword, often repeated without a real understanding of what it truly means.

However, empathy becomes genuinely valuable when it is spoken, practiced and embedded into our working environment.

At **AkijBashir Group**, we are committed to investing in the development of empathetic behavior. Why? Because we are striving for higher productivity— something that is nearly impossible without a strong workplace culture and organizational health. And these cannot exist without empathy.

Cultivating kindness at work has now become essential for us.

Empathy allows us to connect with others on an emotional level.

When we spend time with an upset colleague and feel their sadness, it's called **emotional empathy**— *also known as emotional contagion*.

If we try to understand the exact cause of their sadness and actively work to resolve it, that's **cognitive empathy**.

In moments when a colleague feels better because of our support, when we hold their hand during times of emptiness or help ease their anxiety— we become, in their eyes, nothing short of angels.

A crisis might not always be solved, but your compassionate presence can still bring great comfort.

Let's cultivate the full range of human empathy among ourselves.

Let's become better versions of who we are— starting tomorrow.

Thank you.





MD. SAIDUR RAHMAN KHAN

Director, Operations
Akij Ceramics Ltd.

A JOURNEY OF STEADY EFFORT & LASTING VALUES

I was born on the 1st of October, 1954 (but for not very clear reason it was recorded in school being born on the 17th January, 1955, thus making me officially 3 months and 17 days younger than my actual age) in Saidpur — a quiet little town that shaped the earliest part of my life. My childhood was modest, simple and grounded in traditional values. I completed my early education at Saidpur High School and later at Saidpur College. I was never among the top students — just one of the many backbenchers, quietly observing, unsure of what the future held. That's why it still surprises me that I eventually got admitted to Rajshahi Engineering College in 1974 (session 1972–76), then under Rajshahi University, now known as RUET.

There was no dramatic turning point in my life — no big moment that changed everything. It's been a slow, steady journey shaped by the values my parents instilled in me: honesty, hard work and discipline. They were my first teachers — gentle in nature but strong in principles. Later on, my elder brother became a guiding figure. A mechanical engineer and also my teacher in university, he influenced me not only in academics but also in how to conduct myself with dignity and professionalism.

In 1978, I began my career at Bangladesh Oxygen Limited (BOL), part of the British Oxygen Group. I spent three years there. After that, my journey took me through different companies — Monno Ceramics Ltd., Toyo Engineering Corporation, Bangladesh Thai Aluminium Ltd., BEXIMCO Group and a few ceramics companies like Artisan, FARR and Protik Ceramics.

One of the interviews that still stands out was with the Chairman of BEXIMCO Group in 1994. I didn't expect much, but I was selected. Over the next ten years, I served BEXIMCO as best as I could, eventually becoming General Manager. It was a period of continuous learning and growth.

Later, I was invited by Mr. Khourshed, the COO of AkijBashir Group, for what I thought was just a friendly cup of tea. That meeting turned into something much more meaningful. I had the opportunity to meet our honorable former Managing Director, Mr. Sheikh Bashir Uddin and Mr. Shamsuddin Ahmed. After a warm and sincere conversation, I was offered a role — which I accepted with gratitude. That's how my journey with Akij Ceramics Ltd. began.

For the past 3.7 years, I've had the responsibility of overseeing operations in the ceramics division. I've done my best to meet expectations — not for titles or recognition, but simply because I was entrusted with a task. And I believe that when someone places trust in you, you do everything in your power to honor it.

To me, leadership isn't about authority or hierarchy. It's about building an environment where people feel safe to speak, to try, to fail and to grow. I try to focus on building systems, mentoring others and creating a structure that doesn't rely on any one individual. That's how I define sustainability in the workplace.

If there's one message I'd pass on to someone younger, it's this: there are no shortcuts. Rely on honesty, hard work and deep thought. Failure doesn't come from trying — it comes from not trying at all. Be sincere, be patient and let your journey unfold in its own time.

Looking back, I don't remember every achievement or challenge in detail. But I do remember the people — their kindness, their respect and the shared journey. Among all the places I've worked, AkijBashir Group holds a very special place in my heart.

Today, I've been given the responsibility of overseeing a large part of operations in a well-established organization. Whether I've succeeded or not is not for me to say — that judgment belongs to the management. All I know is that I was given a chance and I've tried to give it my all.

As I reflect on these years, I do so with deep gratitude — for the journey, the lessons and the countless individuals who helped shape the person I am today. My only hope is that the group continues to grow and flourish and that I've been able to contribute — even in a small way, to that story.

EID REUNION 2025 EMBRACING OUR SHARED JOURNEY WITH **SMILE, VALUES & APPRECIATION**

A good workplace is more than just a physical space— it's an environment where people feel valued, supported and motivated to do their best. It fosters a culture of respect, collaboration and continuous growth, where open communication and trust form the foundation of daily interactions. Employees share their happiness, challenges and work stress with each other. And to celebrate this spirit of togetherness, AkijBashir organized an event full of festivities '**Eid Reunion 2025**' on 21st June, 2025 at Ballroom, Sheraton Dhaka.

The event commenced with a recitation from the Holy Quran by our distinguished employee, Md. Maminul Islam. The Master of Ceremony was Mr. Ejazur Rahman, Managing Director & Lead Coach of Mind Mapper Bangladesh and a renowned trainer, in collaboration with our Director of Group HR, Admin & Compliance, Dilruba Sharmin Khan. Their insightful presentations and engaging activities contributed significantly to creating a lively and dynamic atmosphere. This underscores the fact that experienced professionals possess the expertise to ensure the success of any program.



Our Managing Director, Taslim Md. Khan, was present at the event, accompanied by the other MANCOM members: Group Deputy Managing Director Shamsuddin Ahmed, FCA; Deputy Managing Director of Cluster 1, Mr. Helal Ahmed; Chief Operating Officer of the Building Materials Division, Mohammad Khourshed Alam; Chief Operating Officer of Cluster 3, Md. Mofijul Hossain Iraz; and Director of Group Accounts & Finance, Mohammad Zahid Hossain. Together, they joined in celebrating and sharing the joy with the employees of the Corporate Office. Additionally, esteemed guests from our plants— including Md. Saidur Rahman Khan, Md. Gulzer Hossain, Sk. Zakaria Nasim and many significant colleagues honored the occasion with their presence.

The event was divided into five activities, each offering a unique experience. The first activity was a heartfelt moment of appreciation, where three of our colleagues received special gifts— a truly touching gesture for everyone. A special mention goes to Md. Shahriar Zaman, who received a long-pending, well-deserved gift for giving this unique name to our internal newsletter, **'BEYOND'**.

The remaining activities were equally engaging and inspiring to make everyone understand our tagline, **'BEYOND TOMORROW'**. The event was more than just a corporate gathering— it was a heartfelt expression of unity, where every member of the AkijBashir family came together to relive and reconnect with the deeply rooted beliefs and enduring ethics that shape our identity.





One of the highlights was the raffle draw, which brought immense excitement. The cheers and laughter as employees saw their colleagues win prizes reflected the lively spirit of the event. A total of 30 items were gifted to our lucky winners, including our exclusive Tableware collection, boutique sarees from Samantaral and a variety of other gifts such as an iPhone 16 Pro, a laptop, an air fryer and many more.

The employees received plants as generic gifts to enhance their environment aesthetically and for wellbeing, underscoring the company's commitment to sustainability. This initiative reflected the Group's dedication to fostering healthier and more visually pleasing spaces for its workforce. The plant pot and the jute pouch was manufactured and designed by Akij Tableware and our Jute factory.

The cultural segment was truly breathtaking. Our colleague Hamida Jannat Moni recited a beautiful poem titled 'মেঘবালিকার জন্য রূপকথা' by Joy Goswami. The stage was electrified by the powerhouse performances of talented singers— Saara Yusuf Brishty, Md. Shahriar Hossain Niloy, Md. Omor Faruk and all our respected MANCOM members who captivated the audience with their exceptional artistry and vibrant energy.





The success of the 'Eid Reunion 2025' would not have been possible without the dedicated efforts of its true champions. Acknowledgment goes to Sk. Shezuti Ehsan, Saiyara Islam and Saara Yusuf Brishty for their commendable efforts in the event's branding and execution. A heartfelt recognition to S. M. Ashfaqur Rahman, Md. Ashibur Rahman, Shah Md. Sadaruddin Shibly, Sarzil Aziz, Md. Al Zahid, Mahadi Hasan, Iftee Shams Huq, Anika Zarin Chowdhury, Salman Al Fazri, Zaber Khan, Md. Nazmul Hasan, Md. Abdul Latif, Hamida Jannat Moni, Nur-A-Alam and Md. Hafeezur Rahman. Their unwavering dedication and collaborative spirit were instrumental in making this event a remarkable success.

This celebration was more than just a gathering— it was a true reflection of our core virtues: SMILE, VALUES & APPRECIATION. It was a moment to pause, celebrate each other and honor the spirit that binds us as a **'Family'**. As we continue to grow together, events like this remind us that when we value people, uplift each other and work with joy— success follows naturally.



LEADING THE WAY TO A CLEANER, GREENER AND SUSTAINABLE EID-UL-AZHA

Eid-ul-Azha, a time of deep spiritual significance, that brings communities together in devotion and sacrifice. In 2025, nearly 13 million animals were sacrificed across the nation during this sacred occasion, generating thousands of tons of organic waste, including blood, entrails and other by-products. When not managed properly, this waste can lead to serious environmental and public health challenges, such as waterlogging, foul odors and the spread of disease-causing pathogens, particularly in urban areas with strained sanitation infrastructure. While municipal authorities worked tirelessly, effective waste management during Eid required heightened public awareness and collective responsibility.

At AkijBashir Group, we remain committed to addressing these challenges through innovative, community-driven initiatives. Our Cleaner & Greener Eid campaign was designed to promote sustainable practices, combining tradition with environmental responsibility to create a healthier, cleaner future.

The Green Bag Initiative: A Sustainable Solution

To tackle the issue of organic waste during Eid-ul-Azha, AkijBashir Group distributed 300,000 pieces of biodegradable and 100% compostable Green Bags across the country. These bags, made with BDP® (Biodegradable Plastic) film developed by Change Plastic for Good Ltd., were specifically designed to manage animal waste in an environmentally safe way. Unlike traditional polyethylene bags, which can persist in the environment for centuries, our Green Bags decompose naturally within 45–65 days when buried in soil, leaving no harmful residues.

This initiative was more than a logistical solution — it represented a commitment to reducing plastic pollution and protecting public health. By providing communities with an eco-friendly alternative during a period of high waste generation, we aimed to inspire sustainable practices that honor both tradition and the planet.

Engaging Our Community: The Greener & Cleaner Eid Campaign

Beyond distributing Green Bags, we launched a proactive effort to engage and inspire our community to embrace sustainable practices. Through our Greener & Cleaner Eid campaign, we invited individuals to sign up for free Green Bags, encouraging them to take an active role in managing animal waste responsibly. By visiting our website, akijbashir.com/green-bag and registering with their name,

email, mobile number and address, participants were able to receive up to 10 Green Bags on a first-come, first-served basis, while supplies lasted.

This campaign was designed to spark conversation and action. We encouraged our community to share their commitment to a greener Eid on social media, tagging AkijBashir to amplify the message. By fostering a sense of shared purpose, we began building a community of Eco-Eid Guardians — individuals dedicated to sustainable celebrations that protect our environment.

A Vision for a Better Tomorrow

At AkijBashir Group, it is our responsibility as a diversified conglomerate to lead by example. Our Cleaner & Greener Eid initiatives reflect a forward-thinking vision that blends innovation with cultural values. By distributing biodegradable Green Bags and engaging our community through targeted outreach, we not only addressed the immediate challenges of waste management, but we also continue to inspire long-term environmental consciousness.

As we look back on Eid-ul-Azha, we celebrated our traditions while safeguarding our planet. We invite everyone to carry this commitment forward — join us as an Eco-Eid Guardian, share your efforts with #AkijBashir, and help us pave the way for a cleaner, greener and more sustainable tomorrow.



SAMANTARAL INCLUSION IN EVERY STITCH

In today's world, fashion isn't just about what we wear — it's about what we stand for. Samantaral, a purpose-driven clothing brand, a very unique initiative by AkijBashir Group, is proving that fashion can be a powerful vehicle for social change, dignity and inclusion.

Launched in 2022, Samantaral is more than just a brand — it's a movement. Its name, *Samantaral*, meaning *parallel*, reflects its mission: to build a future that runs alongside the mainstream — not one that assimilates the marginalized, but one that elevates and empowers them through equal opportunity.

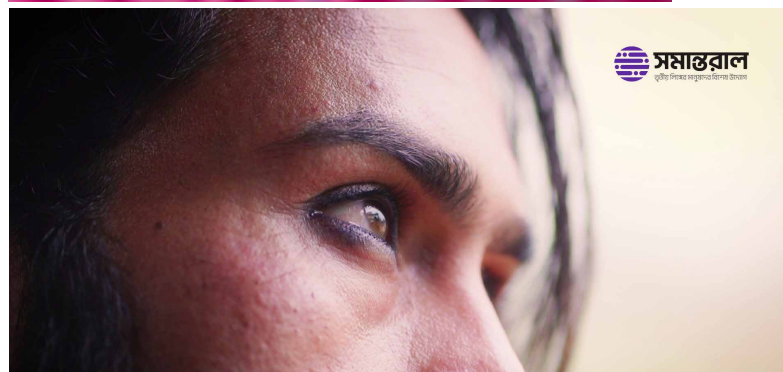
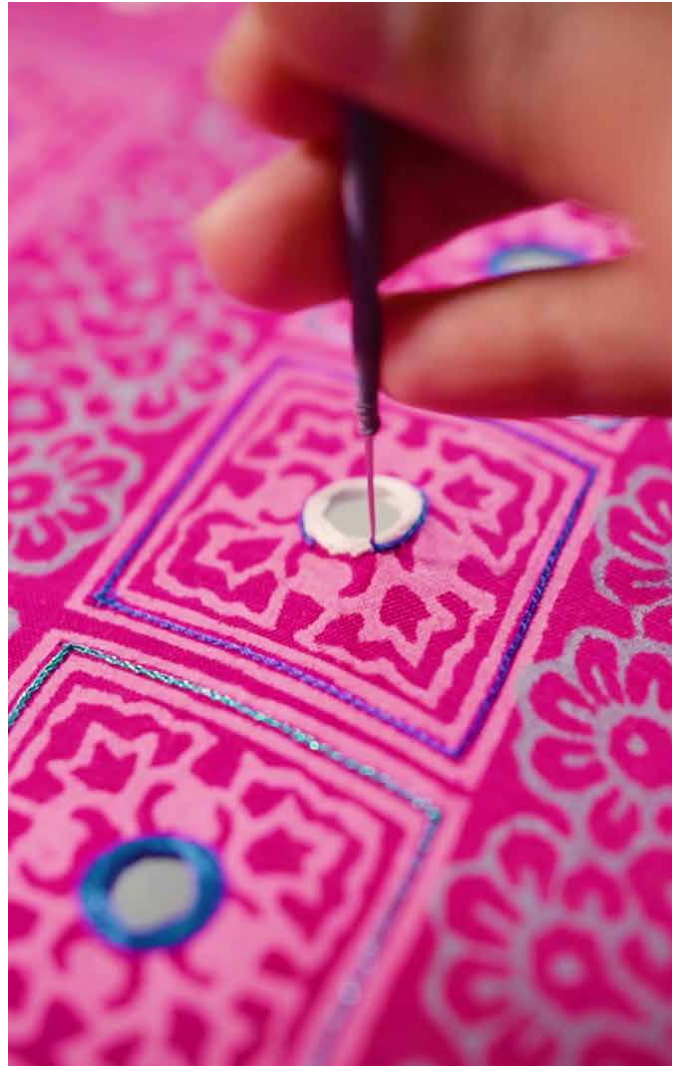
In Bangladesh, the third-gender community has long faced social stigma, limited employment opportunities and exclusion from mainstream professions. Samantaral was born to challenge that status quo — not through charity, but through skill, opportunity and pride.

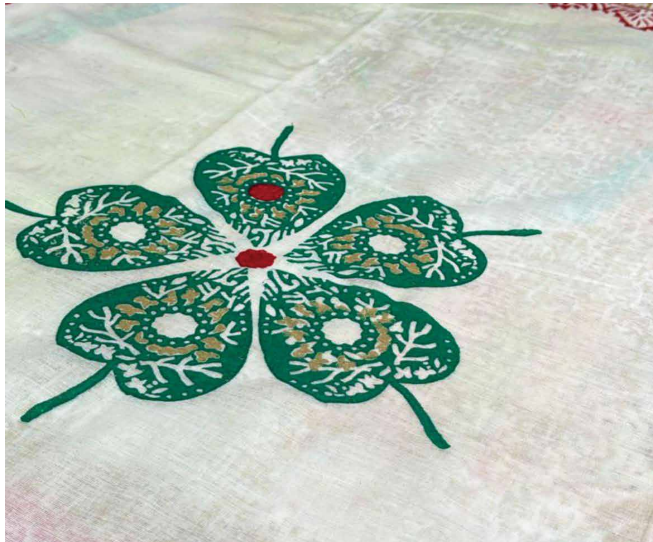
From the beginning, the brand set out to create a holistic ecosystem that would recognize third-gender individuals as skilled artisans and contributors to the country's rich textile heritage. Its approach is centered on training, employment and creative visibility, offering a dignified platform for those who have historically been left behind.

At the core of Samantaral's model is a hands-on training program, carefully designed to upskill third-gender individuals in key areas of garment production: cutting & sewing, tailoring & embroidery, block printing and garment finishing etc.

The Samantaral production facility, located in Mirpur, Dhaka, is a hub of empowerment and craftsmanship. Currently, the factory employs nearly **30 third-gender individuals** who are actively involved in the day-to-day operations. Since its inception, Samantaral has successfully trained over 100 third-gender individuals across various disciplines, including sewing, cutting, embroidery, block printing and garment finishing. In October 2024, Samantaral achieved a significant milestone with the opening of its first physical outlet in Banani, Dhaka. The store serves as a vibrant, inclusive space where traditional garments — including sarees, panjabis, salwar-kameez and more, are proudly displayed and sold.

Beyond retail, Samantaral actively engages with the broader AkijBashir Group community. During key cultural festivals such as Eid-ul-Fitr, Eid-ul-Azha and Pohela Boishakh, Samantaral organizes seasonal fairs at different factory locations — including the Head Office, Akij Ceramics Ltd. and Janata Jute Mills. These fairs offer a unique platform for Samantaral artisans to showcase their talents





directly to colleagues and employees fostering awareness, respect and pride across the organization.

This isn't just about making clothes— it's about making space where voices are heard, talents are nurtured and identities are celebrated. Each piece is handcrafted by Samantara's artisans, blending traditional Bangladeshi craftsmanship with ethical production practices. The garments are not just stylish, they are symbolic. Every thread represents resilience, transformation and the power of opportunity.

What sets Samantara apart is its deep-rooted belief that inclusion is more than a policy— it's a practice. By placing the third-gender community at the center of its business, Samantara is not only changing lives but shifting mindsets. Every purchase from Samantara supports a mission that is about more than clothes— it's about building a parallel world of equity, talent and hope.

As the brand continues to grow, it serves as a living example of how conscious business models can drive lasting impact turning overlooked communities into celebrated creators.

THE SHOCKINGLY BRIGHT FUTURE OF ELECTRICAL CABLES IN BANGLADESH



MOHAMMAD ZAHANGIR ALAM

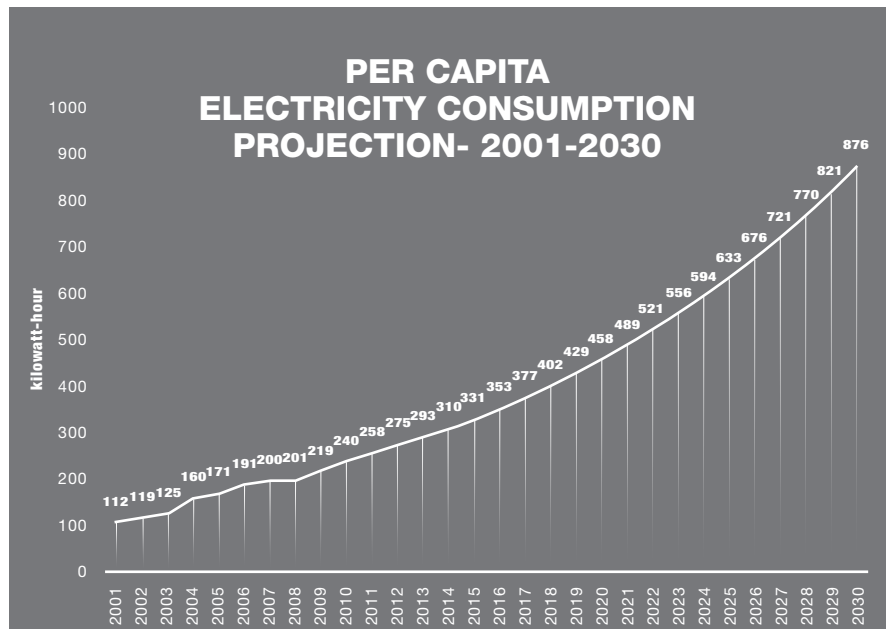
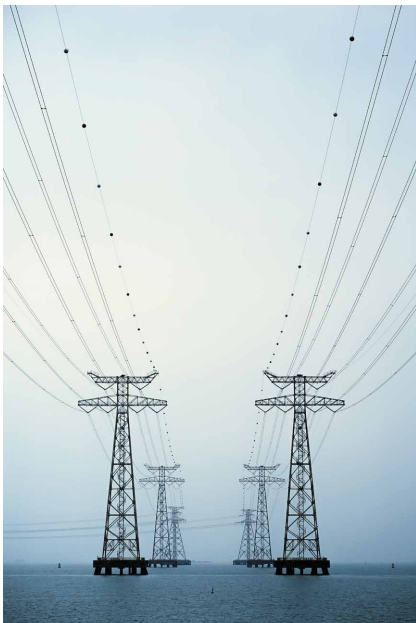
Head of Market Intelligence
AkijBashir Group

We Are Talking About Cables Again? Because the Future is Getting Shockingly Bright!

Once upon a time, in a land powered by dreams and diesel generators, Bangladesh's wiring needs could be satisfied by a single spool of cable and a prayer. Fast forward to 2025, and things have taken a high-voltage turn.

Now, cables aren't just hidden behind walls— they're the unsung arteries of our nation's booming growth. Need to stream cricket on 5G? That's cable. Starting a rooftop farm with automated irrigation? Cable. Powering the local hospital's neonatal unit? Cable. Teaching your 6-year-old coding in a solar-lit classroom? Yep, cable again.

From urban skyscrapers demanding XLPE sophistication to village schools



needing BYA basics, from fiber-optic ambitions to aluminum affordability—the demand is multiplying faster than TikTok trends.

And with 8–10 lakh new households being wired each year, a startup revolution sprouting in every district, and enough telecom infrastructure being laid to loop Dhaka in fiber-optic lassos— let's just say, if copper and aluminum had a LinkedIn profile, they'd be 'Open to Work' 24/7.

So, plug in as we decode the electrifying opportunities— and the occasionally shocking challenges which define the future of Bangladesh's electrical cable industry.

Storyline #1: The Home That Grew a Tail: 8 Lakh New Wires a Year

Every new house needs a roof, a dream and about 60 meters of electrical cable.

Between 2018 and 2025, 8 to 10 lakh new households are being added annually in Bangladesh.

That's nearly a new Gazipur-worth of homes every year, each demanding house wiring cables (BYA, TT, FT). With house wiring cables making up 56% of total cable demand and growing at 8% annually, this segment is the real MVP of the cable industry.

Storyline #2: Startup Nation, Cable Station

Entrepreneurs now dream in volts and bandwidth.

Bangladesh's economic growth (6–8% GDP increase over a decade) and the rise of SMEs are leading to more commercial establishments— garment units, digital service providers, agro-processing— each needing industrial-grade cabling (NYY, NYF).

As a result, industrial power cables now account for 27% of cable demand, with rapid scaling in need for 0.6kV to 11kV power transmission lines.

Storyline #3: From Corrugated Tin to High-Tension Dreams

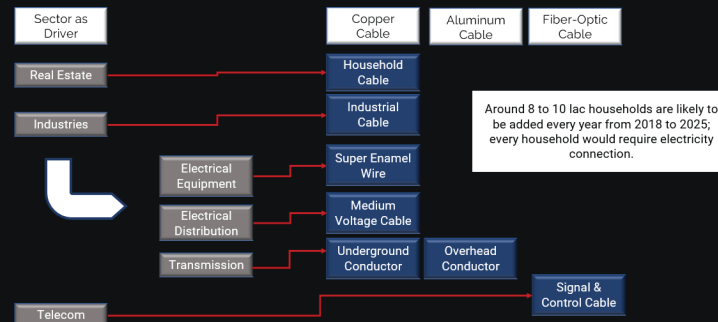
Real estate isn't just booming. It's buzzing— with electricity.

The urbanization wave is more than just real estate— it's an electrification marathon. From budget apartments in Savar to mega projects in Purbachal, the boom in domestic cables (1–16 mm) and LT/HT cables (up to 33kV) reflects this. What's powering this construction surge? BRB and others are supplying over BDT 8,000 crore worth of copper-based cabling each year, highlighting the sector's wiring depth.



Growth Drivers : Electrical Cable Products

The primary driver for the cable industry is real estate, backed-up by industries; overall electrical transmission and distribution are driven by these two sectors



Source: Industry Insiders

Demand Segmentation: A Diversified Opportunity

1 House Wiring Cable (56%)

Stable replacement and new construction demand, projected 8% annual growth.

BYA (up to 16 mm), BYM, BYFY, BYFYE, Flexible TT-FT, Data Cable, Telephone cable, Coaxial cables

2 Industrial Power Cable (27%)

Rapid industrialization driving demand for high-voltage cables and specialized solutions.

BYA (>25mm), NYY, NYF, 2xY, 3xY, NAVFGDY, NYCY, NYY-1, Voltage Grade (0.6-1.0kV)

3 Distribution Lines (17%)

Government focus on upgrading and expanding power distribution networks.

AAAC, ACSR, D-7, D 64, ABC Cable 3.6/6 (7.2) kv to 18/30 (12)kv

Storyline #4: Cables on Speed: The Telecom Tale

Bangladesh's 5G ambition is fiber-deep. The telecom sector's growth, led by 4G/5G infrastructure, is fueling demand for fiber-optic and LAN cables.

With the increasing need for uninterrupted high-speed internet— from homes to digital banking agents to village-based YouTubers— cable makers are racing to produce signal, control and fiber-optic cable lines.

For cable producers, data is the new oil— only this oil comes in glass threads.

Storyline #5: The Farmer's Invisible Ally: Overhead Lines & Irrigation

For every motor pumping water, there's a cable humming quietly behind.

Agricultural electrification is quietly driving demand for aluminum overhead cables (AAAC, ACSR, D7) used in rural distribution.

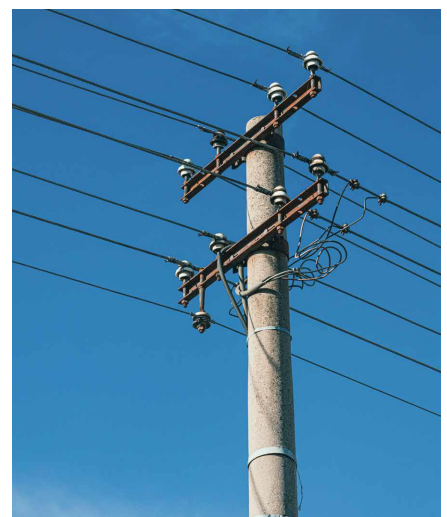
These cost-effective lines (BDT ~1,400 crore annual value) allow irrigation pumps to run through growing electrified rural grids.

The government's focus on power distribution upgrades directly wires into this narrative.

Storyline #6: Healing Through Voltage: Hospitals Need Cabling Too

You don't see the cables when a ventilator hums— but they're there.

As healthcare infrastructure expands with new hospitals and clinics, especially post-COVID, the need for low-voltage and medium-voltage safe cables (XLPE, flame retardant) has risen.



Institutions require safety-certified wiring that doesn't overheat or short-circuit. With real growth in super enamel wires and medium-voltage cables, cables are literally powering healthcare.

Institutions require safety-certified wiring that doesn't overheat or short-circuit. With real growth in super enamel wires and medium-voltage cables, cables are literally powering healthcare.

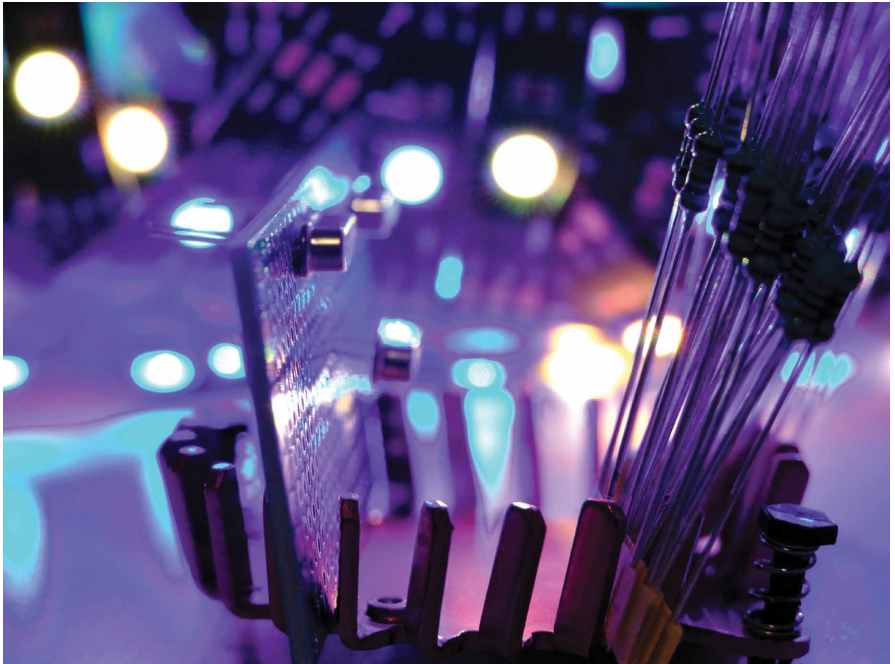
Storyline #7: Classrooms of the Future Have Extension Cords

Education today isn't just pen and paper. It's projectors, Wi-Fi and computer labs.

New school buildings and digital classrooms demand safe and durable cabling. From flexible TT wires in school lighting to coaxial and telephone cables enabling digital learning, this sector is another quiet consumer of electrical cables.

It may not be glamorous, but education wiring needs are growing — especially as the government pushes for digital education in Bangladesh.

So, the next time you walk into a lit-up room, start a Zoom call, or water a paddy field using a pump — pause for a moment and thank the humble cable. It may not post selfies, but it sure powers a lot of them.



AKIJ BIAX FILMS LTD. PIONEERING & LEADING THE FUTURE OF **PACKAGING INDUSTRY** IN BANGLADESH



SHOAIB TALUKDER

Assistant Manager, Planning
Akij Biax Films Ltd

The introduction of BOPP (Biaxially Oriented Polypropylene) and BOPET (Biaxially Oriented Polyethylene Terephthalate) film production in Bangladesh marks a groundbreaking development in the country's industrial landscape.

A Visionary Leap: In a market previously untapped for such advanced film production, SK Bashir Uddin recognized an opportunity to elevate Bangladesh's manufacturing capabilities. His foresight and commitment to innovation led to the establishment of Akij Biax Films Ltd., which now stands as a pioneer in the production of BOPP, BOPET & CPP films within the country.

A Testament to Quality and Innovation: Akij Biax Films Ltd. has not only introduced world-class technology and machinery but has also set new benchmarks in the packaging film industry. This venture has positioned Bangladesh on the global stage, showcasing the country's potential to embrace and excel in high-technology manufacturing sectors. Akij Biax has now turned into a key player in the global packaging film market, contributing significantly to the country's industrial growth.

Akij Biax Films Ltd. (ABFL), a proud venture of the AkijBashir Group, stands as the only manufacturer of BOPP, BOPET & CPP under one shade in Bangladesh, revolutionizing the country's packaging industry. Established in 2018 with an initial investment of Tk 450 crore, the company has grown to an impressive Tk 1000 crore in just a few years. This rapid growth reflects its commitment to providing high-quality packaging materials that meet the demands of various sectors like food processing, tobacco and garments.

The unique ability of Akij Biax to produce all three essential packaging films (BOPP, BOPET & CPP with metallization and offline coating) sets it apart not only in Bangladesh but globally as well. We have also launched our new high performance stretch film, designed to enhance product protection and shipping efficiency. This addition complements our portfolio of advanced packaging solutions and reinforces our commitment to innovation. Such an accomplishment showcases the company's dedication to continuous

innovation and technical advancement. Furthermore, Akij Biax Films has surpassed significant milestones, including reaching 100 crores in sales as of 2024.

Despite stiff competition from imported products, ABFL has remained resilient, advocating for policy changes to support local industries. The company's state-of-the-art production facility has a capacity that exceeds local demand, positioning it as a key player in Bangladesh's growing packaging market.

Akij Biax Films Ltd. is committed to expanding its influence both locally and internationally, continuing its role as a pioneer in the packaging film industry. The company's participation and recognition at global events, such as the 15th International Plastic Fair-2023, further solidify its position as a leading innovator.

Leading the way in Bangladesh and beyond:

As the packaging film market in Bangladesh continues to evolve, Akij Biax Films Ltd. is poised to take a leadership role both domestically and internationally. Here's how the company is set to drive success in this dynamic sector:

- Embracing Innovation:** ABFL has established itself at the forefront of the industry with its production of BOPP, BOPET and CPP films. By continuously investing in cutting-edge technologies and advancing its R&D efforts, Akij Biax is well-positioned to introduce new, high-performance packaging solutions that cater to emerging market needs, including high barrier, sustainable and biodegradable options.
- Expanding Product Offerings:** To capture a greater market share, ABFL is committed to broadening its product portfolio. By developing a diverse range of packaging films and customized solutions tailored to various industries— such as food processing, pharmaceuticals and textiles— the company aims to address a wide array of customer needs and preferences.

- 3. Enhancing Domestic Leadership:** With its state-of-the-art production facility, Akij Biax is set to strengthen its leadership in the local market. By focusing on delivering consistent quality, building strategic industry partnerships and providing exceptional customer service, the company is poised to become the preferred choice for packaging solutions in Bangladesh.



Export From ABFL Scenario

- Expanding Global Reach:** Akij Biax has already made impressive strides in the international market and the company plans to further boost its export performance. By exploring new global opportunities, enhancing distribution networks and actively participating in international trade events, Akij Biax aims to enhance its global footprint and compete on the world stage.
 - Championing Sustainability:** In response to growing environmental concerns, Akij Biax is committed to leading the industry with sustainable practices. Investing in eco-friendly materials and processes aligns with global sustainability trends and meets the expectations of environmentally conscious consumers and businesses.
 - Building Strategic Partnerships:** Akij Biax recognizes the value of strategic alliances in achieving growth. By forming partnerships with global players and leveraging industry networks, the company can gain valuable insights and access new markets, enhancing its competitive edge and market presence.
 - Exceptional Export Performance:** Akij Biax Films Ltd. not only leads the domestic market but also excels on the international stage. The company exports a significant volume of packaging films every month to numerous countries, underscoring its growing global footprint. This robust export performance has been recognized with prestigious awards, including the Silver Trophy in the Plastic Products category at the prestigious National Export Trophy Awards ceremony held on July 14, 2024, which highlights Akij Biax's commitment to quality and its role as a prominent player in the global packaging industry.

Film Market Size & Current Market Position

As of recent reports, the global packaging film market was valued at approximately \$100 billion in 2023. The market is projected to grow at a CAGR (Compound Annual Growth Rate) of around 5-6% from 2024 to 2030. The Bangladeshi packaging film market is smaller compared to global figures but is growing steadily. Recent estimates suggest the market is valued at approximately \$0.5 billion. The market is expected to grow at a robust rate of around 8-10% annually, driven by increasing industrialization and consumer

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As of now, Akij Biax Films Ltd. has established a strong presence in Bangladesh's packaging film market. With its state-of-the-art technology and diverse range of products, the company has captured approximately 30-40% of the local market. This significant share reflects Akij Biax's commitment to quality and innovation, positioning it as a leading player in the industry.

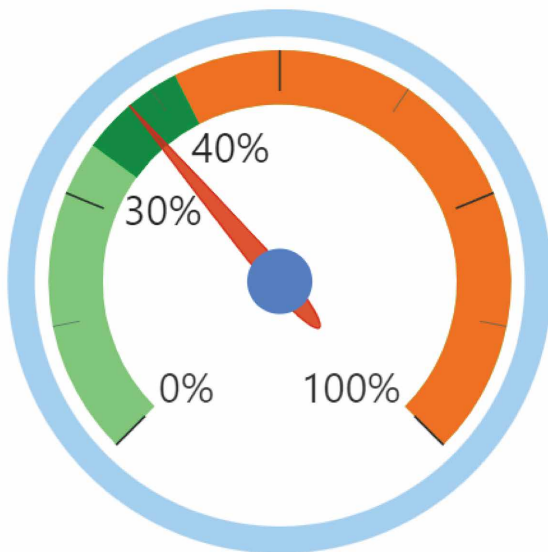


Fig: ABFL Position in Local Market

Certification and Quality Standard

Akij Biax Films Ltd. stands out in the global packaging industry due to its unwavering commitment to maintaining the highest international standards. The company's excellence is underscored by its prestigious certifications:

- ✓ FSSC 22000: This certification affirms Akij Biax Films Ltd.'s rigorous approach to ensuring the highest levels of food safety and quality in its packaging products.
- ✓ Good Manufacturing Practice (GMP): Guarantees consistent product quality.
- ✓ ISO 9001:2015: Reflects ongoing improvement and customer satisfaction.
- ✓ Global Recycled Standard (GRS): Commits to sustainability through recycled materials.



In summary, Akij Biax Films Ltd. is well-equipped to lead the packaging film industry in Bangladesh and make a significant impact globally. Through innovation, expanded product offerings, strong domestic leadership, enhanced export efforts, sustainability initiatives and strategic partnerships, Akij Biax is set to shape the future of packaging.

LUMINO

HIGH GLOSS UV BOARD BY AKIJ BOARD

TRANSFORMING FURNITURE AND INTERIOR DESIGN TRENDS IN BANGLADESH



NAZMUL AKAND TUSHAR

Assistant Manager, Marketing
AkijBashir Group

Leading the trend, modern glossy surface panels and brilliantly designed components aspire to become stunning interiors and furniture. For the first time in Bangladesh, LUMINO, the premium surface solution series of Akij Board, introduces High Gloss UV Board to add a touch of elegance and style to your spaces. These high-gloss boards retain their original appearance for years, thanks to their excellent resistance to fading. They are also easy to clean without compromising their gloss or color. Technically, a high gloss UV board is a glossy decorative surface produced by applying thermal setting UV technology to the surface of HMR and Standard MDF Boards.

Furniture designs and interior trends

As we move into 2025, interior design and furniture trends are shifting toward more sustainable, warmer and colorful aesthetics, and LUMINO High Gloss UV Board is perfectly positioned to lead this transformation. Kitchens and living room furniture will embrace bolder design statements, combining rich solid and wood textures and elegant marble decors with vibrant color accents to create visually balanced and emotionally engaging spaces. LUMINO High Gloss UV Board collection enhances this trend by offering a versatile mix of natural textures and high-gloss finishes that bring modern elegance, durability and creative freedom to any interior. These evolving preferences mark a clear move toward eco-conscious, expressive design, where Akij Board— the number one board brand in Bangladesh delivers both style and sustainability.

Bianco Marble and Bianco Marble Dark for furniture and Interior designs

These are the most trending and beautiful marble decor for modern spaces in furniture/cabinet making specially in furniture and kitchen cabinets. Bianco Marble features a clean white base with soft gray veining that brightens interiors and creates a sense of spaciousness—



perfect for contemporary, minimalist kitchens. In contrast, Bianco Marble Dark introduces a dramatic flair with deeper tones and bold veining, adding depth and grounding the space. When combined, these two finishes strike a perfect balance of light and dark, offering versatile design options for upper and lower cabinets. Together, they bring a luxurious, nature-inspired aesthetic to any kitchen or living area.

Kalhare Marble Paired with Red for Striking Furniture and Cabinet Designs

Take your interior style further by introducing an innovative design element. The Kalhare Marble with Red décor offers a striking modern twist, blending natural marble textures with vibrant red tones. This finish adds depth, character and artistic flair to any room, making it ideal for feature

walls, statement cabinetry or custom furniture panels. The bold design elevates the space with a touch of contemporary elegance, making it a versatile choice for modern furniture designs. Take your interior style further by introducing a design element. This distinctive combination not only captures attention but also creates a dynamic visual contrast that enlivens any space. Whether used in subtle accents or as a centerpiece, this finish adds depth, character and artistic flair to interiors, making it ideal for feature walls, statement cabinetry

or custom furniture panels. The bold design elevates the space with a touch of contemporary sophistication, while still maintaining a sense of warmth and individuality. Its versatility allows it to complement both minimalist and eclectic design themes, making it a perfect choice for homeowners and designers seeking a refined yet expressive aesthetic. With Kalhare Marble and Red décor, your interiors go beyond conventional— they make a statement.

Peugeot Marble and Peugeot Marble Dark: A Sophisticated Blend for Furniture Design

Combining Peugeot Marble and Peugeot Marble Dark in cabinet

making results in a visually stunning and balanced aesthetic. Peugeot Marble, with its creamy base and soft veining, imparts a light and luxurious feel— ideal for upper cabinets or bright, open layouts. Meanwhile, Peugeot Marble Dark adds contrast with cooler, dark undertones and understated texture, making it perfect for lower cabinets or accent areas. Together, they create a refined ‘light and shadow’ effect, offering elegance, depth and a cohesive modern look. This pairing is perfect for designers and homeowners seeking a timeless, nature-inspired interior that feels both classic and contemporary.

Conclusion

LUMINO High Gloss UV Board Collection is leading the way in transforming the furniture and interior design industry. By embracing natural textures, high gloss finishes and mix-and-match versatility, Akij Board offers design solutions that align perfectly with emerging home decor trends.

In addition to our high-quality High Gloss UV Board, LUMINO by Akij Board provides a wide range of premium surface solutions, including HPL Board, Acrylic Board and Glass Acrylic Board. For core or raw board solutions, explore our wide range of options, including Plain Particle Board, MDF Board, Plywood and Lite Board— engineered for strength, stability and versatility.



INTRODUCING DIAMOND GLAZED TILES

WITH MATTE FINISH AND UNMATCHED DURABILITY

Akij Ceramics proudly presents its latest innovation— Diamond Glazed Tiles, a premium collection designed to meet the demands of modern spaces. These tiles introduce a new level of durability and elegance, making them an excellent choice for both residential and commercial spaces. For the first time in Bangladesh, Akij Ceramics introduces Diamond Glazed Tiles— marking a breakthrough in the nation's tiles industry.

Crafted using advanced diamond glaze technology, these tiles feature a tough, scratch-resistant surface with a clean matte finish. The 60x120 cm tiles are built for long-lasting performance, offering superior resistance to stains, water and daily wear. Ideal for high-use areas like kitchens, bathrooms, lobbies and commercial zones, Diamond Glazed Tiles combine practicality with a high-end aesthetic.

Beyond their robust construction, the matte surface offers a soft, natural look that resists dirt and is easy to clean. The anti-slip finish enhances safety, especially in spaces where grip and stability are crucial. With colors and designs that retain their vibrancy over time, these tiles deliver enduring beauty with minimal maintenance.

These remarkable collections reflect Akij Ceramics' dedication to setting new standards in the tile industry. Each tile is thoughtfully crafted to offer both aesthetic appeal and lasting performance. For architects and designers, it presents a refined solution that blends luxury with durability. With Diamond Glazed Tiles, Akij Ceramics is redefining the possibilities of modern surface design.



AKIJ CERAMICS
Promise of Perfection

WHEN TIMELESS PERFECTION
NEEDS ENDURANCE

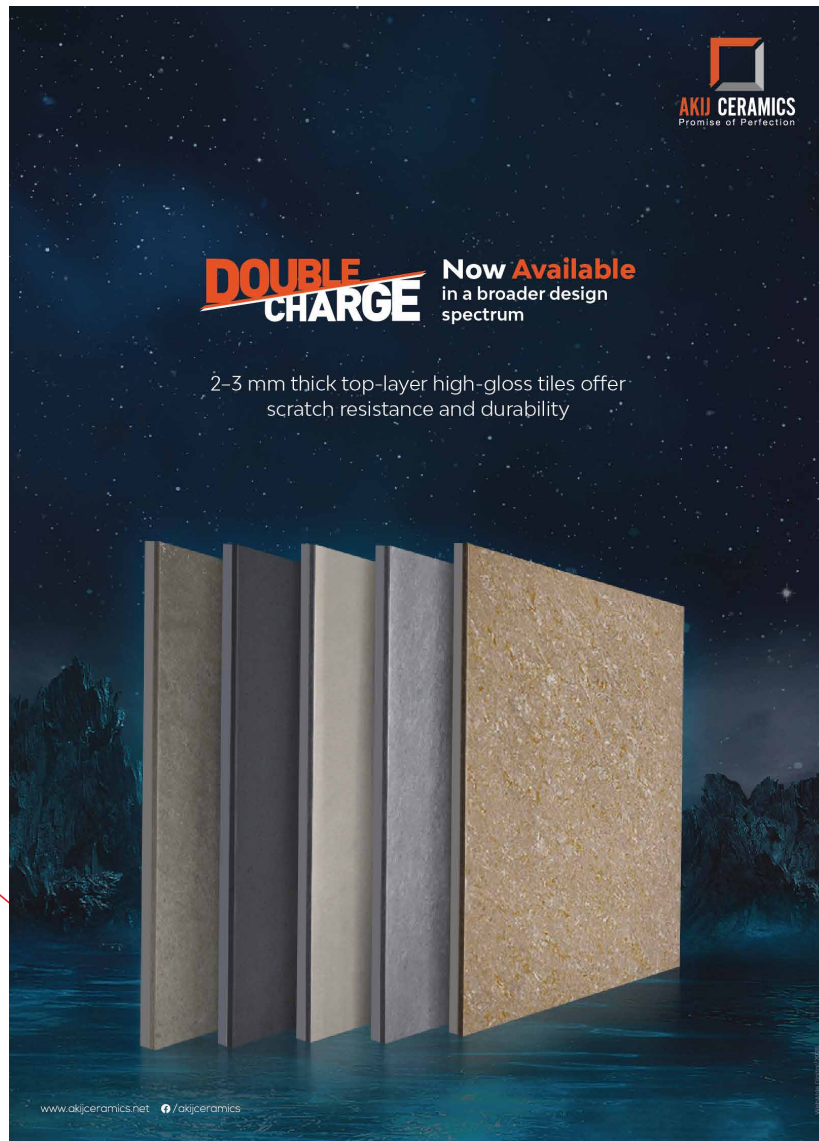
Introducing 60 X 120 cm
DIAMOND GLAZED TILES

Strong and durable Anti-slippery Scratch resistant Matte finish

09612677677 akijceramics.net



DOUBLE CHARGE DROPS 5 NEW DAZZLING DESIGNS



Akij Ceramics' Double Charge collection unveils five new striking designs that pack a punch of style and strength. With a robust 2-3 mm top layer, these tiles are crafted to conquer high-traffic spaces— think bustling offices, chic hotels or vibrant homes— while flaunting a glossy, glamorous finish.

Designed for lasting allure and easy upkeep, these tiles blend durability with elegance, making them the go-to for spaces that demand both flair and fortitude. Akij Ceramics continues to floor the industry with innovation, ensuring every step on a Double Charge tile feels bold and beautiful.

BUILDING A SUSTAINABLE FUTURE

AKIJBASHIR GROUP'S SUSTAINABILITY STRATEGY AND PILLARS



MD. SHAHRIAR ZAMAN

Head of Marketing
AkijBashir Group

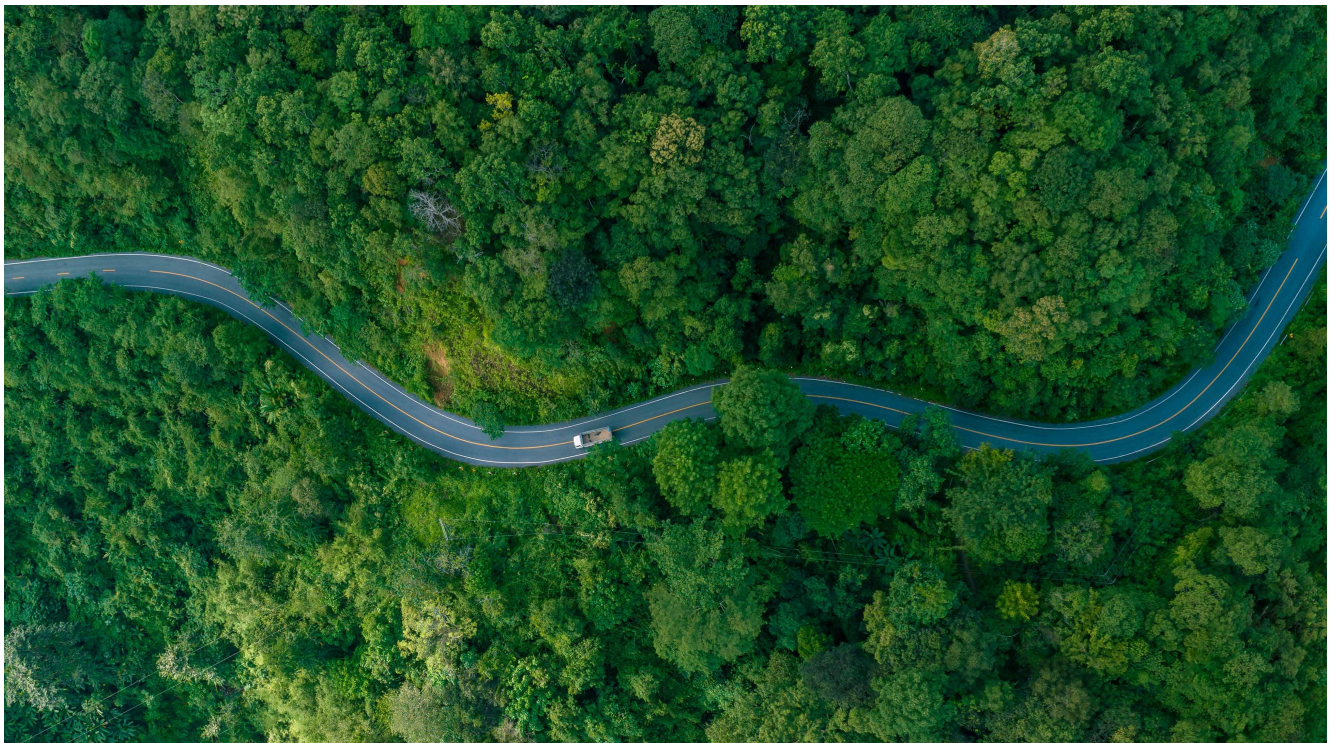
At AkijBashir Group, sustainability is not just a value we uphold— it is a responsibility we embrace. We believe that true progress lies in balancing business growth with environmental and social stewardship. Our approach to sustainability is deeply rooted in a simple yet powerful philosophy: **to give back more to nature than we take.**

Our Strategy: Purpose-Driven, Planet-Centered

Our sustainability strategy is designed around long-term impact. We have embedded responsible practices into every layer of our business— from manufacturing and material sourcing to employee welfare and community engagement. This strategy aligns with global standards, including the United Nations Sustainable Development

Goals (SDGs), and ensures that what benefits our consumers also benefits our planet and people.

By integrating green technologies, ethical procurement and regenerative practices, we are moving towards a future where sustainability drives innovation, resilience and meaningful value. This vision is structured around three foundational pillars: Planet, People and Principle.



Sustainability Pillars

Planet: Protecting Our Environment

Our commitment to the environment is clear and measurable. Through innovation in sustainable product design and resource optimization, we've significantly reduced our ecological footprint. For instance, we've cut deforestation by 5%, conserving approximately 3 million cubic meters of timber annually (Akij Board). In our ceramics division, we've reduced carbon emissions per tile by 13%, equivalent to planting 250,000 trees.

Currently, 60% of our electricity comes from solar energy (Janata Jute), and we're on track to scale up rooftop solar capacity to 400 MW. Our water recycling programs are nearing zero discharge, and we've planted and distributed over 500,000 saplings in the past year. These efforts reflect our dedication to climate action and environmental regeneration.



Principle: Ethics at the Core

The third pillar, Principle, is about doing the right thing, always. We champion ethical sourcing and transparent supply chains, working closely with suppliers to ensure governance, equity and accountability at every level. Nearly 80% of our materials are reused or recycled, reinforcing our circular economy model.

By prioritizing local sourcing, we reduce carbon emissions and strengthen local economies. Every product we craft is a reflection of our integrity, responsibility and commitment to building a better tomorrow.

At AkijBashir, we view sustainability not as a destination but as a continuous journey— one that challenges us to do better each day. As we move forward, we remain committed to creating shared value for our planet, people and partners— not just for today, but *Beyond Tomorrow*.

People: Empowering Lives

Guided by a 'People First' philosophy, we prioritize the dignity, safety and development of our workforce. We champion diversity, inclusion and fair labor practices while investing in extensive training and wellness programs.

Beyond our organization, we actively support the communities we operate in through education, health and livelihood initiatives. For us, people are not just stakeholders— they are our greatest strength.



আমি পারি, কারণ আমার পাশে ওরা আছে



RAYANA RAHMAN

Senior Officer, Legal Affairs
AkijBashir Group

সকাল পাঁচটা। মোবাইলের অ্যালার্মের শব্দে ঘুম ভেঙে গেল। খুব ইচ্ছা করছিল আর একটু ঘুমাই, কিন্তু তার আর কোনো উপায় নেই। পাশে ছোট দুটো হাতে ছেলেটা গলা জড়িয়ে ঘুমাচ্ছে। আদর করে ওর হাত দুটো সরিয়ে দ্রুত উঠে পড়লাম। কারণ, বিছানা থেকে নামার পর থেকেই প্রতিটি মিনিটের হিসাব করেই আমাকে চলতে হয়। কোন কাজটি কত সময়ের মধ্যে করতে হবে, তার এক কঠিন অঙ্ক সব সময় মাথার মধ্যে চলতেই থাকে। তা না হলে যে অফিসের গাড়িটা মিস করতে হবে। এভাবেই শুরু হয় আমার প্রতিটি ব্যস্ত দিন।

আমি একজন কর্মজীবী নারী, একজন দায়িত্বশীল গৃহিণী, একজন মমতাময়ী মা। দায়িত্ব অনেক, প্রত্যাশাও অনেক। সহকর্মীরা আমাকে একজন দায়িত্ববান কর্মী হিসেবে জানে, যার সঙ্গে কাজ করলে নির্ভরতা পাওয়া যায়। স্বামী ও পরিবারের সকলের কাছে আমি একজন দায়িত্বশীল বউ, যার সিদ্ধান্তের উপর পুরো পরিবারের অনেক কিছু নির্ভর করে। আর সন্তানের কাছে আমি একটি নিরাপদ পৃথিবী, যেখানে পাওয়া যায় সব।

কিন্তু অফিসের আমি আর রান্নাঘরের আমি একই মানুষ হয়েও ভিন্ন ভূমিকার ধারক। তবে আমরা একে অপরের পরিপূরক। অফিসে বসে যেমন আমি বুঝে যাই রান্নাঘরের গ্যাস শেষ হয়ে গেলে তার সমাধান কীভাবে করতে হবে, তেমনি রাতে এক হাতে ছেলেকে খাওয়াতে খাওয়াতে আরেক হাতে মোবাইলে অফিসের মিটিং সেরে ফেলি। এইভাবেই চলতে থাকে একটানা ব্যালাঙ্গিং— জীবনের প্রতিটি মুহূর্তই যেন চলমান।

মঝেমাঝে খুব ক্লান্ত লাগে, ঘুম হয় কম। নিজের জন্য সময় বলতে কিছুই নেই, সে সতিটা মেনে নিয়েই এগিয়ে চলেছি। তবুও, সন্ধ্যায় যখন অফিস থেকে ক্লান্ত শরীরে ঘরে ফিরি আর ছেলেটা দৌড়ে এসে আমাকে জড়িয়ে ধরে, তখন সব ক্লান্তি এক নিমেষেই মিলিয়ে যায়।

একজন সিনিয়র অফিসার, একজন মা, একজন স্ত্রী, একজন পুত্রবধূ, একজন কন্যা। এত পরিচয়ের ভার একা টেনে নেওয়া সহজ নয়।

এই পথচলায় পাশে থাকা মানুষগুলোর সহানুভূতি, সহযোগিতা ও সহনশীলতা না থাকলে আমার পক্ষে সব কিছু একসাথে সামাল দেওয়া সম্ভব হতো না।

এই লড়াইয়ে আমি একা নই। আমার চারপাশের মানুষগুলো— পরিবার, সহকর্মী, আত্মীয়স্বজন যারা প্রতিনিয়ত পাশে থেকেছেন, তাঁদের ছাড়া আমি আজ এই জায়গায় পৌঁছাতে পারতাম না।

আমি সত্যিই একজন ভাগ্যবান। অফিসে আমার বস একজন অসাধারণ মানুষ। তিনি অত্যন্ত সহানুভূতিশীল, সহযোগিতাপরায়ণ এবং মানবিক গুণসম্পন্ন। তিনি জানেন একজন নারী সহকর্মীর সঙ্গে কীভাবে কাজের ভারসাম্য বজায় রেখে সহযোগিতার পরিবেশ তৈরি করতে হয়। প্রতিটি কাজ তিনি সুচিন্তিতভাবে পরিকল্পনা করেন এবং তা সুসংগঠিতভাবে বন্টন করেন, যাতে কোনো সহকর্মীর ওপর অপ্রয়োজনীয় চাপ না পড়ে। যখন যে সিদ্ধান্ত নেওয়া দরকার, তিনি তা সময়মতো নিতে দ্বিধা করেন না। প্রয়োজনে নিজেই নেতৃত্ব নিয়ে পাশে দাঁড়ান এবং কাজটি শেষ করতে সহায়তা করেন। একজন নারী কর্মী হিসেবে আমি অনুভব করি— এমন একজন বুঝদার, সংবেদনশীল ও দায়িত্বশীল নেতার অধীনে কাজ করার সুযোগ পাওয়া সত্যিই সৌভাগ্যের বিষয়।

আমার আছে অনেকগুলো বন্ধুসম সহকর্মী যারা শুধু সহকর্মী নন, বরং আরেকটি পরিবারের মতো। অফিসের যে-কোনো কাজ হোক কিংবা জীবনের কোনো কঠিন সিদ্ধান্ত নেওয়ার মুহূর্ত, তাঁদের সঙ্গে মন খুলে কথা বলা যায়। যেহেতু দিনের বেশিরভাগ সময় তাঁদের সঙ্গেই কাটে, তাই সুখ-দুঃখের ভাগটুকু তাঁদের সঙ্গে ভাগ করে নেওয়াই স্বাভাবিক হয়ে উঠেছে।

এই জীবনের লড়াইয়ে পাশে পেয়েছি একজন দায়িত্ববান স্বামীকে, যিনি শুধু জীবনের সঙ্গী নন, একজন বন্ধু এবং সহযোগীও। সংসারের প্রতিটি দায়িত্ব তিনি ভাগ করে নেন। আর সবচেয়ে বড় ব্যাপার হলো পরিবারের কোনো সিদ্ধান্ত নেওয়ার সময় তিনি আমার সঙ্গে আলোচনায় বসেন এবং আমার প্রতিটি মতামতকে গুরুত্ব দেন।



আমার পরিবারে আছেন আরও দু'জন অসাধারণ মানুষ— আমার সহানুভূতিশীল শাশুড়ি ও ননদ। তাঁদের সহযোগিতা ও ভালোবাসা ছাড়া হয়তো কর্মজীবনে আজ আমি এতদূর আসতে পারতাম না। তাঁরা পাশে না থাকলে প্রিয় সন্তানের নিরাপত্তা নিয়ে প্রতিনিয়ত উদ্বেগ থাকতে হতো, আর সেই উদ্বেগ মাথায় নিয়ে অফিসের কোনো কাজেই মন দিতে পারতাম না।

আর আছেন আমার জীবনের একমাত্র ছায়াস্বরূপ মানুষ, আমার বাবা। তিনি আমার জীবনের প্রতিটি মুহূর্তের শিক্ষক, আমার নিরাপদ আশ্রয়। তাঁর শিক্ষা, তাঁর বিশ্বাস, তাঁর ভালোবাসাই আমাকে প্রতিদিনের সংগ্রামে এগিয়ে যাওয়ার শক্তি দেয়।

এইভাবেই প্রতিটি সম্পর্ক আমার কর্মজীবন ও পারিবারিক জীবনের দুই পাশাপাশি সমানভাবে ভারসাম্য রেখে চলতে সাহায্য করেছে। ভারসাম্য মানে একা সবকিছু সামলে নেওয়া নয়, বরং পাশে থাকা প্রিয় মানুষগুলোর ভালোবাসা, সহানুভূতি ও সহযোগিতায় একসাথে এগিয়ে চলা।

নারী বা পুরুষ যে-ই হোক না কেন, প্রতিটি কর্মজীবী মানুষের জীবনে আশেপাশের সম্পর্কগুলোর সহযোগিতাই তাকে সামনে এগিয়ে চলার প্রেরণা জোগায়। এই সম্পর্কগুলোই আমাদের পরিবারে ও কর্মক্ষেত্রে

শান্তির সঙ্গে কাজ করার সুযোগ করে দেয়। জীবনের শান্তি, মানসিক স্বস্তি এগুলোই সত্যিকারের বড় প্রাপ্তি।

চাকরি মানে শুধু অর্থ উপার্জন নয়, চাকরি মানে সন্তানের উজ্জ্বল ভবিষ্যৎ, নিজের আত্মনির্ভরতা অর্জনের আনন্দ এবং সমাজে নিজের একটি মর্যাদাপূর্ণ অবস্থান তৈরি করা।

সবশেষে একটা কথাই বলতে হয়, “আমি পারি, কারণ আমার চারপাশের মানুষগুলো আমাকে ভালোবাসে, বোঝে, পাশে থাকে। তাঁদের জন্যই আমি পারি।”

INSPIRING A NEW ERA OF CULINARY ART

AKIJ TABLEWARE'S COMMITMENT SHINES IN

AKIJ TABLEWARE ART OF PLATING SEASON 2'S SUCCESS

The grand finale of Akij Tableware Art of Plating: Season 2, held on May 16, 2025, brought a dazzling close to a season that was nothing short of a visual and culinary revolution. What began as a bold concept to merge food with fine art has now cemented itself as one of Bangladesh's most celebrated reality competitions— one that doesn't just entertain, but educates, inspires and elevates the way we view food.

Akij Tableware Art of Plating: Season 2 achieved a remarkable total viewership of 83.23 million during its broadcast across three major television channels— Deepto TV, RTV and Banglavisión, as well as the OTT platform Chorki. Even after the season's conclusion, the show's impact continues to resonate, with related content garnering nearly 1.1 million additional views in under a month.

After a series of high-stakes challenges, creative transformations and awe-inspiring plating displays,

Md. Golam Rabby emerged as the winner of Akij Tableware Art of Plating: Season 2, earning the coveted title of **Plating Maestro**. His victory secured him BDT 10,00,000, a professional culinary plating course, national media exposure, and an exclusive Akij Tableware dinner set. The grand finale— an explosion of color, creativity and composure— challenged each finalist to present a full-course meal comprising three visually cohesive and technically flawless dishes within just 22 minutes. Judged by a panel of culinary veterans, the finale crowned Golam Rabby from Barisal the ultimate champion, while Iffat Jerin Sarker from Dhaka was named **Plating Icon** and received BDT 5,00,000, and Dr. Rawzatur Rumman from Jashore earned the title **Plating Maverick** along with BDT 3,00,000. Contestants Homayun Kabir from Chattogram and Nawsheen Mubasshira Rodela from Dhaka secured fourth and fifth places respectively, each awarded BDT 1,00,000 and recognized as **Plating Masterminds**.





The finale was further elevated by the presence of acclaimed actress Jaya Ahsan, who added star power to the event, and Mr. Talsim Md. Khan, Managing Director of AkijBashir Group, who presented the awards and praised the contestants for their creativity and discipline. The BDT 20,00,000 prize pool stood as a powerful testament to Akij Tableware's commitment to recognizing and cultivating artistic culinary talent across Bangladesh.

Hosted across national channels including Bangla Vision, RTV, Deepto TV and streamed on Chorki, the show captivated millions each week with its seamless blend of tradition, creativity and innovation. Contestants from all over Bangladesh took center stage, transforming everyday dishes into story-driven visual compositions— proving that plating is not just about beauty, but about balance, intent and emotion.

Rooted in Bengali dining traditions, where food is more than

sustenance— it's a symbol of hospitality, family and love— Akij Tableware Art of Plating Season 2 introduced a new cultural narrative. It elevated that legacy through modern design and thoughtful presentation, encouraging viewers to see familiar dishes with fresh eyes. The use of elegant tableware added to the visual drama, but it was the contestants' ability to incorporate storytelling with aesthetics that truly redefined the meaning of an art.

Launched on February 4, 2025, Season 2 was unveiled with a press conference attended by top executives of AkijBashir Group, including Chief Operating Officer Md. Khourshed Alam, Head of Marketing Md. Shahriar Zaman, and the show's chief judge, renowned culinary artist Chef Daniel C. Gomez. Their vision was clear: to go bigger, bolder and deeper into the artistic potential of plating. "Our goal was to unite artists from across the country and showcase how food can be both culturally rich and visually expressive," shared Md. Khourshed Alam.



Participation in the show was streamlined through a digital-first approach, inviting talents to submit their work online before progressing to the live audition rounds held at the iconic Hatirjheel Amphitheater. Each plate was judged on five key criteria— creativity, technique, ingredient mix, composure and culinary understanding— ensuring a comprehensive assessment of both artistic and gastronomic merit.

What made this season truly remarkable was the sheer scale and diversity of participation. Beginning in January, Akij Tableware Art of Plating: Season 2 invited aspiring plating artists from every corner of Bangladesh to showcase their creativity. Nearly 25,000 participants submitted photos of their beautifully styled plates through the official website, aop.com.bd. From these, a combination of jury review and audience voting shortlisted 200 contestants, who were then invited to the audition round held at the Hatirjheel Amphitheater in Dhaka. These 200 were divided into four

groups of 50 for the segment titled 'The Ultimate Battle Begins', where contestants had just 15 minutes to plate a brownie in the most artistic way possible. The judging panel for the auditions featured Master Chef Colonel Stephen Costa, Jennifer Shawon and Tania Sharmin.

From this competitive and visually rich round, 30 contestants advanced to the main stage to compete for the prestigious Plating Maestro title. Every episode presented fresh and compelling challenges— from theming a dish around one of Bangladesh's six seasons in the 'Six Season' episode (graced by National Award-winning music director Emon Chowdhury), to plating prawns in the 'Fortune Favors the Best' round featuring actress Tama Mirza. The competition intensified during the 'Do or Die' episode, where contestants styled a salmon platter under immense pressure. A tie between Tamanna Rifat Khan and Shayla Chowdhury led to a dramatic plating face-off, with Shayla ultimately advancing to the Top 10.



The next episode, titled 'Art of Plating 101', offered contestants a rare opportunity: a grooming and mentorship session with world-renowned Moroccan chef Mohammad Khaldahar. Here, the top 10 were taught essential plating techniques and presentation styles, culminating in them receiving their official chef jackets— a moment of pride and validation.



In the 'Art on Plate' segment, the Top 10 were challenged to draw inspiration from five world-famous paintings and translate those into edible artwork. Their performances, along with scores from previous challenges and the mentorship session, determined the Top 5 finalists who would battle it out in the grand finale.

Throughout all seven episodes, viewers were guided by charismatic host Mumtaheena Chowdhury Toya, whose energy and warmth connected audiences to the stories, challenges and emotions behind every plate. The entire production was strategically supported by Prothom Alo Digital and the International Culinary Institute, with every episode broadcast on RTV, Bangla Vision, Deepto TV and the OTT platform Chorki.



Akij Tableware Art of Plating: Season 2 wasn't just a competition— it was a cultural movement. It honored tradition, championed innovation and offered a national stage for the untapped talent of Bangladesh's culinary artists. As anticipation builds for the next season, one thing is certain: food in Bangladesh will never be seen the same way again.

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What truly sets this mirror apart is its eco-conscious design. The back of the mirror is coated with low-lead violet protective paints that emit minimal VOCs (Volatile Organic Compounds)—making it a safer and more sustainable choice for both users and the environment.

Whether for home décor, washrooms, fashion and retail spaces or upscale commercial interiors, this next-generation mirror delivers unmatched elegance, superior performance and long-term reliability.

GROWING CAREERS IN THE TEA ESTATES: **INSIGHTS AND ASPIRATIONS**

**ARPON CHANDRA PAUL**

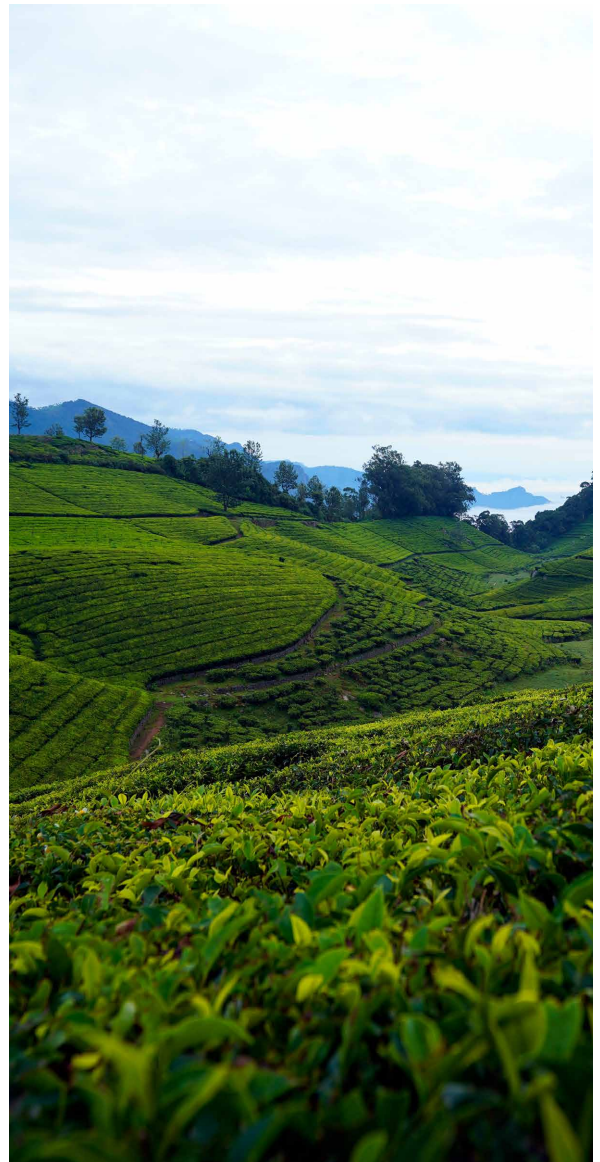
Assistant Manager, Production
Dhamai Tea Estate Ltd.

Arpon's passion for tea estate management grew from his academic background in agriculture combined with a genuine love for the tea industry. He's drawn to the peaceful, green surroundings of the tea gardens, which provide a welcome break from the hustle of city life. Though working in a remote location comes with its challenges, Arpon has embraced the lifestyle and sees it as a chance to prove himself professionally. He especially enjoys the beautiful landscape and values the strong teamwork and supportive leadership under the DGM at Dhamai. Arpon believes there's room to improve by modernizing the factory, providing more training for managers and improving infrastructure, especially by creating personal accommodations for executives. Looking ahead, he's ambitious about moving into senior management roles where he can help shape the future of the estate.

**MD. SELIM MAHMUD**

Assistant Manager, Production
Sonarupa Tea Estate Ltd.

Md Selim brings four years of experience and a Master's degree from the National University to his role. He chose a career in tea because of his love for nature and interest in agriculture. The calm and serene environment of the tea garden helps him stay focused, despite the challenges of working far from urban conveniences. He appreciates the sense of community among his coworkers and enjoys the balance between the natural beauty and the structured management of the estate. Selim sees many opportunities for improvement, such as better use of fallow land, planting more shade trees, improving water storage, using solar power during outages, establishing repair facilities, upgrading factory equipment and enhancing transportation and training programs. He's committed to growing within the industry and hopes to advance to higher managerial positions, where he can make a real impact on efficiency, worker welfare and sustainability.





MD. YEASIN BAHAR

Assistant Manager, Production
Atiabagh Tea Estate Ltd.

Yeasin was drawn to the tea industry by his love for challenging work and the chance to work surrounded by nature. He finds great satisfaction in the lush greenery of the tea gardens, which keeps him motivated and inspired. Yeasin values continuous learning and the practical application of his skills. He praises AkijBashir Group for being employee-friendly with good management and supervision. While the estate has seen solid improvements since the company took over, like increased production of green leaf and dried tea, Yeasin believes there's still more progress to be made. Despite some minor hurdles, he remains optimistic and is eager to grow his career and contribute further to the tea sector's development.



MOHAMMAD ALAM

Assistant Manager, Production
Dhamai Tea Estate Ltd.

Mohammad's choice of a tea industry career comes from a genuine passion for agriculture and a desire to connect with nature while taking on leadership roles. He finds the job both challenging and rewarding, perfectly aligning with his interests and goals. He enjoys the peaceful, refreshing environment of working in a remote area, something he finds preferable to the busy city life. Although there are challenges like limited facilities and being far from family, Mohammad feels the experience has helped him grow both personally and professionally. He particularly values the tea fields themselves, where teamwork and daily routines come together to produce quality tea. Mohammad sees plenty of room for progress, better worker training and motivation, adoption of modern tools and improved housing, healthcare and sanitation for workers to boost morale. His long-term aim is to deepen his expertise in cultivation, factory processes and people management, so he can contribute meaningfully to the tea industry's growth and reputation.



TANMOY KANU

Assistant Manager, Production
Sonarupa Tea Estate Ltd.

Tanmoy's interest in tea garden management began alongside a curiosity about military service during his school days. After exploring both paths, he found his true calling in the tea industry. Having grown up in a rural area, he's comfortable in remote environments and finds no difficulty in adapting to tea estate life. For him, the best part of working on a tea garden is the mutual respect among the team and the inclusive approach to operations. He's focused on managing plucking rounds efficiently, preventing cattle intrusion, establishing a modern factory, introducing paper cultivation and integrating fish farming. Tanmoy also stresses the importance of expanding tea plantations, planting shade trees, raising labor awareness and providing solid training for assistant managers. He's dedicated to building his skills and qualifications so he can confidently advance in the tea sector and fulfill his professional ambitions.

COX'S BAZAR TOUR 'CLEAN SEA, LET NATURE THRIVE'



SABBIR AHMOD

Deputy Manager, Production
Akij Particle Board Mills Ltd.

On May 1, 2025, the Akij Door Factory team embarked on a meaningful journey to Cox's Bazar, one of Bangladesh's most scenic destinations. The initiative was not merely recreational; it carried a deeper purpose: 'Clean Sea, Let Nature Thrive'. Wearing vibrant orange t-shirts, our team actively participated in a beach cleanup campaign, organized in collaboration with the Cox's Bazar Tourist Police. It was a fulfilling experience that combined environmental responsibility with team spirit.



The idea for this trip stemmed from a heartfelt conversation with our factory workers. One afternoon, workers from both shifts respectfully approached me and expressed that they were fully committed to meeting the production target, but would sincerely appreciate the opportunity to go on a trip as a gesture of motivation. Their excitement was genuine, and I understood how such moments of joy can fuel motivation.

Over the course of the year, several smaller-scale initiatives were thoughtfully organized to foster employee engagement and strengthen camaraderie within the team. The most recent of these was a modest yet heartfelt Iftar Mahfil held on the factory floor, where both workers and officers came together to share a meal in the spirit of unity and mutual respect. The warmth and connection experienced during that occasion served as a catalyst for envisioning something more significant, an event that would be both memorable and meaningful for all involved.

During our initial discussions, the idea of organizing a trip on May 1, Labour Day, was proposed. When the question of destination arose, the response was unanimous and enthusiastic: "Cox's Bazar!" I was genuinely moved by the collective excitement and unity shown by the team. Their enthusiasm and sense of togetherness inspired me to wholeheartedly support the initiative, and I responded with a hopeful, "Inshallah, I will go."



We planned an engaging and inclusive experience designed to strengthen team bonds and celebrate the spirit of Labour Day. A memorable highlight of the event was the thoughtful distribution of gifts to each participant, which added a joyful and appreciative touch to an already meaningful journey.

The campaign served as a powerful reminder of the remarkable outcomes that can be achieved through collaboration, shared purpose and mutual respect. We returned not only with cherished memories but also with a renewed sense of unity and strengthened team spirit.

Alhamdulillah, it was a journey to remember.

IT'S TIME TO **RETHINK TIME**

**MD. TOWFIQUR RAHMAN**

Engineer, Electrical
Akij Ceramics Ltd.

Many of us often say, “We don’t have time” — whether it’s for exercise, spending time with family or doing something we enjoy. But when we started paying closer attention, we realized that time isn’t the problem. The real issue lies in how we choose to spend it.

I once tried an experiment: I tracked how I spent my time for an entire week. The results were quite surprising. A lot of my time was going into things that didn’t really matter—scrolling on my phone, watching TV or doing small tasks with no real impact.

That experience changed the way I think about time. Now, instead of saying, “I don’t have time,” I try to say, “It’s not a priority right now.” It may sound a bit harsh, but it helps me

be more honest with myself. When we skip something important, it’s usually because we’ve chosen to focus on something else.

Another important lesson I’ve learned is that most of us overestimate how much we work. Research shows that people often believe they’re busier than they actually are. Once I realized that, I began to see more space in my schedule than I had noticed before.

We try to treat each hour as a decision. Every moment is an opportunity to choose something meaningful. When we start thinking this way, time becomes a tool— not a limitation.



PRIORITIES

HUMANITY

THE HEART OF WHO WE ARE, THE HOPE BEYOND TOMORROW



PURNENDU BIKASH ROY

Manager, Marketing
AkijBashir Group

Humanity is a word often used to describe our species— Homo sapiens; but it's more than biology. It's an idea. A force. A reflection of who we are at our best and worst. In its simplest form, humanity is the collective of human beings. But in practice, it's the moral compass, shared experience and emotional fabric that binds us.

This article explores what humanity truly means, how it shapes our world and why preserving it in all its forms— compassion, dignity, cooperation is more crucial than ever.

1. The Biological and Philosophical Duality

Biologically, humans are a species of primates distinguished by large brains, complex language and the ability to manipulate environments through tools and technology. That's the textbook view. But when we talk about humanity in daily life, we're rarely speaking in scientific terms.

Philosophically, humanity means much more. It refers to the shared traits— empathy, curiosity, creativity, morality that define human nature beyond survival. It's not just that we can think; it's that we care. It's not just that we build; it's that we wonder why. This duality is what makes humanity unique.

2. The Power of Empathy

One of the core attributes of humanity is empathy— the ability to put ourselves in someone else's shoes. Without empathy, societies fracture. With it, civilizations thrive.



Throughout history, the most powerful movements have been driven by empathy. The abolition of slavery, civil rights revolutions, refugee protections, disaster relief efforts— all are rooted in the recognition of others' suffering and a refusal to ignore it. Empathy is not a weakness; it's the glue of human civilization.

But empathy isn't just a social virtue. It has economic and political implications. In businesses, empathy leads to better leadership, customer service and innovation. In global politics, it fosters diplomacy and peace. When leaders lack empathy, the results are violence, exploitation and collapse.

3. Humanity in Crisis: Where We Fall Short

Despite our capacity for good, humanity often fails itself. War, genocide, systemic inequality, environmental destruction— these are

not natural disasters. They are human-made. They are failures of compassion, foresight and responsibility.

Technology, while a product of human brilliance, also amplifies our darker impulses. Misinformation spreads like wildfire. Social media can breed division instead of connection. Surveillance, exploitation and manipulation are easier than ever.

What these problems reveal is a deep contradiction: we are a species capable of moral imagination but often trapped in self-interest. That's not a reason to give up on humanity— it's a reason to fight harder for it.

4. The Role of Culture and Storytelling

Culture is how humanity expresses itself. Through art, language, music, literature and rituals, we record our fears, joys, triumphs and regrets. Stories, in particular, are how we make sense of the world.

Whether it's a folktale passed through generations or a blockbuster film, stories teach us values. They humanize the unfamiliar. They connect us to others across time and space. A novel written in 1860 can still move a reader today. A protest song from a war-torn country can still inspire global action.

Preserving and promoting diverse cultures isn't just about heritage— it's about keeping the global soul alive.

5. Humanity and the Future

As we stare down challenges like climate change, artificial intelligence and growing inequality, the question isn't just what technology can do. It's what kind of people we choose to be.

Will we weaponize AI to control or use it to educate and heal? Will we hoard resources as the planet warms or share and adapt together? The future isn't just about machines or policies. It's about values. Human values.

Education will play a central role. Not just technical education, but ethical education. We must raise generations that are not only skilled but also kind, resilient and globally aware. Teaching history accurately, encouraging critical thinking and fostering civic responsibility are not optional—they're survival tools.

6. Acts of Humanity: Small and Massive

Humanity shows up in grand acts— like rescuing refugees at sea or eradicating a disease. But it also lives in the small moments: a stranger helping someone across the street, a teacher staying late for a struggling student, a teenager standing up to a bully.

These everyday decisions ripple out. When millions choose decency, generosity and courage, societies shift.

7. Humanity Across Religions

While religions differ in rituals, stories and doctrines, nearly all major faiths— Islam, Christianity, Hinduism, Buddhism, Judaism, Sikhism and others— place humanity at their core. Compassion, charity, forgiveness and respect for life are universal teachings echoed in sacred texts and spiritual traditions. The Quran speaks of mercy and justice. The Bible commands love for neighbors and strangers alike. Hinduism teaches ahimsa (nonviolence) and Buddhism centers on the alleviation of suffering. These teachings remind us that beneath theological differences lies a common moral ground. When we look past labels and focus on values, we see that humanity is the thread that binds billions of people around the world. True faith, in any form, uplifts the human spirit— not divides it.

8. Why Humanity Still Has Hope

It's easy to get cynical. But the arc of human progress, despite its setbacks, leans toward greater inclusion, rights and compassion. We've seen global movements rise from a single voice. We've watched countries rebuild after horror. We've witnessed strangers become family in times of need.

Humanity isn't perfect. It never will be. But it learns. It adapts. It teaches to love.

Final Thought: Humanity is a choice

Being human is a fact. Acting with humanity is a choice.

It means choosing empathy when indifference is easier. It means defending dignity when it's under attack. It means believing that people— no matter where they're from or what they've suffered— deserve to be seen and heard.

In every era, humanity is tested. And in every era, someone rises to meet that test— not with power or wealth, but with compassion, courage and a belief in something bigger than themselves.

That's what humanity is. And it's worth fighting for.



MANAGERIAL EXCELLENCE

FROM GOOD TO GREAT



MD. ARIFUL ISLAM

Deputy Manager, Kiln
Akij Ceramics Ltd.

A Feeling Beyond Words

During my vacation, I received an unexpected call from our head office informing me of my admission to the Managerial Excellence Training. Despite the unfamiliarity of the training's objectives, I eagerly accepted the opportunity.

Upon arriving at the training venue, the following morning, after an overnight train journey, I found the initial two to three hours of the training to be rather monotonous. However, the introduction of diverse exercises proved to be an effective means of engaging my attention.

As I progressed through the second and third phases of the course, I was unaware of the impending July Uprising. Despite my belief that the final phase would not unfold, it ultimately concluded. Throughout the course, an array of unexpected and captivating events transpired,



including the arrival of the esteemed MD Sir, who delivered an inspiring speech that left a profound impact on us.

I was particularly impressed by the presence of such a distinguished individual and expressed my gratitude to our mentor, Ahmed Pasha Sir, for providing comprehensive and supportive course explanations. Additionally, we extend our sincere appreciation to our management team for providing us with an exceptional training experience.

Managerial Excellence in Execution

Through the utilization of tools from the Managerial Excellence training, I have successfully differentiated my manpower from other departments. This has resulted in a significant increase in the productivity of my



team, with their responsibilities gradually expanding.

Additionally, I have implemented tools from the Managerial Excellence program, such as the abstraction of role ambiguity and the introduction of the Employee of the Month (Reward for Non-Management Employees) program. I have also launched the Rewards Program within my section to recognize and reward outstanding performance. Today, I would like to discuss the implementation of these tools and their impact on the organization.

Over the past four months, I have been assigned a 24-hour duty schedule across three shifts in our production line. I have engaged in discussions with my deputy (Engineers) regarding the allocation of rewards based on the performance of each shift. While we have not yet achieved the level of performance required to receive rewards, we are actively working towards this goal. The evaluation criteria for rewards are as follows:

Responsibility: This includes adherence to deadlines, effective communication, and adherence to company policies.



From the Archives...



Organized By: Kiln Section (Shade-01)

Punctuality: Punctuality is a critical factor in ensuring the smooth operation of the production line.

Communication: Effective communication is essential for coordinating team efforts and ensuring that all stakeholders are informed.

Behavior: Positive behavior is a key indicator of a successful employee.

My supervisor has expressed their enthusiasm for my initiative, and I am equally enthusiastic about its potential for success. I am committed to implementing the program effectively and ensuring that it is a valuable recognition of outstanding performance.

BUILT WITH VISION DRIVING GROWTH AND EXCELLENCE AT AKIJ CERAMICS LTD



S M NAHIN SAMRAT
Assistant Manager, Marketing
AkijBashir Group

Six years ago, I joined the AkijBashir Group with a vision to contribute to a brand that embodied excellence. Akij Ceramics, with its promise of perfection, was not just a market leader but a platform to redefine quality in the industry, both in Bangladesh and beyond. I reflect on the milestones that have shaped this journey and the foundation we've built together.

Over these years, I've had the privilege of helping establish over 350 showrooms across Bangladesh, including Akij Selection Showrooms, Dealer Showrooms, Partner Outlets and Bondhu Outlets. Each space is more than a retail point—it's a testament to Akij Ceramics' commitment to perfection, designed to foster trust, showcase quality and create lasting connections with customers. From selecting prime locations to curating interiors, product displays and sales strategies, my focus has been on ensuring every showroom reflects the brand's promise while driving measurable results.

In the ceramics industry, where 93% of sales come from in-person experiences, showrooms are the heart of the business. A customer's visit—whether to feel a tile's texture or envision their dream space—demands an experience that resonates. This understanding guided our approach, blending strategic design with operational excellence to create spaces that inspire confidence and loyalty. A 37% surge in sales over the years, a clear reflection of thoughtful planning and consistent execution aligned with Akij Ceramics' promise of perfection.



Beyond retail, I've represented Akij Ceramics at major industry events like the Ceramic Expo and KBL Expo, showcasing our innovation and quality to a broader audience. Leading nationwide branding efforts—through billboards, retail visuals and in-store experiences has further strengthened our identity in a competitive market. Every initiative was an opportunity to elevate the brand's presence while staying true to its core values of delivering perfection in every detail.

This relentless focus on excellence across every touchpoint has been instrumental in positioning Akij Ceramics as a brand of choice in the hearts of consumers. Our strategic expansion, consistent customer experience, and commitment to quality have directly contributed to Akij Ceramics being recognized as the Best Brand in the Ceramic Tiles category for six years. It's a reflection not just of market leadership, but of trust—earned showroom by showroom, campaign by campaign and decision by decision. I take immense pride in knowing that my contributions across retail development, branding and experiential design have played a role in shaping this legacy of recognition.

This journey wouldn't have been possible without the dedication of colleagues, dealers, partners and customers who share our vision. Together, we've built a distribution network that doesn't just sell products—it brings Akij Ceramics' promise of perfection into homes across Bangladesh, creating value and trust at every touchpoint.

As I look ahead, the path is clear, and this is just the beginning. With a commitment to innovation and a passion for excellence, I'm excited to continue shaping Akij Ceramics' growth, pushing boundaries and delivering the promise of perfection, both at home and on the global stage.

ছন্দে ছন্দে

PARTS OF SPEECH



MD. SHOFIQUUL ISLAM SHOFIQ
Engineer, Sales and Business Development
Akij Steel Mills Limited

কোন কিছুর নামকে বলে Noun
যেমন ঢাকা Town.
Pronoun-এর ব্যবহার হয়
শুধু একটা শর্তে—
Noun-এর পরিবর্তে।
যখন তুমি এটা-সেটা
করতে কিছু পারবে
পড়বে সেটা Verb-এ।
Noun/Pronoun-এর দোষ-গুণ
অবস্থা, সংখ্যা, পরিমাণ
সবকিছু মিলে রক্ষা করে
Adjective-এর মান।
Adjective সাহেব যখন ly-কে নিয়ে
Verb-এর পিছে পিছে চলে
Grammarian-গণ সেই শব্দকে
Adverb বলে।
সম্পর্ক রক্ষার ক্ষেত্রে মোরা
Preposition ধরি
Conjunction ছাড়া কীভাবে বলো
যোগ-বিয়োগ করি?
কভু যদি খুঁজে পাই মোরা
সুখ-দুঃখ আর উল্লাসের অভিশায়ন
সেথায় এসে জুড়ে বসে
ব্যাটা Interjection!



প্রতিটি কারখানা একে একটি লিডার তৈরির ট্রেনিং সেন্টার হওয়া উচিত



MUHAMMAD SALAH UDDIN

Assistant Manager, Distribution
Akij Ceramics Ltd.

প্রতিটি কারখানা একে একটি লিডার তৈরির ট্রেনিং সেন্টার হওয়া উচিত, কারণ একটি কর্মক্ষেত্র শুধুমাত্র উৎপাদনেরই নয় বরং মানবসম্পদ উন্নয়নেরও কেন্দ্র। এখানে শ্রমিক ও কর্মীরা দৈনন্দিন কাজের মাধ্যমে সমস্যা সমাধান, দল পরিচালনা ও সিদ্ধান্ত গ্রহণের মতো গুরুত্বপূর্ণ দক্ষতা ও বাস্তব অভিজ্ঞতা অর্জন করে। যদি এই দক্ষতাগুলোকে পরিকল্পিতভাবে চর্চা ও উন্নয়নের সুযোগ দেওয়া হয়, তবে কর্মীরা শুধু শ্রমিক হয়ে থাকবেন না— তারা ভবিষ্যতের দক্ষ ম্যানেজার, উদ্যোক্তা ও সমাজের নেতৃত্বদানকারী ব্যক্তি হয়ে উঠবেন। নেতৃত্ব গড়ে তুলতে প্রশিক্ষণ, অনুপ্রেরণা ও দায়িত্ব দেওয়ার মতো উদ্যোগ গ্রহণ করলে একটি কারখানা শুধু পণ্য নয়, নেতৃত্বও উৎপাদন করবে।

কেন প্রতিটি কারখানা একে একটি লিডার তৈরির ট্রেনিং সেন্টার হওয়া উচিত:

১. বাস্তবমুখী অভিজ্ঞতা: কর্মীরা প্রতিদিন বাস্তব পরিস্থিতিতে কাজ করে, যা সমস্যা সমাধান, সিদ্ধান্ত গ্রহণ ও চাপ সামালানোর দক্ষতা গড়ে তোলে।
২. দল পরিচালনার সুযোগ: প্রোডাকশন টিম, সুপারভাইজার বা শিফট-ইনচার্জ হিসেবে কাজের মাধ্যমে কর্মীরা নেতৃত্বের প্রাথমিক অভিজ্ঞতা পায়।
৩. চর্চার মাধ্যমে দক্ষতা উন্নয়ন: রেগুলার প্রশিক্ষণ ও ওয়ার্কশপের মাধ্যমে কমিউনিকেশন, কনফ্লিক্ট ম্যানেজমেন্ট ও প্রজেক্ট ম্যানেজমেন্ট শেখা যায়।
৪. উদ্যোক্তা গড়ে তোলার সম্ভাবনা: নেতৃত্বের শিক্ষা একজন কর্মীকে ভবিষ্যতে নিজের উদ্যোগ শুরু করার সাহস ও প্রস্তুতি দেয়।
৫. দায়িত্ব ও আস্থার পরিবেশ তৈরি: দায়িত্ব অর্পণের মাধ্যমে কর্মীদের মধ্যে আত্মবিশ্বাস এবং মালিকানাবোধ গড়ে ওঠে।
৬. প্রতিষ্ঠানের লাভ: দক্ষ লিডার থাকলে টিম পরিচালনা সহজ হয়, উৎপাদনশীলতা বাড়ে ও কর্মপরিবেশ উন্নত হয়।

৭. সামাজিক প্রভাব: কারখানা থেকে তৈরি হওয়া এই লিডাররা পরিবার, সমাজ ও জাতির উন্নয়নে ভূমিকা রাখতে পারে।

৮. কর্মীদের সঙ্গে প্রতিষ্ঠানের বন্ধন দৃঢ় হয়: কর্মী উন্নয়নের প্রতি প্রতিষ্ঠানের দৃষ্টিভঙ্গি তাদেরকে আরও অনুপ্রাণিত ও অনুগত করে তোলে।

কর্মীদের লিডার হিসেবে গড়ে তুলতে ইন্ডাস্ট্রিগুলোর করণীয়:

৪. টাইম ম্যানেজমেন্ট ও প্রোডাক্টিভিটি ট্রেনিং: সময় বাঁচানো ও কাজের দক্ষতা বাড়ানোর কৌশল শেখানো।

৫. ইমোশনাল ইন্টেলিজেন্স ট্রেনিং: নিজের ও অন্যের আবেগ বোঝা ও তা পরিচালনার কৌশল শেখানো।

৬. প্রজেক্ট ম্যানেজমেন্ট বেসিকস: লক্ষ্য নির্ধারণ, পরিকল্পনা ও টাস্ক ট্র্যাকিং-এর ট্রেনিং।



১. কমিউনিকেশন স্কিল ট্রেনিং: স্পষ্টভাবে কথা বলা, শোনা এবং মত প্রকাশ করার দক্ষতা উন্নয়ন।

২. টিম ম্যানেজমেন্ট ও লিডারশিপ ট্রেনিং: কীভাবে দল পরিচালনা করতে হয়, কনফ্লিক্ট ম্যানেজ করতে হয় তা শেখানো।

৩. ডিসিশন মেকিং ও প্রবলেম সলভিং ট্রেনিং: জটিল পরিস্থিতিতে কার্যকর সিদ্ধান্ত নেওয়ার প্র্যাকটিক্যাল কৌশল।

৭. কাস্টমার রিলেশন ও সার্ভিস ট্রেনিং: লিডারদের মধ্যে গ্রাহকসেবা ও সম্পর্ক উন্নয়নের সচেতনতা তৈরি।

৮. কোচিং ও মেন্টরিং স্কিল ট্রেনিং: অন্যদের শেখানো ও উন্নতিতে সহায়ক ভূমিকা রাখতে শেখানো।

৯. এথিকস ও ভ্যালু বেইজড লিডারশিপ ট্রেনিং: সৎ, মানবিক ও নৈতিক নেতৃত্ব গড়ার চর্চা।

১০. ফাইন্যান্সিয়াল লিটারেসি ফর লিডারস:

মৌলিক আর্থিক ধারণা ও সিদ্ধান্ত নেওয়ার সক্ষমতা তৈরির জন্যেও প্রশিক্ষণ দেওয়া প্রয়োজন।

শুধুমাত্র দক্ষ নেতৃত্বই না, আমাদের ইন্ডাস্ট্রিগুলো দক্ষ কর্মীদের অভাবেও ভুগছে। আমাদের অ্যাডভান্সড মেশিনারিজ আছে কিন্তু সেসব মেশিন পরিচালনার মতো দক্ষ কর্মী নেই।

প্রযুক্তিগত উৎকর্ষের এই যুগে সুদক্ষ লোকবল গড়ে তোলার কোনোই বিকল্প নেই।

একদল সুদক্ষ কর্মী গড়ে তুলতে ইন্ডাস্ট্রিগুলো যেসব গুরুত্বপূর্ণ ট্রেনিং আয়োজন করতে পারে:

১. টেকনিক্যাল স্কিল ট্রেনিং: মেশিন অপারেশন, সফটওয়্যার ব্যবহার, টুলস হ্যান্ডলিং ইত্যাদি প্রযুক্তিগত দক্ষতা শেখানো।

২. স্কেফল্ডিং ও হেলথ ট্রেনিং: কাজের সময় নিরাপত্তা মানা, দুর্ঘটনা প্রতিরোধ, ফায়ার স্কেফল্ডিং ও ইমার্জেন্সি রেসপন্স।

৩. কোয়ালিটি কন্ট্রোল ও স্ট্যান্ডার্ড ট্রেনিং: উৎপাদনের গুণগত মান বজায় রাখার নিয়ম ও টেকনিক শেখানো।

৪. টাইম ম্যানেজমেন্ট ও ওয়ার্ক ডিসিপ্লিন: সময়ানুবর্তিতা, কাজের পরিকল্পনা ও সময়-সচেতনতা বৃদ্ধির জন্য প্রশিক্ষণ।

৫. টিমওয়ার্ক ও কমিউনিকেশন স্কিলস: সহকর্মীদের সঙ্গে সমন্বয়, সহযোগিতা এবং কার্যকর যোগাযোগ কৌশল শেখানো।

৬. প্রব্লেম সলভিং ও ক্রিটিকাল থিংকিং: সমস্যা চিহ্নিত করে দ্রুত সমাধান করার দক্ষতা উন্নয়ন।

৭. লিন ম্যানুফ্যাকচারিং ও ৫এস (5S): উৎপাদনে অপচয় হ্রাস ও কার্যকর পরিবেশ নিশ্চিত করার কৌশল।

৮. আইটি ও ডিজিটাল স্কিল ট্রেনিং: মৌলিক কম্পিউটার জ্ঞান, ERP সফটওয়্যার, ডেটা এন্ট্রি বা রিপোর্টিং টুলস শেখানো।

৯. সার্ভিস ও কাস্টমার হ্যান্ডলিং স্কিলস: ক্লায়েন্ট বা অভ্যন্তরীণ গ্রাহকের সাথে পেশাদার ব্যবহার শেখানো।

১০. আচরণ ও মনোভাব (Behavioral & Attitude) ট্রেনিং: দায়িত্ববোধ, পজিটিভ মাইন্ডসেট ও কর্মনিষ্ঠতা বৃদ্ধির প্রশিক্ষণ।



AKIJ BOARD REVOLUTIONIZING BOARD MANUFACTURING IN SOUTH ASIA

**MD. SHAHIN**

Executive, Sales
Akij Particle Board Mills Ltd.

Introduction

In the heart of Bangladesh's industrial landscape lies Akij Board, a subsidiary of the renowned AkijBashir Group and one of the largest and most advanced board manufacturing facilities in South Asia. Recently, I had the privilege of visiting the Akij Board factory in Trishal, Mymensingh, to witness firsthand how cutting-edge technology, sustainable practices and operational excellence come together to produce world-class boards. This visit offered a fascinating glimpse into the future of board manufacturing, where innovation meets environmental responsibility.

Factory Overview: A Marvel of Modern Engineering

The Akij Board factory, located in the Akij Economic Zone, is a sprawling facility equipped with state-of-the-art machinery. With a daily production capacity exceeding 1,000 cubic meters, it stands as one of the largest board manufacturing plants in South Asia. The factory's commitment to innovation, sustainability and safety is evident in every aspect of its operations, from raw material sourcing to final product delivery.

Manufacturing Process: Precision at Every Stage

The production process at Akij Board is a seamless blend of advanced technology and meticulous craftsmanship. Here's a step-by-step breakdown:

- 1. Raw Material Selection:** The factory primarily uses wood fibers, chips and sustainably sourced materials, including wood residues from sawmills



and agricultural waste. This approach minimizes environmental impact and promotes resource efficiency.

2. Processing & Refining: The raw materials undergo a rigorous refining process, where they are cleaned, chipped and dried to achieve the perfect consistency. High-quality resins and adhesives are added to ensure durability and strength.

3. Board Formation: The refined wood fibers are bonded with adhesives and pressed into boards using high-pressure

machines. The factory's advanced pressing technology ensures uniform density and strength, producing boards of exceptional quality.

4. Curing & Finishing: The boards are cured at controlled temperatures, sanded and cut into standard sizes. Some boards undergo additional treatments like lamination, veneering or polishing to enhance their aesthetic appeal and functionality.

5. Quality Control: Each board undergoes rigorous testing to meet international standards

before being sent to the market. Tests include moisture resistance, fire resistance and impact strength assessments, ensuring the highest quality and reliability.

Safety Technology: Protecting People and Assets

Akij Board prioritizes safety with cutting-edge technology and robust protocols to ensure a secure working environment. Key safety measures include:

- 1. GreCon Spark Extinguishing System:** This state-of-the-art system detects and extinguishes sparks instantly, preventing potential fire hazards during the production process.
- 2. 81 Fire Alarms:** A comprehensive fire detection network is installed throughout the facility, ensuring rapid response to any emergency.
- 3. Automated Safety Protocols:** Advanced sensors and automated shutdown systems are in place to prevent accidents and equipment damage.
- 4. Employee Training:** Regular safety drills and training programs are conducted to ensure all workers are well-prepared to handle emergencies.

Quality Control: Ensuring Excellence in Every Board

Quality is at the core of Akij Board's operations. The factory employs a multi-layered QC process to ensure every board meets international standards. Key QC measures include:

- 1. Raw Material Inspection:** All incoming materials are thoroughly checked for quality and consistency before being used in production.
- 2. In-Process Testing:** During production, boards are continuously monitored for thickness, density and strength using advanced digital systems.
- 3. Final Product Testing:** Each finished board undergoes rigorous testing, including:



- **Moisture Resistance:** Ensuring the boards can withstand humid environments.
- **Fire Resistance:** Testing for compliance with fire safety standards.
- **Impact Strength:** Assessing durability under stress and load.
- **Certifications:** Akij Board's products are certified by international standards organizations, ensuring they meet global quality benchmarks.

Technology & Innovation: The Backbone of Excellence

One of the most striking aspects of the Akij Board factory is its advanced technology. The facility is equipped with a Siempelkamp Generation 8 ContiRoll® press, which ensures precise board thickness, durability and uniformity. Automation and digital monitoring systems are integrated throughout the production line, reducing waste and enhancing efficiency. Additionally, Akij Board uses eco-friendly adhesives and resins, further solidifying its commitment to sustainability.

Product Range: Catering to Diverse Needs

Akij Board manufactures a diverse range of high-quality engineered boards, designed to meet international standards and cater to various applications in furniture, interior design and construction. Their product range includes:

1. Lumino Board

- **High Gloss Board:** Featuring a sleek, polished finish, ideal for modern interiors, kitchen cabinets and decorative wall panels.
- **HPL (High-Pressure Laminate) Board:** Highly durable and scratch-resistant, perfect for countertops, office furniture and decorative panels.
- **Glass Acrylic Board:** A premium board with a glass-like finish, enhancing aesthetics and durability.

- 2. Acrylic Board:** Provides a high-gloss, ultra-smooth surface for contemporary interior designs.

3. Melamine Board: Resistant to moisture, heat and stains, making it ideal for kitchen furniture and office desks.

4. Veneered Board: Combines the look of solid wood with cost-effectiveness and durability for premium furniture applications.

5. Medium Density Fiberboard (MDF) Board: A versatile engineered wood product used for furniture, cabinetry and wall paneling.

6. Plain Particle Board: Cost-effective boards made from compressed wood chips and resin, widely used in furniture manufacturing.

7. Lite Board: A lightweight variant of particle board, designed for applications requiring reduced weight without compromising strength.

8. Plywood: Constructed from multiple layers of thin wood veneers, making it ideal for furniture, flooring and structural applications.

9. ProEdge Board: Designed with enhanced edge protection, ensuring improved durability in high-traffic environments.

Each product is crafted to deliver superior performance, durability and aesthetic appeal, ensuring that Akij Board remains a leader in the South Asian board manufacturing industry.

Sustainability: A Commitment to a Greener Future

Sustainability is at the core of Akij Board's operations. The factory employs eco-friendly production practices, such as using recycled wood materials and reducing emissions. By promoting the use of low-emission adhesives and energy-efficient machinery, Akij Board is reducing its carbon footprint while providing a sustainable alternative to solid wood furniture. This commitment to green manufacturing not only helps conserve natural resources but also sets a benchmark for the industry.

My Impressions: A Glimpse into the Future

Visiting the Akij Board factory was an eye-opening experience. The level of automation, commitment to quality and sustainable practices left a lasting impression. The factory's role in shaping Bangladesh's board industry and its potential for future growth make it a key player in the market. The wide range of products, coupled with their high standards, reflects the company's dedication to meeting consumer needs with innovative and environmentally friendly solutions.

Conclusion: Building a Legacy of Excellence

Akij Board is more than just a manufacturer— it is a pioneer in the board industry. With its advanced technology, diverse product offerings and eco-friendly initiatives, the company is setting new standards for board manufacturing in Bangladesh and beyond. My visit reaffirmed the importance of adopting modern manufacturing techniques to meet growing market demands while ensuring environmental responsibility. This experience has given me a deeper appreciation for the industry and its potential to contribute to a greener, more efficient future. Akij Board is not just building products—it's building a legacy of innovation, quality and sustainability that will inspire generations to come.

INAUGURATION OF 'SELECTIONS' AT KISHOREGANJ



AkijBashir Group has recently expanded its reach with the launch of a new showroom of its brand emporium, 'Selections', in Kishoreganj. Guided by the motto, 'Select from the Best' — Selections was first introduced in October 2022, with the vision of offering customers a one-stop destination for all products under the AkijBashir Group umbrella.

Prior to this, six flagship showrooms were inaugurated at key locations across the country — Banani in Dhaka, Agrabad Access Road in Chittagong, Gazi Burhan Uddin Road and Pathantula in Sylhet, Shimultola in Savar and Keya Hall Road in Tangail. Since its inception, Selections has steadily earned the trust and attention of a wide customer base.

To carry forward this momentum, the latest showroom has been launched in Dubail More, near Gaital Bus Stand, Sadar Kishoreganj. The store showcases a wide-ranging collection of ceramic tiles, boards, doors, sanitaryware, bathware and

tableware, bringing all of AkijBashir Group's renowned brands under one roof.

The inauguration ceremony was graced by the presence of Mohammad Khourshed Alam, Chief Operating Officer of AkijBashir Group, who officially inaugurated the showroom by cutting the ribbon. Distinguished guests from the group were also in attendance, including Mohammed Ashraful Haque, General Manager of Sales at Akij Ceramics; Md. Shahriar Zaman, Head of Marketing; Bishwajit Paul, Head of Sales at Rosa; and Md. Hamidur Rahman, proprietor of HS Tiles and Sanitary Gallery.

During the event, Mr. Mohammad Khourshed Alam shared, "Our vision with 'Selections' has always been to bring the finest AkijBashir Group products under one roof, helping customers elevate their interiors. The Kishoreganj showroom is another step in that direction, offering a wide selection of premium tiles, sanitaryware, faucets, boards and doors — all curated for discerning buyers."

AKIJ CERAMICS BREAKS NATIONAL SALES RECORD

WITH OVER 2 CRORE SFT SALES IN MAY

Akij Ceramics, Bangladesh's No. 1 tiles brand, has achieved a historic milestone by surpassing 2 crore square feet (SFT) in sales for the month of May, setting a national sales record. This accomplishment marks the first time in Bangladesh that any tiles company has reached such a remarkable sales figure.

The success of Akij Ceramics is attributed to its continuous innovation, unwavering commitment to perfection and dedication to delivering stylish yet durable tiles. This record-breaking achievement reflects the brand's strong market presence and its ability to meet the evolving needs of consumers.

This outstanding success has been driven by the combined strength of Akij Ceramics and Aura. The milestone not only signifies volume but also symbolizes the growing trust of millions of Bangladeshi homes and businesses in the brand. Akij Ceramics' focus on advanced manufacturing processes, sustainable practices and design excellence continues to set it apart in the competitive landscape. With a robust distribution network and a passionate workforce, the brand is poised for even more impactful achievements ahead.

Akij Ceramics expresses heartfelt gratitude to its partners, suppliers and loyal customers who have contributed to this incredible success. The brand's commitment to excellence

AKIJ CERAMICS CELEBRATES

2 CRORE SFT

SALES RECORD IN A MONTH

FIRST EVER IN BANGLADESH'S TILES INDUSTRY



remains steadfast and this milestone will serve as further inspiration to continue offering the highest quality products to ensure complete consumer satisfaction.

This achievement sets the stage for even greater endeavors as Akij Ceramics strives to maintain its leadership in the tiles industry, creating seamless experiences and offering perfect products for every home.



AKIJ DOOR CELEBRATES **RECORD-BREAKING 10,000+ UNITS SOLD** IN MAY 2025

Akij Door, a distinguished brand under the AkijBashir Group, has achieved an unprecedented milestone by selling over 10,000 units in May 2025, marking a record-breaking month for the company. This remarkable accomplishment reflects the collective dedication and efficiency of the Akij Door team, whose commitment to excellence has solidified the brand's position as a leader in Bangladesh's door manufacturing industry. The achievement underscores the trust customers place in Akij Door's superior products and reliable service.



Renowned for its diverse product range, Akij Door offers high-quality options including Wood Veneered, PU Lacquered, HPL/Formica Laminated, Glass Punched, Solid Wooden and Louver Doors. Utilizing advanced European technology and automated seasoning systems, the company ensures durability, stability and termite resistance in every product. Crafted in a state-of-the-art facility with eco-friendly practices and premium raw materials, Akij Door provides customized solutions that meet varied customer needs, supported by a robust nationwide distribution network.

This milestone of surpassing 10,000 units sold in a single month highlights Akij Door's unwavering focus on quality and customer satisfaction. The brand's ability to deliver sustainable, stylish and durable doors has earned it widespread acclaim. As Akij Door celebrates this achievement, it remains committed to innovation and excellence, poised to continue setting industry standards and meeting the evolving demands of customers across Bangladesh.



AKIJ TABLEWARE ACHIEVES **RECORD-BREAKING REVENUE** IN MAY 2025



Akij Tableware has reached a remarkable milestone by recording its **highest-ever monthly revenue in May 2025**, setting a new benchmark in Bangladesh's ceramics industry. This record achievement highlights the brand's rapid rise and unwavering commitment to excellence in both local and international markets.

The revenue was driven by strong performance across three major segments— export, local trade and corporate sales. Export sales saw a significant boost during the Christmas season, capitalizing on heightened demand across over 15 international destinations, including regions in Europe, Latin America, Africa, the Middle East, Central Asia and Asia. Local trade surged with the successful introduction of new product lines such as soup sets, jug sets and other dining essentials, while the corporate segment benefited from strong relationships with major multinational companies, built on trust, service and consistent quality.

In total, a record volume of pieces were sold in May alone— that reflects Akij Tableware's exceptional production capabilities. The brand's state-of-the-art manufacturing facility played a pivotal role in meeting this demand efficiently and consistently.

In just one year since its inception, Akij Tableware has emerged as the market leader in Bangladesh's premium tableware segment and was recently honored with the prestigious Gold Export Medal, further solidifying its reputation as a fast-growing global brand.

As Akij Tableware continues to grow, it proudly stands by its motto— '**Bring Out the Best**'. This achievement is a reflection of the brand's drive to deliver the best in design, quality and innovation for every table, at home and abroad. With every milestone, Akij Tableware reaffirms its commitment to excellence and its passion for making Bangladeshi craftsmanship shine on the global stage.

ROSA SANITARYWARE CELEBRATES **EVER-HIGHEST SALES ACHIEVEMENT**



ROSA Sanitaryware, a leading player in the sanitaryware market of Bangladesh, has proudly announced a groundbreaking achievement: the sale of 140,000 pieces in May 2025. This remarkable achievement not only signifies a historic milestone for the brand but also establishes remarkable progress within the sanitaryware industry.

This extraordinary success is a reflection of ROSA Sanitaryware's dedication to delivering exceptional quality, innovative designs and outstanding customer service. The brand has rapidly earned the trust of consumers through its elegant and durable sanitaryware products, which enhance the bathroom, living room and dining room experience in both residential and commercial settings.

The impressive sales figures highlight ROSA Sanitaryware's growing influence in the market and the rising demand for premium, locally produced sanitaryware. The brand's success is further bolstered by its state-of-the-art manufacturing processes, commitment to sustainability and a quality & design-focused approach that sets it apart from competitors.

At the heart of this achievement is a passionate and skilled workforce, a well-established dealer network and the unwavering support from retailers and loyal customers. The collaborative efforts between ROSA Sanitaryware and its partners have been crucial in reaching this significant milestone.

This landmark achievement positions ROSA Sanitaryware for even greater success in the future, as it continues to redefine modern sanitary solutions, offering products that seamlessly blend functionality, elegance and futuristic craftsmanship.

AKIJ CERAMICS LAUNCHES A NEW **EXCLUSIVE SHOWROOM** AT BANGLAMOTOR, DHAKA



Akij Ceramics, the leading name in Bangladesh's ceramic tile industry, has further expanded its horizon with the inauguration of a brand-new exclusive showroom in Banglamotor, Dhaka — one of the most prominent hubs for the country's tile and sanitaryware market.

Renowned for its excellence, Akij Ceramics has been honored with the Best Brand Award and Superbrands Award for six consecutive years. The brand continues to set new industry standards through its commitment to innovation, superior quality and its enduring Promise of Perfection.

The newly launched business associate showroom, N. Alam Ceramic Centre at 2/1 Poribagh Road, Banglamotor, Dhaka. The inauguration ceremony was held on Thursday, April 17, 2025, celebrating yet another milestone in the brand's journey of growth and service excellence.

The showroom is thoughtfully designed to deliver an immersive and premium customer experience. It features a wide array of Akij Ceramics' latest tile collections in various sizes and styles, presented through modern furniture and innovative display tools to elevate the overall shopping experience.

With over 130 state-of-the-art showrooms across Bangladesh — including both company-owned and business associate outlets — Akij Ceramics stands as the country's largest tile manufacturer and distributor. The opening of the Banglamotor showroom reaffirms the brand's dedication to bringing perfection, elegance and outstanding service to its valued customers nationwide.

AKIJ CERAMICS OPENS **NEW SHOWROOM** IN MOULVIBAZAR



Akij Ceramics, a leading Bangladeshi ceramic tiles brand, opened its new exclusive showroom, 'Bismillah Tiles & Sanitary', in Moulvibazar, Sylhet, on May 4, 2025. The launch strengthens Akij Ceramics' presence in the growing ceramic tile market, bringing its award-winning products closer to customers.

The event was graced by Mohammad Kourshed Alam, COO of AkijBashir Group and Mohammed Ashraf Haque, GM (Sales) of Akij Ceramics, alongside local dignitaries. With over 130 showrooms nationwide, Akij Ceramics continues to lead the industry, delivering quality and innovation.

AURA UNVEILS **PREMIUM SHOWROOM** IN COMILLA

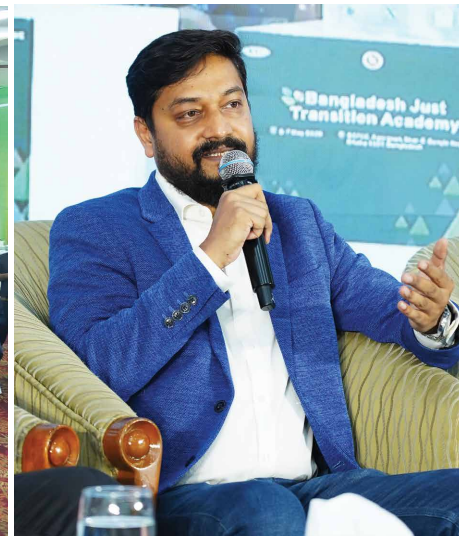


Aura, a premium ceramic tiles sub-brand of Akij Ceramics, opened its new exclusive showroom, 'Bhuiyan Tiles & Sanitary', in Paduar Bazar Bishwa Road, Comilla, on May 17, 2025. The showroom offers a stylish display of Aura's elegant tile designs, reinforcing the brand's commitment to quality and excellence.

The launch was attended by Mohammed Ashraful Haque, GM (Sales) of Akij Ceramics, Bishwajit Paul, Head of Sales (ROSA) and local dignitaries. This expansion strengthens Aura's presence, bringing premium tiles and superior service to customers across Bangladesh.

AKIJBASHIR AT THE BANGLADESH JUST TRANSITION ACADEMY 2025

SHAPING A SUSTAINABLE FUTURE FOR ALL



Our Group Head of Marketing, Md Shahriar Zaman, recently represented AkijBashir as a distinguished panelist at the Bangladesh Just Transition Academy 2025, held in BCFCC, Dhaka, on May 6-7. The event, organized by the ILO, FAO, Laudes Foundation and Thomson Reuters Foundation, brought together policymakers, business leaders, development partners and youth activists to explore how Bangladesh can navigate the path to a greener, fairer economy.

Speaking on the panel titled 'Embracing Sustainability: How Businesses Can Lead Just Transitions', Mr. Zaman shared AkijBashir's proactive role in driving climate action, technological innovation and inclusive employment. He highlighted groundbreaking initiatives like innovation on the jute retting genome in collaboration with Dhaka University Microbiology Department and our group-wide efforts to reduce carbon emissions, adopting renewable energy, reducing deforestation and empowering underserved communities through initiatives like 'Samantaral'.



Our participation in this national platform reflects AkijBashir's deep commitment to sustainability, not as a buzzword, but as a business imperative. As a diversified conglomerate, we believe it's our responsibility to lead by example— creating green business opportunities, decent jobs and a future where economic growth and environmental care go hand in hand.

AKIJ BOARD POWERS **GENERAL'S GAMBIT 1.0** SPONSORING UNITY AND EXCELLENCE IN **BUP FUTSAL**



Akij Board is proud to sponsor General's Gambit 1.0, an intra-department futsal tournament held in May 2025 by the Department of Business Administration-General, Bangladesh University of Professionals (BUP). This vibrant event united students and alumni in high-energy matches, showcasing sportsmanship and teamwork.

General's Gambit 1.0 fostered camaraderie and wellness, strengthening bonds across batches through friendly competition. Our sponsorship ensured a seamless, impactful event, reflecting our commitment to community and excellence through strategic partnerships.



GLASS INDUSTRY GROWTH AND EXPORT POTENTIAL



হাতিমাস জামদগ্নি এবং
কায় রক্ষতলিণি এক
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ও বহুবিধ গুণবাহু হইবে
পুণ্ড্রাধারকঃ

আমলে আরও অনেক
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BUDGET 2025-26 SUPPLEMENT OF
THE DAILY BONIK BARTA

CHALLENGES AND OPPORTUNITIES

IN THE TILES INDUSTRY

সিদ্দিয়ামি খাত

১৯৬৯ সালে তৎকালীন পূর্ব পাকিস্তান মন্ত্রণালয় কর্তৃক প্রকাশিত প্রথম সংস্করণে প্রকাশিত হওয়া উল্লেখযোগ্য প্রতিষ্ঠান মন্ত্রণালয় ও দেশে স্বাধীনভাবে প্রকাশিত প্রথম গ্রন্থ। এর 'কাল্পনিক আত্মজীবনী' প্রকাশিত হয় ১৯৬৯ সালে প্রতিষ্ঠানই যার প্রকাশিত প্রথম গ্রন্থ। প্রকাশিত হয় ১৯৬৯ সালে প্রকাশিত প্রথম গ্রন্থ। প্রকাশিত হয় ১৯৬৯ সালে প্রকাশিত প্রথম গ্রন্থ।

১৬

বানিশ-বাঈ

মুম্বাই, লর্ডেন, কল, ২০২৫ সাল ১১, ২০২৫

১৯৬৯ সালে তৎকালীন পূর্ব পাকিস্তান মন্ত্রণালয় কর্তৃক প্রকাশিত প্রথম সংস্করণে প্রকাশিত হওয়া উল্লেখযোগ্য প্রতিষ্ঠান মন্ত্রণালয় ও দেশে স্বাধীনভাবে প্রকাশিত প্রথম গ্রন্থ। এর 'কাল্পনিক আত্মজীবনী' প্রকাশিত হয় ১৯৬৯ সালে প্রতিষ্ঠানই যার প্রকাশিত প্রথম গ্রন্থ। প্রকাশিত হয় ১৯৬৯ সালে প্রকাশিত প্রথম গ্রন্থ। প্রকাশিত হয় ১৯৬৯ সালে প্রকাশিত প্রথম গ্রন্থ।

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In a recent interview with Bonik Barta's special supplement for the upcoming national budget 2025–26, Mohammed Ashraful Haque, General Manager of Akij Ceramics Ltd., shared valuable insights on the current state and future of Bangladesh's tiles industry.

He highlighted key challenges, including high production costs due to 70–80% dependency on imported raw materials, machinery and foreign technical expertise. This makes it difficult to compete with global giants like China and India. However, growing interest from European buyers signals strong export potential, provided the government reinstates the previously reduced 10% export incentive.

Mr. Haque emphasized AkijBashir's commitment to local capacity building, noting that 70% of their technical workforce is now local, thanks to partnerships with universities and regular training programs, with a goal to reach full localization soon. He also pointed out the urgent need for uninterrupted gas supply, as fuel disruptions affect both production continuity and product quality.

Despite the challenges, Bangladesh's tiles market— valued at over BDT 6,500 crore— is 85% served by local manufacturers, with AkijBashir leading the way. With over BDT 12,000 crore invested and 52,000 direct jobs created, the industry is poised for growth.

AkijBashir continues to drive innovation with offerings like large-format 40x80 cm wall tiles, unique in the market, aiming to lead both locally and globally with cutting-edge design and technology.

Media: The Daily Bonik Barta
Published on: April 24, 2025



BUDGET 2025-26 SUPPLEMENT OF
THE DAILY BONIK BARTA

FAUCET INDUSTRY GROWTH & POLICY PRIORITIES

Palash Chandra Das, Head of Sales at Akij Bathware, was recently featured in Bonik Barta's special supplement for the upcoming national budget 2025-26, where he shared insights on the rapid growth of Bangladesh's faucet industry and the policy support needed to enhance its global competitiveness.

Mr. Das noted that rising urbanization and improved living standards are fueling demand for modern, high-quality faucets. While competition with international brands continues, local manufacturers like AkijBashir's Rosa Faucet have gained traction by focusing on innovative designs and superior quality since 2023.

For the upcoming budget, he recommended duty exemptions on key raw materials like brass, tax relief for local producers and higher import duties on low-grade foreign faucets. He also proposed prioritizing local brands in government projects and establishing a dedicated industrial zone with sustainable practices, highlighting AkijBashir's water purification initiatives as a model.

With strong export potential in the Middle East, Africa, Europe and Asia, and quality that often outperforms Chinese products, Mr. Das emphasized the need for export-friendly policies. The faucet industry currently supports over 100,000 jobs across 1,000+ factories and holds immense promise as a key SME sector.

Media: The Daily Bonik Barta
Published on: April 24, 2025



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বনিংক-ব্রাডা

গণপ্রজাতন্ত্রী বাংলাদেশ

বাজেট
প্রকাশনা

২০২৫-২৬

বাংলায় বাজেট
উদ্বোধনের পরোক্ষ পক্ষে
বিশেষ সংস্করণ

গ্রাস খাত

ফসেট পণ্যের জন্য একটা শিল্পাঞ্চল গড়ে তোলা অত্যন্ত জরুরি

পলাশ চন্দ্র দাস

হেড অফ সেলস, আকিজ বথওয়ার সলিউশন

বিশেষ করে অধ্যাপনা, অফিস, ইউরোপ ও এশিয়ার দেশগুলোয়। এ মুহুর্তে চীন পৃথিবীর বিভিন্ন দেশে আমেরা আসলে বাণেশ্য করছে। আমরা অনেক কোম্পানী দেখা যায় যে এদের থেকে আমাদের দেশে অনেক ভালো মানের ফসেট ট্যাবিট হচ্ছে। সেই সঙ্গে পৃথিবীর বিভিন্ন দেশে প্রসিদ্ধিমান, উৎপাদন খরচ, পরিবেশ, সুরক্ষার, বিভিন্ন নির্দেশনামুতের কারণে উন্নত দেশগুলোয় ফসেট উৎপাদন অনেক ব্যয়বহুল। এ বিষয়গুলো আমরা কোন ভাবে আমরা আমাদের পণ্যের প্রতিযোগিতামূলক নাম, রকমনিমিত্তক নীতিমালা ও ওপারত মান বজায় রাখতে পারি, তাহলে উল্লেখ্যে এটি একটি বড় রফতানি পাঠে পরিণত হতে পারে।

দেশের অর্থনীতিতে এ খাতের অবদান কতটুকু?
বর্তমানে ফসেট শিল্পের সঙ্গে জড়িত আছে হোটেল-বর, রাস্তার বেশি কারখানা, খেতান কারখানা ও পল্লীমুখ্যের লক্ষাধিক মানুষ নিয়োজিত। উৎপাদন, বিপণন, বিতরণ ও রপ্তানাবেশপণ-সহ বিভিন্ন এটি একটি বড় কর্মসংস্থানের ক্ষেত্র হয়ে উঠেছে। অর্থনীতিতে এটি এসএমই খাতের একটি গুরুত্বপূর্ণ অংশ, যা জাতীয় প্রকৃতির অবদান রাখছে। আমাদের আকিরবিশ্বের রোনা ফসেট কোম্পানিতে এ মুহুর্তে ৩০০-এর অধিক কর্মসংস্থানের ব্যবস্থা আছে এবং অনুসন্ধানমুখে এটি আরো বাড়বে। গণগণশি আমাদের কোম্পানি পরিবেশের জায়গায় টিক রাখার জন্য অনেক নিবেদন করেছে। ফসেটের যে উল্লেখ্যেট্রেডের কথা হয়, সেখানে অনেক খেতিয়ালয় রয়েছে। তাই, যা পরিবেশের জন্য জরুরি অধিকার। যে জরুরি হাত থেকে পরিবেশকে রক্ষার জন্য আমাদের আর্থনিক পলি পরিবেশের রাশী রেখে; ফলে আমাদের ফার্মের থেকে যে পলি আমরা নিবেদন করি, তাতে কোনো আর্থনিক উপদান থাকে না।

ফসেট শিল্পের উন্নয়নে সুনির্দিষ্ট কোনো নীতি সহায়তা প্রয়োজন বলে মনে করেন?
হ্যাঁ, আমাদের উদ্যোগের উন্নতিত জন্য সরকারের ব্যবসায়িক নীতিমালা, সহযোগিতা অত্রক কর্তৃক। সরকারি প্রদেয়মা, গরু, সুবিধা, সহনীয় হাতী হার ইত্যাদি শিল্পের উন্নতিত জন্য জরুরি। আমরা দেশের, দেশের শিল্প নীতি অনুযায়ী বিভিন্ন সরকার ও সরকারি পলিমালা অনুযায়ী শিল্পের জরুরি পৃথিবীমালা বুনান করিয়ে। আমাদের দেশে ফসেট শিল্প খুবখার শিল্প হিসেবে এসএমইর অন্তর্ভুক্ত। এসএমই শিল্পকে বিশেষ রপ্তানি নিয়ে ব্যবসায়ন করাই চীন জাত পৃথিবীতে এসএমইর রাবনা করে আছে। তাই এ শিল্পে নির্দিষ্ট শিল্পনীতি অত্রকই প্রয়োজন, যা ফসেটের গ্যারান্টি হারওয়ার শিল্পকে বর্মকিতভাবে এগিয়ে নিয়ে যেতে পারে।

বিশেষ করে রফ প্রমুখিত পত্রের জন্য প্রশিক্ষণ কেন্দ্র, গবেষণা ও উন্নয়ন, প্রযুক্তি রক্ষা, রফতানি প্রদেয়মা ও যান নিরুপণ সংস্থা কর্তৃক সুবিধা নিশ্চিত করা জরুরি, যা আর্থনিকভাবে বাজারে প্রতিযোগিতা সমর্থক নিশ্চিত করতে পারতে হবে। সেই সঙ্গে এ পণ্যের জন্য একটি শিল্পাঞ্চল গড়ে তোলা অত্রক জরুরি, যা আমাদের পরিবেশের জায়গায় টিক রাখার জন্য বড়ই গুরুত্বপূর্ণ ভূমিকা পালন করবে।

সুপার রফতানিতে আমাদের সম্ভাবনা কেমন?
বাংলাদেশী ফসেট পণ্য রফতানির সম্ভাবনা যথেষ্ট রয়েছে,

EXCLUSIVE INTERVIEW WITH
MR. MOHAMMAD KHOURSHED ALAM
COO, AKIJBASHIR GROUP

BUILDING THE FUTURE OF SMART KITCHENS – MADE IN BANGLADESH BY AKIJBASHIR

In a recent interview, Mr. Mohammad Khoureshed Alam, Chief Operating Officer (COO) at AkijBashir Group, shared how the company is transforming the smart kitchen landscape in Bangladesh through innovation, design and local manufacturing.

He revealed that AkijBashir is now producing nearly all essential kitchen components— from anti-skid tiles and high-performance boards to premium faucets and kitchen electronics— under one umbrella. A standout innovation is the upcoming Super Rocker tile series, which allows textured designs without surface punching, made possible by their state-of-the-art production line.

Speaking about boards, Mr. Alam highlighted AkijBashir's leadership in UV high-gloss, super-matte, acrylic and other surface finishes, noting their durability and visual appeal for modern kitchens. He emphasized that high-gloss boards are particularly suited for kitchen cabinets due to their superior chemical resistance and long-lasting appearance.

Under the Rosa brand, AkijBashir has introduced globally competitive faucets, geysers, gas stoves and soon, kitchen hoods— all developed to meet world-class standards at a more accessible price point. “Our faucet factory has impressed even international suppliers,” Mr. Alam shared.

He also discussed their growing role in glass production, including Bangladesh's most transparent Fort Glass, reflective glass and the country's only copper-free mirror. The company plans to enter solar and refrigerator glass manufacturing in the near future.

Mr. Alam concluded by stating that with in-house innovation and global ambitions, AkijBashir Group is proudly building the future of smart living— locally and sustainably.

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THE EDGE PROJECT

The EDGE Project, funded by the World Bank under the supervision of the Government of Bangladesh, is a transformative initiative to foster an environment for digital operations and a dynamic digital economy. Rooted in the vision of progress and self-reliance, it seeks to develop a future-ready workforce for the Fourth Industrial Revolution, to drive innovation and research-led growth in the ICT sector and accelerate national development, ensuring cybersecurity, scalable cloud services and inclusive digital literacy for a resilient and prosperous Bangladesh.

Under the EDGE Project, the Hire and Train (HAT) initiative is designed to bridge the gap between academic education and industry requirements by equipping fresh graduates and employees with minimal job experience with the required skills, knowledge and abilities needed for the smart workplace. In collaboration with the ICT Division, Bangladesh Computer Council, the EDGE, Center for PMIS of University of Dhaka, funded by the World Bank, 60 nominated employees of AkijBashir Group, separated in three different batches, were honored with the opportunity to receive specialized training on 'Customization and Development of ERP Software,' marking a significant step toward building industry-ready digital capabilities.

The training program officially commenced with an orientation on April 16, 2025, in the presence of the honourable Deputy Project Director of the EDGE project, BCC and ICT Division, Mr. Mohammed Mohidur Rahman Khan and other external guests at AkijBashir Group Corporate Office. The participants' curiosity and enthusiasm were further elevated by the inspiring and empowering speeches delivered by Ms. Dilruba Sharmin Khan,



Group HR Director and Mr. Shakil Alam, Deputy General Manager of the IT Department, of AkijBashir Group.

Enterprise Resource Planning (ERP) plays a vital role in streamlining business processes for AkijBashir Group, a diversified conglomerate known for its innovation and operational excellence. By implementing and customizing ERP systems, AkijBashir Group aims to enhance data-driven decision-making, improve workflow integration and ensure real-time visibility across supply chains, finance, production and customer service. Four distinctive modules, e.g.,

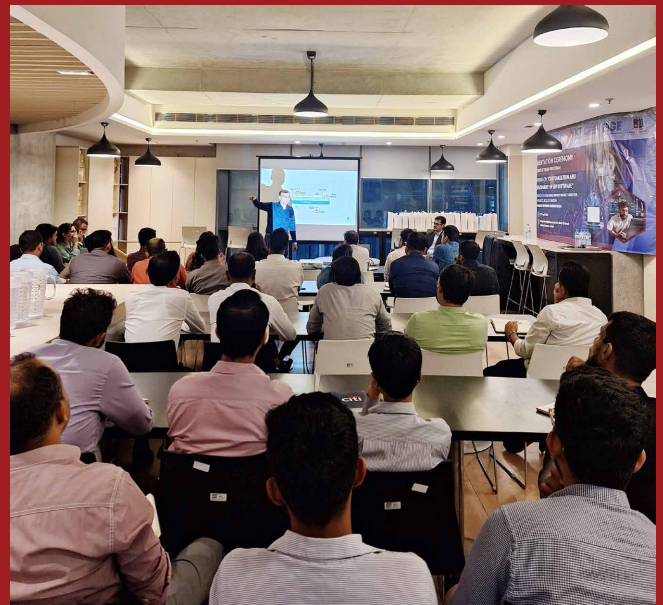
Learning Management System, Employee Engagement and Recognition, Project Management Software (PMS) and Smart Branding Management, will be developed and customized under the existing ERP system of AkijBashir Group to enhance operational efficiency and employee engagement. The AkijBashir Group's commitment to ERP training and development underscores its forward-thinking approach to digital transformation and its readiness to embrace the Fourth Industrial Revolution through technological innovation and human resource development.



TRAINING ON LETTER OF CREDIT (IMPORT) BY STANDARD CHARTERED BANK

As part of Standard Chartered Bank's Service Excellence Initiatives for 2025, AkijBashir Group was honored to be selected from their esteemed client portfolio to participate in the Client Training and Awareness Roadshow. On 20th May, 2025, Standard Chartered Trade Institute, Bangladesh, hosted a training at AkijBashir Group Corporate Office to strengthen the nominated 34 participants in trade fundamentals and banking operations, enabling our employees to effectively navigate LC-based complex and highly disruptive transactions for import. Their awareness roadshow aimed to build the confidence and competence needed to drive strategic value for the global trade operations of the AkijBashir Group.

The distinguished trainers of the training program included Mr. M. Asif Chowdhury, Director of Trade Operations, along with three esteemed Associate Directors of Trade Operations, Mr. MD. Al Imran, Mr. Sheikh Farid and Ms. Rehnuma Khan jointly conducted an engaging and insightful session marked by enthusiasm and interactivity. The training comprehensively addressed critical topics— including the mechanism of Letters of Credit as a trade payment instrument, the concept of open accounts, risks associated with transferable LCs and key challenges within the Import Policy 2021–2024— ultimately enabling participants to demonstrate a clear understanding of import and export principles, accurately interpret and prepare essential trade documentation, apply relevant regulatory frameworks and implement effective risk mitigation strategies in cross-border transactions.



Additionally, participants were formally acknowledged with certificates of appreciation and presented with a curated gift hamper, courtesy of the Standard Chartered Trade Institute. Hence, this interactive and insightful knowledge-sharing session, grounded in practical realities, effectively addressed the informational needs of employees engaged in import-related activities.



HARMONY & GROWTH

ELEVATING HR AND ADMIN THROUGH

TEAM BONDING

A well-structured Corporate HR and Admin Team plays a pivotal role in driving business success by fostering a productive, compliant and employee-centric workplace. The HR function is instrumental in managing the entire employee lifecycle— from talent acquisition and performance evaluation to employee engagement, compensation and professional development. Meanwhile, the Admin team ensures the smooth operation of the organization through effective office management, logistical support and infrastructure maintenance.

For both teams, strong interdepartmental collaboration is key. To transform the Corporate HR and Admin Teams into a dynamic and cohesive force within AkijBashir Group, a comprehensive team bonding workshop was organized under the leadership and supervision of Ms. Dilruba Sharmin Khan, Director of Group HR and Mr. Md. Ashibur Rahman, Deputy General Manager of the Admin Department. The workshop took place on 18 April 2025 at Hotel Graver Inn International, Kuakata and was designed to foster stronger collaboration, mutual understanding and team spirit among the 22 participants.

The workshop was structured into six distinct segments, each aimed at enhancing communication and interpersonal connections within the teams. In the first segment, participants were presented with six renowned quotations, each carrying deep philosophical and motivational value. Each participant selected the quote that resonated most closely with their personality and shared their interpretations. This reflective exercise encouraged critical thinking and self-awareness, while also offering insight into each individual's values and perspectives.

In the second segment, participants were invited to share their hidden talents or memorable personal experiences with the group. This segment created an inclusive and supportive atmosphere, allowing team members to connect



on a more personal level and gain a deeper understanding of one another beyond their professional roles.

The third segment featured a creative and intellectually stimulating task designed to encourage collaboration, critical thinking and brand alignment. Divided into three groups, each team was given 30 minutes and a stack of newspapers to create a visual representation that best embodied the essence and values of AkijBashir Group. The Orange team showcased multiple symbolic models— including a Vespa, a ship, a cup with a saucer and a helicopter— highlighting the Group's visionary leadership, logistics strength, elegant tableware and aviation ventures. The Green team built a pyramid, symbolizing the Group's commitment to quality and its award-winning legacy.

The Pink team crafted a watch, reflecting the brand's tagline, 'Beyond Tomorrow,' and its future-focused vision. Each group demonstrated remarkable ingenuity and teamwork.

The fourth segment focused on a case study exercise aimed at reinforcing strategic thinking and the practical application of managerial concepts. Three participants from the Managerial Excellence Training Program— Md. Younis Mamun, M. G. Masud Rana, and Nur A Alam were selected



as group leaders for the three respective teams. Each team was assigned a unique case study, all designed with a common solution framework. Participants were tasked with collaboratively analyzing their scenarios and conducting a comprehensive SWOT analysis, identifying strengths, weaknesses, opportunities and threats by applying key lessons from the Managerial Excellence Training Program.

The fifth segment explored the intellectual depth and human values of the participants through a philosophical orientation questionnaire. Participants were presented with a series of thought-provoking statements and asked to select the one that best aligned with their personal beliefs, followed by ranking the remaining options in order of preference. This reflective exercise offered insights into individual value systems, ethical perspectives and decision-making tendencies.

The sixth segment focused on promoting self-care and stress management. Participants were encouraged to share their personal routines and practices that contribute to mental wellbeing and resilience. This session emphasized the importance of maintaining a healthy work-life balance, managing stress effectively and prioritizing self-care as a vital component of sustained professional performance and personal growth.

Beyond the formal sessions, the Kuakata trip provided a refreshing escape, fostering relaxation and informal bonding among participants. The scenic beauty of the sea beach enhanced team camaraderie in a relaxed setting. This blend of focused learning and rejuvenation created a well-rounded experience, leaving participants inspired, energized and united in purpose.

The synergy between HR and Admin plays a vital role in streamlining operations, addressing challenges efficiently and maintaining a cohesive work environment. At AkijBashir Group, their collaboration across all clusters drives strategic objectives, strengthens operational excellence and supports sustained growth in a dynamic business landscape.



CORPORATE TIE-UP WITH **EVERCARE HOSPITAL, DHAKA**

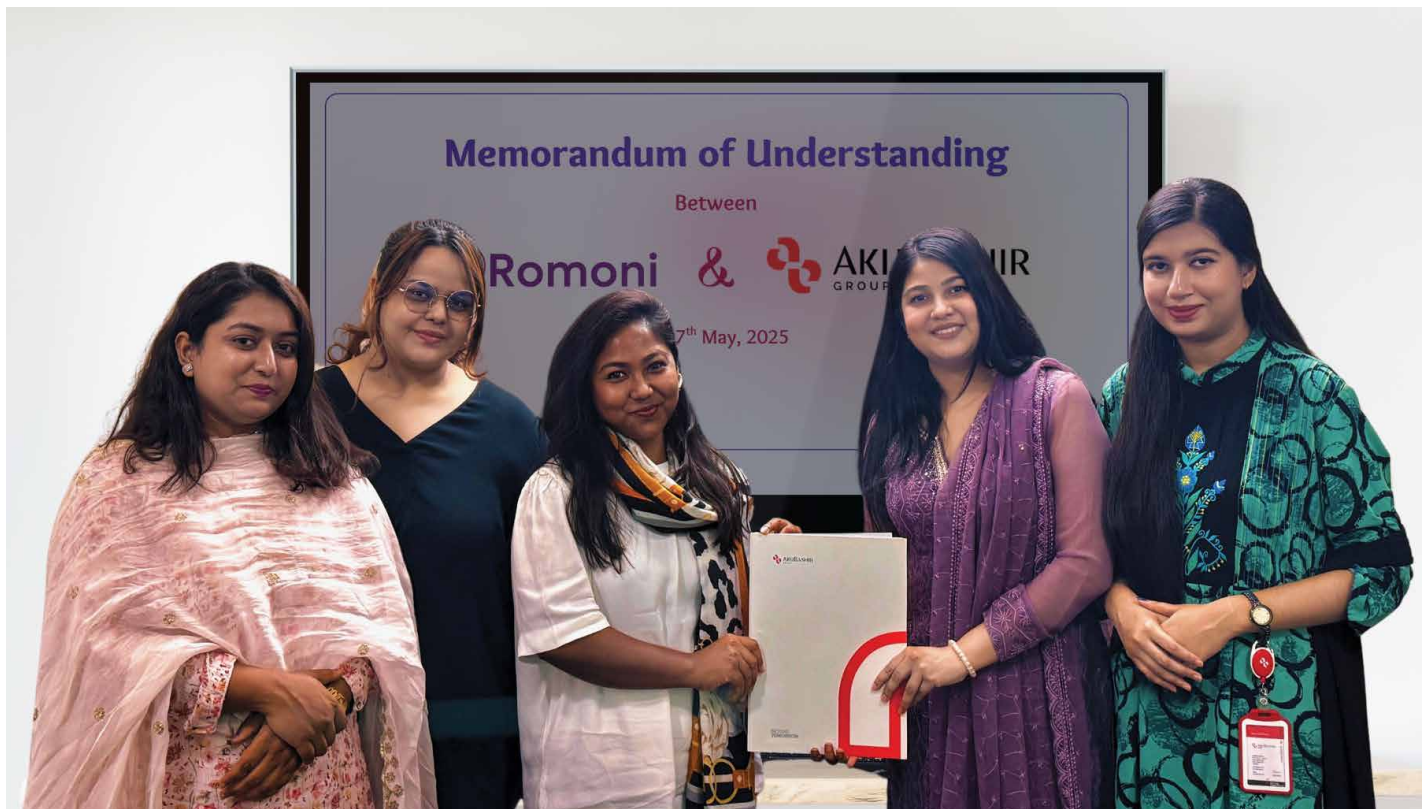


At AkijBashir Group, we believe that access to quality healthcare is fundamental to unlocking human potential and fostering long-term business success. In line with this commitment, we are pleased to announce a new employee wellbeing collaboration with Evercare Hospital Dhaka, a leading healthcare provider renowned for its comprehensive wellbeing initiatives.

Through this partnership, AkijBashir Group employees will gain streamlined access to Evercare's medical services and wellness programs. The collaboration includes exclusive benefits such as discounts on laboratory and radiology investigations, operating theatre charges, nursing service fees, room service charges, physiotherapy and more.

Together, AkijBashir Group and Evercare Hospital Dhaka aim to set a new standard for employee wellbeing in Bangladesh, ensuring that healthcare is not only accessible but also navigable, personalized and empowering.

CORPORATE TIE-UP WITH **ROMONI SERVICES LTD.**



On May 27, 2025, AkijBashir Group signed a Memorandum of Understanding (MoU) with Romoni Services Ltd., a leading salon-at-home platform renowned for delivering exceptional beauty and wellness services to women across Bangladesh. This initiative aims to create meaningful opportunities for our female employees to prioritize self-care and wellbeing, without compromising their professional aspirations.

We believe that grooming, self-care and holistic wellness are not merely personal pursuits but integral to being one's best self at work. When women feel confident and cared for, their impact in the workplace is even more powerful.

This partnership goes beyond services; it is a shared promise to put people first, especially the women who play a pivotal role in driving AkijBashir Group's growth and success as well.

AWARENESS SESSION ON **MINDFUL EATING & MENTAL WELLBEING**

In the hustle and bustle of our daily lives, eating often becomes a rushed routine, something employees consume on autopilot between meetings and to-do lists. On 29 May 2025, at the Corporate Office, AkijBashir Group organized an exclusive Awareness Session on 'Mindful Eating and Mental Wellbeing,' a unique opportunity to experience how thoughtful and nourishing food choices can enhance mental clarity, emotional resilience and overall workplace performance.

We had the honor of having Ms. Zeenat Laila Bani, Assistant Chief Dietitian and Head of the Dietetics Department at Bangladesh Specialized Hospital Ltd., as our distinguished speaker, who shared practical insights and evidence-based strategies that employees can readily apply to their daily lives. Mindful eating practices fuel the body with energy and enhance mental focus, mood stability and immune function. In today's demanding professional landscape, AkijBashir Group remains committed to fostering employee wellbeing by acknowledging the critical role of mindful eating in cultivating a healthier, more resilient and productive workforce.



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



AKIJ BASHIR
GROUP

Road 21, Block-B, 53 Kemal Atatürk Ave, Dhaka 1213