



Beams

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Brodil HFA with state-of-the-art technology

ACI introduces Brodil HFA Inhalation Aerosol, a technologically advanced Salbutamol inhaler, for on demand use in asthma & COPD. Due to the incorporation of state-of-the-art technology, Brodil HFA is devoid of Cold Freon effect and ensures zero environment degradation.



► Innovative campaign takes vanish to a new height

An innovative advertisement campaign for Vanish was carried out this September. The campaign was titled 'Vanish Rashifol'. It was a hit campaign that drew the attention of the retailers and created a lot of enthusiasm among the consumers. This interesting campaign was constantly backed up by coordinated efforts of the sales, marketing, production and distribution teams. As a result, a record breaking six figure sales was achieved for the first time in history of Vanish. We hope to continue reaching such new heights by achieving an enviable chunk of share in the Toilet Cleaner market.



► ACI-Abdul Muquit Gold Medal

Maizbha Uddin Ahmed, student of Pharmacy Department, University of Dhaka has been awarded with ACI-Abdul Muquit Gold Medal for obtaining the highest marks in B. Pharm (Hons) exam.



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Pharma Activities

▶ A distinct product differentiation in generic market with Xeldrin

After 5 years of research by experts, we introduced the new Xeldrin 20 capsule with most potent 15% Omeprazole pellets for the first time in Bangladesh. This revolutionary upgradation made our Xeldrin® 20 capsule distinctly different from all other available Omeprazole brands in our local market. New Xeldrin 20 capsule provides excellent release profile and is the smallest size capsule which is cute, aesthetic, elegant and patient friendly.



▶ New products launched

Sl No	Name of the Product	Generic Name	Therapeutic Class
1	Pivacain-L ® 0.25% & 0.5% injection	Levobupivacaine	Local anesthetics
2	Brodil ® HFA inhaler	Sulbutamol	Antiasthmatics
3	Alaron ® 250 & 500 mg tablet	Loratadine	Antihistamine
4	Abaclor ® 250 & 500 mg capsule, suspension	Cefaclor	Cephalosporin
5	Diaset ® 25 & 50 mg tablet	Miglitol	Oral antidiabetic
6	Cefim-3 ® suspension 300 ml	Cefixime Trihydrate	Cephalosporin
7	Acical-C ® effervescent tablet	Calcium + Vitamin C	Calcium Supplement
8	Abetis ® 10 mg tablet	Olmesanton	Antihypertensive
9	Osetron ® syrup	Ondansetron	Anti-emetic

▶ ACI extends its services to a long distance in Liberia for humanitarian campaign

On 16 June 2009 a medical outreach programme was conducted by Bangladesh Battalion under United Nations Mission in Liberia for providing medicine to the sick and underprivileged people of Liberia. The programme was sponsored by ACI Pharmaceuticals. In that programme at Loguatu (one of the City of Nimba County) primary treatment and medicines of ACI was

given to 283 patients. Thus for the first time ACI pharma products are used to the cause of people in Liberia.



Factory Activities

- Plant activities during the 3rd Quarter of 2009 were satisfactory. Finished products were supplied to the businesses as per sales requirements.
- Narayanganj Factory provided In-Plant Training to 20 (twenty) students of Pharmacy Discipline of Dhaka University, Atish Dipankar University of Science & Technology, University of Science and Technology Chittagong, Northern University of Bangladesh and Jahangirnagar University during the 3rd Quarter of 2009 as a part of In-Plant Training programme.
- Two Chinese officials of Yenchen Pharma Company visited our Plant on 7th July 2009 accompanied by Mr Belayet Hossain, Business Development Manager of Precisa Techno Trade Ltd., Dhaka to develop business relationship regarding pharmaceuticals machinery and its spare parts.

► Training & Development

Programme	Organised by	Trainer/Resource	Participants
Scheduled Training on QMS, EMS & GMP were held during 3rd Quarter of 2009 as per schedule.	In-house	In house	Selected persons of respective departments
A 4-day Training on GMP was organized by Asia Pacific Consultants (Pvt) Ltd. (APC) from 11 - 14 July 2009 as a part of quarterly training as agreed upon.	APC	Mr. Wayne McKenzie Consultant Australian	Selected persons of respective departments
A daylong ExAct Pharma Seminar was organized by BASF Bangladesh Ltd. on 27 July 2009 at Hotel Radisson, Dhaka on the following topics, like; (i) Colour Coating System (ii) Hot Melt Extrusion Technology (iii) Ludiflash, Mannitol based Direct Compressible Excipients designed for FDDT/ODT and (iv) BASF Portfolio.	BASF Bangladesh Limited	BASF Officials	Mr. Mir Motaher Hossain Manager, NDDS Mr. Abul Basher Manager, Product Dev. Mr. Md Mizanur Rahman Sr. Product Dev. Officer Ms. Hasina Parvin Product Dev. Officer
A 3-day Training on Excel was organized by Training Department from 9th to 12th August 2009 at Narayanganj Plant.	In-house	Mr. Shamsul Islam Sr. Executive, Training	Selected persons of respective departments

Medical Services Activities



MSD has successfully organized several programs during the third quarter. Some of them are highlighted here:

SCIENTIFIC SEMINAR

13th July 2009: Scientific Seminar at Anaesthesia Department, Mymensingh Medical College & Hospital.

14th July & 9th September 2009: Scientific Seminar of Bangladesh Private Medical Practitioners' Association, Tangail.

11th September 2009: Scientific Seminar at Zam Zam Islami Hospital, Rajshahi.

16th September 2009: Scientific Seminar on Swine Flu at Lab Aid Specialized Hospital, Dhaka

WORKSHOP

4th August 2009: Workshop on Breast Feeding Week at Bangladesh Institute of Child Health (BICH), Dhaka.

10th August 2009: Workshop on Breast Feeding Week at Department of Obstetrics & Gynaecology, Mymensingh Medical College & Hospital.

These programs helped to build ACI image among the doctors' community.

Agribusiness Activities

▶ CC & PH started the field test of deltamethrin 5 WP



ACI Crop Care and Public Health started the field test of deltamethrin 5 WP against sand fly jointly with DG. Public health team. Sand fly is the vector of leishmaniasis disease and our product deltamethrin 5 WP showed better performance during last four months. Now-a-days this disease is re-emerging in certain region of Bangladesh & ACI is trying to fight the disease.

▶ Crop Care and Public Health

New Product Launched

ACI Crop Care & Public Health has launched long desired herbicide Super Power 10WP (Pyrazosulfuron-ethyl) for rice field on 26th July 2009 at Hotel Naz Garden, Bogra. Dr. Md. Shariful Islam, Business Director, Agribusinesses formally launched this product through colorful programs. Mr. Md. Rafiqul Islam, National Sales Manager, CC & PH, Mr. Omar Faruque Majumder, Product Manager, CC & PH, Mr. K.M. Firoz Ahmed, Product Manager, CC & PH, respective field personnel of CC & PH Business, potential Customers and leader farmers were also present there.

Scientists, journalists and other resourced persons were also present in this program. Dr. Md. Shariful Islam said Super Power will be the super herbicide because of its efficacy and cost benefit ratio. He also added that farmers will be able to reduce their production cost significantly

(12-15%) through using Super Power. Mr. Omar Faruque Majumder, Product Manager, explained the different technical aspects of the launched product. All the scientists and journalists expressed that Super Power will help the farmers of Bangladesh to obtain maximum yield which will ensure the food security of Bangladesh.



▶ ACI Seed

The R & D Team of ACI Seed has developed first new Sponge Gourd Variety. Its yield is 20-25 MT per ha. Fruit of this variety is of smooth texture and cylindrical, light green, fruit bearing habit is in each node, length of fruit 25-30 cm, fruit weight 120-140 gm each.



▶ ACI Motors



ACI Motors observed a two day long customer program at Cox's Bazar. 25 customers, dealers & promotion agents joined the program and enjoyed with full satisfaction. By organizing such a program, for the first time ACI created a brand image among the customers in tractor industry.

Till now there is no use of any machinery for harvesting rice at farmer's level. And farmers are facing serious problems like labor crisis, flash flooding etc during rice harvesting period. To solve these problems ACI Motors, for the first time, introduced Rice Cutting Machine and arranged more than 150 field demonstrations all around the country to create awareness among the farmers.

ACI Motors organized a day long program at CERDI, Gazipur with 112 Upazila Agricultural Engineer's of DAE, who are working to motivate farmers for mechanized cultivation and familiarize them with new technology to improve productivity of agricultural production.

▶ ACI Fertilizer

In the 3rd Quarter of 2009, ACI Fertilizer has introduced several products of new technology among the farmers and tried to promote and focus on existing products. We have arranged several field demonstrations for the farmers to increase the fertilizer usage efficiency in different areas through multimedia projector. As a new technology to the farmers, we have introduced two Plant Growth Regulator (PGR) named Flora and 4-CPA named Bumper Folon. Flora brings more flowers and fruits for crops and it increases about 40% yield. Bumper Folon is an essential PGR for summer production which brings good feedback from the

farmers. Our entire Marketing Team is working hard to increase sales & credit recovery. We are trying to introduce proper solution on crop production technology among the farmers through our existing skilled manpower.



Consumer Brands Activities

► Savlon Freedom aims to ensure "Safe Female Hygiene Practice" among schools, colleges, hostels and university students

Savlon Freedom Sanitary Napkin successfully conducted an activation program on "**Safe Female Hygiene Practice**" among the schools, colleges, hostels and university going students at Dhaka metro. The program was run from 8th March to 24th Aug, 09. A total number of 82 schools, colleges, hostels and universities were covered and around 36,000 target consumers were communicated through out the campaign.

Prime objective of this campaign is to induce trial, create a positive top of the mind brand awareness and communicate differentiation with competing brands. The outcome of this campaign is to establish a close association with the brand and the target audience.

The activation was designed with some basic deliverables like hygiene awareness tips by physicians, free sampling, leaflet distribution, discounted sales, free health check up by doctors etc. During the period of campaign we did a series of activities like quiz competition, raffle draw / lottery, games etc in the special occasion like Pohela Baishakh, Mother's day, University hostel's reunion. This made the event very much well accepted towards our target audience and developed a close involvement with the brand.



► Distributors' Foreign Trip 2009

ACI Consumer Brands once again acknowledged their valued business partners - the distributors, through arranging Distributors' Foreign Trip 2009. Total of 52 distributors from different parts of the country, who achieved their sales targets for Mosquito Coils for the period of January to April were rewarded with a foreign trip. Three

groups of distributors were sent to Malaysia, Thailand and Nepal. These foreign trips helped to strengthen relationships with distributors, which will eventually help in increasing the distribution reach and market share of mosquito coil in future.



Malaysia Trip



Nepal Trip



Thailand Trip

► Medical camp by ACI Pure Flour Limited

ACI Pure Flour Limited has conducted a Free Medical Campaign for its Institutional Customers. With increased consumption of different type of products, the number of food-borne illnesses associated with products has also increased. Therefore, it is now more important than ever that everyone involved in handling food uses recommended



sanitation practices. So the consciousness about the health and hygiene among the workers working in various food factories are a great concern for all of us. Healthy food is the prerequisite of building a healthy nation. Keeping this notion in mind, this campaign started on 23rd of July from Azimpur Fresh Home Made bakery. ACI Pure Flour Limited offered free medical check-up for the officials and the workers working in bakeries. After the inauguration, APFL conducted the campaign at Diploma bread Factory, Orient Bread factory, Rana Bread and Bakery and many more. General health tips like drinking sufficient clean water, cutting nails, wearing proper dress, prefix the program. A specialized doctor has tested the blood sugar, blood grouping, blood pressure of the workers and officials. ACI Pure Flour will conduct this type of program regularly in different bakeries and biscuit factories. ACI Pure Flour believes, by taking such initiative the dream of building a better nation will come into reality.

New pack of Savlon Hand Wash - Ocean Blue and Aloe Vera

ACI Consumer Brands has introduced new pack- 250 ml Dispensing Pump of **Savlon Hand Wash - 'Ocean Blue'** and **'Aloe Vera'**. These products are now available at the stores with attractive packaging. Both variants contain attractive fragrance and color along with basic anti-bacterial attribute. **'Ocean Blue'** is enriched with Ocean Mint fragrance which delivers a fresh feeling as invigorating as a dip in the ocean and **'Aloe Vera'** is enriched with a light sensation scent of Aloe extract which leaves your skin feeling smooth, soft and refreshed. Both products contain unique combination of most effective germ cleansing formulation which ensures complete family protection.



Training Activities

► Leveraging competence through training & development activities

In order to achieve desirable results, capacity of employees is boosted up further by reorganizing the training and development activities of ACI against its set of values. Learning strategies and actions focused on the tools and techniques that enable our organization to collect, organize, share and translate information into useful knowledge with an aim to gain competitive advantage of our human capital.

We have continuously uploaded useful books, interviews, presentations and videos on ACI-learning webpage and communicated all around the organization. Through this learning portal we are creating an interface where employees of ACI are facilitated with interactive self learning system by using most modern way of learning which is called e-learning.

As a partner of business and support divisions of ACI, we have organized and conducted training programs that accounted for 18329 man-hour training connecting 510 persons in 23 titled training programs from almost all departments of ACI. Finance for non-Finance Persons, Effective Supervision & Leadership, VAT Act & Rules, Concept and Techniques of Agri-marketing, Selling Skills, TOT, Business Writing Skills, Import & Export through L/C, Values orientation, Time & Territory Management, C/Sharp, Basic Orientation programs were among the powerful ones. A total of Eight (08) types of IT training programs were conducted covering 104 employees from 11 departments and subsequently their IT skills have been tested and a level-wise skills improvement database has been recorded.

▶ দায়িত্বশীলতার পরিচয়

এ সি আই এফ এল প্লান্টের লোডিং-আনলোডিং টিমের সদস্য মোঃ দুলাল মিয়া বিচক্ষণতা ও দায়িত্বশীলতার পরিচয় দিয়ে প্লান্টে বড় ধরনের অগ্নিকাণ্ডের সম্ভাবনা থেকে রক্ষা করেছেন। তিনি গত ১৩ ই মে '০৯ তারিখে কয়েল ইউনিটের উড পাউডার আনলোড করতে যান। আনলোডিং-এর একপর্যায়ে একটি পাউডারের বস্তাকে তার কাছে অস্বাভাবিক উষ্ণ বলে মনে হয়। ব্যাপারটি তিনি প্রথমে ওয়ারহাউজের সুপারভাইজারকে জানান এবং সুপারভাইজারের মাধ্যমে অন্যান্য কর্মকর্তাগণকে অবহিত করেন। এরপর কর্মকর্তাদের উপস্থিতিতে বস্তাটি খোলা হলে উহার ভিতরে জলন্ত অবস্থায় আগুন দেখা যায়, যা থেকে কারখানায় অনেক বড় ধরনের অগ্নিকাণ্ডের সম্ভাবনা ছিল। কিন্তু তার বিচণতা ও বুদ্ধিমত্তার জন্য কারখানাটি বড়ধরনের অগ্নিকাণ্ড থেকে রক্ষা পায়।

কর্তৃপক্ষ তার এধরনের অসাধারণ দায়িত্বশীল ভূমিকার জন্য তাকে তাৎক্ষণিক ভাবে নগদ ১,০০০/- (এক হাজার টাকা) পুরস্কৃত করেন। তার এ ধরনের কর্তব্যপরায়নতার জন্য আমরা তাকে অসংখ্য ধন্যবাদ জানায়।

সকলের এহেন দায়িত্বশীল ও সতর্কমূলক কাজের কারণে কোম্পানী অনেক বড় ধরনের বিপদ থেকে রক্ষা পেতে পারে।



▶ Feedback is a valuable tool for your personal development

Feedback means what your colleagues are thinking about you. It is extremely important to know what others are thinking about you for ensuring a friendly and enjoyable working environment. While receiving feedback, we should follow following rules:

- Seek regular opportunities to ask for feedback
- Listen actively, do not interrupt
- Ask for clarification but do not discuss or dispute.
- Accept feedback as others' opinion and express appreciation

Likewise, while giving feedback to others, the following rules should be followed:

- Choose the right time and place
- Be sensitive and respectful
- Be direct and clear. Be descriptive rather than judgmental, giving examples where possible.
- Focus and describe how you feel about the behavior of the person.

We have implemented 360 degree feedback system in the RMIA (Risk Management and Internal Audit) department. We are using this tool on our own initiative and it is already showing signs of improvement as members of the team

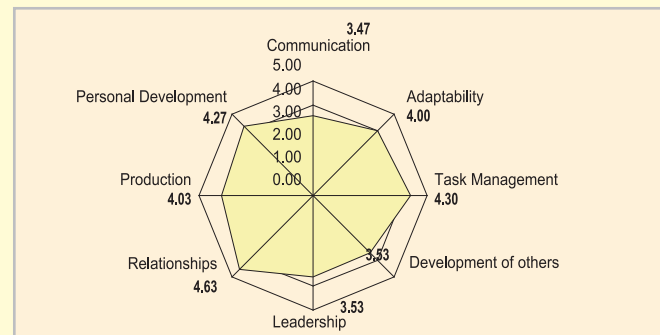
	P*	P*	C*	C*	S*
	1	2	1	2	1
Communication	9	7	8	6	0
Listen to others	10	6	7	6	10
Process information	9	5	8	7	8
Communicates effectively	9	10	8	6	9
Adaptability	8	8	7	7	9
Adjust to circumstances	8	8	6	8	9
Think creatively	8	8	7	6	8
Task Management	8	10	7	8	9
Work efficiently	8	10	7	8	9
Work competently	8	10	6	7	9
Development of others	8	5	7	6	9
Cultivates individual talents	8	5	7	6	8
Motivates successfully	8	5	7	6	9

* P = Peer, C = Customer, S = Supplier

have been able to recognize differences and therefore, facilitate self-improvements.

Initially, we arranged a session for introducing and explaining the functional approach of 360 degree feedback tool. After the initial session, each individual of the department rolled out the 360 degree evaluation sheet (see below) to every other members of the department. The 360 degree evaluation sheet contains various skills like communication, adaptability, task management, development of others, leadership, relationships, productivity and personal development. Rating is given for each item within a scale of 1-10 based on individual perception.

After completion of the evaluation survey, each member incorporated the attained numbers in the evaluation sheet in Excel, which automatically generates an "Aerial chart" (see below). This shows the areas of relative strength and weaknesses of a person. Members then, of their own, prepare action plan to address one or two areas at a time for self improvement.



Our aim is not to criticize or put someone down rather we arrange one-on-one dialogue process within us to create an open culture so that the relationship improves and trust is established among us.

360 degree feedback has already helped us to produce a strong and matured team within a short span of time. This has helped us considerably in performing our audit engagements and deal with business people more effectively.

► Vanilla Ice Cream that puzzled General Motors

A complaint was received by the Pontiac Division of General Motors: 'I sounded crazy, but it is a fact that we have a tradition in our family of Ice-Cream for dessert after dinner each night, but the kind of ice cream varies so, every night, after we've eaten, the whole family votes on which kind of ice cream we should have and I drive down to the store to get it. It's also a fact that I recently purchased a new Pontiac and since then my trips to the store have created a problem...

You see, every time I buy a vanilla ice-cream, when I start back from the store my car won't start. If I get any other kind of ice cream, the car starts just fine. I want you to know I'm serious about this question, no matter how silly it sounds "What is there about a Pontiac that makes it not start when I get vanilla ice cream, and easy to start whenever I get any other kind?" The Pontiac President was understandably skeptical about the letter, but sent an Engineer to check it out anyway.

The latter was surprised to be greeted by a successful, obviously well educated man in a fine neighborhood. He had arranged to meet the man just after dinner time, so the two hopped into the car and drove to the ice cream store. It was vanilla ice cream that night and, sure enough, after they came back to the car, it wouldn't start. The Engineer returned for three more nights. The first night,

they got chocolate. The car started. The second night, he got strawberry. The car started. The third night he ordered vanilla. The car failed to start. Now the engineer, being a logical man, refused to believe that this man's car was allergic to vanilla ice cream. He arranged, therefore, to continue his visits for as long as it took to solve the problem. And toward this end he began to take notes: He jotted down all sorts of data: time of day, type of gas uses, time to drive back and forth etc.

In a short time, he had a clue: the man took less time to buy vanilla than any other flavor. Why? The answer was in the layout of the store. Vanilla, being the most popular flavor, was in a separate case at the front of the store for quick pickup. All the other flavors were kept in the back of the store at a different counter where it took considerably longer to check out the flavor. Now, the question for the Engineer was why the car wouldn't start when it took less time. Eureka - Time was now the problem - not the vanilla ice cream!!!! The engineer quickly came up with the answer: "vapor lock". It was happening every night; but the extra time taken to get the other flavors allowed the engine to cool down sufficiently to start. When the man got vanilla, the engine was still too hot for the vapor lock to dissipate. So never underestimate your Clients' Complaint, no matter how funny it might seem!

► Recognizing and rewarding employees !

A good way to retain your staff is by showing your genuine appreciation. By recognizing your employees for their hard work and effort, you're able to validate their contributions and add value to your business. While recognizing staff through a formal program is great, it's certainly not necessary. At the end of the day it's about maintaining a great relationship with your employees.

Indeed, many inspiring stories of excellent employer-employee relationships can be found. At the Jolly Coachman in Pitt Meadows, Marilyn Sanders attributes her successful employee relationships to communication. "My biggest strength is communication," she says. "Here everybody feels like they're part of a team."

Every two weeks, with their paycheques, the staff receives a newsletter listing every single event, on a daily basis, for the next month - regardless of how small the details. Marilyn also hangs a large calendar where everyone signs in and out, which reminds employees of what's happening or what's changed - if there's a live band, a football tournament, what the dinner special is, and so on. "I never want a staff member to say 'I don't know' to a customer," she adds. "Employees have to be well informed and in the loop."

In terms of recognition, Marilyn says she adores her staff

and does her best to acknowledge each of them in big and small ways on a regular basis. Two years ago, she whisked nine of her key staff members away on a holiday to Mexico as a way of showing her appreciation. She also recently bought her head waitress, and her two sons, tickets to Toronto to visit family during the holidays.

"Here, everyone knows your name. I have so many stories of how the customers love my staff and vice versa," explains Marilyn. "And when you have staff like this, you want to keep them. They're invaluable."

For Marilyn, employee recognition runs the gamut and can be as simple as walking through the kitchen on a busy night and patting everyone on the back to say, "Thank you, you're doing a great job", or more formally acknowledging someone in front of his peers.

Though paying for staff trips may not always be feasible for many business owners, there are many creative ways of recognizing employees. As Marilyn notes, "With staff, it's important to remember that they love the same things as everyone else. They love to be acknowledged, they love to be patted on the back, and they like to be appreciated. A little goes a long way."

Source: Internet

► The football tournament 2009

For the first time in ACI, HR organized the football tournament 2009 with an objective to promote teamwork, strategy & synergy among our employees. Total sixteen cross functional teams participated in this tournament. The players enjoyed the practice sessions and final tournament in holiday mornings and gained physical fitness in the process. The get together also facilitated teamwork & belongingness.

From football we learned how to get up after getting knocked down; we learned the value of strategy, practice and sweating before the final show.

HR tried heart and soul to offer employees a memorable event; a memorable get-together. The spirit, the will to win, and the will to excel are the things that endure. These qualities are so much more important than the events that occur.



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