

# Beams

Volume-9, Number-36, April-June 2010



## ACI received Certificate of Appreciation from UNIDO

ACI received a Certificate of Appreciation from United Nations Industrial Development Organisation (UNIDO) for participating in UNIDO Project, and thereby helping them to assess the system development, certification, accreditation and economic benefits of ISO 9001 in the Asian developing economies.

This project is controlled from ISO Central Secretariat, Geneva, Switzerland and ACI has been a part of it for the last six months.

This certificate is an acknowledgement for maintaining ISO standard in Pharmaceutical, Animal Health, Consumer Brands, Manufacturing, Warehouse, Quality Assurance, Marketing, Sales, Distribution, Purchase, Training, Storage, etc.

The certificate was handed over to our Honorable Managing Director.

## AGMs Meet Success at BICC

Advanced Chemical Industries Limited held its 37th Annual General Meeting on 16 June 2010 at Bangabandhu International Conference Centre. The meeting was presided over by Mr. M. Anis Ud Dowla, Chairman. A total of 6,112 shareowners attended the meeting.

On the very same day, ACI Formulations Limited held its 14th Annual General Meeting in the same venue. The meeting was presided over by Mr. M. Anis Ud Dowla, Chairman & Managing Director of ACI FL. A total of 2,793 shareowners attended the meeting.

Shareowners of both the companies appreciated the management for the outstanding performance and for the declaration of excellent dividend. The Chairman highlighted the prospectives of the businesses in the days ahead and assured good governance and sound management of the company.



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## Pharma Activities

### ► Introduction of "Customer Engagement" Concept

Delighting customers with high quality products, unique services & marketing communication is the key to sustainable business growth. Keeping this objective in mind, we, the members of ACI Pharma, are working from all possible corners on a new concept called "Customer Engagement". As per this concept, all our activities such as - increasing customer visit frequency, spending more time with the customers in each visit etc., have been designed to come closer with the customers and to make them feel delighted and thereby to supersede competition. Business impact of the activities of "Customer Engagement" has started to surface and is reflected by the increase of market share in the 2nd quarter compared to the 1st quarter.

### ► Package Promotion - A New Communication Concept

After a long and elaborate research on customers' prescribing behavior, in April 2010, ACI Pharma introduced a new promotional concept called "Package Promotion". Our research on prescribing behavior revealed that a certain specialized physician prescribes a set of certain molecules. This finding pursued us to develop a new type of marketing communication which serves the need of an individual specialist physician. Implementation of this "Package Promotion" concept has significantly increased the quality of our marketing communication and has been appreciated by physician community.

### ► Products Launched in the 2nd Quarter 2010

Name of the Product	Generic Name	Therapeutic Class
<b>Antial</b> ® 4mg, 8mg, 12mg tablet	Galantamine	Anti Alzheimer's
<b>Brodil</b> ® HFA Refill	Sulbutamol	Anti Asthma
<b>Cefim-3</b> ® 75ml suspension	Cefixime	Antibiotic
<b>Chear</b> ® 100mg tablet	Sertraline	Antidepressant
<b>Dilup</b> ® 20/50 & <b>Dilup</b> ® 40/50 tablet	Furosemide + Spironolactone	Diuretics
<b>Ritch</b> ® 60mg, 120mg & 180mg tablet	Fexofenadine	Antihistamine
<b>Tendia</b> ® ER 100mg capsule	Tramadol	NSAID



## Factory Activities

- ISO external audit was conducted at company level by Focus Certification India Pvt Ltd. (Australia) from 19th to 26th June 2010. Mr Anil Kr. Agrawal led the 3-member team for assessment purpose. The assessment report is yet to be received.
- Narayanganj Factory provided in-plant training to 14 (Fourteen) Pharmacy students of various universities of the country during the 2nd quarter of 2010.
- 2 (Two) officials from UNIDO visited our Narayanganj Pharma Plant on 10th June 2010 to review ISO implementation in production and QC lab. Mr .Towfiqu

Rahman, Director, Business Development and Management Representative for ISO were present during the visit. On their successful visit, they have awarded a Certificate of Appreciation to our honorable Managing Director.

- An external audit was conducted by Mr. Serge Vuillemin, Manager of International Production Techniques of LES Laboratories Servier, France on 29th June 2010 to monitor and validate the manufacturing activities of Servier Products at our Pharma Plant under Contract Manufacturing Agreement.

### ► Factory Training

Program	Organised by	Trainer/Resource	Participants
Scheduled training on QMS, EMS & GMP were held during 2nd quarter of 2010 as per schedule.	In-house	In-house	Selected persons of respective departments
GMP training was conducted by Mr. Modhusudan Shome, Manager, Compliance and Leader of GMP to create awareness among the staffs of manufacturing areas.	In-house	In-house	Selected persons of respective departments



# Medical Services Activities

MSD has successfully organized 194 programs during the second quarter. Highlight of some of the activities include:

## WORKSHOP

**15th April:** Workshop on "Laparoscopic Surgery" at Mymensingh Medical College Hospital. This Workshop was organized by Obs & Gynae Society (OGSB), Mymensingh branch. Prof. Dr. Kamrunnahr, President OGSB, Mymensingh branch and Prof. Dr. Laila Arjuman Banu, Member, Executive Committee (OGSB) were the key facilitators of the Workshop. 183 members of OGSB, Mymensingh branch attended the Workshop.

**24th & 25th April:** Workshop on "Integrating Evidence Based Medicine in Clinical Practice" at Conference Room, Office of the Principal, Dhaka Medical College (DMC). This Workshop was organized by Department of Medicine, DMC & Bangladesh Lung Foundation. Prof. Quazi Tarikul Islam, Academic Coordinator, Dhaka Medical College, Prof. H. A. M. Nazmul Ahasan, Head of Department Medicine, Dhaka Medical College, Prof. Md. Rashidul Hassan, Prof. Md. Ali Hossain, NIDCH were the key facilitators of this workshop. 65 Doctors of Dhaka Medical College Hospital attended the Workshop.

**7th 8th & 9th May:** "2nd Dhaka Temporal Bone Dissection & Live Surgical Workshop" at Conference Room, Bangladesh Medical College Hospital (BMCH). This Workshop was organized by Department of Otolaryngology & Head Neck Surgery, BMCH. Prof. Pran Gopal Datta Vice-chancellor of the Bangabandhu Sheikh Mujib Medical University (BSMMU), & President, Society of Otolaryngologists - Head & Neck Surgeons were the Special Guest of the Workshop. 110 ENT Surgeons attended the three days Workshop.

**15th & 16th May:** "AO-SEC Trauma Symposium" held at Chittagong Club Auditorium, Chittagong. Symposium was organized by Department of Orthopedic Surgery, Chittagong Medical College. The Symposium conducted by Dr. P. A. Divatia, Senior Consultant in Orthopaedics & Traumatology, Apollo Hospitals, Ahmedabad, India and Course Chairman of AO International - Abbasuddin Ahmed Sk, Shaheed Suhrawardi Medical College, Dhaka, Organizing Secretary of AO International Ahmed Anwar, Ibrahim Medical College & BIRDEM Hospital. 110 Orthopedic Surgeons all over the country were present there.

**6th June:** Live operating workshop of 9th National Conference of Society of Laparoscopic Surgeons of Bangladesh (SLSB) held in Chittagong Medical College (CMC). Prof. P. B. Roy, Ex.-Professor, Department of Surgery, CMC was the Chief Guest of this workshop. Chairman, organizing committee Prof. Omar Faruque Yusuf Head, Department of Surgery, CMC & the Executive Committee SLSB has highly appreciated our contribution in their live operating session. In his vote of thanks Prof. Omar Faruque Yusuf appreciated our role in the



development of medical science and he hope that ACI would continue it in near future. Renowned Laparoscopic Surgeons of Bangladesh attended the workshop.

**22nd & 23rd June:** Workshop on "Integrating Evidence Based Medicine in Clinical Practice" at Auditorium, NIDCH. This Workshop was organized by Teacher Association, NIDCH. Dr. Mirza Mohammad Hiron Director, National Institute of Diseases of Chest & Hospital was the Chairperson of the Workshop. 70 Doctors of NIDCH attended the Workshop.

## SCIENTIFIC SEMINAR

**18th April:** Scientific Seminar on "Complications of Prematurity" at Bangladesh Institute of Child Health (BICH) Auditorium, Dhaka. Seminar was organized by Neonatology Unit (MU-4), BICH. 181 Pediatricians attended the Seminar.

**18th May:** Monthly Scientific Seminar on "Heart Failure-its Management & Recent update" at Medicine Seminar Room, Sher-e-Bangla Medical College Hospital, (SBMCH). All the doctors of Medicine department were present.

**17th June:** Scientific Seminar on "Renal Trauma" at National Institute of Kidney Diseases & Urology (NIKDU), Dhaka. 115 Doctors attended the Seminar.

**22nd June:** Scientific Seminar on "Management of Common ENT Problem" at Bangladesh Medical Association (BMA) Bhaban, Faridpur. The Seminar was organized by BMA, Faridpur. All the members of local BMA were attended the Seminar.

## CME PROGRAM

**25th May:** Continuing Medical Education (CME) Program on Allergy & Asthma at Auditorium of National Asthma Center, NIDCH, Dhaka. Seminar was organized by Bangladesh Society of Allergy & Immunology (BANSAI). Professor M. N. Amin President, BANSAI and Professor Mirza Mohammad Hiron Director, NIDCH was the Chairpersons of the CME Program. 180 Doctors of NIDCH attended the Seminar.

**26th May:** Monthly Continuing Medical Education (CME) on "Recent Development of Breast Cancer" at Seminar Room, Sher-e-Bangla Medical College, (SBMC), Barishal. The Seminar was organized by Teachers Association, SBMC. Members of Teachers Association and all the Doctors of SBMCH attended the Seminar.

**24th June:** Monthly Continuing Medical Education (CME) Program at department of Orthopaedic, Holy Family Hospital, Dhaka. All doctors of this institute attended the CME.





# Consumer Brands Activities

## ► Achievers' Night at Cox's Bazaar

Beach town Cox's Bazaar became ACI Consumer Brands' on 14th and 15th May 2010 on the occasion of ACHIEVERS' NIGHT, a trip to celebrate achievements of Mosquito Coil and Aerosol sales, ever highest in the history of consumer brands for both the products in the months of January to April.

The most significant architect of these achievements, the sales force, was rewarded with this trip to Cox's Bazaar. With a total of 575 participants, the event was massive. Sales Representatives, Sales Supervisors, Area Sales Managers, Zonal Sales Managers and Sales Managers from across the country gathered at Hotel Sea Palace, Cox's Bazaar. First day of the trip was marked by a football tournament won by the Chittagong Zone.

The grand celebration was held in the second evening, which was graced by Mr. Syed Alamgir, Executive Director, Consumer Brands who inspired the audience with his encouraging speech. Renowned singers performed and entertained the audience. Guests from ACI FL, Finance, MIS, Distribution and Commercial Department also attended the program organized by the Home Care Solutions team.



## ► ACI Pure Suji has a new look

ACI Pure Flour has re-launched ACI Pure Suji in food graded laminated pack. The main ingredient of suji is the best quality wheat, which goes through multiple cleaning processes that remove all the impurities in wheat. Latest European technology is used to ensure that natural goodness of wheat is retained during processing. The entire process is untouched which ensures freshness and taste to be locked-in. Eye-catching design, air-tight packaging with long shelf life, makes ACI Pure Suji the most preferred food item in a regular shopper's list.



## ► ACI rewards Institutional buyers

ACI Pure Flour Limited honored its institutional customers for contributing in its sales. At present, ACI Pure Flour Limited is selling 7000 MT of its products to retail and institutional customers, utilizing its 100% production capacity, a major portion of which is contributed by institutional customers. Among around 100 customers, management awarded 17 of them with crests and a tour at Cox's Bazaar for three days. Our Executive Director, Mr. Syed Alamgir gave away the crests to the achievers, in presence of National Sales Manager, Mr. Abanti Kumar Sarkar and his team.





## ► ACI Consumer Brands launches Mobimax Mobile Accessories

On 17th June 2010, ACI Electrical Division held the Mobimax mobile accessories launch program in a gala event which was graced by the presence of chief guest, Mr. Syed Alamgir, Executive Director, Consumer Brands. Mr Ashraf Bin Taj, Business Director, Consumer Brands, foreign delegates from the manufacturer-Shenzhen Dingtai Industrial Co. Ltd. and guests from all over Bangladesh were also present on the occasion. During the event, Mobimax mobile charger and battery were unveiled, a product presentation was held and three exciting dealer packages were announced.



A cultural show was also arranged where Chinese, Bengali and Hindi songs rendered to the guests' delight.

## ► New Refill Packs from Savlon Hand Wash

ACI Consumer Brands has introduced new 1000 ml refill packs of Savlon Hand Wash - 'Ocean Blue' and 'Aloe Vera'. These two variants have created a lot of enthusiasm among consumers with their attractive fragrance, color and efficacy. 'Ocean Blue' is enriched with ocean mint fragrance which delivers a fresh feeling as invigorating as a dip in the ocean. 'Aloe Vera' is enriched with a light sensational scent of aloe extract, which leaves the skin smooth, soft and refreshed. Both variants of Savlon Hand Wash contain a unique combination of most effective germ cleansing formulations, which ensure complete family protection. This new refill pack will also delight the consumers with its price benefit.



## ► Savlon Freedom launches Economy Packs

ACI Consumer Brands has introduced four new SKUs - Savlon Freedom Regular Flow Belt system and Regular Flow Panty system (Economy Packs) in Straight Type category and Regular Flow Wings (20 pads) and Heavy Flow Wings (16 pads) in Easy Open category. The respective SKUs are offered to a specific consumer group as Economy Packs. Moreover, from Easy Open Packs, consumer gets more improved product in quality with a price benefit of Tk. 49/- over competition.

For promoting new SKUs, an attractive 20 second thematic campaign of Savlon Freedom was launched in June of this year. The main objective of this campaign is to focus on the product's key functional benefits and comparative advantage to attract new consumers and create new conversions from imported brands.

In this new campaign, we can see direct emphasis on product efficacy that consist of high absorption, extra dry feeling and complete protection during the special days. The product superiority gives the confidence to realize that Freedom is the trusted solution of every modern women during period. This ultimately boosts up a woman's self esteem and confidence.

We hope this new campaign of Savlon Freedom will take the brand to a new height! The sales and marketing team are looking forward to the success of the new SKUs and hope that this year is a memorable one for Savlon Freedom.





# Agribusiness Activities

## ► Launching of poultry vaccine

On 1st June 2010, ACI launched two poultry vaccine: CEVAC CORYMUNE 4K & 7K. These vaccines will help farmers to prevent Coryza & Salmonella incidence in poultry. Both farmers and broilers will be economically benefited as they will get more eggs and meat respectively. Salmonella is a zoonotic disease (disease transfer from man to animal and vice versa). So by using this vaccine, our country will be more benefited to get Salmonella free meat & eggs.



## ► Crop Care & Public Health: Field Personnel Training Program

ACI Crop Care & Public Health arranged a training program to boost up knowledge and skill of field forces from 5th to 11th May 2010 at Bogra. Marketing Officers and leaders of different tiers participated in this program. Dr. Md. Shariful Islam, Business Director, Agribusinesses inaugurated this training program. Mr. Ayub Ali, Business Manager, CC & PH, Dr. Gazi Jasimuddin, renowned scientist and consultant, Herbicide, Mr. Omar Faruque Majumder, Product Manager, CC & PH & Mr. K.M. Feroz Ahmed, RSM, Jessore conducted the whole training session with the help of all Portfolio Managers and Product Executives. Mr. Rafiqul Islam, National Sales Manager, CC & PH coordinated the training program.

The training modules were - Positive mental attitude, Credit Management, Business Communication, Customer Relationship Management, Merchandising, Negotiation skill

& Product Detailing. This training program was result oriented and everybody participated with full concentration and enthusiasm. The performances of participants were also evaluated. Another positive side of this training program was the two-way communication among the trainer and participants. On the last day, everybody participated in a group event and the best performers were awarded



## ► Foreign Trip for Retailers

ACI Crop Care is always trying to motivate their business partners. A successful foreign trip was arranged for the successful retailers at Darjeeling from 1st to 5th June 2010 which was part of an incentive program for our brand Sulphotox 80WP. 118 retailers from different parts of the country enjoyed this program. This trip helped to build a

strong relationship between ACI Crop Care and their valued retailers. This also gave us a huge mileage for achieving future objectives of the business



## ► Newly Launched Product

ACI Crop Care & Public Health has launched Lock 57% (Aluminium Phosphide) on 17th June 2010. It's a long desired product of our valued customers and we imported this product from a renowned source, Sinochem Ningbo, China. It is a stored grain pest product with fumigant mode of action. By applying this product, farmers can protect their harvested and stored grain from weevils and beetles. ACI Crop Care has taken direct pricing cash selling strategies by offering a competitive price.





## ► ACI Fertilizer

In the 2nd quarter 2010, ACI Fertilizer introduced several new technologies among the farmers. The team of ACI Fertilizer are working effectively to promote our existing products, increase sales and for credit recovery. To show our product efficacy to the farmers, especially for Excel Super and Flora, we have conducted several field and result demonstration on Boro rice in different regions of the country. We found 15-18% increase in yield in the rice field where Excel Super was used and about 16% increase in the yield of Boro rice where Flora was used. Due to the quality of our products, farmers are showing keen interest in using ACI fertilizers. Farmers are also getting positive ROI by using micronutrients fertilizer.

In order to inform about Bumper Folon to a large number of vegetable-growers in a short period of time, we arranged a special program named "Uthan Campaign" in the premises of the farmers' homestead at Narshingdi and Manikgonj District. We have got a lot of positive feedback from the field about the product. The Field Force of Dhaka Area arranged a farmers' training program in Narshingdi on 24th April 2010. BBA students of Eastern University participated in the training to gather practical knowledge of rural marketing. Beside this, we tried to build customer relationship through various promotional strategies.



## ► ACI Motors Limited

First time in Bangladesh, ACI Motors sold head feed rice combine harvester imported from Korea. Farmers of Bangladesh are totally dependant on manual cutting of crop, which is time-consuming and expensive compared to mechanical harvesting. But by using combine harvester, farmers can save Tk. 1.8 per kg in rice production. Government of Bangladesh also purchased 25 units of combine harvesters through "Enhancement of Crop Production through Farm Mechanization Project" DAE for demonstration in 25 districts. We also organized demonstration program in Comilla, Panchogor, Bogra and North Bengal. Farmers also showed a lot of interest in this machine, as a modern and effective technological tool.

We also organized a demonstration program for Rice Transplanter at BAU, Mymensingh. In the program, professors of BAU, PhD & MS students of Farm Power and Machinery department and farmers were present. This

technology is getting popular day-by-day and farmers are showing their interest for purchasing this machine.

We attended a fair at Mymesingh organized by Bangladesh Agribusiness Development Project, Department of Agri Business and Bangladesh Government where we were announced as the winners. We also organized a free service camp for Sonalika Tractor.

We sponsored the program of Paper Meet 2010 organized by Institute of Engineers, Bangladesh (IEB). In this program Honorable Minister, Ministry of Agriculture, Begum Motia Chowdhury was our chief guest and our Executive Director, Dr. F H Ansarey discussed on key note. We sponsored the workshop for Upzilla Agricultural Officers organized by FMP project of DAE on government subsidy program. Our Business Director Dr. Kh. Helal Uddin and Business Manager Mr. Subrata Ranjan Das were also present in this program.





## ► Field Force at R&D Station

Field force of ACI Seed visited R&D Station at Rural Development Academy, Bogra on May 5-6, 2010. There they observed the performance of the company's first variety of 'Shuchana' in sponge gourd. Earlier, they also met for day-long monthly co-ordination meeting chaired by Business Director, Agribusinesses at RDA Conference Hall.



## ► ACI Seed R&D Visited

Thirty (30) graduate trainees of Seed Technology Certificate Course in Hajee Mohammad Danesh Science & Technology University, Dinajpur visited the R&D farm, Bogra on June 3, 2010 to learn crop variety breeding, hybrid seed production, germplasm storage etc.

# ACI FL Factory Activities

## ► Training & Development

ACI FL organized a scientific seminar on "Hepatitis B Viral" (HBV) infection and prevention. The main objective of this seminar was to increase awareness among our employees about Hepatitis B. We also arranged a vaccination program for our employees.

Training on Health, Safety & Environment Security

(HSES) Management System was given to all office staffs. This was conducted by Dr. Hafez Ahmed, Ex. Corporate Advisor of International Organizations (Shell, Cairn & Lafarge Surma Cement Ltd.) at ACI FL Factory.

A total of 3,095 man-hours of in-house training have been provided to the employees.



## ► Factory visited

Thirty eight (38) officers of Central Extension Resources Development Institute (CERDI), Gazipur and Plant Protection Wing (PPW) visited the Factory. They observed the production and quality process, safety activity etc.





## ► Ethical Leadership and the Open Trust A need for Today and Tomorrow

*RMIA shares their thoughts on four important characteristics of leaders: honesty, foresight, competence, and the ability to inspire.*

The importance of leadership in our society has not been diminished, nor will it. We demand much from our corporate, political and community leaders, and often find ourselves dissatisfied with their less-than-our-expectation efforts.

The first step in succeeding as a leader is to motivate team members to decide to adhere. To do so, leaders must understand what team members look for in a leader. Research on leadership suggests that people will choose to adhere those who are believed to offer hope. The leaders who gain team members are those who represent a credible solution to difficult problems. As an assurer to ACI, it's important to show the prospective leaders' important characteristics. Leader must be - and be perceived as - honest, forward-looking, competent, and inspiring:

- Honest leaders are truthful, ethical, and principled. They are admired as trustworthy people, who do not lie or deceive. Honest leaders do not mislead those who trust them.
- Forward-looking leaders demonstrate a sense of direction and concern for the future. They adopt a long-term view and set or select a desirable destination for team members.
- Competent leaders are able to execute the vision of the organization. They have relevant experience, a record of success, and an ability to get things done.
- Lastly, inspiring leaders are enthusiastic and energetic communicators of a vision. They speak of a meaning and purpose of their plans and communicate the vision in ways that encourage team members to join in the journey.

These four characteristics are critical to understanding the many challenges that an administrator faces in leading an organization like ACI. One of the common obstacles in an organization where potential leaders cannot grow up is lack of empowerment.

Empowerment is often a key to success in new knowledge-driven enterprises. Empowerment is the oil that lubricates the exercise of learning. Talented and



empowered human capital is becoming the prime ingredient of organizational success. A critical feature of successful teams, especially in knowledge-based enterprises, is that they are invested with a significant degree of empowerment, or decision-making authority.

With these four characteristics that we have cited, leaders can appeal to team members' interests and offer them hope, but ethical leadership and public trust are not inherent to most who lead. Therefore, skills should be expanded through knowledge, experiences and continuous learning, for which leaders require empowerment. By expanding the skills that they do have and acquire from seeking knowledge to achieve these four characteristics, blossoming leaders can efficiently, effectively lead an organization.

An empowered organization is often defined as a ship boarded with successful and entrusted leaders who have set their route towards their visions on success. Successful leadership - and the trust of those led - demands a true partnership between leader and team members to create a team that advances our organization towards the common good.

*"An empowered organization is one in which leaders have the knowledge, skill, desire, and opportunity to personally succeed in a way that leads to collective organizational success."*  
- Stephen Covey.

# Know thy Colleagues

Dilara Khanam  
Sr. Quality Assurance Officer  
ACI Pharmaceuticals



**Moment you cherish:** First cry of my sweet baby

**One thing that you cannot live without:** Oxygen

**Tell us something we don't know about you:** Wanted to be an air hostess

**One thing you are very good at:** Dreaming

**If given a complete freedom to start afresh, what profession would you choose and why:** Fashion Designer

**Why is there a light in the fridge and not in the freezer:** Light generate temperature, for that it can't use in freezer

**Where do you see yourself in ten years:** Head of Quality

**What kind of values would you like to pass on to your children:** Be diligent

**What do you hate most:** Dishonesty

Dipankar Biswas  
Production In-charge, Sanitary Napkin Plant



**Favorite childhood memory:** I played a role of a king in a school drama

**Moment you cherish:** Moment of my marriage

**Favorite Book/ Writer:** Sree Kanto - Sarot Chanda Chatterjee

**One thing that you cannot live without:** Human company

**If given a complete freedom to start afresh, what profession would you choose and why:** Defense because I'd like to serve the country and to lead disciplined life

**What is the craziest thing you have ever done:** Once I vehemently disobeyed my superior's unethical order and I resigned from the service

**How do you define luxury:** More than necessity is luxury

**What is your dream of happiness:** To see my son healthy, wealthy, wise, strong and energetic

**What drives you:** Love of my family

Md. Faridul Islam  
Production Manager, Premiaflex Plastics Ltd.



**Describe yourself in one word:** Self dependent

**Describe your boss in one word:** Successful man

**Tell us something we don't know about you:** Ex-sportsman

**If given a complete freedom to start afresh, what profession would you choose and why:** Teaching profession because I consider it to be a noble profession

**How do you define luxury:** Mental satisfaction

**What is your luxury at the moment:** My daughter's continuous achievement of first position in Motijheel Ideal School

**What makes a woman beautiful:** Personality and generosity

**What is your dream of happiness:** To be a successful father

**Where do you see yourself in ten years:** Entrepreneur

Farzana Hossain  
Brand Manager, Consumer Brands



**Describe yourself in one word:** Enthusiastic

**Describe your boss in one word:** Dynamic

**Tell us something we don't know about you:** Sometimes I am short tempered

**Your hobby:** Collecting CDs, listening to music and driving car

**One thing you are very good at:** Efficiency in handling any challenging situation

**What is the craziest thing you have ever done:** Getting married at the age of 17

**What makes a woman beautiful:** Intelligence makes women smart and real beautiful

**What drives you:** Self confidence and self motivation

**Where do you see yourself in ten years:** One of the top most marketing professional in FMCG sector

**What is fairness for you:** Justice & honesty

**Quality for you is:** Superiority

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



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CCL July '10