

Beams



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Chairman of ACI elected as new president for MCCI

M Anis ud Dowla, Chairman of ACI Group of Companies has been elected as the new president of Metropolitan Chamber of Commerce and Industry (MCCI), Dhaka for 2010.

The newly elected president replaces Abdul Hafiz Choudhury, a senior partner (non-executive) of Rahman Rahman Huq, Chartered Accountants, a member firm of KPMG International, one of the top four accounting firms in the world.



Previously, M Anis ud Dowla held the MCCI for three terms in 1977, 1978 and 1995 and was the president of Bangladesh Employers' Federation from 2003 to 2005.

We congratulate him for his glorious achievement.

Honour for Dr. Arif Dowla

Dr. Arif Dowla, Managing Director has been included in the list of Young Global Leader Honorees 2009 by the World Economic Forum.



The Forum of Young Global Leaders (FYGL) was created in 2004 by, and with an endowment from Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, as an independent foundation to work in close partnership with the World Economic Forum.

The World Economic Forum is an independent international organization committed to improving the state of the world by engaging leaders in partnerships to shape global, regional and industry agendas. Incorporated as a foundation in 1971, and based in Geneva, Switzerland, the World Economic Forum is impartial and not-for-profit; it is tied to no political parties, partisan or national interests.

We congratulate Dr. Arif Dowla for this honour.

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Pharma Activities

Annual Marketing & Sales Conference 2010

Annual Marketing & Sales Conference 2010 of ACI Pharmaceuticals was held at Cox's Bazaar on 29 December 2009. Managing Director of ACI Limited Dr. Arif Dowla inaugurated the program. In his speech, Dr. Dowla praised ACI Pharma team for outstanding accomplishment in 2009 and acknowledged their whole hearted effort and sincere work. Chief Operating Officer, Mr. M Mohibuz Zaman in his speech restated ACI's commitment to offer the best quality products in the market and to bring the latest state of the

art technology in coming days. Director, Marketing & Sales, Mr. Abdus Sadeque gave directions for achieving company's goal of 2010 by utilizing market opportunities & winning challenges. General Managers, Sales; Marketing Managers, Product Managers also delivered their specific strategies on different issues to achieve the objectives in 2010. In the program, best achievers were rewarded for their excellent performance. The occasion ended with a grand cultural program where renowned artists of the country participated.



New Products Launched

In the last quarter of 2009, ACI Pharma introduced 11 new SKUs. Among them a new molecule was introduced for the first time in Bangladesh - Parixol which is a preparation of Pramipexol HCl and is indicated for Parkinson disease.

Sl. No.	Name of the Product	Generic Name	Therapeutic Class
1	Steradin [®] HFA 100 mcg inhaler	Beclomethasone Dipropionate BP	Antiasthmatics
2	Liorel [®] 10 mg tablet, 5 mg tablet	Baclofen USP	Muscle relaxant
3	Conart [®] 1 mg tablet	Bumetanide BP	Loop Diuretics
4	Sasolin [®] MR 0.4 mg SR capsule	Tamsulosin Hydrochloride INN	Urological
5	Xcel [®] 120 mg / 5 ml syrup	Paracetamol BP	Antipyretic
6	Minolac [®] 60 mg / 2 ml injection	Ketorolac Tromethamine USP	NSAID
7	Clonium [®] 0.5 mg tablet, 2 mg tablet	Clonazepam BP	Anxiolytic
8	Parixol [®] ER 88 mcg tablet, 118 mcg tablet	Pramipexole HCl INN	Anti-Parkinson
9	Tendia [®] 100 mg capsule	Tramadol HCl BP	NSAID
10	Citazar [®] 250 mg Tablet, 500 mg tablet	Levetiracetam	Antiepileptic

Strategic Meeting in Bangkok

A strategic meeting was held in Bangkok on 5 & 6 December 2009 to create the road map for 2010. Thirty three leaders of Pharmaceutical Marketing and Sales team participated in the meeting. Different strategies were formulated to make a big mark in 2010. Besides

that, regional strategies were set considering all the forces prevailing at that particular region. The meeting ended with the expectation that the whole team will carry these strategies forward and will convert them to actionable steps to make 2010 a successful year.

Medical Services Activities

MSD has successfully organized 220 programs during the 4th quarter. Some of them are highlighted here:

26th & 27th December 2009: Workshop on "Integrating Evidence Based Medicine in Clinical Practice" at Novo Convention Center, Dhaka. Professor Abu NGA Khan from USA was the key facilitator of this workshop. 50 members of Bangladesh Paediatric Association (BPA), 8 members of Society of Surgeons of Bangladesh (SOSOB), 4 members of Obstetrical and Gynaecological Society of Bangladesh (OGSB) and 15 pulmonologists attended the workshop.

20th December 2009: Scientific Seminar on "Metformin in Gestational Diabetes" at Tangail General Hospital where 55 doctors of Tangail General Hospital were present.

18th to 21st December 2009: 11th International Surgical Congress of Society of Surgeons of Bangladesh held in BSMMU, BICC & BCPS Dhaka. 100 life members and 450 general members of Society of Surgeons of Bangladesh attended the four days congress.

25th November 2009: Scientific Seminar on "Hypertension Management Update" at Civil Surgeon Hospital, Cox's Bazar. 31 doctors attended the seminar.

24th November 2009: Opening of the Free Friday Clinic of Society of Surgeons of Bangladesh (SOSOB), Rupnagar, Mirpur. Professor A F M Ruhul Haque, Hon'ble Minister of Health & Family Welfare was the Chief Guest of this Free Friday Clinic. 100 life members of SOSOB and 250 surgeons of BSMMU attended the program.

24th November 2009: Workshop on "Ponseti Seminar-Launching of Walk for Life" at Trauma Center, Dhaka. 130 doctors of Nolta Hospital & Community Health Foundation of Satkhira and Trauma Center of Dhaka attended the workshop. Professor A F M Ruhul Haque, Hon'ble Minister of Health & Family Welfare was the Chief Guest of this seminar.

17th November 2009: Obstetrics and Gynaecology department, Mymensingh Medical College Hospital, organized a Workshop on "USG should be the mandatory investigation in the first trimester of pregnancy". 236 gynecologists attended the workshop.

9th November 2009: Scientific Seminar on "Overview of Spinal & Brain Surgery Experience in Apollo Hospitals Dhaka". 134 doctors of Apollo Hospitals attended the seminar.

17th October 2009: Post-Congress Workshop on "Allergy Testing, Patch Testing & Sublingual Immunotherapy" at Novo Convention Center, Dhaka. Dr. Mohammad Osman Yusuf, Chief Consultant, The Allergy and Asthma Institute, Islamabad, Pakistan was the key facilitator of this workshop. 65 members of Bangladesh Lung Foundation and Bangladesh Society of Allergy & Immunology attended the workshop.

14th & 15th October 2009: Introduced Brodil HFA and Congress on "Total Lung Health" of Bangladesh Lung Foundation & Bangladesh Society of Allergy & Immunology held in Bangabandhu International Conference Centre (BICC), 600 pulmonologists attended the two days congress.



Brand Building Activity on Xeldrin

For the last few months extensive promotional works were carried out on Xeldrin. A special campaign was designed with an exclusive "spice package" of ACI



Foods which was highly appreciated by our internal and external customers. In this regard we convey our heartiest thanks to ACI Foods for their cooperation.

Training on PQM

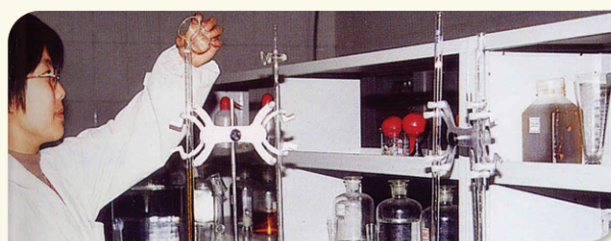
G. M. Faruq Hossain, Quality Control Manager of ACI Pharmaceuticals attended a two weeks training program on **"The Program For Quality Management (PQM)"** organized by the **Association for Overseas Technical Scholarship (AOTS), Tokyo, Japan, from 25 May 2009 to 05 June 2009**. The training covered the following topics:

- 1) Conceptual framework and historical background of TQM.
- 2) **Total Quality Management (TQM)** and customer satisfaction by improving quality of products and services.
- 3) Basic theory of quality and management.
- 4) Concepts and implementation methods of the major TQM elements, including Policy Management, Daily Management, QC circle, Quality Assurance, Quality Improvement.

5) Key success factors of TQM well-doing company.

As a part of the training, he visited the following TQM companies of Japan:

- 1) Toyota Motor Corporation.
- 2) Chubu Sekisui Industry Company Ltd.
(A readymade building construction Company).



- 3) Komatsu Ltd. (World 2nd largest power generation, marine engine, heavy construction equipment manufacturing company).

Pharma Plant Activities

1. Plant activities during the 4th Quarter of 2009 were satisfactory. Finished products were supplied to the businesses as per sales requirements.
2. Pharma Factory provided In-Plant Training to 22 (twenty two) students of Pharmacy Discipline of various Universities of the country during the 4th

Quarter of 2009 as a part of In-Plant Training program.

3. Kenya Drug officials visited the Plant on 28.10.2009 to observe the Production facilities prior to export of medicines to their country. Mr B. Pikaso, Manager, TSD accompanied them.

Training

PROGRAM	ORGANISED BY	TRAINER/ RESOURCE PERSON	PARTICIPANTS
Scheduled Training on QMS, EMS & GMP were held during 4th Quarter of 2009 as per schedule.	In-house	In-house	Selected persons of respective departments
A 2-day Training on New Product Development (Quality by Design) was organized by Asia Pacific Consultants (Pty) Ltd (APC) from 24 to 25th October 2009.	APC	Mr. Wayne McKenzie, Consultant, Australian Sr. Product Dev. Officers	1. Mr. Md. Mizanur Rahman 2. Mr. Anwar Hossain Chowdhury
A 4-day Training on GMP was organized by Asia Pacific Consultants (Pty) Ltd (APC) from 14 - 19 December 2009 as a part of quarterly training as agreed upon.	APC	Mr. Wayne McKenzie, Consultant, Australian	Selected persons of respective departments

ACI Formulations Limited

Employees of ACI FL goes on a Foreign Trip to India

Engr. Md. Abdul Hamid, GMO and Dr. Md. Abdus Salam Bhuiyan, QCM of ACI FL visited Ahmedabad, India during the period of December 19 - 27, 2009 to attend Business meeting with related suppliers of our imported pesticides and to observe their Agro-chemical Factory Operations, Quality Control System, Safety and ETP-Plant.

Places visited:

- Vimal Crop Care Pvt. Limited (Third party manufacturer/formulator of Aimco Pesticide Limited), Ahmedabad, India.
- Manufacturing/formulation factory of Isagro Asia Limited at GIDC, Bharuch, Gujarat.
- ETP-Consulting Firm at Nr. Ankur Society, Ahmedabad.
- Environment Pollution Control Department at Ghandinagar, Gujarat.
- ETP-Plant for waste water treatment and dumping-off zone for solid waste disposal at GIDC, Odhav, Ahmedabad.
- CEPT of "Odhav Enviro Projects Limited" at GIDC Estate, Ahmedabad.
- Pesticide manufacturing/formulation factory of "GSP Crop Science Pvt. Limited" at Ahmedabad.

During the visit we observed the following:

- Factory operations for formulation and large scale production of different types of pesticides.
- Quality control practices for liquid, granular & powder pesticides in the QC Laboratory and production process.
- Packing process of finished goods of liquid, granular and powder pesticides.
- Safety measures of employees during production and working period in the Agro-chemical factory.
- ETP-Plant activities for Industrial wastages.
- Observed the techniques and operational procedures for manufacture and formulation of technical grade & FG of different brand/product of pesticides, quality control system and safety measures for workers in the factory of "GSP Crop Science Pvt. Limited".



Training & Development, ACI Formulations Limited

Program	Organised by	Trainer/Resource	Participants
A day long Training course on Management Style, Motivation & Leadership	In-house	Md, Mostofa Kamal Director of BIM	Officer Staff
A Workshop on Fire & Safety Management	Bdjobs	Engr. Al-Emran Hossain	Engr. Md. Samsul Alam
Training Program of NITUB, on Gas Chromatography and Gas Chromatography-Mass spectrometry (GC, GC-MS)	Network of instruments technical personnel & user scientists of Bangladesh (NITUB)	Dr. Nilufa Khanom	Mohammad Alamgir Hossain
A Training Program on pesticide hazards & safety measures	In-house	Dr. Md. Abdus Salam Bhuiyan	Selected persons of respective departments
A day long Training Program on Safety, PPE, Fire & Firefighting	In-house	Md. Samsul Alam	Selected persons of respective departments
Various process of Production	In-house	Md. Lutfur Rahman	Selected persons of respective departments
A Training Program on packing material sample testing & product release	In-house	Md. Amjad Hossain	Selected persons of respective departments
Training course on Leadership and Management	DCCI Business Institute (BDI)	Mr. Akber Ali	A.K.M Shaidul Islam
Training Program on Train the Trainers for Employers Organizations on OSH for Line-Managers	International Training Center	Turin, Italy	Engr. Md. Abdul Hamid
Work place Safety & Safety Problems on floor	In-house	Md. Rizwanul Haque	Selected persons of respective departments
Production Improvement	In-house	A.K.M Shahidul Islam	Selected persons of respective departments

Agribusiness Activities

ACI Motors

We sold 12 units of Tractor to a single customer at Pachdona, Norshindhi. To celebrate this occasion, we organized a Road Show decorated with band party and procession



and travelled all around the Norshindhi district. We also organized a 3-day long Fair in Pachdona in front of our dealer showroom. The program was inaugurated by Mr. Subrata Ranjan Das, Business Manager, ACI Motors. Mr. Mahfuzer Rahman Khan, Customer Network Manager; Mr. Abu Hena Mastafa Kamal, Product Manager; Tushar Kanti



Saha, Sr. Product Executive; Md. Aminur Islam Khan, Territory Manager; our Dealer and owner of 12 unit Sonalika Tractor Mr. Amzad Hossain and Service Engineer, Mechanics, Drivers from ACI Motors were present on the occasion.

Through this Road Show and Fair we were able to create a brand image of Sonalika Tractor and acquire new customers.

ACI Fertilizer

ACI Fertilizer has completed successful 4th Quarter in 2009. We tried to promote and focus our products as



well as introduced several new technologies among the farmers in this Quarter. Our Marketing Team worked

effectively to increase sales for credit recovery. We introduced organic fertilizer (Waste Concern Jaibo Sar) in this quarter which is produced by WWR Bio-fertilizer Bangladesh Limited - a Bangladesh-Netherlands joint venture Company. ACI Limited exclusively marketed the product throughout the country. WWR Bio-fertilizer company is the world's first carbon trading eco-friendly company in Bangladesh. We also introduced new liquid fertilizer named Excel Super in 1000 ml and 250 ml pack size which brought excellent feedback from the farmers. We arranged a six-product briefing seminar on Flora in Comilla, Munshiganj, Jessore, Rangpur, Bogra and Rajshahi in 4th Quarter 2009. Beside these we tried to build customer relationship through various promotional strategies. We have got a lot of positive feedback and comments from the field about our products especially for a new product - Excel Super. On an experiment field in our R&D station at Bogra, it was found that 50% yield increased by using Excel Super (Liquid Gold) fertilizer on cucumber production.



Consumer Brands Activities

The Annual Sales & Marketing Conference 2010

ACI Foods Limited

The Annual Sales and Marketing Conference 2010 of ACI Foods Limited was held on 22 December 2009 at the ACI Centre, Dhaka. This exclusive conference of ACI Foods Limited was organized for the first time and included lots of innovative ideas. The Conference was inaugurated by Dr. Arif Dowla, Managing Director and welcomed by Mr. Syed Alamgir, Executive Director with the theme

'Victory is Ours'.

The theme set the direction for ACI Foods for their next step. To boost-up the energy of the sales force interesting team building activities were done through a play shop and top performers of 2009 of the sales team were awarded. Finally, with exciting raffle draw, attractive cultural show and dinner, the Annual Sales and Marketing Conference 2010 came to an end.



Innovative Display Scheme - takes FREEDOM Sanitary Napkin to a New Height

Strong visibility in strategic places positively impact brand trial, sales and growth. Keeping this in mind, Savlon Freedom Sanitary Napkin recently implemented a nationwide innovative Display Program; “ফ্রিডম কিনে লাভবান, নিশ্চিত উপহার বুঝে পান” কর্মসূচী. The duration of this program was 3 months (Oct 09 to Dec 09). Prime objective of this campaign was to boost up sales volume and occupy more shelf space in retail outlets. In case of trade marketing better visibility of brand through proper merchandising always drive higher customer off take.

This nationwide display program created a lot of excitement among our team members, retailers and above all among the consumers. This resulted in **ever highest sales of Freedom** in Oct 09, crossing **Tk. 6 Million**. Executive Director, CB congratulated both the Brand Team and Sales Team for their extra ordinary success. Business Director, Business Manager, General Sales Manager, Marketing Manager, Sr. Sales Manager, Zonal Manager. Brand Manager, Product Executives were present in that celebration.



সুরক্ষায় স্বাধীনতায় - The New Campaign of Savlon Soap

An attractive campaign of **Savlon Soap** has been carried out on November and December 2009. In the midst of this cruel city life, we have all lost a bit of our true selves. All the struggle, all the drudgeries and all the pettiness makes us lose a bit of our real self. So many times we wanted to do something different and new, for ourselves or for others, but only to cancel the thought. We can't help but get scared with the thought of consequences, because we are scared of the **germs, dirt** and the **filth**. With **Savlon Soap** taking care of the **dirt, germ** and **filth**, we can dare to show our true color and start doing the things we always wanted to do. With this excellent theme, the campaign was titled - সুরক্ষায় স্বাধীনতায়.

A new 40 seconds TVC of **Savlon Soap** was on air in major TV channels which successfully drew the attention of viewers. Press insertion of **Savlon Soap** was also given for the first time in major dailies and magazines. It was one of the most attractive campaigns of the year which created a lot of hype in the market. This campaign also played a vital role to support sales team in closing the year with 57% sales growth of Savlon soap. Tremendous hard work and combined effort of Sales and Marketing Team made 2009 a very significant year for **Savlon Soap**. Now we are looking forward to continue the success in this new year and make **Savlon Soap** another strong pillar of ACI Consumer Brands.



Savlon Hand Wash Refill Pack

ACI Consumer Brands has introduced refill packs of Savlon Hand Wash - Aloe Vera and Ocean Blue. These products are now available at 200 ml Standby Pouch in the market. High market demand for these two variants encouraged ACI Consumer Brands to launch these new refill packs. We are delighted that these refill packs have created a lot of enthusiasm among the consumers. Both Savlon Hand Washes contain attractive fragrance and colour along with unique combination of most effective germ cleansing formulations which ensure complete family protection.





Fun Fried Dal

ACI Foods has launched "**Fun Fried Dal**", a pure fun filled product. Fun Fried Dal is prepared from fresh and fried moong dal with special blend of spices using hi-tech manufacturing process that gives it a fresh light texture and enjoyable taste. Fun fried Dal is a complete snack that one will find hard to put down.

Fun Mint Candy

ACI Foods has added another new product in the Fun portfolio "**Fun Mint Candy**". Fun Mint Candy is produced using high quality imported and local raw materials with state of the art technology. It is enriched with unique polar flavour that gives a strong, cool and fresh feeling that lasts longer than ordinary mint candies in the market.



Job Fairs & "Meet the Students" Program

To attract talented graduates from reputed educational institutions we, HR department, visited various private and public universities. Firstly, as a part of "Meet the Students Program", we visited Bangladesh Agricultural University, Mymensingh where we communicated to the students about our businesses and the opportunities of working in ACI. We also communicated our corporate values and their importance in our day to day business processes through an exciting slide show. We thank Mr. Helal Uddin, Business

Director, Livestock & Fisheries for his support in organizing the program.

In another event to promote ACI and draw talents we participated in job fair organized by bdjobs where we visited two private universities: North South University and Ahsanullah University of Science and Technology. In each university we spent two days; first day we collected CVs and on the next day we interviewed suitable candidates against our vacant positions. In both cases we received tremendous response from the students.



Attitude Affects Performance

Three people were laying bricks and a passerby asked them what they were doing. The first one replied, "Don't you see I am making a living?" The second one said, "Don't you see I am laying bricks?" The third one said, "I am building a

beautiful monument." Three people doing the same thing gave totally different replies. The question is: did they have different attitudes? And would their attitude affect their performance? The answer is a clear YES!

Personal and Organization Values: How Leaders put them into Action

"Managers are people who do things right, while leaders are people who do the right thing." Warren Bennis

How does a leader put values into action? What questions does a leader need to ask himself or herself to clarify what is needed to lead by, with, and through values? Here are six common sense leadership strategies to consider:

1. Know Your Values

Develop a personal understanding of your organization's values. Think about what the company's values really mean to you and to your unique leadership style. You need to know which of your behaviors demonstrate those values. If the organization's beliefs and principles don't have meaning for you, you won't be able to make them meaningful for anyone else. You must examine your own personal set of values and see how they mesh with the organizations. It is critical to make sure that shared values translate into behaved values. Study your organization's values and determine how they apply to you and to the people you lead. Make sure that organizational and personal values are in sync with one another.

2. Be A Role Model

Show people what the organizational values mean through your behavior. People learn by observing their leaders. You must walk your talk. Bringing values to life is a behavioral issue. You are a role model for your people. Your values show up in four behaviors: how you spend your time, where you go, what you say, how you deal with problems and crises.

Actions speak louder than words, and employees aren't dumb. Most of your employees will follow your lead. Now, you can't be perfect all of the time and everyone has lapses. Make sure you admit aloud whenever you find yourself off track and in breach of values.

3. Teach values to your people

You have to make it very clear that you expect your people to live by your organization's values. You have to sell them on the importance of living the values; more than that, you have to teach them. One of the most effective ways to teach values is through asking questions. When you ask people what they value, and which organizational value they use most frequently, you are pointing them in the right direction. Asking questions helps people learn how to apply critical

thinking skills on their own. It also helps people articulate what they already know.

4. Remove obstacles

Your most important job as a leader is to help your people succeed. You must smoothen the way for them because there are always obstacles and barriers to value driven performance. You must identify roadblocks, eliminate or minimize them, or show team members how to deal with those that can't be removed.

5. Reward and recognize those who live the values

Most leaders know that effective feedback must be specific and timely. It's not effective to tell someone that he or she is "doing a great job and working with the values of the company." What does that mean? How can people do more of it, if they aren't sure what you mean? Instead, effective leaders say something like, "I saw you go out of your way to help so-and-so yesterday in order to avert a problem. That's a great example of our organizational value of teamwork (or customer service, or other value) in action. I appreciate what you did." People crave recognition. Smart leaders actively search out opportunities to catch people doing something right and thank them for doing it. Recognizing and rewarding behavior that's in line with values is the single best way to ensure that it continues.

6. Redirect those who aren't working with values

You must hold people accountable when they are not living the values. There will always be a few, who don't want to get with the program, and you must be the one to deal with this problem or everyone suffers. You will lose credibility and respect of others, and the work group as a whole will suffer. Explore with people the reasons they are doing what they are doing and why they choose not to live the values.

The hard part is when disciplinary action is in order. Similar to giving positive feedback, be specific and timely about what behaviors need to change. The key to attempting to change anyone's behavior is respect. You must show that you respect the employee as a person while asking for conflicting behaviors to change. Redirecting people who are not living the values is one of the most important things a leader must do. To do so is to ensure your credibility and to reinforce the importance of values.

Source: Internet

Editorial Committee: Ms. Sheema Abed Rahman, Director, Corporate Affairs; Ms. Bilkis Mansoor, Head of Creative Communication; Mr. Shamim Ferdous, HR Manager; Hasan Tarik, Asst. Manager, HR and Ms. Salma Mannan, HR Executive.



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