

## Sustainability & Environment

Let's build a sustainable future now,  
for tomorrow





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Good food, Good life

## Sustainability & Environment

Let's build a sustainable future now,  
for tomorrow.

Environmental, social and governance (ESG) has emerged as much more than a responsibility. It provides an opportunity to build a more sustainable business model and a key differentiator to enhance relevancy and trust with organization stakeholders.



**FICCI:** Accelerating Growth and Development of Bangladesh



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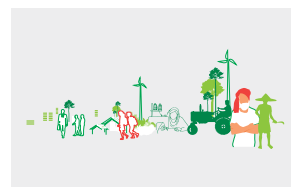
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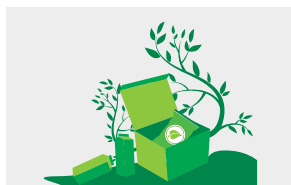
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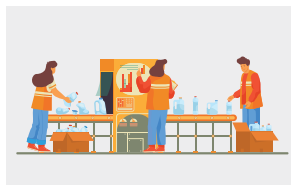
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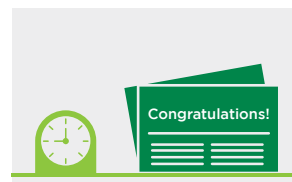
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# Editorial Board

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# Editorial

Foreign Investors' Chamber of Commerce & Industry (FICCI) has been working as the development frontier of Bangladesh by creating significant footprints in economic growth since its journey started in 1963. The chamber has been closely working with the government, regulators, media and other related stakeholders to support its members' companies by upholding their business growth and meeting the target. The members of FICCI constantly play the role of catalyst of making the nation more trade friendly and attractive to foreign investors.

The current FICCI Quarterly Newsletter, October 2022 is focusing on the "Sustainability and Environment" issue. Bangladesh is one of the promising countries towards attaining SDGs on action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The main objective of this newsletter issue is to uphold the FICCI member companies by showcasing the initiatives and activities they are currently practicing toward achieving their targets of Sustainable Development Goals (SDGs), which are aligned with the Global and National targets for achieving SDGs.

Bangladesh has the economic and social fundamentals to achieve most of the UN's seventeen Sustainable Development Goals by 2030. The country is also on track to materializing the 'Vision-2041' to transform the country into a developed one by 2041. This is an overwhelming success in just 50 years as an independent country. FICCI member companies are working together with Bangladesh in a new and consistent way to support the government to implement the SDGs and to enhance the development impact.

FICCI has been supporting the government as one of the development partners in several programmes in the arena of sustainable development solutions, poverty alleviation, environment, climate change, food security, disaster management, youth development, empowerment of women, education, employment, health care and research, capacity development, agricultural development, trade, renewable energy, infrastructure, advocacy services and many more sectors.

Worldwide FICCI member companies are mostly leading multi-national organizations, that have strong global commitments to protect the environment and ensure attaining the goals of Sustainable Development. At the same time, they are pledged to ensure and achieve the country's SDG goals. Moreover, FICCI member companies are operating their business in Bangladesh with their technological knowledge, expertise, and bringing global leadership in the broader perspective of environmental, social, and economic factors.

At present, across the world, the FICCI is representing investors from 35 countries in more than 21 sectors in Bangladesh. The individual companies of this chamber are implementing the sustainable business model by supporting the Environment, Community, and Society. For example, Unilever Bangladesh is financing strongly in promoting a circular economy, with special emphasis on plastic management. Also, BAT Bangladesh has led the private sector afforestation movement for over 40 years. These commendable initiatives can inspire others to join the cause and make their contributions.

Similarly, leading banks like Standard Chartered Bangladesh, HSBC and City Bank Ltd., who are concentrating on the green financing journey can lead the way for others to follow. For example, SCB launched the country's first ever green bond last year for Pran Agro Ltd, and City Bank Ltd. This initiative was awarded by Bangladesh Bank as the top bank in "Sustainability Rating" for the last two years.

FICCI is a major strength in the country's economy which is leading foreign investors to support the government in achieving the SDGs. However, to reach this goal, extensive collaboration between all private and public sectors is required.



# About FICCI

Drawing strength from our vision to sustain our advocacy of a better Bangladesh with a brighter future, we are focused on championing causes and facilitating policies that enhance the vibrant participation of the diverse private sector.

FICCI, as a key economic partner of Bangladesh, has embraced a number of spirited actions that express our core priorities, and we aim to continue to engage in bringing forth purposeful change through working more closely with the Government, through streamlining and enabling cross-border trade and investment, through disseminating useful research-driven market intelligence and through supporting regulation that benefits our membership and the wider mercantile ecosystem.

Hence, with an eventful past, an energetic present, and an exciting future, we are focused on bolstering our reputation and position as a key developmental partner of Bangladesh and growing with our glorious nation.

The Foreign Investors' Chamber of Commerce & Industry (FICCI) is the apex chamber of foreign Investors from thirty-five (35) countries across the globe in more than Twenty-one (21) sectors in Bangladesh. FICCI is affiliated with the Federation of Bangladesh Chambers of Commerce Industry (FBCCI) as an 'A' class Chamber and is a founder member of the Bangladesh chapter of the Paris-based International Chamber of Commerce-Bangladesh (ICC-B). The Chamber comprises 215 members, operating in a wide spectrum of manufacturing, trading and service businesses, and has been playing a catalytic role in the development of Bangladesh.

## Mission

- To promote and protect the business interest of FICCI members
- To render assistance and advocacy to the relevant ministries and regulatory agencies/authorities to promote the growth of trade, commerce, and industrial base both for the local and foreign investors
- To support or oppose, as the case may be, legislative or other measures of the Government affecting trade, commerce, and industrialization of the country related to the interest of foreign investors
- To help establishment of just and equitable principles in the domain of trade, commerce and industry of Bangladesh
- Ensure Public-Private partnership and effective collaboration with the relevant Government agencies to serve the interest of FICCI members
- Facilitate the technological transformation for sustainable manufacturing base and entrepreneurship development
- Liaison with national and international public and private sector representatives to attract Foreign Direct Investment (FDI) in Bangladesh

## Our Genesis

The Foreign Investors' Chamber of Commerce & Industry (FICCI) was established on the 1st of July 1963 in the port city of Chattogram, under the name of the 'Agrabad Chamber of Commerce & Industry'. Interestingly, at that point in time, most of the foreign companies, primarily British, had their establishments located in the coastal region of the country.

Subsequently, after the emergence of Bangladesh as a sovereign and independent country in 1971, it was felt that FICCI's office should be shifted to Dhaka, the capital city of Bangladesh, for practical reasons, and that the name of the Chamber should be suitably modified to reflect the evolved identity, taking into account the inclusion of foreign companies located outside the Chattogram region. Consequently, in June 1987, the Chamber assumed its present name, i.e. the Foreign Investors' Chamber of Commerce & Industry (FICCI), and had its office shifted to Dhaka from Chattogram.

## FICCI REPRESENTING 21+ SECTORS OF BUSINESS & INDUSTRY

**23**  
Members



Banking & Financial  
Sector

**6**  
Members



Cement Industry

**3**  
Members



Ceramics Industry

**7**  
Members



Chemical

**7**  
Members



Construction  
& Real Estate

**6**  
Members



Consultancy  
& Research

**3**  
Members



Fertilizer &  
Agriculture

**21**  
Members



FMCG

**13**  
Members



Logistics

**5**  
Members



Hospitality

**12**  
Members



ICT, Software &  
Telecommunication

**1**  
Members



Leather &  
Leather Goods

**4**  
Members



Paints  
Manufacturing

**15**  
Members



Pharmaceutical  
& Healthcare

**28**  
Members



Power  
& Energy

**31**  
Members



RMG & Textiles

**3**  
Members



Tea Industry

**6**  
Members



Testing/Inspection/Utility  
Service & Consumer Durable

**3**  
Members



Tobacco

**7**  
Members



Trading

**7**  
Members



Others

# FICCI is Proudly Representing Investment from 35 Countries



Australia  
Belgium  
Canada  
Cayman Island  
China  
Denmark  
Finland  
France  
Germany

Hong Kong  
India  
Ireland  
Italy  
Japan  
Kuwait  
Lebanon  
Malaysia  
New Zealand





Norway  
Pakistan  
Panama  
Russia  
Saudi Arabia  
Singapore  
South Korea  
Sri Lanka  
Sweden

Switzerland  
Taiwan  
Thailand  
The Netherlands  
Turkey  
The United Arab Emirates (UAE)  
The United Kingdom (UK)  
The United States of America (USA)

# FICCI Members Contribution to the Bangladesh Economy



**90%**  
**FDI IN  
BANGLADESH**

ARE GATHERED BY FICCI'S MEMBERS



**80%**  
**GAS EXPLORATION  
PROJECTS**

THAT CONTRIBUTES  
SUBSTANTIAL EXTRACTABLE  
GAS RESERVE TO THE NATION



**5**  
**MILLION  
EMPLOYMENTS**

DIRECTLY AND INDIRECTLY



**ENTREPRENEURSHIP  
DEVELOPMENT**

THROUGH ESTABLISHING  
IMPORT-SUBSTITUTE  
INDUSTRIES

**25%**  
**CONTRIBUTION**



ON TOTAL DSE MARKET CAP



**SKILL  
DEVELOPMENT**

FOR BOTH WORKERS AND  
MID-LEVEL MANAGEMENT

# FICCI Members Contributing to the Social and Community Development

SUPPLIED

**50,000**

SETS OF PROFESSIONAL  
GRADE MEDICAL PPE TO

**12 HOSPITALS**

AND

**1,000**

HIGH-QUALITY  
ICU PPE



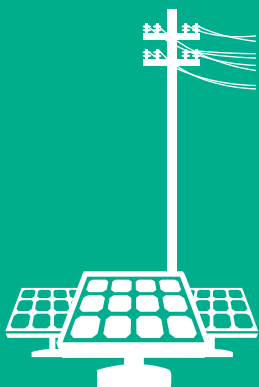
MORE THAN

**300,000**

INDIVIDUALS IN

**31 DISTRICTS**

GOT CLEAN DRINKING  
WATER, RELIEF, AND  
MEDICAL CONSULTATION  
WITH FREE MEDICINE



INSTALLED

**2,591 UNITS**

OF SOLAR HOME SYSTEMS

IN AROUND

**25 VILLAGES**

OF BANDARBAN,  
KHAGRACHARI AND  
RANGPUR DISTRICTS

AND MORE THAN

**15,000 PEOPLE**

HAVE THE ACCESS  
OF ELECTRICITY

INSTALLED

**114 FILTRATION  
PLANTS**

PURIFY AROUND

**570,000 LITRES**

OF DRINKING WATER

SERVING AROUND

**280,000 PEOPLE**

EVERY DAY



**75**

**CHILDREN  
LEARNING  
CENTERS**

AND PROVIDING  
EDUCATION TO

**3,000**

SCHOOL CHILDREN  
IN THE MELANDAH UPAZILA  
OF JAMALPUR DISTRICT



**120M**

SAPLINGS  
DISTRIBUTED TO DATE

**5M**

SAPLINGS DISTRIBUTED  
ANNUALLY

GENERATED EMPLOYMENT  
FACILITIES TO MORE THAN

**4,000**

**DISABLED  
WORKERS**





# Board Of Directors 2022-2023



**Mr. Naser Ezaz Bijoy**

**President, FICCI**  
Chief Executive Officer (CEO),  
Standard Chartered Bangladesh



**Mr. Neil Coupland**

**Senior Vice President, FICCI**  
Managing Director,  
United Dhaka Tobacco  
Company Ltd



**Ms. Shwapna Bhowmick**

**Vice President, FICCI**  
Head of Region,  
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**Executive Director,  
FICCI**



**Mr. Deepal Abeywickrema**

**Director, FICCI**  
Managing Director,  
Nestlé Bangladesh Ltd



**Mr. Jahangir Saadat**

**Director, FICCI**  
Chairman, KEPZ, a concern of  
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**Director, FICCI**  
Managing Director,  
Chevron Bangladesh



**Dr. Riad Mamun Prodhani**

**Director, FICCI**  
Managing Director &  
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**Director, FICCI**  
Chief Executive Officer,  
The Hong Kong and Shanghai  
Banking Corporation



**Mr. Zaved Akhtar**

**Director, FICCI**  
Managing Director & CEO,  
Unilever Bangladesh Ltd



**Mr. Yasir Azman**

**Director, FICCI**  
Chief Executive Officer,  
Grameenphone Ltd



**Mr. Miarul Haque**

**Director, FICCI**  
Managing Director,  
DHL Worldwide Express  
(Bangladesh) Pvt. Ltd.



**Mr. Ala Uddin Ahmad**

**Director, FICCI**  
Chief Executive Officer,  
Metlife Bangladesh



**Engr. Abdur Rashid**

**Director, FICCI**  
Managing Director,  
SGS Bangladesh Limited



**Ms. Wu Li Chuan**

**Director, FICCI**  
Director & CEO  
LSI Industries Limited



**Mr. Anirban Ghosh**

**Director, FICCI**  
Managing Director,  
Bata Shoe Co. Bangladesh Ltd



## Message from the President



As the President of one of the oldest and most prestigious chambers of the country, indeed, this is my honour and immense pleasure to welcome everyone to the FICCI Quarterly Newsletter, October 2022. The prime objective of this issue of the Newsletter is to promote the FICCI member companies by demonstrating the initiatives and activities they are currently practicing toward attaining their targets of Sustainable Development Goals (SDGs), which are aligned with the Global and National targets for achieving SDGs.

In this current globalized world, Environmental sustainability and conducting businesses are internally correlated. Business sustainability refers to conducting business in a responsible way that would not have any adverse effect on the environment, community, or society as a whole. Business Sustainability mainly addresses two broad categories, such as the effect business has on i) Environment, and ii) society. The goal of a sustainable business strategy is to make a positive impact on at least one of those areas.

The international and national commitment to Sustainable Development Goals (SDGs) is the guidelines and way forward for the business communities to set up and attain their commitment to doing business in a sustainable manner. The Foreign Investors' Chamber of Commerce and Industry (FICCI) is representing around 90% of the foreign investors in Bangladesh, including the leading multinational companies across the globe. Most of the FICCI member companies are also global leaders in conducting businesses in a sustainable manner and also have their separate commitments to ensure and attain national and international SDG goals. Besides, the FICCI member companies are conducting their businesses in Bangladesh with their knowledge, and expertise, and bringing international best practices in wider aspects of environmental, economic, and social factors. These companies always considered ensuring sustainable business practices while making business decisions and also have the motto of safeguarding their investment and long-run return rather than making short-term profits.

Currently, the FICCI is representing investors from Thirty-five (35) countries across the globe in more than Twenty-one (21) sectors in Bangladesh. Due to the diverse nature of sectors the FICCI member companies are representing, their commitments and strategy toward attaining Sustainable Development Goals are different. However, the FICCI member companies are practicing the Sustainable business model by contributing to the Environment, Community, and Society. For instance, Manufacturing companies are



practicing and ensuring sustainability through sourcing and using green raw materials, recycling and reducing both liquid and solid waste, etc. The Power sector companies are using the latest environment-friendly modern technologies for the generation of power, e.g. Gas and Electricity. FICCI member companies are also using renewable energy and contributing to lowering the emission of Greenhouse Gas. Many of the FICCI member companies are working on community development by contributing to the Education sector, supplying drinking water and sanitation facilities, and Healthcare facilities in rural areas, where the marginal people are not getting their basic needs and lagging behind. Besides, they are also contributing to Tree Plantation and forestation to reduce Environmental degradation. Some of the companies are also working to raise awareness of the people in different social problems, violence against women, and also empowering women. During the Covid-19 pandemic, the FICCI, with support from the member companies provided healthcare and Personal Protective Equipment (PPE) to different hospitals in Bangladesh. FICCI member companies also separately provided healthcare, food, medicine, soap, and handwash materials to the communities as part of their commitment to the community.

Moreover, most of the FICCI member companies are the leading multi-national companies, that have their separate global commitments to protecting the environment and ensuring sustainability, and meeting the goals of Sustainable Development. Their commitments are ranging from Carbon Neutrality, Zero Carbon Emission, Reducing and management of waste, transferring from Fuel-based energy sourcing to renewable energy, etc. Their initiatives and implemented activities are complementing the national and international goals of ensuring Sustainable Development Goals.

The Foreign Investors' Chamber of Commerce and Industry (FICCI) has taken several initiatives to ensure sustainability in the business processes and also encourage its member companies to contribute more to the Environment, Community, and Society. In this process, the FICCI has formed a Committee for Environment, Sustainability, and Governance (ESG) consisting of members from different companies. The prime objective of this Committee is to organize and collect information on the current practices of different FICCI member companies are conducting as their commitments to ensure Sustainability and showcasing and disseminating this information in different public and private forums and media so that more businesses feel interested to contribute for the Environment and Sustainability. Besides, another prime objective of the Committee is to coordinate with the relevant policymakers and regulators to identify the possible areas of collaboration with the government which will be instrumental in ensuring Sustainability and also complement the Government's initiative to achieve the national goals of sustainable development. In addition, the FICCI will organize a series of seminars on Sustainability, engaging the relevant key stakeholders, policymakers, leading researchers, and academia to raise awareness of ensuring sustainability and protecting the environment.

As one of the leading Chambers of the country, who solely represent the foreign investors in the country, we always prioritize and believe in the thought-leadership process and also work with the Government of Bangladesh as a partner for the growth and development of Bangladesh. In this process, we would like to work with the government of Bangladesh more closely to protect the environment and practice business sustainability and ensure Sustainability as a whole to complement the government's initiative to attain the national and international goals of Sustainable Development. With this aim in mind, this issue of the FICCI Newsletter, October 2022, covers the theme of Environment and Sustainability.

I would like to thank all the industry leaders and experts for their excellent contributions that greatly enriched the Newsletter. I also want to thank the patrons and sponsors of this FICCI Quarterly for their assistance and support. Finally, I would like to thank the FICCI Secretariate for their effortless support and work in bringing the Newsletter on time.

I am looking forward to the support, comments and invaluable inputs from our esteemed member companies to enrich the upcoming FICCI Newsletter.

I wholeheartedly believe that the articles of this Newsletter would encourage the FICCI member companies and other businesses in Bangladesh to rethink their strategy and commitment toward ensuring the environment and attaining Sustainable Development Goals as individual companies and the country as a whole. On behalf of the foreign investors in Bangladesh, we can assure you that we are committed to contributing more to the environment, community, and society and our commitment and initiative will help the Government of Bangladesh to meet the Sustainable Development Goals by 2030.

With Thanks and Regards,

**Naser Ezaz Bijoy**

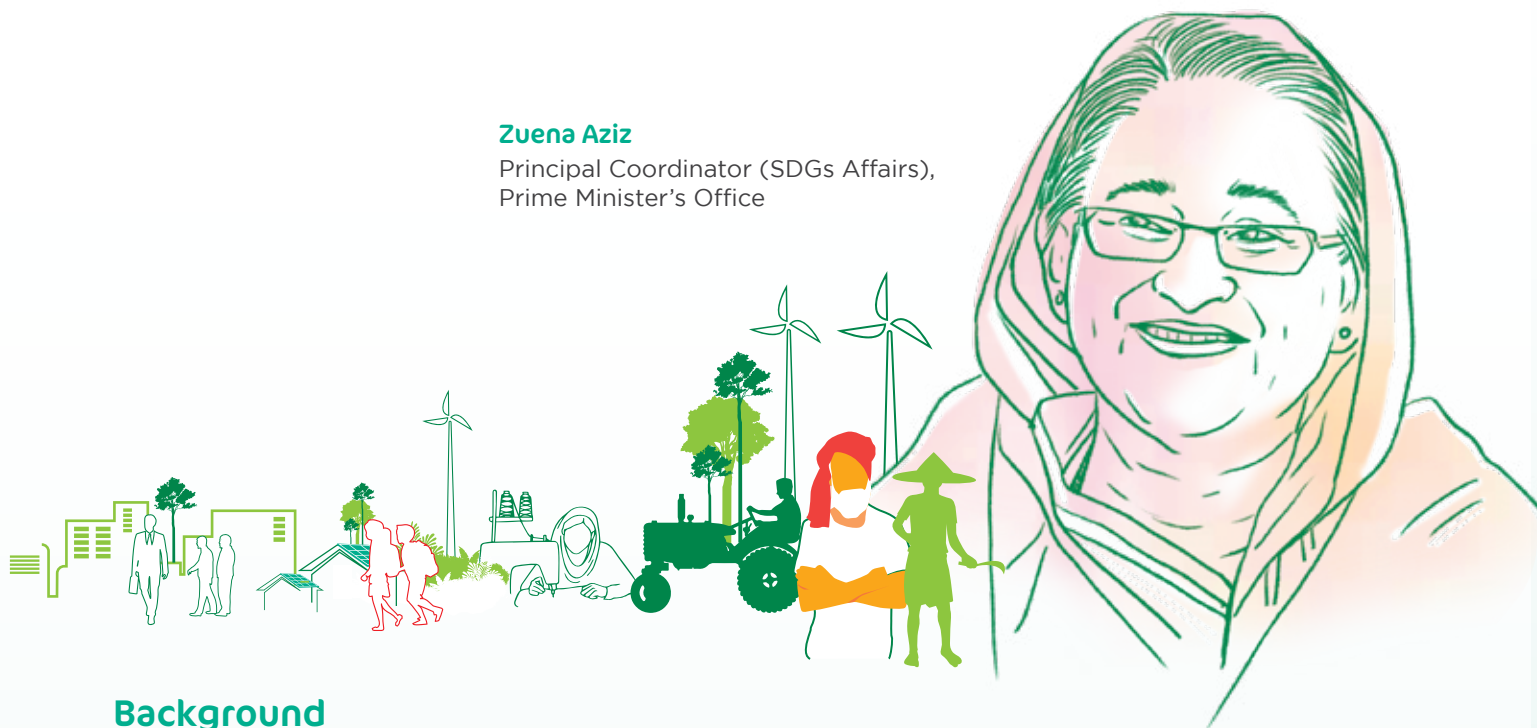
President, FICCI



# Going on a Positive Path to Achieve Bangladesh's Sustainable Development Goals: Successful Implementation of the People's Empowerment Policy of Hon'ble Prime Minister Sheikh Hasina

**Zuena Aziz**

Principal Coordinator (SDGs Affairs),  
Prime Minister's Office



## Background

On September 25, 2015, at the 70th UNGA, the final report on the Sustainable Development Goals (SDGs) titled “Transforming Our World: 2030 Agenda for Sustainable Development” was adopted on the basis of long discussions and global consensus among all stakeholders in the most inclusive process in the history of the United Nations. It has set 17 goals backed up by 169 targets for the world's future through 2030 to eradicate poverty, end hunger, ensure health and education, bring gender equality and empower women, eliminate inequality, and combat climate change and its effects. Agenda 2030 provides a framework for global cooperation to address the three dimensions of sustainable development viz. social inclusion, economic development, and environmental protection. The SDGs are also based on five cardinal principles, namely: (a) People, (b) Planet, (c) Prosperity, (d) Peace, and (e) Partnership. The motto of the SDGs is to ensure leave no one behind, i.e., building effective, accountable and inclusive institutions at all levels to promote a peaceful and inclusive society in sustainable development.

## Bangladesh's Experience In Implementing The MDGs, The First Global Goals

According to the United Nations “Millennium Declaration, 2000”, Bangladesh has demonstrated outstanding success in achieving the 8 goals and 21 targets adopted for implementation from 2001 to 2015. Bangladesh has met several of the MDG targets ahead of the stipulated period, such as: reducing the headcount poverty and poverty gap ratio, reducing the prevalence of underweight children, achieving gender parity in primary and secondary education, reducing under-five mortality, availability of antiretroviral drugs—reducing HIV transmission, children sleeping under insecticide-treated mosquito nets, tuberculosis cure rates under DOTS etc. In addition, Bangladesh made significant progress in increasing primary school enrolment, reducing infant and maternal mortality, increasing immunization coverage, and reducing the incidence of communicable diseases. As a result, Hon'ble Prime Minister Sheikh Hasina was awarded several awards and honours from various international organizations including the United Nations.

## Actions Taken by Bangladesh to Implement the SDGs

### People's empowerment and development, the Hon'ble Prime Minister Sheikh Hasina's philosophy:

At the 66th session of the United Nations General Assembly in 2011, the Hon'ble Prime Minister of Bangladesh presented a new peace model titled "People's empowerment and a peace-centric development model" based on her life-long experience in politics spanning half-a-century. Focusing on sustainable democracy as a fundamental instrument of development, she presented six mutually reinforcing peace factors, namely: (a) eradication of poverty and hunger, (b) reduction of inequality, (c) mitigation of deprivation, (d) inclusion of the excluded people, (e) acceleration of human development, and (f) elimination of terrorism. Later, the Prime Minister's proposal was unanimously adopted as a resolution at the UN summit in the category of "People's Empowerment and Development". All the issues of the resolution adopted based on the model of the philosophy of Hon'ble Prime Minister Sheikh Hasina are present in the SDGs. Her main target of development agenda is the people, and so are the SDGs. The Government has thus incorporated the SDGs into its own development agenda to address the challenges of social inclusion, economic development and environmental protection. With a view to addressing the "leave no one behind" aspiration of the SDGs, the government has adopted special programmes for the homeless and landless, marginalized communities, and those living in remote areas.

### Political Commitment:

Under the direct guidance and supervision of the Father of the Nation Bangabandhu Sheikh Mujibur Rahman, the Constitution of the People's Republic of Bangladesh drafted in 1972, has pledged to ensure fundamental human rights, respect for the dignity and worth of human beings, and effective participation of the people through elected representatives. Hence, many of the fundamental principles of sustainable development have long been enshrined in our constitution. It should be noted that in the speech given at the United Nations on September 25, 1974, Father of the Nation mentioned, "The Bengali nation is dedicated to building such a world order in which will be reflected people's desire for achieving peace and justice." This statement of Bangabandhu is directly reflected in the SDG-16. In addition, in the speech, he emphasized on eradicating poverty (SDG 1), eliminating hunger (SDG 2), reducing inequality (SDG 10), good health (SDG 3), education (SDG 4), solving the problem of unemployment (SDG 8), emphasizing building equitable economic systems (SDG 16), addressing natural disasters (SDGs 1, 11, 13) and recognizing interdependence and concerted efforts to solve problems (SDG 17). So, it can be seen that almost

all of Bangabandhu's thematic statements are present in the SDGs.

### Alignment of SDGs with the National Development Strategy:

Following the successful implementation of the MDGs, the Government is committed to achieving the SDGs announced by the UN from the outset. To fully implement the SDGs, Bangladesh needs to formulate and implement three successive Five-Year Plans. During the formulation of the Seventh Five Year Plan (2016-2020), the Government of Bangladesh was also involved in the process of preparing the Post-2015 Development Agenda. Bangladesh submitted a framework proposal of 11 goals, 58 targets and 241 indicators to the United Nations under the kind guidance of Hon'ble Prime Minister Sheikh Hasina by organizing four Divisional level and one national level workshops. Among the 17 goals finally adopted by the United Nations, 10 goals proposed by Bangladesh conversed with them. For this reason, without wasting time, Bangladesh was able to align its seventh Five-Year Plan with most of the SDGs. Later, "Bangladesh Delta Plan 2100" also integrated Agenda 2030. The ongoing Eighth Five Year Plan (2021-2025) has been aligned with all the SDGs as well. Among the 104 indicators selected to monitor whether the Eighth Five-Year Plan is being properly implemented, 66 are solely SDG indicators. Hence, if positive results are found in the mid-term reviews of the Eighth Five-Year Plan, it will mean that we are on the right track in implementing the SDGs.



### **Formation of SDGs Implementation and Review Committee:**

Since the SDGs are interrelated and multiple Ministries/Divisions are involved in the implementation of a specific goal, the post of Principal Coordinator for SDGs has been created at the Prime Minister's Office for overall coordination. The SDGs Implementation and Review Committee has been constituted comprising the Secretaries of the most relevant 25 Ministries/Divisions convened by the Principal Coordinator. The Member of General Economics Divisions (GED) of Bangladesh Planning Commission is serving as the member secretary of the committee. Presently, UN Resident Representative, President of FBCCI, Director General of NGO Affairs Bureau, representatives of CPD, PKSF and Aspire to Innovate (A2i) are also invited to the said committee meeting.

### **Adopting a “Whole of the Society Approach” to SDGs Implementation:**

The Government of Bangladesh has adopted the “Whole of the Society Approach” involving, NGOs, INGOs, civil society, development partners, private institutions, businessmen, academics, professional organizations, local government institutions, parliamentarians and other relevant stakeholders to implement the SDGs. On 16th May 2019, from the Cabinet Division, the SDG implementation and coordination committees have been formed at the Division, District and Upazila levels with representatives of various stakeholders.

### **SDG Mapping And Goal-based Coordinating Ministries:**

The Government has identified the Ministries/Divisions as Lead, Co-Lead and Associate Ministries according to their level of responsibilities to implement the goals and targets of Agenda 2030. Also, on 30th September

2019, the goal-wise coordinating Ministries/Divisions have been designated from the Prime Minister's Office. Seventeen Coordinating Ministries for 17 goals will organize workshops for target-based progress review of SDGs involving relevant stakeholders including Lead, Co-Lead and Associate Ministries, Development Partners, NGOs, CSOs. They will identify challenges and devise ways to overcome them, and develop objective-based reports encouraging best practices and innovation.

### **Formulation of National Action Plan for Achieving SDGs:**

Following SDGs Mapping, Lead Ministries in consultation with Co-Lead and Associate Ministries have prepared the “National Action Plan to Achieve SDGs” wherein new projects, programmes and necessary policies to achieve SDG targets in five years in line with Seventh Five-Year Plan has been highlighted. The National Action Plan has already been reviewed by organizing several workshops. A revised National Action Plan in the light of the Eighth Five-Year Plan will be finalized soon.

### **Analysis of Data Gaps in SDG Implementation Monitoring:**

Data is needed to monitor whether SDGs implementation is being carried out properly or not. The Government has reviewed the data collection systems of existing surveys, censuses, national accounts and statistical agencies and published the “Data Gap Analysis for SDGs Monitoring”. The 2017 analysis found that data for 70 indicators were readily available, and 108 indicators were partially available. At present, however, it is possible to obtain information on 176 indicators of the SDGs in our country.





### **Formulation of SDG Monitoring and Evaluation Framework:**

In 2018, Bangladesh Government formulated and implemented a results-based monitoring and evaluation framework (where we have to go from where) to review the implementation progress of the goals and targets of Agenda 2030. Here, three milestone targets (2020, 2025, 2030) are determined in accordance with the five-year planning cycles. Based on the framework, the General Economics Division (GED) is preparing a report on Bangladesh's progress in achieving the SDGs in every two years. A revised version of the Monitoring and Evaluation Framework was released in 2020 as the new framework for the Eighth Five-Year Plan was finalized at the end of the Seventh Five-Year Plan.

### **Launch of SDG Tracker for Results-Based Monitoring:**

A data repository and innovative SDG Tracker ([sdg.gov.bd](http://sdg.gov.bd)) has been launched to monitor the implementation of SDGs as an online version of the Monitoring and Evaluation Framework of SDGs. The Hon'ble Prime Minister inaugurated it at a side event during the 72nd session of the UNGA in September 2017. From the general public to policy makers, everyone can find out where we stand on any indicator online from anywhere, download data and generate required reports. The statistics and Informatics Division (SID) has already provided necessary training to SDG focal and alternate focal points officers, data providers, data approvers, and data authenticators of Ministries/Divisions. Currently, 92 organizations from 43 ministries are connected to the SDGs Tracker.

### **Financing Strategy of SDGs:**

The Government conducted a study to determine the financial needs for SDGs implementation, which revealed that an additional estimated investment of US\$ 928.48 billion is required from 2017 to 2030 at constant prices of the 2015-16 fiscal year. The annual average financing requirement during the period under review is US\$ 66.32 billion. Five possible sources of deficit financing are recommended: (a) private sector financing (42%), (b) public sector financing (34%), (c) public-private partnerships (6%), (d) external sector financing (15 %), and (e) NGO funding (4%).

### **Participation in Voluntary National Reviews (VNRs):**

On 17 July 2017, Bangladesh participated in the first Voluntary National Reviews of the SDGs along with 42 other countries at the UN High-Level Political Forum on Sustainable Development. In that year, the implementation of 7 goals (Goals 1, 2, 3, 5, 9, 14, and 17) of Agenda 2030 was reviewed. Later, on 13 July 2020, Bangladesh along with 46 other countries participated in the VNRs process for the

second time. Then, all goals were then taken into consideration for review. The Voluntary National Reviews Document was prepared in consultation with all relevant stakeholders of the SDGs.

### **Organization of National SDGs Implementation Review (SIR) Conference:**

The first National Conference on SDG Implementation Review (SIR), jointly organized by the Governance Innovation Unit, Prime Minister's Office and General Economics Division was held on July 4-6, 2018. About 2000 representatives of various stakeholders including government, NGO, CSO, private sector, and development partners participated in it. At the national conference, 43 lead Ministries/Divisions highlighted their SDGs implementation progress and presented future action plans. The report released at the conference identified successes, and implementation challenges and provided directions for the way forward. In continuation of this, the second SIR conference was held on 16-18 May 2022. The hon'ble Prime Minister attended the inaugural session as the Chief Guest and gave some instructions to accelerate the implementation of SDGs. In the second conference, unlike the 1st one, all the Divisional Commissioners presented various SDGs localization activities in their respective jurisdictions. Various Ministries/Departments presented their activities undertaken against the SDG Action Plan. Representatives of the private sector, development partners, NGOs and civil society also presented their positions.

### **Localization of Sustainable Development Goals in Bangladesh:**

The Government of Bangladesh has prepared a priority list for localizing SDGs at the District and Upazila levels. The priority 40 indicators (39+1) were approved in the cabinet meeting held on 3rd December 2018. It is to be noted that one additional indicator has been proposed to be adopted from the respective District/Upazila in which the respective District/Upazila is relatively backward. GIU has provided training for trainers in all administrative Divisions and the trained officials have imparted training to the concerned officials at District and Upazila levels. Later, after finalizing the Upazila Action Plan, the District Action Plan was finalized. In joint consultation and supervision of GED and GIU, Natore District Action Plan for implementation of SDGs has been formulated and published, which is recommended to other districts to follow.

### **Formation of National Data Coordination Committee (NDCC):**

The National Data Coordination Committee (NDCC) has been constituted with representatives from various data-providing organizations to prepare and provide standardized, up-to-date and

acceptable data on the indicators of SDGs. To ensure regular, updated and reliable information in the SDG Tracker, the latest data status of each Ministry/ Division/ Department/ Organization is regularly placed and discussed in the NDCC meeting, chaired by the Secretary of the Statistics and Informatics Division (SID).

### **Involvement of Youth in SDGs Implementation:**

There is no alternative to ensure the participation of youth, the most creative and dynamic segment of the country's population, at local, national and international levels in achieving the SDGs. For this, a skilled youth community with high human and moral consciousness and rich in advanced education and training is essential. If the young men and women of the country are developed in that way, their overall development and empowerment will be smooth. To this end, the GIU of the PMO organized the first workshop with the participation of about 200 youth and youth organizers as an initiative to involve the youth in the implementation of the SDGs under the theme "SDGs for the Youth, by the Youth". Following GIU's concept paper, the Ministry of Education, Ministry of Youth & Sports, and Ministry of Cultural Affairs organized three similar workshops.

### **Enhancing the Efficiency of Public Administration to Achieve the SDGs:**

On April 10, 2018, the project titled "Enhancing the efficiency of public administration to achieve sustainable development goals" presented by the GIU was approved by the ECNEC. Through this five-year fully government-funded project, Prime Minister's Fellowship has been awarded to 94 persons for PhD course and 220 persons for Master's degree. Moreover, the SDGs module has been included in the foundation training course of the newly recruited government officials.

### **Launch of My Constituency Data Platform:**

"My Constituency Data Platform" has been launched to ensure progress monitoring of each constituency as a tool for SDGs localization. The platform enables parliamentarians to monitor development progress and take data-based decisions for inclusive development planning and priorities in their respective constituencies. It is a web and mobile apps-based data platform, where data on 86 indicators across 10 themes are currently available. Hon'ble Members of Parliament can now also compare the progress of their constituencies with other constituencies.

## **Role of the private sector in SDGs implementation**

- SDGs call for actions through the help of global partnerships with both the public and the private

sectors. To achieve different goals of SDGs, governments must take the lead in living up to their pledges. At the same time, the private sector should spread their hand with new initiatives, new ideas and new technologies to the government for the sake of the country and the betterment of the people.

- SDGs implementation will require a much larger amount and more varied sources of financial resources than it was for meeting the Millennium Development Goals (MDGs). Surely, national governments will continue to have the primary responsibility for financing the SDGs through their own development plans and budget, but it will not be enough, given the wider breadth and width of the scope of the SDGs. To fully realize the SDGs, all parties—government, civil society and the private sector—must have a shared responsibility.
- Private sector has been the driver of economic growth in Bangladesh like many other developing countries. A large number of targets of SDGs are related to growth, employment, and the delivery of key services such as education and health, which could not be achieved without the active participation of the private sector. In order to achieve these goals through greater involvement of the private sector, there has to be a framework of how these two actors can work in tandem. In some cases, particularly in protecting the environment, the private sector requires incentives from the government to remain competitive in the world market.
- In order to make the private sector more 'responsible' in production and consumption, an efficient mixture of laws and incentives should be in place. We can categorize the modalities of engagement of the private sector in achieving the SDGs into five groups: (a) Continue the existing contributions of the private sector, (b) Engaging the private sector through incentive/disincentive mechanism, (c) Engaging the private sector through laws, (d) Corporate Social Responsibility (CSR), and (e) Developing business cases through innovation and research & development.
- With regard to SDGs implementation, the Government of Bangladesh expects the private sector will create more employment opportunities, which ensures greater social inclusion and environmental protections. They will accept fairer tax regimes, work towards more stable socioeconomic contexts for commerce to flourish both within and between countries. Private sector leadership will concentrate on new mechanisms for co-financing sustainable development innovations, focusing more on long term sustainability rather than solely short-term profits. Cultivating more resilient agriculture systems with efficient market, they should focus on new methods of sustainable crops and products. They should work with public health

sectors to develop cheaper and more appropriate services, especially for maternal and child health. Also, they have to work with the public sector to ensure the supply of appropriate skills and education. To ensure gender equality in companies, they will open more opportunities for female leadership with proper working environment. They can ensure corporate commitment to promote safe and clean water with hygienic sanitation. The Government will provide incentives through tax and affordable pricing structure to mobilize alternative energy for the private sector. We need massive private sector innovation; focusing on both short and long-term impacts, especially in extractive industries, but also on production, transportation and waste recycling methods in all sectors.

- As the apex trade body, FBCCI is encouraging the industrial and commercial organizations of the country to formulate and implement plans to increase efficiency through innovative and technological development in line with the SDGs. FBCCI and GIU of PMO jointly organized a meeting on 1st July 2018 to identify the role of the private sector in achieving the SDGs. The meeting divided the SDG targets into several thematic issues and accordingly formulated recommendations on the role of the private sector in achieving the targets. Following the first meeting, another large-scale meeting was organized on 2nd November 2019. In addition, with the aim of understanding how business organizations can be involved in the implementation of SDGs, a specific questionnaire has been prepared by the Prime Minister's Office, which has been sent to collect data through individual sector chambers/associations under the supervision of FBCCI.
- In 2021, 47 factories of the Bangladesh Garment Manufacturers and Exporters Association (BGMEA) voluntarily produced a report highlighting the impact of the garment industries on the respective SDGs. The report shows how the garment industry is contributing not only to economic development, but also to the achievement of the SDGs: it provides employment, supports healthcare for the working class, invests in improving workforce skills, recycles resources, and increasingly uses renewable energy. Towards the journey of sustainability, BGMEA has joined the UNFCCC's Fashion Industry Charter for Climate Action and pledged to reduce GHGs emission of the industry by 30% within 2030. It has pledged to the "Green Button Initiative" of the German government. It has been implementing Partner of the IFC Partnership for Cleaner Textile. It is the 1st Association in Bangladesh to Publish Sustainability Report in 2020. This initiative by BGMEA will encourage other federations /chambers/associations to come forward and report their social, economic and environmental impacts.

## SDG Implementation Progress of Bangladesh

Bangladesh was in a relatively good position to achieve some of the targets of several SDGs before the onset of the global pandemic of Covid-19. The pace of poverty and hunger reduction was desirable; the poverty rate fell to 20.5 per cent and the prevalence of malnutrition decreased to 14.7 per cent. According to the latest World Bank estimates, the proportion of Bangladesh's population living below the international poverty line (per capita daily income of 1.90 PPP dollars) was 12.5 per cent and 11.9 per cent in 2020 and 2021, respectively. Significant progress has been made in reducing stunting among children under five, from 60 per cent in 1996-97 to 28 per cent in 2019.

Significant progress has been made in the health sector: Neonatal mortality has decreased to 15 per thousand, child mortality rate has decreased to 28 per thousand, maternal mortality ratio has decreased to 163 mothers per 100,000 births, the presence of skilled health workers during childbirth has increased to 75.3 per cent. According to the 2019 estimates, the rate of HIV infection is 0.015 per 1000 people at the national level. Bangladesh has successfully achieved continuous progress in the fight against tuberculosis. Notable progress in the education sector includes raising the primary education completion rate to 83 per cent, achieving gender parity at the primary and secondary levels, providing nearly 80 per cent of teachers with the necessary training, and raising the adult literacy rate to 76 per cent.



The ratio of elected women seats in the National Parliament and local government is 21 per cent and 23 per cent respectively. Bangladesh ranks ninth in the world in terms of women's empowerment in politics. 98.5 per cent of household members in the country have access to safe water from better sources. Comparatively the greatest progress can be seen in the power sector; 100 per cent of the people have come under the electricity facility. The manufacturing sector's value addition to the country's GDP has increased at a significant rate. The government has been considering the construction of resilient infrastructure on a priority basis. With a view to reducing inequality, the government has increased the number of beneficiaries and allowances in the social safety net programmes. In line with the "Sendai Framework for Disaster Risk Reduction 2015-2030" and other international protocols signed, the Government has formulated the "Bangladesh Disaster Risk Reduction Strategy (2016-2030)". Bangladesh has drafted the "Mujib Climate Prosperity Plan 2030", which will leverage the financing of the 8th FYP, "Vision 2041" and "Bangladesh Delta Plan 2100" to unlock a pathway for a fast-tracked delivery of the SDGs by 2030 and GDP per capita growth commensurate to upper-middle-income status.

## Bangladesh's International Recognition of SDG Implementation

The Sustainable Development Solutions Network (SDSN) founded under the auspices of the UN Secretary General and led by renowned American economist Professor Jeffrey David Sachs, has been preparing independent evaluation reports on the implementation of the SDGs since 2017. In the first assessment of 157 countries, Bangladesh was ranked 120th in SDGs implementation and the index score was 56.2 (out of 100). According to the latest report of 2022, the global position of Bangladesh is 104th and the index score is 64.2.

SDSN's 2021 report notes that the global pandemic is a major blow to sustainable development; for the first time since the adoption of the SDGs in 2015, the global average SDG index value declined compared to the previous year. But Bangladesh's success is due to the policy adopted by the Hon'ble Prime Minister to deal with the disaster of Covid-19 by keeping lives and livelihoods intact. Bangladesh has been able to maintain its index score and position similar to its previous years (2020 and 2021) even in the midst of Covid-19. According to the report, Bangladesh is one of the three countries that have made the best progress in the global ranking in the last five years. Therefore, on 20th September 2021 at the 9th International Conference on Sustainable Development, Prof. Jeffrey Sachs presented the "SDG Progress Award" to the Hon'ble Prime Minister Sheikh Hasina. At the event, Professor Sachs mentioned that Bangladesh came first in the world in most SDGs progress between 2015 and 2020.



## Conclusion

The Sustainable Development Goals are broad, interrelated and interdependent. Some goals are preconditions for the implementation of other goals, some goals will accelerate the implementation of other goals, some goals, however, may also create disruptions in the achievement of others. Hence there is no alternative to adopt a planned development strategy. If the SDGs can be localized to the local realities in coordination with national-level plans and strategies that are well thought out, more benefits can be achieved cost-effectively, benefiting the entire country. It will be possible to build a developed, happy and prosperous country free from hunger and poverty by 2041 by developing a skilled workforce with an emphasis on quality education and involving the general public at all levels of the development agenda. In this, the global development agenda will serve as a complement to the national-level development agenda. Hon'ble Prime Minister Sheikh Hasina is leading the country in the desired planned roadmap to build the golden Bangladesh to fulfil the dream of the Father of the Nation Bangabandhu Sheikh Mujibur Rahman.



## Zuena Aziz

Principal Coordinator (SDGs Affairs),  
Prime Minister's Office



*Zuena Aziz has been appointed as the Principal Coordinator for Sustainable Development Goals (SDGs) at the Prime Minister's Office (PMO) of the Government of Bangladesh. Zuena Aziz is a 1984 batch BCS (Administration) cadre officer. She joined the Civil Service of Bangladesh in 1986 and performed her responsibilities in different capacities at the field-level administration and at the Secretariat. Before joining her current responsibility, she was the Senior Secretary at the Ministry of Social Welfare. Prior to that, she served as the Secretary of the ICT Division. She also served as the Member (Secretary) of Bangladesh Planning Commission.*



# Putting Sustainability Above All

**Shehzad Munim**  
Managing Director,  
BAT Bangladesh



Even a few decades back, corporate sustainability was a concept hardly considered relevant by businesses. But with the challenges posed by climate change becoming more complex and dynamic by the day, for businesses to remain competitive and sustain in the long run, embracing sustainability has become critical. As a result, businesses now are becoming more aware about the importance of adopting sustainable practices in every layer of operation, from investing in green technologies and innovations to creating shared values for the communities, stakeholders and shareholders.

The Bangladeshi business landscape is also treading on the same path. Take the case of the garment industry for example: there are now more than 150 green garment buildings in the country; 44 of them acknowledged with the prestigious platinum rating. Four of these buildings have also been recognised by the United States Green Building Council (USGBC) for Leadership in Environmental and Energy in Design (LEED). The nation is now considered a global leader.







In december last year, the government recognized and awarded 30 companies from six industries with the green factory award—a first for the nation. almost all of these are local companies. This initiative by the government reflects the degree of importance it attaches to sustainable business practices in bangladesh.

The multinational companies operating in the country are also doing their part in making their businesses sustainable. BAT Bangladesh, for example, is working proactively in promoting the concept of ESG across multiple platforms, including in business forums and policy-related discussion sessions. And with the aim to ensure transparency in business practices and to inspire others to do the same, BAT Bangladesh launched its first-ever Environmental, Social, and Governance (ESG) Report earlier this year. As an organization, it has taken remarkable initiatives that have not only helped restore the environment but have also improved beneficiary livelihoods in the broader society. The dedication to society is evident through our flagship ESG initiatives, which include the country's largest afforestation program, a safe drinking water project, and an off-grid renewable energy initiative. BAT Bangladesh is proudly leading several environmental efforts, including sound farming practices, steps to reduce carbon emissions, and reduction of unnecessary single-use plastics, among other initiatives. By 2030, the company aims to reach carbon neutrality (phase 1 & 2) by lowering energy use, utilizing renewable energy sources, and minimizing manufacturing waste disposal.

As BAT Bangladesh made the transition from CSR to ESG, one thing that became evident was the fact that ESG is something which cannot be driven alone. It requires extensive collaboration between multiple functions and stakeholders—including in the corporate and regulatory spaces—to work towards achieving the common goal. Similarly, when it comes to supporting the Government and working towards achieving the SDGs, renowned private sector companies can play leading roles in driving important agendas. As we understand, Unilever Bangladesh is investing heavily in promoting a circular economy, with a special focus on plastic management. Hence, they can lead the journey whereas the others can follow suit. Similarly, BAT Bangladesh has led the private sector afforestation movement for over 40 years now and can inspire others to join the cause and make their contributions.



On a similar tangent, renowned banks like Standard Chartered Bangladesh, HSBC and City Bank Ltd., who are focusing on the green financing journey can lead the way for others to follow. For instance, SCB launched the country's first ever green bond last year for Pran Agro Ltd, a concern of Pran-RFL Group; and City Bank Ltd. was awarded by Bangladesh Bank as the top bank in "Sustainability Rating" for the last two years.

These are very positive developments for us; examples that will inspire others to follow suit.

But then there are challenges to adopting sustainable practices in business. The ongoing global pandemic and the economic repercussions of a war at the heart of Europe have exacerbated challenges for businesses in staying afloat and in such a scenario—with a focus on sustaining operations—sustainability often fails to make it to the top of the priority list. Moreover, small businesses often lack the resources who can understand and drive sustainability within their culture and ecosystem. In addition, many businesses still fail to see the long-term gains that sustainable business practices can yield and are overwhelmed by the immediate costs.

To overcome these issues, it is important for companies to change their perspective towards sustainability. It should be seen as a tool for resource optimisation, enhanced business performance and long-term benefits. A research by Deutsche Bank—focused on the evaluation of 56 academic studies—suggest that companies that have a high rating for ESG have comparatively lower cost of debt and equity. 89 percent of the 56 academic studies that had been evaluated for the research indicate that companies with a high rating for ESG outperform the market in the medium to long-term.

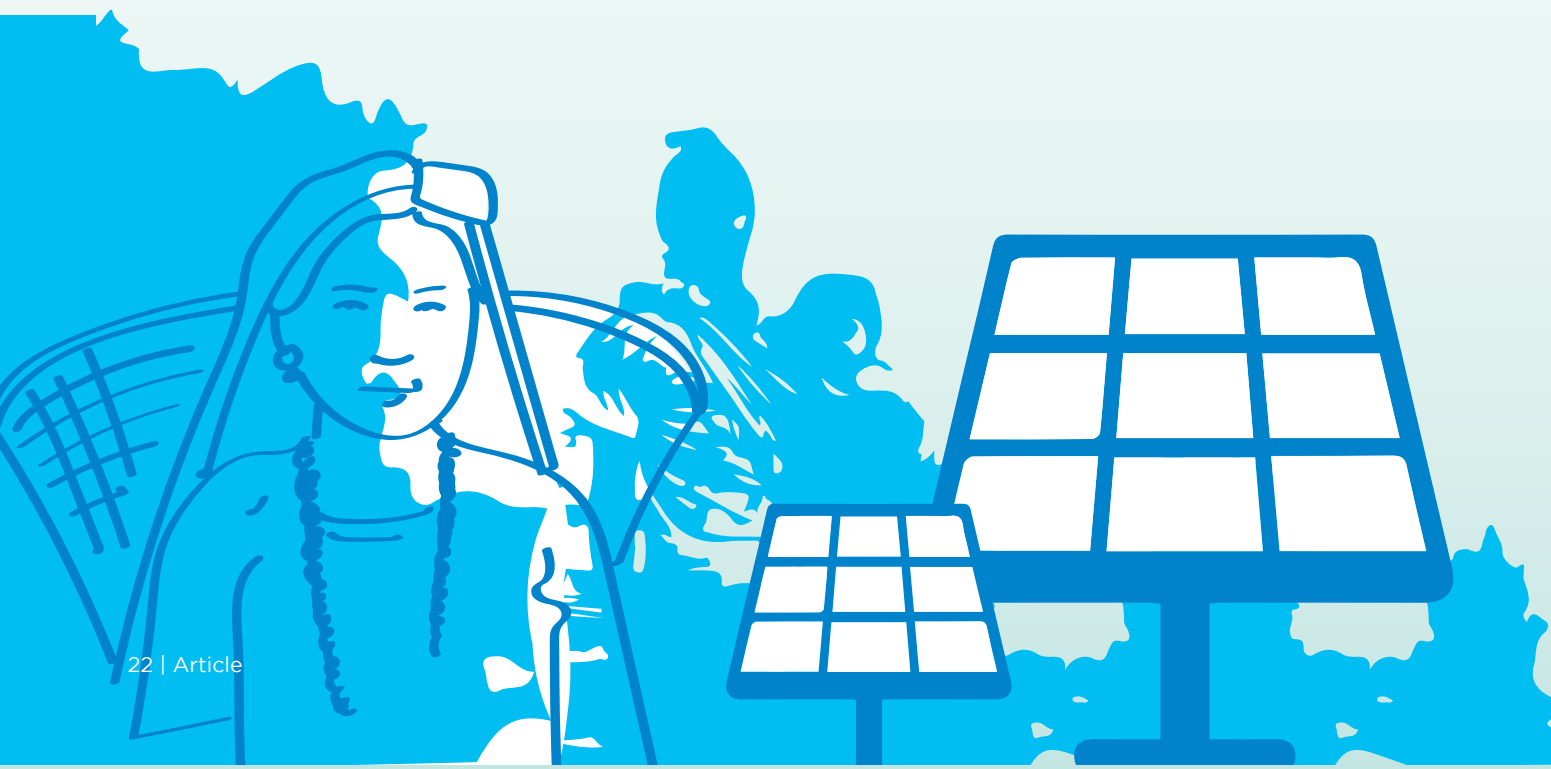
Companies should be made aware of these studies and research findings, and relevant case studies should also be made easily available for them, so that they can see the benefits of investing in sustainable business innovations.

Sustainability, in principle and in practice, should be placed at the heart of any corporate, because only by adopting sustainable business practices can they survive in the long term. Sustainability is no longer a luxury—as seen in the past— rather it has become a pressing necessity. If businesses do not equip themselves with innovative sustainable solutions today, tomorrow they will be forced to bear the brunt of it—be it in the form of costly raw material sourcing or having to operate in a non-conducive environment.

It is high time for businesses to focus on decarbonisation, introduce CO2 neutrality in the extended value chain, completely switch to renewable sources of energy, adopt circular economic practices, invest in R&D with a special focus on innovative sustainable solutions, create values for the communities, and most importantly, have a clear, target-based strategy to implement the above.

The government in Bangladesh, on its part, is encouraging businesses to adopt sustainable practices, and the central bank is also encouraging green investments. Now it is up to us—the big business—to take the lead in creating long-term values for both shareholders and stakeholders, and set examples for others.

However, the bigger aim of implementing a sustainable business model across industries, will not be possible without effective collaborations at every level. This is a journey that policymakers, regulators, corporates, development sector, and civil society must embark upon together. We need to have a shared vision and work as a team to realize it. The question remains, do we have the intent? Our future actions will tell.





## Shehzad Munim

Managing Director,  
BAT Bangladesh



*Shehzad Munim joined BAT Bangladesh as a Territory Officer in 1997, immediately after graduating from the Institute of Business Administration (IBA), University of Dhaka. He has worked in various marketing roles within BAT Bangladesh before taking up assignments in BAT New Zealand as Group Brand Manager in 2003 and subsequently, taking over the role of Head of Brand Marketing in 2005. In 2006, he was engaged as a manager in product and packaging innovation in Sydney, Australia. Afterwards, he returned to Bangladesh as Head of Brand and was appointed as Head of Marketing. In 2010, he took over the role of Area Head of Marketing for South Asia. In 2010 he was also appointed to BAT Bangladesh's Board of Directors. Thereafter, he was appointed as the first ever Bangladeshi Managing Director of BAT Bangladesh in 2013. Within a short period, he has contributed immensely to elevate the organization to its next level, ensuring sustainable shareholder and stakeholder value creation, while also enhancing the company's contribution to economic development to achieve the SDG goals, aligned with the vision of the Government.*

*Munim is currently the treasurer of British Business Group Board of Trustees. He is also the former President of Foreign Investors Chambers of Commerce & Industries (FICCI).*



# CHEVRON BANGLADESH – 25 YEARS JOURNEY TOWARDS SUSTAINABILITY IN MOVING BANGLADESH FORWARD TOGETHER

**Eric M Walker**

President and Managing Director  
Chevron Bangladesh



Chevron is one of the world's leading integrated energy companies, involved in virtually every aspect of the energy industry. Access to energy helps improve lives by driving human progress and enabling the benefits of modern society. This is why Chevron is constantly working to provide reliable, affordable, and ever-cleaner energy.

Chevron operates three gas fields in the northeast of the country. Chevron Bangladesh Block Twelve, Ltd. and Chevron Bangladesh Blocks Thirteen & Fourteen, Ltd. ("Chevron Bangladesh") is the largest producer of natural gas in Bangladesh, accounting for over 60% of total domestic natural gas production. Its facilities also produce over 80% of the domestic condensate production. Condensate is liquid hydrocarbon produced with natural gas. Chevron Bangladesh has achieved a remarkable safety record, managing its operations with a workforce that comprises over 95% Bangladeshi nationals. Chevron Bangladesh works with communities across its operations, building long-term partnerships that foster economic development and lasting benefits to them.

Social investments in communities are one of the core values of Chevron's global business practice. In Bangladesh, Chevron has been managing social investment programs since 2006. The key areas of social investment are health, education, economic development, and emergency relief.

Chevron Bangladesh invests in activities and programs that focus primarily on livelihood support, access to education, primary health care facilities, skill development and entrepreneurship support. Chevron carries out most of these projects in partnership with leading nongovernmental organizations.

Thousands of people working in Chevron Bangladesh's operation in the country's northeast area and the people living in the adjacent areas benefited through the company's partnership with the community and different NGOs. Through these partnerships, the critical socioeconomic issues of the people living in that area were addressed. As a partner with Bangladesh government, as well as local businesses and communities, Chevron also contributes to health care, education, and economic development for mutual benefit and progress.



At Chevron Bangladesh, we refer to our common set of values as The Chevron Way. This is the foundation for what we believe and how we behave. Throughout our history, Chevron Bangladesh has been a place where trust, respect and humility define our culture and where performance, partnership and accountability guide the way. The Chevron Way underpins our commitment to delivering affordable, reliable, and ever-cleaner energy. Our strategy is clear – we are leveraging our strengths to deliver lower carbon energy to a growing world. This includes contributing to the UN Sustainable Development Goals (SDGs), which we view as a system of targets and objectives that build on each other to achieve a more sustainable future. We believe the next decade will be full of partnership, action and growth, and we are well-positioned to be part of the solution.

Chevron Bangladesh touches all 17 SDGs through our day-to-day operations, partnership initiatives and social investment opportunities. We work with key partners, communities, and industry groups to maximize positive outcomes and continually deepen our understanding of sustainable development.

Achieving a more sustainable energy future means drawing on our culture of human ingenuity to solve problems and deliver solutions. It also means being an outstanding partner with businesses around the world and with the communities we call home. By operating responsibly and performing with excellence, we strive to make Chevron the partner of choice.

In Bangladesh, our partnerships and investments in health, education and economic development advance progress and strengthen communities. We spent more than USD 15 million on community programs over last 12 years, benefitting more than 120,000 people.

Chevron's Bangladesh Partnership Initiative (BPI) is our flagship, multi-year program that supports economic development for communities in the greater Sylhet region. We work with leading development organizations, like BRAC, Swisscontact, and International Development Enterprises to establish business and workforce development programs. BPI demonstrates sustainable progress through strengthening governance of 110 Village Development Organizations (VDO) as registered cooperatives under the Jibika project. Few of these VDOs received the best cooperative award at District and Divisional levels in the last couple of years which is a landmark of substantial growth in their livelihoods and leadership skills. Uttoron is another workstream of BPI which provided technical training to more than 3000 local youths in various trades with 68% job placement. As a long-term legacy of Uttoron intervention, BPI contributed to establishing one permanent technical training center and one advanced welding facility in partnering with Sylhet City Corporation and Khulna Shipyard respectively. BPI also designed to support 1100 Micro, Small and Medium enterprises through the 'Uddokta' project providing market chain development support, access to finance facilities, joint venture initiatives, promotional campaigns, etc.

For 15 years, Chevron Bangladesh has sponsored two clinics in Karimpur and Swastipur near our Bibiyana gas plant to improve access to healthcare. These two clinics serve the local communities with approximately 60,000 affordable and quality health services every year.

Since 2006, we have been implementing water, Sanitation and Hygiene projects for the Greater Sylhet communities. Tree plantation campaign, winter support, agriculture inputs, solar streetlights, sewing machines, toolboxes, and learning materials are a few other support areas in which Chevron is contributing to improving the quality of livelihoods of local neighboring communities.

During the Covid pandemic, we provided emergency food & hygiene packages to more than 8000 families, 10 oxygen concentrators, and two ICU ventilators to local hospitals to help strengthening healthcare facilities to attend to more patients in Sylhet with covid complications. At the event of the recent flood in Sylhet region, we provided one week's supplies to around 15,000 families and additional 240,000 oral saline and water purification tablets.

In addition, we support education programs. In the last 12 years, we have awarded more than 8,000 scholarships to local students. The SHIKHON project, a collaboration between Chevron and Save the Children, provided multi years of an accelerated non-formal primary school education to 1,800 previously out-of-school children and dropouts from 46 villages near our areas of operation. Also, we pioneered a partnership with the Asian University for Women (AUW) by supporting their Summer School where the brightest female high school students across Bangladesh participate in an intensive program focused on Science, Technology, Engineering and Mathematics (STEM) and Humanities subjects.







## Eric M Walker

President and Managing Director,  
Chevron Bangladesh



*Eric M Walker is the President and Managing Director of Chevron Bangladesh. He Joined Chevron Bangladesh in July 2020. Prior to joining Chevron Bangladesh, Eric was the General Manager of Reservoir Management for Europe, Eurasia, and the Middle East. In this role, he was based in London and responsible for Asset Development for Chevron's interests in Kazakhstan, Azerbaijan, Europe, and Iraq. Before moving to London, he was based in Baku, Azerbaijan, where he held the position of Country Manager.*

*Eric is a native of Texas, USA. He began his career in 1987 as a petroleum engineer and has held numerous technical and management positions of increasing responsibility in the United States, Brazil, the Netherlands, Azerbaijan, and the United Kingdom during his career. Eric received his Bachelor's degree in Petroleum Engineering from Texas A&M University in 1986 and a Master's degree in Business Administration from the University of Louisiana at Lafayette in 1991.*



## Refresh the World Make a Difference

**Ta Duy Tung**

Managing Director,  
Coca-Cola Bangladesh Ltd



While the world is moving forward at a fast pace with all of its pride, the industry leaders realized sustainability is the way forward. Nowadays corporates and big companies are focusing on sustainability apart from their core business. And through sustainability initiatives, they can ensure community development which in return will boost the business. Apart from business perspective, corporates and companies also invest in sustainability, as they believe this is the only solution that will allow all of humanity to co-exist for a better and magical future.

To ensure sustainability, UNDP has set 17 Sustainable Development Goals to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity. And for countries like Bangladesh, sustainability plays key role in the country's overall development. The government of Bangladesh has taken up multiple initiatives to ensure the country achieves its goals. But only the joint effort of both public and private sectors can support the country in achieving these goals. MNCs such as Unilever, BAT are taking up different initiatives focusing on specific SDGs to support the government in its effort to achieve SDGs.

Coca-Cola is one such corporation, who are spearheading sustainability in all of the markets we are operating. We make brands and products that people love while building a more sustainable future for our business and for the planet. We do all of this while staying true to our purpose: to refresh the world and make a difference. Our Environmental, Social and Governance (ESG) goals and initiatives are anchored by our purpose and are core to our growth strategy. To ensure sustainability in the markets we operate in, we took up many initiatives under global banners such as Water Stewardship, World Without Waste and Women Empowerment.

Aligning with the global commitment, Coca-Cola System in Bangladesh has taken up multiple initiatives to support the country in achieving its Sustainable Development Goals. Alongside the brand, our bottling partners International Beverages Private Limited and Abdul Monem Limited have aligned their business interest with the interests of the communities which reinforces the Coca-Cola system's commitment to doing business the right way. Our initiatives are focused on developing programs in such manner that it



affects the communities and their surrounding directly to improve their livelihood and the life of the future generation.

Globally, there has been a lot of noise surrounding water and how best to preserve it. Everyone is trying their best to ensure maximum efficiency in using it. The concerns surrounding water is a big priority for us, especially when you realize that it is the principal ingredient in the products we make. And not just for business, the community we serve also requires water for everyday purposes. That is why in Bangladesh we have partnered with different organizations such as 2030 Water Resources Group to jointly develop the “Introducing of Water-Efficient Technologies” (IWET) project in Barind Tract with the specific overarching goal to enhance agro-water productivity both in terms of efficiency (More Crop per Drop) as well as economic productivity (Value per Drop). The project increased livelihood opportunities for 10,000 Barind farmers and 50,000 beneficiaries from 6 sub-districts. Our bottling partners, IBPL and AML have both installed roof water harvesting facilities in both plants to give back 100% water used in our bottling process.

Waste problem has become a menace for the whole world. Especially for a developing country like Bangladesh, this problem creates a barrier to the development of the country and the environment. Due to this problem, many infrastructural developments of the country slow down while the health of the people living in the country gets compromised. To mitigate this problem, interference from the govt. won't be enough. Corporates and NGOs should come together and support the govt. against this issue. With this noble thought in mind, the Coca-Cola Foundation (TCCF) has funded Social Responsibility Asia (SR Asia) for their project titled “Integrated Management of Plastic Assortment and Contribution Towards Green Economy” (IMPACT-GE). During its first 6 months, the project aims to collect and recycle PET with an aim to impact the lives of 1.37 million people in Dhaka South City Corporation. TCCF is also partnering with CordAid Bangladesh for a new project titled Recycling for the Environment by Strengthening Income & Livelihood of Entrepreneurs- RESILIENT. The project aims to foster the economic and social well-being of waste workers for safe and dignified collection of plastic waste for recycling in Dhaka North City Corporation & Narayanganj City Corporation.



For any economy to thrive it is of utmost importance that both men and women participate in the workforce and contribute to the society. This has led to many strong women empowerment movements across the globe that has greatly benefited the society as a whole. Similarly, the economic empowerment of women in Bangladesh has also greatly boosted the economy. They play a vital role in the society and it is no surprise to see many corporations engaging in sustainable initiatives focused on women empowerment. We have had the opportunity to see the positive impact of empowering women through our Women Business Centers. Our 70 WBCs established in Jamalpur, Khulna and Bagerhat districts have directly impacted the well-being and economic empowerment of 100,000 women. These centers have gone on to indirectly impact 400,000 other people thereby further establishing the fact that an economy booms when women are recognized for their work.

When the whole world was struggling with COVID-19, the situation was worst for countries like Bangladesh as the medical system isn't as updated as the developed countries. To save the country from this disaster, the government and the private sector stepped up for the betterment of the country. With this joint effort, Bangladesh was able to recover from this global pandemic. Like all the MNCs, Coca-Cola also contributed to this fight against this global pandemic. With

support from the Coca-Cola Foundation (TCCF), Coca-Cola Bangladesh pledged BDT 11.5 crore towards COVID-19 relief measures to support vulnerable and marginalized communities across Bangladesh. The relief programs aimed at positively impacting 50 lakh lives in Bangladesh. Coca-Cola partnered with CARE Bangladesh to provide food packages to 10,220 households and dignity kits to 14,555 households, positively impacting approximately 100,000 people. The company has also supported in vaccination roll-out in partnership with Bangladesh Red Crescent Society during the nationwide COVID Vaccination roll-out by the Government.

We view responsible resource consumption as key responsibilities for us towards our communities and environment and through our interventions in recycling, water replenishment, energy efficiency etc. We are aligning our business interests with the interests of the communities. With both the local priorities in mind and our global strategic mandates, we have driven initiatives that enhance skill development and build local capabilities crucial for national growth. The company's first ever Sustainability report was launched in 2021 that highlighted all the activities done. Our purpose is to refresh the world and make a difference. Our company and system employees make this possible every day. Together, we're using our global presence to build a more sustainable future for our business in Bangladesh and the planet.



## Ta Duy Tung

Managing Director,  
Coca-Cola Bangladesh Ltd



*Ta Duy Tung joined Coca-Cola Bangladesh as the Managing Director back in 2021. Tung is a veteran in the beverage sector who possesses strong expertise in general management, consumer-centricity-market analysis, strong business insights and design thinking, and value stream management which helped him in developing capabilities in brand development, communication, and innovation management. Previously he worked with the Coca-Cola Beverages Vietnam, where his expertise in strategies and action plans broke a 25-year-old record in Coca-Cola in the field of supply chain productivity. Tung is a surgeon by degree as he earned his first Bachelor of Surgeon degree from Hanoi Medical University, Vietnam before going to pursue a Bachelor of Business Management from Hanoi Polytechnic University. He also has an MBA degree from Bangalore University India.*

# Geocycle is Poised to Play a Significant Role in Sustainable Waste Management in Bangladesh

## Rajesh Surana

Chief Executive Officer,  
LafargeHolcim Bangladesh Limited



Geocycle is uniquely positioned to address the national waste problems. It is the part of the worldwide network of Geocycle that uses existing integrated cement plants for sustainable waste management. In Bangladesh, we have been offering our professional services in the field of waste management since 2012. Geocycle provides co-processing services at its Chhatak plant - the country's sole integrated cement plant - enabling the management of wastes in a safe and environmentally sound manner. With the expansion of industrial base and population growth in Bangladesh, increasingly larger volumes of waste are generated. For Geocycle Bangladesh, this creates an opportunity to actively contribute to responsible waste management by following a sustainable approach.

Bangladesh faces a serious problem with solid waste management. The metropolitan centers produce roughly 23,688 tons of Municipal Solid Waste (MSW) per day, of which organic solid waste accounts for over 70%. The major portion of the waste generated be it industrial waste, plastic waste or municipal solid waste cannot be re-purposed or recycled and has to be disposed of in an environment-friendly way. This is where co-processing comes to the forefront. Cement Kilns have played a major part in sustainable waste disposal for ages where the high temperature of the cement kiln - 1050-2000 Deg C is used for burning the waste ensuring complete disposal with a destruction and removal efficiency of more than 99.99%. Moreover the residual ashes are absorbed in the cement matrix ensuring no additional ash is landfilled. The entire gas effluent is run through appropriate pollution control devices which ensures no additional pollution to the environment. In short, whatever goes in doesn't come out.

Geocycle being the only waste management facility approved by the Department of Environment (DoE), has been providing co-processing services to some of Bangladesh's leading oil & gas, pharmaceutical, agro product, food and consumer goods companies such as Nestlé, Chevron, Beximco Pharma, Novartis, Renata, Syngenta, British American Tobacco, Unilever, Reckitt Benckiser and many more. We have invested Tk35 crore in setting up the state-of-the-art waste management facility. This ensures adequate storage, safe handling, globally recognized pre-processing, and environment-friendly disposal through co-processing. We have increased our capacity to handle and dispose of 1000 MT of waste per day with additional investments in the pipeline. We hope to further improve our capacity. This year through our operation we have co-processed approximately 20,000 MT of solid waste.

Rajesh Surana, CEO of LafargeHolcim Bangladesh mentioned "We envision Geocycle to be the major partner with the Government in handling the waste management challenges. We want to create partnerships with more local and foreign companies operating in Bangladesh as well to create a zero waste future by addressing the national waste problems."

We conduct our activities professionally and responsibly, carefully managing the risks of our business. This protects our employees, communities and the environment in which we operate and safeguards and enhances the reputation of our customers. Geocycle is an initiative of LafargeHolcim Bangladesh which is committed towards the motto of a cleaner and greener Bangladesh.





## Rajesh Surana

Chief Executive Officer,  
LafargeHolcim Bangladesh Limited



**LafargeHolcim**

*He is a versatile global business executive with a unique balance of strategic and operational experience. Rajesh Surana has over two decades of work experience in leading multinational Companies. As the CEO and member of the Company's Board of Directors, he drives the Company's strong multicultural and diverse leadership team and leads the development and execution of long-term strategies with the goal of increasing shareholder value. He sets the tone from the top to ensure that Health and Safety remain at the centre of the Company activities, the Company's Code of Conduct is adhered to all the times and all safeguards are in place for the Company to operate with integrity and with sustainable business practices. Rajesh Surana is an undergraduate in Commerce from Delhi University and Fellow Member of Institute of Company Secretaries of India and Fellow Member of the Institute of Chartered Accountants of India.*



Good food, Good life

# Sustainability is Not an Additional Job, It's THE JOB

**Deepal Abeywickrema**

Managing Director, Nestlé Bangladesh Limited



**"UNICEF estimates that by 2040, almost 600 million children globally are projected to be living in areas of extremely high-water stress."**

## A planet no more friendly for next generation

For centuries, we only kept measuring how much we progressed by the infrastructures we made for comfortable living, the miles we traveled at ease, and the assets we left behind for our children. Today, our warm fireplace no longer protects us from excessive cold, or our air cooler is tiring itself to cool down the rising temperature outside. We are no more confident that we can pass down the comfort we built for ourselves to our children because climate change has become a direct threat to survival. All of it is at the cost of mother nature, whom we have ignored for a more extended period.

UNICEF's 2019 report, Environment Fit for Children, states that climate change directly threatens a child's ability to survive, grow, and thrive. Water scarcity, natural disasters including flash flooding, cyclones, etc., heat waves, and extreme weather destroy infrastructure critical to the next generation's well-being. Every time we face a natural disaster, be it a cyclone or flood, adverse health impact on the affected population remains relatively high as access to sanitation facilities remains a challenge. Especially in this

part of the world, the rescue operation remains highly focused on safe emergency dislocation of disaster-prone people, vastly ignoring the other well-being factor like mental health, access to sanitation facilities, and nutritious food.

## The strain on environment and what must be done

The gravity of environmental degradation sees no borders, impacting the young and the old, urban and rural areas. Our environment is not 'inexhaustible.' Instead, it indicates that it can no longer sustain human life forms if we continue to live and grow like this, ignoring environmental issues. Thus, businesses can no longer argue that sustainability is not a part of their businesses. Our approaches must be as such that sustainability remains a core business principle.

Although it is easier said, considering the growth and lifestyle achieved by the human race with the company of economic growth, addressing sustainability in business has become more complex than ever. Each business has to do much homework to set up an end-to-end policy where a company's environmental impact remains minimal, or ideally, the carbon emission becomes zero. Businesses cannot do it alone. The strength



and expertise of governments, NGOs and academia, multilateral agencies, and the private sector must be blended and combined to address this global challenge. An all-united comprehensive action plan and a holistic approach toward sustainability are required.

Most importantly, it must be a part of the vision of the business; sustainability must be a purpose. All can agree that companies are, at the end of the day, sales organizations. Thus, the obligation is more on them to innovate and make ground so that profit and the planet both can live in harmony. Organizations can think of the triple bottom line, which refers to how a company's actions impact profit, people, and the planet. With this framework in mind, a sustainable business strategy can be developed that's also profitable. It is time for organizations to sit down and scrutiny the operations of each function within the business, make changes to reduce carbon footprint, and, if required, take bold steps while doing so.

**"In a recent McKinsey survey, 70 percent of respondents said their companies have a formal governance of sustainability in place."**

It is also vital to create a monitoring framework to regularly assess the progress of the environmental

goals and their impact on the environment and community. The more frequently it is done, the better. That will give the organization the safety net of not overlooking any opportunity or learning that can help the organization become more sustainable.

## **Time to focus on what is important**

Climate change is a vast chapter, and to effectuate sustainability, we need to re-adjust our focus. For a long time, we only considered planting trees and thought it was enough. Well, we already know it is not. Our operations must be cleaner, and the focus should be on reducing GHG emissions, using more renewable energy, improving environmental processes, and using fewer natural resources for production. We must pioneer alternative materials to shape a waste-free future and drive responsible behavior. Better waste management systems can address the issues of plastic waste entering the natural environment and impacting the ecosystems. We cannot keep producing materials remaining in our nature for hundreds of years. So, we must modify our designs to be more responsible for the end life of plastic materials. Active role of relevant Govt agencies, and a conducive EPR guideline can guide businesses on this. And MNCs with their global best practices can also come up and share what is beneficial so that it can multiply and create a positive impact on the environment.

For years, globalization was a gift, but now the focus is shifting towards localization. If we have to reduce GHG emissions in production, we must focus more on procuring our raw materials from where we operate. Sustainable sourcing is a need of the hour. Our supply chain must be resilient and more focused on developing local farmers and suppliers to reduce pressure on imports. Farmers and suppliers must also be supported with training and capability enhancement if required in this development process.

## The consumer has a role to play

Awareness and education are the key areas here to inform consumers more about coming forward to create a cleaner, greener future. Consumers are putting more and more emphasis on environmental stewardship and transparency. Thus, embedding environmental sustainability would also require the support of consumers.

According to a recent Deloitte Survey, climate change continues to be a top concern for Gen Z and millennials, investing in environmentally sustainable choices and emphasizing the need for urgent climate action.

So, this loop is not closed until consumers join hands with businesses and support the efforts and vision of companies to grow, keeping the environment's well-being at the center.

## The moral obligation of a consumers-facing organization like Nestlé

Regardless of who we are, where we live, and what we do, we all have a moral obligation towards each other, our future generation, and other species to sustain the planet. Thus, we believe businesses and organizations must adopt a well-rounded approach toward sustainability, considering everything.

For more than 150 years, Nestlé has thrived as a business pushing the boundaries of progress. As the world's largest food and beverage company, Nestlé is going beyond its commitment and specifying plans to achieve zero carbon emission by 2050 and halve it by 2025. Under this flagship of Roadmap to Net Zero, we have considered our sourcing, operations, and, most notably, our advocacy. We've taken this same approach with a bold plan that reflects our deep commitment to helping address climate change. Nestlé takes a comprehensive approach to our products and business to measure our impact, and we aren't stopping there. Now, we're considering our suppliers' impact and scouring our business ecosystem to see where and how we can drive equitable change.

## Challenges: Infrastructure and cost

Businesses know what they have to do and, to some extent, how they do it. But some roadblocks also need be address while implementing the approaches. The absence of infrastructure remains a big challenge for a country like Bangladesh. Infrastructure challenges constantly threaten ideas and visions about recycling plastic materials or renewable energy.

Also, there will be significant transition costs, as the first unit of new and improved climate-friendly solutions are more expensive than the last unit of what is currently in place. But waiting until prices come down will result in no action. It will be a vicious cycle that prevents new technologies from scaling up. Every industry faces this challenge today, and if it is not solved, businesses will fail to address climate change. Thus, Businesses must look at the cost transition differently. For example, the costs of seeking greenhouse-gas neutrality are no different than other types of forward-looking expenditures, such as R&D spending. Businesses cannot sustain without R&D, and this planet cannot sustain if we keep emitting GHG like we are now. So, the size of spend can be carefully calibrated and shifted toward climate work without hurting near-term profits. The balance will be tricky, but now digitalization offers significant efficiency improvements to almost every business on the planet, which means new ways to power progress.

## Roadmap to Net Zero: Nestlé Bangladesh's Saga

Accepting the challenges we have in Bangladesh but never making it an excuse, Nestlé has also designed and implemented a Roadmap to Net Zero aligning with Global Roadmap. Our key focus is reducing carbon emissions as a market on every operational level. We are also progressing towards reducing virgin plastic to one-third and 100% Re-cyclable/Re-usable packaging by 2025.

Nestlé Bangladesh also extensively focuses on sustainable sourcing of raw materials like rice, wheat, and spices to reduce the carbon footprint. We do not compromise on the stringent quality of our while doing so. Thus, we have trained more than 500 farmers in Dinajpur with expert agronomists, enhancing their skills and employability with advanced scientific knowledge on cultivation. This project has also been recognized in the CSR forum of the country, bringing home the 'Best CSR project for

Community Engagement 2021', organized by The Daily Star and CSR Window.

Nestlé Bangladesh's Sreepur factory is also one of the leading manufacturing sites in Bangladesh to achieve 'zero liquid discharge'. Addressing SDG no. 12, 'Responsible Consumption and Production', every year, we religiously bring down the amount of water used in producing our products by innovations in operations and technology in our factory. As a manufacturing site, we do not expel wastewater from our production to the environment; instead, we purify it again and use it in other non-food production operations to protect the environment from the harmful effect of industrial waste.

So, as you can tell, Nestlé takes CSV and environmental issues as core business principles, and we strive to meet our global and market commitment to improve our nutrition profile and tackle climate actions.

## Concluding Remarks:

The good news is that we see businesses coming up to tackle climate change. It wasn't on our plate for so long, but now a time is emerging. Now everyone should focus on the 'implementation' and 'execution' of the many eco-friendly practices. No one can prosper alone, and business depends on a thriving society and planet. By changing ourselves, modifying human behaviors, staying aware and alert, embedding sustainable practices within organizations, and adopting innovative technologies, we can take essential steps to stitch a better future and leave behind a world worthy of future generations.

The crux of this business case is never to mind the moral imperative and for a global company like ours to go all in on climate change. Doing right by the planet will ultimately mean that Nestlé will serve our consumers, suppliers, communities worldwide, and the Earth itself.

**Never mind doing what is right; by doing right, we can also serve our consumers!**

**Deepal  
Abeywickrema**

**Managing Director,  
Nestlé Bangladesh Limited**



Good food, Good life

*Deepal Abeywickrema joined as the Managing Director of Nestlé Bangladesh Ltd in 2018. Before joining Nestlé Bangladesh Ltd, he was Senior Vice-president (Sales) for Nestlé Lanka Limited in Sri Lanka. During his 30+ years tenure with Nestlé, he has been expatriated to diverse countries like India, Australia, (Fiji and Papua New Guinea), and Malaysia, where he collectively spent 18 years and gained a profound understanding of business dynamics. Under the astute leadership of Deepal Abeywickrema, Bangladesh has been a key growth driver for Nestlé in the South Asia Region, a focused market of the Nestlé Group.*



# From Linear to Circular for Sustainable Packaging Inks

**Angshuman Mukherjee**

Country Head,  
Siegwerk Bangladesh



The traditional life cycle of packaging results in needless levels of emissions and waste. This is because a linear economy goes only one way. Products and resources are created, used and then become waste which gets thrown out.

In contrast, a Circular Economy is based on economic development decoupled from the use of finite resources, allowing for human well-being while respecting the natural boundaries of our planet.

In the packaging industry, a Circular Economy is achieved by

**Reducing** - The first step is to reduce the use of materials, especially plastic, where possible. We can do so by eliminating packaging structures not needed for the functionality of packaging or by using renewable materials.

**Reusing** - If we can not sensibly reduce the material we use, we should aim to reuse the packaging as often as possible. This moves packaging from single-use consumable goods to durable goods.

**Recycling** - The only acceptable end-use scenario in a Circular Economy is recycling. This keeps the material and the economic value in the system.

## Siegwerk leads the way towards a Circular Economy

Siegwerk has established itself as the market leader for safe and sustainable packaging inks and coatings, pioneering solutions to shift from a wasteful linear packaging model to a circular model predicated on the concepts of reducing, reusing and recycling packaging.

Sustainability is central to its business ambitions, and is underpinned by a sustainable business initiative, called HorizonNOW. This initiative has set bold targets to be achieved by 2025 in the areas of People and Communities, Operations and Supply Chain, Product Safety and Responsibility and Circular Economy. In terms of Circular Economy, our aim is to ensure that 75% of all products and services enable reusable, renewable or recyclable packaging.

“A circular economy is a systemic approach to economic development designed to benefit businesses, society, and the environment. In order to preserve the natural resources for future generations, we all need to adopt Circular Economy practices in our everyday life, be it professional or personal,” explains Shailendra Nagotkar, Head of Application Technology Flexible Packaging for Siegwerk India.





Siegwerk uses its expertise in inks and coatings to develop tailor-made solutions to meet customer needs, and those needs are increasingly related to circularity and sustainability. Just a few of the solutions Siegwerk has developed include:

**De-Inking** - There is increased awareness of the need to recycle packaging to create the materials needed for new packaging.

However, current recycle quality is typically poor. This is due to the unpleasant visual appearance or odor of different types of recycles after extrusion, which can be related to ink degrading and remaining in the recycles. This unfortunately enforces downcycling. Siegwerk's de-inking and delamination technology enables the creation of high-quality recycles.

The de-inking and delamination primer creates a printable layer sensitive to an industrial washing process. Inks and coatings are removed quickly and effectively, leaving clean separated plastic layers.

These remaining high-quality recycles can be used in new packaging materials. This technology is compatible with a wide variety of packaging structures, and packaging specifications remain unchanged.

Most importantly, the use of the de-inking and delamination technology aids in achieving 100% recyclability, an essential component in enabling the Circular Economy.

A practical example of this technology can be seen in de-inking of shrink sleeves. Washable crystallizable PET shrink sleeves are invaluable in increasing the yield in PET bottle-to-bottle recycling. Working in partnership with other companies in the supply chain, Siegwerk developed washable shrink sleeves based on crystallizable PET (cPET) as film printed with specially developed washable inks and primer solutions. In this way both the bottle and the shrink sleeve can go through the recycling process without the need for separation.

Siegwerk's de-inking technology has received recognition from the Association of Plastic Recyclers (APR).



### Barrier Coatings for Paper and Board -





Siegwerk's new portfolio of UNILAC barrier coatings for paper and board includes a range of products that repel water and water vapor, oils, and greases. These barrier coatings are available and produced using natural resins and renewable raw materials whenever possible. Importantly, paper and board coated with these barrier coatings are typically repulpable, recyclable, and compostable, thereby giving paper and paperboard packaging producers the confidence that their packaging has a variety of end-of-life solutions, minimizing their impact in case of leakage into the environment (littering).

Siegwerk offers a range of barrier coating formulations to accommodate a variety of Paper & Board packaging products, including paper cups, fast food wrappers, and corrugated boxes, meeting, of course, the functional needs of the paper such as printability, flexibility, and gluability.

**Paperization -** There is growing interest in switching from plastic to paper-based packaging, partly because paper packaging can be more circular in certain circumstances. But there are challenges to making the switch. Paper

packaging can be limited in scope, which is unfortunate because it has a well-established waste and recycling stream. There is therefore a need to facilitate a wider packaging paperization scope to utilize already existing waste streams. There is a challenge in reducing shelf life limitations when going away from film-based structures. And when switching to paper, one must ensure compliance with recycling streams by avoiding unwanted/disrupting materials like PVC. Siegwerk makes this transition possible through solutions such as printable barrier coatings to improve grease, aroma and water vapor resistance, as well as Cobb value reduction coating to maintain the package structure even in moist atmospheres. These coatings replace the function usually served by plastic.

As the need for circular packaging solutions grows, so too do Siegwerk's efforts to develop innovative solutions to meet unique needs. Siegwerk's ambition to build a truly sustainable business makes the company an ideal partner for customers seeking to realize their own sustainability targets.

Functionality	Market Assessment Tests	Food contact	Bio Renewable Content	Market Specifications
<b>Grease and Oil barrier</b> 	3M Kit (up to 16) TAPPI T559 (up to 12) Fat Kit (6 min, 60° C) Food Contact	DFC	up to 25 %	<i>Example: Burger Wrap</i> Tappi level 6 minimum
<b>Water barrier</b> 	COBB – g/m <sup>2</sup> /time (from 5 to 30 min, depending on substrate)	DFC & Indirect FC	from 5 % to 30 %	<i>Example: Cup</i> 3 g/m <sup>2</sup> /5 min 15 g/m <sup>2</sup> /30 min
<b>Water vapor barrier</b> 	Moisture Vapor Transmission Rate (MVTR) – g/m <sup>2</sup> /24 h Tropical conditions: 35° C, 90 % RH Standard conditions: 23° C, 50 % RH	DFC & Indirect FC	from 15 % to 35 %	<i>Example: Copy Paper Wrap</i> < 20 g/m <sup>2</sup> /24 h
<b>Multi-functional</b> 	COBB – g/m <sup>2</sup> /time Grease – Tappi T559	DFC & Indirect FC	from 0 % to 40 %	<i>Example: Wrapping Paper</i> < 20 g/m <sup>2</sup> /5 min Tappi level 6 minimum

## Angshuman Mukherjee

Country Head,  
Siegwerk Bangladesh



**SIEGWERK**

Angshuman Mukherjee is currently heading the Siegwerk Bangladesh as the Country Head. He holds a Bachelor's degree in Mathematics from Calcutta University, a Diploma in Packaging from Indian Institute of Packaging, Delhi and a Post Graduate Diploma in Marketing from the Institute of Management Studies, Delhi. Angshuman has a total industrial experience of 26 years. He has held several leadership positions with Packaging Ink manufacturing companies in India. Apart from handling responsibilities in Technology, Projects, Product Management, Key Account Management, Business Development and Sales in Coates & subsequently DIC over a tenure of 19 years, he has headed Application Technology and Exports for Flex Pack and Tobacco in Siegwerk India for the last 7 years.



# Transforming the Ecosystem of Plastic Waste Management

**Zaved Akhtar**

CEO & Managing Director,  
Unilever Bangladesh



The world we live in today is in two polar ends. On one hand, we have seen a massive progress in education, health, and poverty reduction. On the other hand, there has been a steady degradation of nature and the environment. Economic development, social progress and technological disruption have changed our perspective and lifestyle. Today, consumers are more informed, more empowered, and to some extent, more demanding, and rightfully so. As consumers are seeking more convenient solutions to meet their lifestyle requirements, we are seeing more product innovations and formats. To meet the growing consumer demand and to reach more people with quality products, manufacturers are using diverse types of plastic packaging to ensure supply chain efficiency and cost-effectiveness. Plastic for us is a blessing since it is our tool to reach more people with quality products. For example, if we did not have access to flexible packaging, reaching the bottom of the pyramid with value packs would never have been possible. Plastic gives us the flexibility and effectiveness demanded by the market to take the right product, to the right market, in the right quantity.

Plastic has become an indispensable commodity in our life and its usage has gradually been increasing. According to UNEP, one million plastic bottles are purchased every minute around the world, while up to five trillion plastic bags are used worldwide every year. However, this practice has caused the creation of a throwaway culture globally. Approximately 36 per cent of all plastics produced are used in packaging, including

single-use plastic products for food and beverage containers, and UNEP research suggests that up to 85 percent of these plastics end up in landfills or as unregulated waste. The study also reveals that if this trend continues, the level of greenhouse gas emissions associated with the production, use and disposal of plastic is forecasted to grow to 19 percent of the global carbon budget by 2040.

Even in Bangladesh, we are seeing a rapid increase in plastic waste. According to the World Bank, Bangladesh's annual per capita plastic consumption in urban areas tripled to 9.0 kg in 2020 from 3.0 kg in 2005. Of the 977,000 tonnes of plastic used in 2020, only 37 per cent were properly collected in Bangladesh.

Sustainable waste management starts with 3Rs – Reduce, Reuse and Recycle, and Unilever is constantly working with innovation and research to champion this. In our new sustainable business strategy, the Unilever Compass, improving the health of the planet and creating a waste-free world is a core pillar of our business, and we believe that a good business needs to take care of the environment. Globally, we have set ambitious targets for addressing plastic pollution, which are: 50% virgin plastic reduction by 2025, 25% recycled plastic by 2025, and collection and processing more than we sell by 2025. We are transforming our approach to plastic through our “Less Plastic, Better Plastic, No Plastic” framework, and are rethinking how we design our packaging to either use less virgin plastics or eliminate the use of plastic altogether.



In Unilever Bangladesh, to meet the 100% better plastic goal by 2025, our ambition this year is to become 100% technically ready and be in 80% implementation. To meet the 50% less plastic goal by 2025, we have the target of ~25% virgin plastic reduction (vs 2018 baseline) and achieved ~10% till now. On virgin plastic reduction through PCR, technical readiness is achieved for many of our product packagings, such as hand wash and body wash. Our R&D team is bringing changes to our packaging to reduce the plastic we use and use recyclable plastic when available. Our new Vim 1 litre bottles have 33% less plastic, the new Lifebuoy handwash bottle 18% less plastic, and we have removed most of the foil from the inside of our Glow & Lovely creams, among others.

To tackle the root causes of plastic waste we need to think differently about packaging. In June 2022, we introduced the first-ever refill machine in the country for dispensing liquid products to reduce plastic use through technology and behaviour change. The refill machine allows anyone to refill of Rin and Vim liquid at a discounted rate by bringing an empty container and old Rin or Vim bottle. We also know that for low to mid income generating people, we must invent even simpler technology to make it easy for adoption, so we are also working with an organisation named BopInc (Bottom of the Pyramid International) to create a refill machine that will serve the needs of the low-income population. By making refill and reuse formats more widely available, accessible, and affordable, we hope to use our scale and reach to drive lasting change.

The lack of a holistic plastic waste management policy, which is inclusive of all stakeholders, an unstructured recycling industry, and a throw-away culture among consumers all contribute to the current challenge of mismanaged plastic waste in Bangladesh. However, the government and business organisations have already started taking steps to address these problems. The Government of Bangladesh has taken progressive steps to manage plastic waste, starting from 2002 when Bangladesh became the world's first country to ban plastic shopping bags. Managing plastic pollution will be important for attaining Bangladesh's vision of becoming an upper-middle-income country by 2031. Sustainable waste management is one of the priorities of the government's Vision 2041 and thus the government is introducing different regulations and policies to make positive interventions to improve the waste management situation. One of these regulations is the Solid Waste Management Regulations 2021, under the Bangladesh Environmental Protection Act, 1995 which outlines the responsibilities of the Local Government as well as businesses (brand owners) in solid waste management. The regulation also encourages 3R (Reduce, Reuse and Recycle) of waste materials, which is a timely and prudent move of the government.

With our global targets to reduce plastic in our environment and Unilever being a committed partner in Bangladesh's growth journey, we started our journey of collecting post-consumer used plastic waste. We were unsure how to start as we did not have enough data or experience in this



regard, but we were driven to start the project, hence, under our multistakeholder partnership model, we wanted to join hands with partners who are also committed to addressing the same issue. We started an ambitious three-year-long project of waste collection in the city of Narayanganj in 2020, in partnership with the Narayanganj City Corporation, UNDP and Eco-Social Development Organization (ESDO). The project titled 'Plastic Waste Management: Building Circular Cities', has the aim to create a circular economy model for plastic waste, with a specific focus on Single-Use Plastics (SUP) and flexible packaging, which are the major problem of NCC, since SUP makes up about 40%-50% of the total plastic used in Narayanganj, but negligible amounts of SUPs are recollected or recycled. Through the project, we are creating a business model with a value proposition for each actor involved in the plastic waste value chain.

In the initial phase of our project, a total of three different models have been evaluated to collect plastic waste from NCC. First, under the Waste Picker Model, waste pickers, who collaborate with private companies, collect plastic waste from city households separately. Second, under the Street Cleaner Model, the city corporation appointed street cleaners to collect single-use plastic and flexible packaging that are found in the NCC streets. Finally, the third model, the 'Recovery Model', is where informal collectors recover plastics from the landfill areas.

In our project, we expanded our coverage to all twenty-seven wards of NCC and are targeting to collect one thousand tonnes of plastic in 2022. The NCC Mayor, Selina Hayat Ivy herself is engaged and is playing a vital role in the process by forming a committee to ensure the smooth execution of the project.



The pilot project drew considerable attention from a few high-level stakeholders, including the British High Commissioner in Dhaka.

Our project in NCC took more than 2 years to gain momentum, partly because of COVID-19, but also because of our learning process, since this project is the first of its kind that involves all the stakeholders of the plastic collection value chain. As I reflect on the past two years, I would like to share some of our learnings:

**1. Hypothesis can vary from reality:** Our plans were mostly based on hypotheses in the project design phase. However, after our baseline study

and experiences from the ground, we realised that our initial plan would not give us the results we wanted. Through our 18 months of the learning curve, we realised that plastic collection and ground-level value chain development of a plastic collection were not our expertise, so we onboarded a partner to do the work on the ground, which helped us to focus more on identifying different stakeholders in the value chain and working together.



**2. Stakeholder mapping is critical:** We spent a considerable amount of time mapping out our stakeholders, starting from the city council to local recycling businesses. This helped us to bring everyone on a common platform and focus on achieving our goal holistically.

**3. A baseline study is always useful:** For example, we found out that the collection infrastructure was much smaller than we thought. There were only 212 waste pickers in the entire city of around twenty lac households! So, a single waste picker must visit 200-250 households per day to cover the entire city. Without this information, the team could not have created awareness of the various kinds of plastic that there are and why they should spend time collecting and segregating them, especially since flexible plastic did not have much monetary value.

**4. Consumers have a pivotal role to play:** When the consumers segregate waste in their household, the process of overall segregation becomes much simpler. Furthermore, with more awareness of the consequences of plastic pollution, they can also take steps to reduce, reuse and recycle, further reducing plastic pollution from the household source.

**5. Behaviour change takes time:** Even though we are working to raise awareness and change people's behaviour towards plastic consumption and disposal for more than 2

years, this is just scratching the surface. A good example is the Bangladesh government's success in handling natural disaster and drastically reducing the number of casualties. In the '80s, hundreds of thousands of people used to perish in natural disasters such as floods and cyclones. However, it took over the last three decades, the government created an infrastructure and awareness system with the active participation of the citizens, and this has drastically reduced the casualties. It is important to understand that behaviour change needs to be driven with proper insight, through the collaboration of businesses and the government, and with citizens' participation.

**6. Behaviour Change Communication (BCC) and segregation need to go hand in hand:** By running BCC campaigns and acting on them at the same time, households will get to practice their newfound knowledge at the same time.

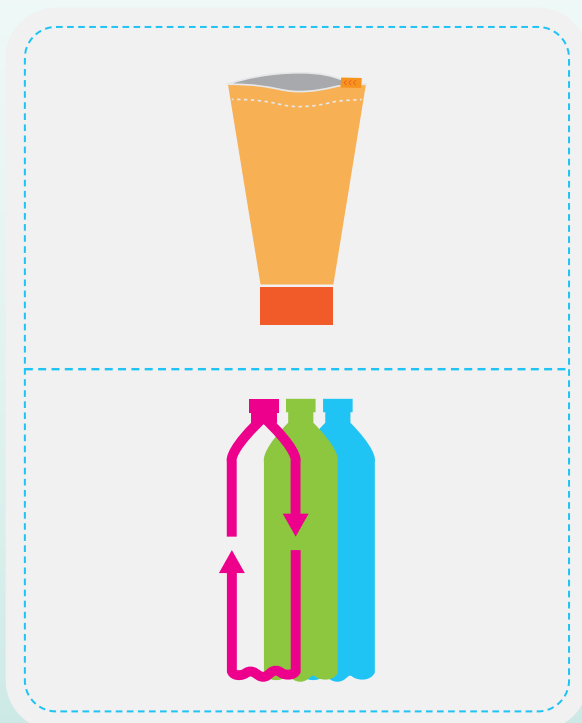
**7. One size does not fit all:** Each city has separate ways of functioning, with different stakeholders who need personalised approaches to tackle the same issue we face nationally. Thus, it is important to reflect on key lessons in one city but customised to the local context.

With our learnings from the project in Narayanganj, we quickly learned what worked and what did not. We looked inwards and reflected on how we can play to our strengths, which is building and growing a business.



When we expanded our project in Chattogram, we took on a new partner, Young Power in Social Action (YPSA), and helped them strengthen their business acumen. They also played to their strength of having a strong understanding of their community and how to mobilize them, working with the public representative, as well as working with the local actors. Together, we identified the actors in the value chain and connected them with each other. We also decided to naturally create value addition by disseminating information about the value of plastic and building the capacity of the informal actors. This is resulting in a bigger volume of plastic collection. By playing to each of the organisation's individual strengths and with the cooperation of the Chattogram City Council, the project is showing an impressive result so far. We are hopeful that this will give us more learning in the coming future.

In our plastic collection project, we recognise that challenging problems need a disruptive solution, and young people have a complete range of fresh and innovative ideas. Therefore, we were keen to collaborate with budding entrepreneurs who were willing to experiment and have the willingness to work from a different angle. In our partnership with two start-ups—Garbageman and Circular in Dhaka, we learned that although their willingness to work is tremendous, the problem that they are facing is even more massive. Just financing them is not enough, they need mentorship and guidance to get the courage to face the formidable task. Hence, we are spending a large amount of time working closely with the founders on how to run a business—from recordkeeping to finding a seller for the product, how they are investing, and what is the value of the investment.



By taking all these initiatives, we are advocating for systems change to keep plastic in the loop. However, plastic pollution is too big for us to solve alone. In Bangladesh, fighting plastic waste will become more important for us as our government wants to change the waste management scenario of Bangladesh drastically as part of Vision 2041. For that, we all need to collaborate and invest to build sustainable national and regional waste collection models. Businesses need to move to recycling packaging and take an active part in Extended Producers Responsibility (EPR) that will be introduced by the government soon. We also need to bring all formal and informal actors into the value chain and work to create a world-class recycling infrastructure. The informal nature of the industry is a big challenge for us. The working condition and the health and safety measures for waste pickers need urgent addressing by the Government, businesses, NGOs, and donors so that we can ensure that the right measures are taken to ensure proper healthcare and human rights for them.

The Government shall play a crucial role in creating a collaborative and supportive ecosystem. The policies on plastic waste management should be progressive. When EPR will be introduced, a logical framework should be developed for the brand owners to get involved in plastic waste collection, strict regulation should be implemented to stop the use of non-recyclable packaging materials, plastic recycling businesses should be incentivised, and rewards such as tax incentives can be given to the businesses for using recycling plastic. Furthermore, city corporations need to create a waste management plan by including all their key stakeholders, sharing best practices from businesses and other cities, and customising a plan that will play to their strengths.

The government can also play a crucial role in encouraging consumer and end-user behaviour change as most of the waste is generated at the consumption level. The role of consumers in addressing waste is pivotal and we need to instill the right practices among them – to segregate waste in their households, practice the 3Rs and choose products or brands that are more responsible. By switching to more environmentally friendly brands or brands that use sustainable packaging, the waste at the source level will decrease considerably and the consumers will also make more informed decisions, keeping the environmental impact of their consumption in mind. Eventually, they will also become advocates of waste reduction and environmental change, encouraging their peers to engage as well.

Finally, FICCI can play a leading role here because they have access to global knowledge, best practices, and the collective capability to initiate the dialogue. Only by joining hands and collaborating to contribute to the green growth strategy of the government, will we be able to leave behind a safe and thriving world for our future generations.



## Zaved Akhtar

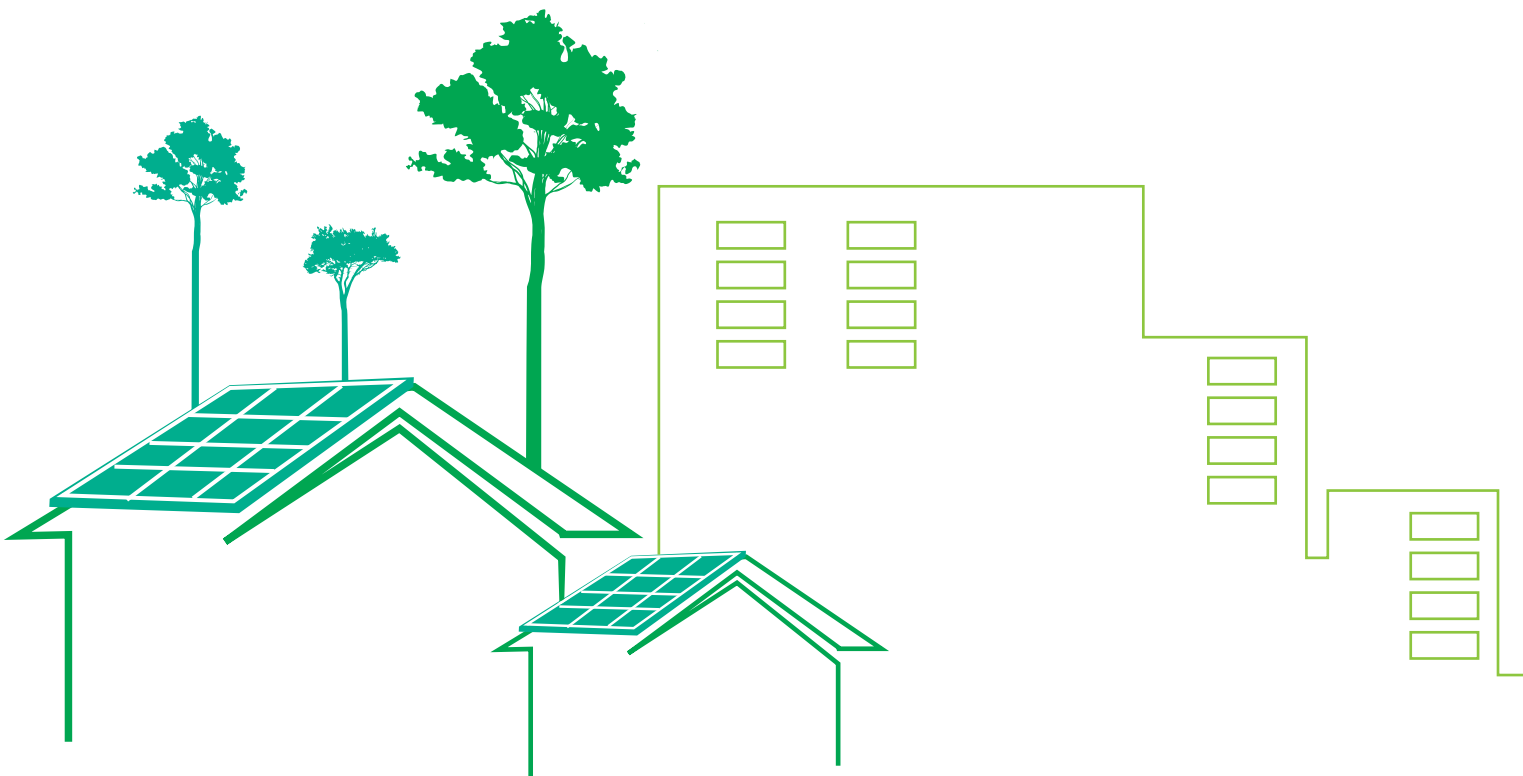
CEO & Managing Director,  
Unilever Bangladesh

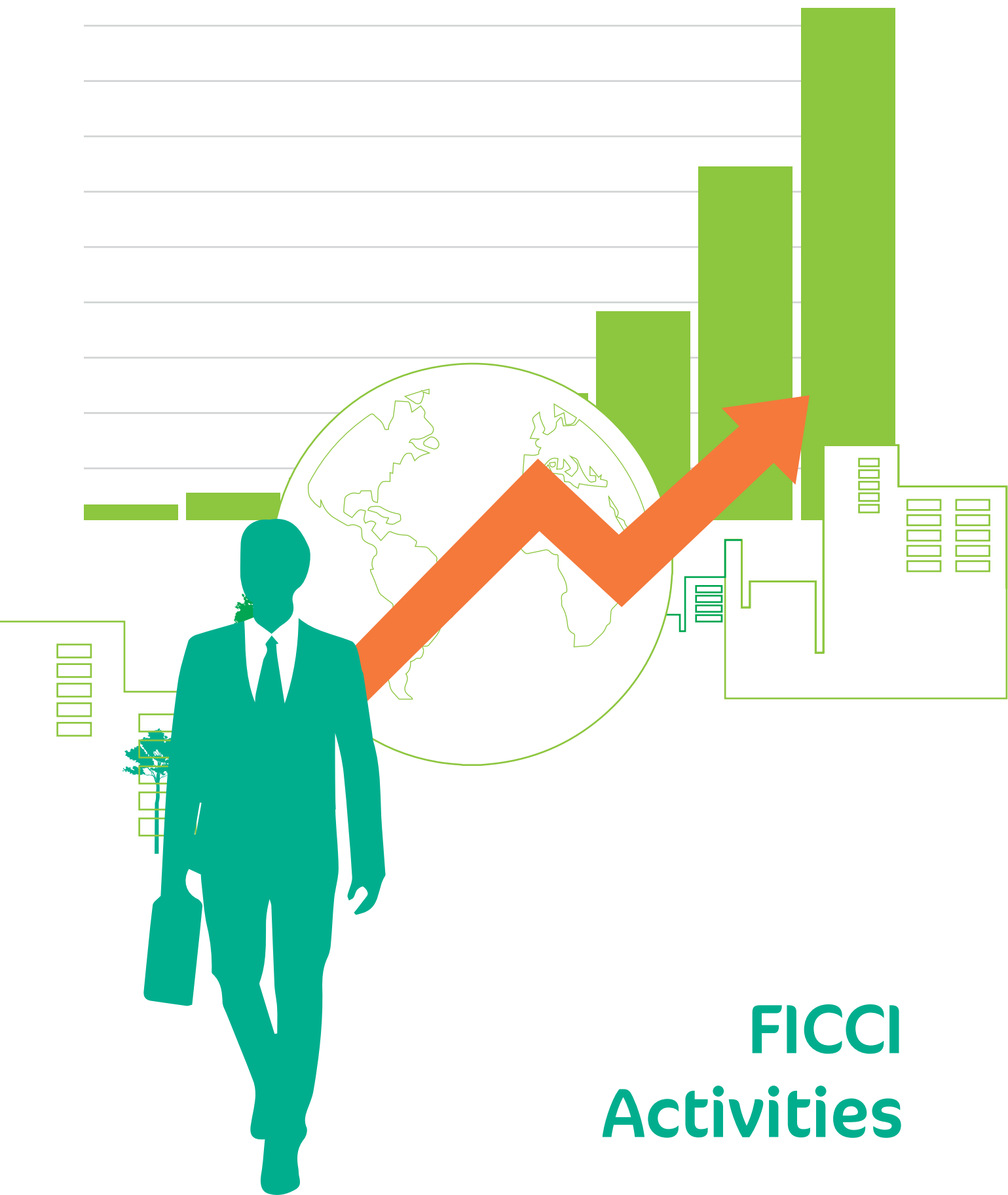


*Zaved Akhtar joined Unilever in 2000 after 3.5 years in British American Tobacco, and in a career spanning more than 20 years in Unilever. He has worked in multiple categories across Bangladesh, India and the Philippines, demonstrating the ability to thrive across different cultures. From Regional Brand Innovation Manager for Dirt is Good (India), Marketing Manager - Skin (Bangladesh), Marketing Manager - Home Care & Oral (Philippines), Regional Brand Director, Deos Asia to Brand Building Director (Bangladesh), Zaved carries rich international experience in brands, innovation, communication development and business management. In his recent role as VP, Digital Transformation & Growth, Zaved has set up and led the Digital Council for Hindustan Unilever and anchored the 'Reimagine HUL' agenda, which is widely recognised across Unilever as a comprehensive end-to-end digital transformation program with impact. Zaved has also been an integral part of Hindustan Unilever team crafting the Five Fundamentals of Growth, Institutionalising Market Development and driving Net Revenue Management in Unilever's business in South Asia.*

# Our Journey Will Continue For A More Glorious Bangladesh

as we still have a long way to go  
with many roads unexplored



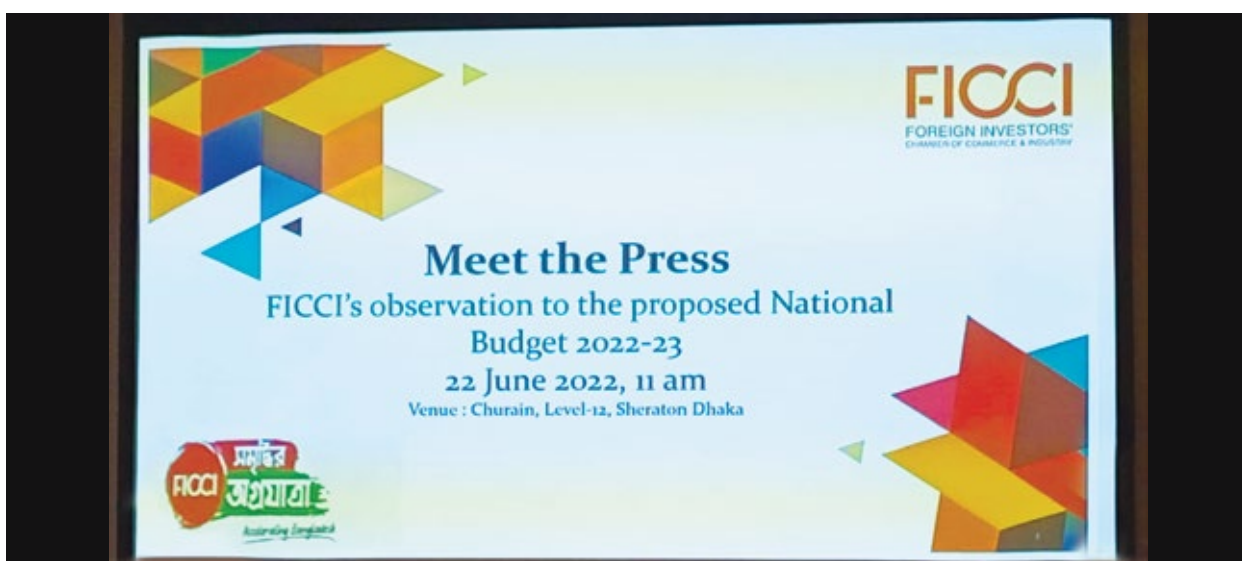


**FICCI**  
**Activities**

## FICCI Meet the Press Event on Proposed Finance Bill 2022-23



FICCI organized a Meet the Press Event on the Proposed Finance Bill 2022-23 on 22nd June 2022 at the Sheraton, Banani, Dhaka. FICCI President, Mr. Naser Ezaz Bijoy presided over the event, and FICCI Advisors, Ms. Rupali Chowdhury, and Mr. Shehzad Munim were present there as panelists.





## FICCI-BIDA Joint Workshop on BIDA OSS



FICCI & BIDA jointly organized the workshop on BIDA One-Stop-Service (OSS) on Wednesday, April 13, 2022, at the BIDA Multi-purpose Hall. Md. Sirazul Islam, Executive Chairman, BIDA was the Chief Guest and FICCI President Mr. Naser Ezaz Bijoy was the Special Guest of this event.

## FICCI-BIDA Workshop on Draft Income Tax Law 2022

BIDA organized a workshop with the relevant stakeholders to discuss and advocate FICCI's recommendations on Draft Income Tax 2022 on 11th April 2022 at the BIDA Conference Room. Core Committee Members of the FICCI Tax, Tariff, and Regulatory Affairs Committee attended the workshop.



## Enhancing the investment climate for South Korean investors in Bangladesh



Foreign Investors' Chamber of Commerce & Industry Bangladesh (FICCI) in collaboration with the Embassy of the Republic of Korea, Korea Trade Promotion Corporation (KOTRA), and with support from Standard Chartered Bank, recently organized a workshop to discuss recommendations to improve the investment climate in Bangladesh and help South Korean businesses achieve their aspirations on 21st July 2022. H.E. Mr. Lee Jang-keun, Ambassador of the Republic of Korea attended the event as the Chief Guest and the workshop was chaired by the FICCI President and CEO of Standard Chartered Bank, Mr. Naser Ezaz Bijoy.

## Ties of Progress & Prosperity: Bangladesh-Japan corridor investors share how to improve Bangladesh's business climate



FICCI and Standard Chartered Bank jointly organized the event on Ties of Progress & Prosperity on 14th March 2022. H.E. Mr. ITO Naoki, Ambassador of Japan to Bangladesh graced the event as Chief Guest and the workshop was chaired by the FICCI President and CEO of Standard Chartered Bank, Mr. Naser Ezaz Bijoy. Mr. Yuji Ando, Country Representative, JETRO Bangladesh; Mr. Hayakawa Yuho, Country Representatives, JICA, along with around 30 Bangladesh-Japan corridor investors shared their recommendations on how to improve the investment climate in Bangladesh.



## Farewell reception of two outgoing FICCI Directors



On behalf of FICCI Board of Directors, President Mr. Naser Ezaz Bijoy bade a farewell to the outgoing FICCI Director Mr. Ashish Goupal on 30th June 2022.



FICCI Board of Directors bade a farewell to the outgoing FICCI Director Mr. N. Rajashekaran on 20th July 2022.

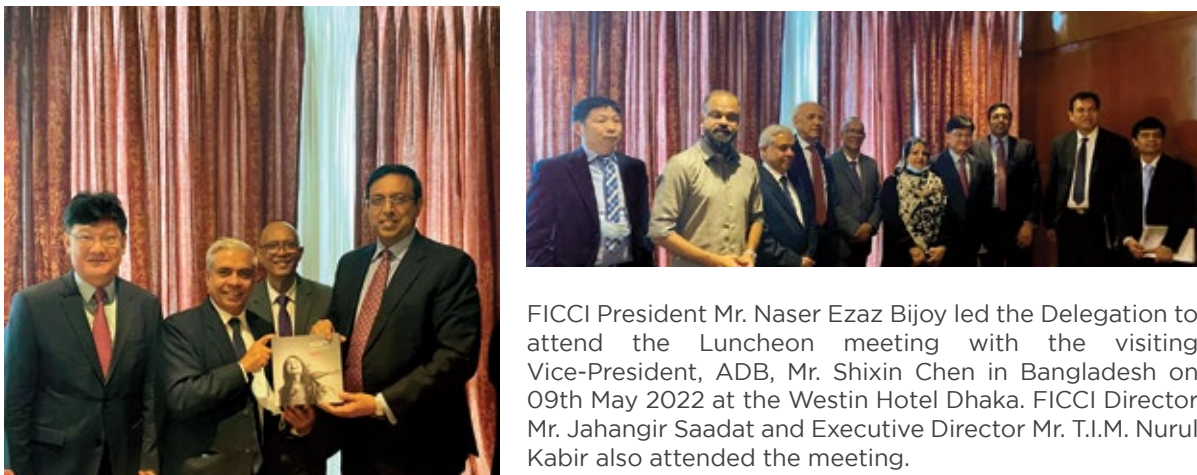
# Chambers Engagement with Relevant Ministries, Embassies, and Member Companies

## FICCI-BIDA partnership to promote and Facilitate FDI in Bangladesh

FICCI and BIDA signed a MoU on Wednesday, April 13, 2022, as part of the long-term relationship development to conduct research, organize workshops, seminars, and roundtables, and advocate relevant policy issues to facilitate the business and investment of foreign investors in Bangladesh.



## Luncheon meeting with Vice-President, Asian Development Bank (ADB)



FICCI President Mr. Naser Ezaz Bijoy led the Delegation to attend the Luncheon meeting with the visiting Vice-President, ADB, Mr. Shixin Chen in Bangladesh on 09th May 2022 at the Westin Hotel Dhaka. FICCI Director Mr. Jahangir Saadat and Executive Director Mr. T.I.M. Nurul Kabir also attended the meeting.



## Farewell meeting with the outgoing Governor of Bangladesh Bank



FICCI President, Mr. Naser Ezaz Bijoy led the Delegation to meet the outgoing Governor of Bangladesh Bank Mr. Fazle Kabir on 30th June 2022 at his office. FICCI Director Mr. Zaved Akhtar, Mr. Mahbub ur Rahman, Former Director Mr. N.Rajashekar, Executive Director Mr. T. I. M. Nurul Kabir, Member Syed Mohammad Kamal and Mr. Najith Meewanage were present there among others.

## Meeting with the Director General, Ministry of Labour and Employment



FICCI Director Mr. Zaved Akhtar led the Delegation to meet the Director General of the Ministry of Labour and Employment on 23rd June 2022 at his office to share the concerns of Taxation in WPPF on the proposed Budget 2022-23. Among others, FICCI Executive Director Mr. T. I. M. Nurul Kabir and Grameenphone Chief Financial Officer (CFO) Mr. Jens Becker were also present.



## FICCI leaders call on Honourable PM's Private Industry and Investment Adviser



FICCI delegation led by President Mr. Naser Ezaz Bijoy and the Board of Directors met the Honourable Prime Minister's Adviser for Private Industry and Investment Mr. Salman Fazlur Rahman, MP at his office.

## FICCI Delegation Joined the Consultation Workshop on Draft Data Protection Act



FICCI Director Mr. Ala Uddin Ahmad led the FICCI Delegation to attend the Draft Data Protection Act consultation meeting on 17th July 2022 at Radisson Blu Hotel, Dhaka, organized by the ICT Division. After the meeting, Mr. Ala Uddin Ahmad and Executive Director Mr. T.I.M. Nurul Kabir handed over the FICCI Research Book: Growth Drivers for Bangladesh to The Foreign Secretary, Mr. Masud Bin Momen and Policy Advisor of the a2i (Access to Information) Program Mr. Anir Chowdhury.

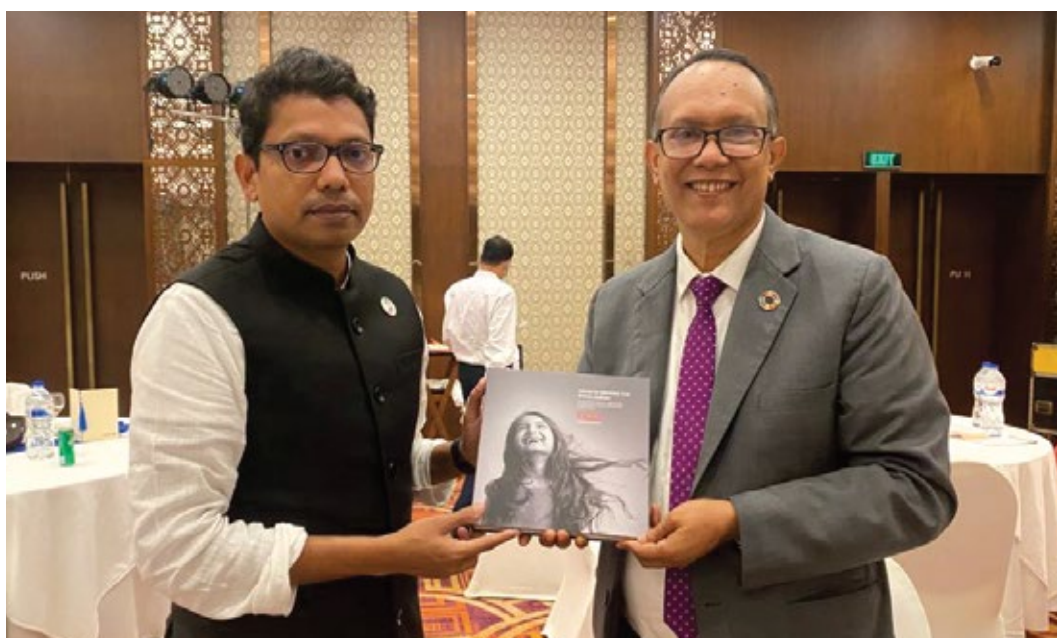


## FICCI President met the Honorable Korean Ambassador



FICCI President Mr. Naser Ezaz Bijoy met the Honorable Korean Ambassador H.E. Mr. Lee Jang-keun and handed over the FICCI Research Book.

## Meeting with the Honorable State Minister of the ICT Division



FICCI Executive Director Mr. T.I.M. Nurul Kabir handed over the FICCI Research Book: Growth Drivers for Bangladesh to Mr. Zunaid Ahmed Palak, Honorable State Minister of the ICT Division.

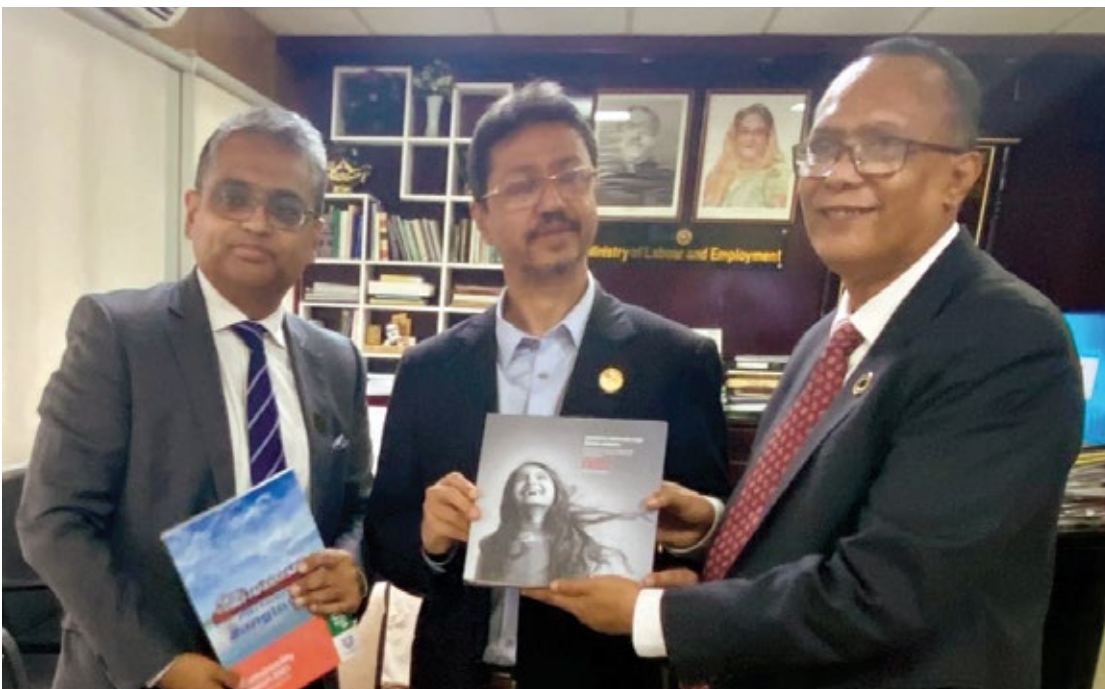
## Meeting with the Senior Secretary, Ministry of Commerce

FICCI Executive Director Mr. T.I.M. Nurul Kabir handed over the FICCI Research Book: Growth Drivers for Bangladesh to Mr. Tapan Kanti Ghosh, Senior Secretary, Ministry of Commerce.



## Meeting with the Secretary, Ministry of Labour and Employment

FICCI Director Mr. Zaved Akhtar led the FICCI delegation to attend a follow-up meeting with the Secretary, Ministry of Labour and Employment, Mr. Ehsan-E-Elahi to discuss some of the burning issues of the Proposed Finance Bill 2022-23 related to the business and investment of foreign companies in Bangladesh.





## Meeting with the President of Siegwark Asia



FICCI Executive Director Mr. T.I.M. Nurul Kabir handed over the FICCI Membership Certificate and the FICCI Research Book to Mr. Ashish Pradhan, President of Siegwark Asia.



## Meeting with Expeditors (Bangladesh) Ltd

FICCI Executive Director Mr. T.I.M. Nurul Kabir met with Former FICCI President (2011-13) Mr. Syed Ershad Ahmed, Managing Director of Expeditors (Bangladesh) Ltd at his office and handed over the FICCI Research Book: Growth Drivers for Bangladesh.



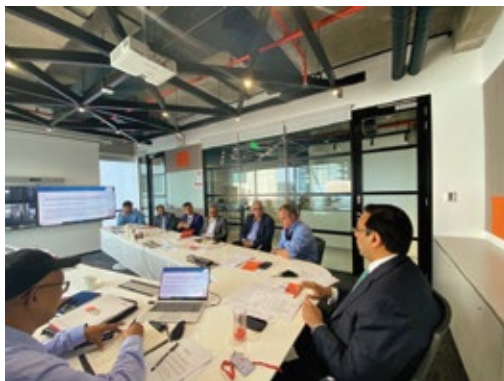
## Meeting with Oracle Bangladesh

FICCI Executive Director Mr. T.I.M. Nurul Kabir met with Ms. Rubaba Dowla, Country Managing Director at Oracle Bangladesh, Nepal, and Bhutan at her office and handed over the FICCI Research Book: Growth Drivers for Bangladesh.

## FICCI Board Meetings



The 3rd meeting of the FICCI Board of Directors (2022-23) was held on April 11, 2022, via the Virtual Zoom Platform. The meeting was presided over by FICCI President Mr. Naser Ezaz Bijoy.



The 4th meeting of the FICCI Board of Directors (2022-23) was held on May 08, 2022, at the Conference Room of Novartis (Bangladesh) Ltd. The meeting was chaired by the FICCI President, Mr. Naser Ezaz Bijoy.



The 6th meeting of the FICCI Board of Directors (2022-23) was held on July 24, 2022, via Zoom Virtual Platform. Mr. Naser Ezaz Bijoy, FICCI President presided over the meeting.



# FICCI Committee Meetings

## Diversity, Inclusion, Environment, and Sustainability Committee Meeting:



The 2nd meeting of the FICCI Diversity, Inclusion, Environment and Sustainability Committee was held on May 09, 2022, at the Meeting Room of Unilever Bangladesh Limited. Mr. Zaved Akhtar, Chairman of the Committee presided over the meeting.

## FMCG Committee Meeting:



The 1st meeting of the FICCI FMCG Committee was held on May 29, 2022, in the Board Room of Marico Bangladesh Ltd. Mr. Ashish Goupal, Chairman of the Committee presided over the meeting. The Committee discussed several pressing issues in the industry and agreed to prepare an action plan to address the issues faced by the FMCG industries and foreign investors.



## FICCI RMG, Textile and Footwear Committee Meeting



The 1st meeting of the FICCI RMG, Textile and Footwear Committee was held on May 30, 2022, at Marks & Spencer's Office. Ms. Shwapna Bhowmick, FICCI Vice President and Committee Chair presided over the meeting.



## FICCI ICT, Telecommunication and Digital Economy Committee Meeting



The 1st meeting of the FICCI ICT, Telecommunication and Digital Economy Committee was held on 05th June 2022 at the Grameenphone Office. FICCI Director and the Chairman of the Committee Mr. Yasir Azman presided over the meeting.

## FICCI Tariff, Taxation, and Regulatory Affairs Committee Meeting



The hybrid meeting of the FICCI Tariff, Taxation, and Regulatory Affairs committee was held on 20th June 2022 at the board room of Nestlé Bangladesh Ltd. FICCI Director and the Chairman of the Committee Mr. Deepal Abeywickrema presided over the meeting.



## M&S

### Ms. Shwapna Bhowmick

Head of Region,  
Marks & Spencer PLC  
Bangladesh & India



### FICCI VP becomes head of region of M&S

FICCI Vice President Ms. Shwapna Bhowmick has been promoted to perform the role of the head of Bangladesh and India operations of British retail giant Marks and Spencer (M&S) recently. Prior to the promotion, Ms. Shwapna was the country head of M&S for Bangladesh. FICCI would like to congratulate Ms. Shwapna for her preferment and wishes her all the success in the new challenges to come.

Marks and Spencer Group plc is a major British multinational retailer with headquarters in Paddington, London, England, that specializes in selling clothing, beauty, home products and food products. As of 2022, M&S sells high-quality fashion products and stylish homeware across 50 territories worldwide with 1,035 outlets.



### Mr. Zaved Akhtar

Managing Director & CEO,  
Unilever Bangladesh Ltd



### FICCI Director becomes Board member of BEF

Mr. Zaved Akhtar, Director of FICCI and Managing Director & CEO of Unilever Bangladesh Ltd has become a Member of the Board of Directors of Bangladesh Employers' Federation. He has been ipso facto elected to the Federation's Committee for the tenure 2022-2024. FICCI is delighted to congratulate Mr. Zaved on his nomination and wishes him all the best for the journey ahead.

Bangladesh Employers' Federation (BEF) stands as an all-country organization representing all sectors of industry, trade, and services since its founding in 1998. The Federation represents nearly 90 percent of the established employers in the private sector, all the sector corporations and autonomous bodies, individual enterprises, and sectoral line associations of specific industries.



**Mr. Eric M Walker**

Managing Director,  
Chevron Bangladesh



### FICCI co-opted members

FICCI Board has recently co-opted two board members Mr. Eric Michel Walker, Managing Director of Chevron Bangladesh and Mr. Miarul Haque, Managing Director of DHL Worldwide Express (Bangladesh) Pvt. Ltd. They have replaced previous FICCI board members Mr. N. Rajashekar, Managing Director of Citibank N.A and Mr. Ashish Goupal, Managing Director of Marico Bangladesh Limited. Both of them have been relocated outside Bangladesh for their new assignments. Therefore, as per law, to fill up the vacancy, FICCI has co-opted Mr. Eric and Mr. Miarul as the members of board of directors. Let us congratulate both the newly co-opted board members and wish them a pleasant journey ahead.



**Mr. Miarul Haque**

Managing Director,  
DHL Worldwide Express  
(Bangladesh) Pvt. Ltd.



### Daraz to invest Tk 1,000cr in 4 years

FICCI's member Daraz, the leading online marketplace in the country and Alibaba group's subsidiary intends to invest Tk 1,000 crore in Bangladesh in the next 3-4 years to ramp up its operation by building infrastructure and ecosystem. Bjarke Mikkelsen, founder & group chief executive officer of Daraz Group, recently announced the plan marking the e-commerce company's eight years of operation in Bangladesh.

Daraz began its journey in Bangladesh in 2014, with just five employees and a website. Currently, the e-commerce platform has 7 million customers, 41,000 sellers and numerous partners and stakeholders.



# MEMBER STORIES



**Our member  
companies play a  
significant role in the  
growth of the  
country's economy,  
but their contribution  
goes beyond the  
exchequer.**







## Arla Foods in Bangladesh: A Journey of Sustainability



In 1961, the people of this land mass were introduced to a hitherto unknown product, powdered milk through the brand “Dano”, which was introduced as a baby food item. This product changed the perception of the people of this region; how milk and dairy nutrition can be available in different forms and yet be equally potent. From that point onwards, Arla has had an unwavering connection with Bangladesh. 60 years later, Dano would go on to become the most trusted powder milk brand in the country.

However, Arla’s presence in and connection to Bangladesh has been more than its product. Throughout its journey in this country, the company believed in sustainable business practices and has been proactively responsible for the goodness of the communities.

As a part of its sustainability, Arla Foods Bangladesh has, till date, been executing multiple social projects. In 2020 alone, when the pandemic hit the world, Arla Foods Bangladesh supplied nutrition of milk free of cost in 23 districts of the country through 16 humanitarian organizations. Arla has also proactively reached out to more than 2.6 million people all over Bangladesh with affordable milk, awareness on nutrition and awareness on Covid-19 since 2021, including hundreds of RMG factories.

Simultaneously, to create awareness for dairy nutrition Arla, in conjunction with three other NGOs and with support from Danish International Development Agency (DANIDA), has initiated the “Pushti Ambassador Partnership” through which 5,000 rural women will be economically





## Journey of ARLA in Bangladesh



empowered and aided by the affordable powder milk Dano Daily Pushti. As an extension of this project, Arla Bangladesh, with the support of local partners and aid from the DANIDA Marketplace Development Program (DMDP), has also initiated a recycling project for its foils.

Additionally, with an objective to showcase a market-driven and sustainable dairy production to increase milk productivity and quality, alongside economic output of the local dairy value chain in Bangladesh in line with governmental ambitions for the development of the domestic dairy sector, Arla Bangladesh has partnered with Pran Dairy, a local dairy conglomerate. The core desired outcomes of the collaboration efforts are to educate and empower smallholder farmers and help them increase the quantity and quality of milk yield.

Arla's journey in Bangladesh has been one of trust, quality, and commitment. It pioneered new avenues of health and nutrition, has been continually contributing to the development of the dairy sector and society, and is continuously generating employment directly and indirectly. Arla is committed to ensure that not only it meets the high-quality standards but is also proactive in creating value in the business sector; be it through spreading awareness on nutrition or through building the capacity of the industry.



The global water crisis is one of the gravest depictions of the consequences of climate change. According to the UN, every day, over 700 children under 5 die from diarrhea linked to inadequate water, sanitation, and hygiene. And if we don't act now, by 2040, almost 1 in 4 children will live in areas of extremely high-water stress.

While there are many global initiatives including the Paris Climate Agreement that aims to limit global warming, we also need private companies to come forward and help make this greener transition possible. Keeping this in mind, BAT Bangladesh is one of the pioneers in the country to have set its ambitious ESG – Environment, Society and Governance goals that are working towards the reduction of carbon emission and responsible water management by introducing innovative technology to not only reduce groundwater withdrawal but also recycle and reuse water. BAT

Bangladesh has made significant progress against its targets including an 18% water recycled across sites for which it was awarded AWS certification for its Dhaka Factory and Green Leaf Threshing Plant (GLTP) in Kushtia, making it the first company in Bangladesh to do so. The company has also been awarded a Leadership in Energy and Environmental Design (LEED) Certification for its green office.

The AWS International Water Stewardship Standard (AWS Standard) provides large water users with a framework for understanding their water use and impacts while collaborating and being open in order to manage water sustainably within a watershed environment. Starting from its LEAF operations BAT Bangladesh has made an enormous effort to make changes in its Dhaka and Kushtia Factory. All their plans are upgraded and revised on a regular basis.





To minimize adverse environmental impact and prioritize maximum output, BAT Bangladesh has introduced a couple of new irrigation techniques like alternate furrow irrigation in farming. To understand the grass root level concerns and share the use of responsible water use by them, BAT Bangladesh conducts regular sustainability meetings. The research team is able to prepare, plan and improve the condition from the information which is obtained.

For water recycling, an in-house effluent treatment plant and sewage treatment plant are used to treat wastewater. Biochips are used to conduct the primary treatment of the effluent treatment process. After which it is fed, to the reverse osmosis plants, and the rest is used in biofilters and in gardens.

Keeping in line with their ambitious ESG goals and aim for a greener tomorrow, BAT Bangladesh has also achieved another successful milestone of getting the LEED Certification. This Certificate

is a green building certification program that is used worldwide, and it focuses on the physical aspects of the building and its infrastructure. To achieve this certification, the Company's head office was renovated ensuring maximum natural lighting, incorporation of occupancy sensors, energy-efficient lighting, reusing, and recycling of construction waste, provision of 15% fresh air flow, biodiversity corner, and many more structural innovations.

The time to act for containing the impacts of climate change is now. Without a collective drive from Local and Global stakeholders, this mammoth task cannot be achieved. Keeping this in mind and with the vision of a better tomorrow, BAT Bangladesh continues to work with sustainable and innovative solutions to help the government of Bangladesh to contribute to global targets set for Climate change.



## Chevron Sponsored AUW Summer School 2022 Closing Event Held



The Asian University for Women (AUW) Math & Science Summer School 2022 concluded with a Closing Ceremony held at the Asian University for Women campus in Chittagong recently. In 2019, Chevron Bangladesh launched a pioneering partnership with the Asian University for Women (AUW) and it has been resumed again in 2022 after two years of Covid pandemic. Overcoming the challenges of the pandemic, The Asian University for Women (AUW) resumed its Summer School after two years in 2022 to inspire young women in the field of Science, Technology, Engineering, and Mathematics (STEM). The AUW Summer School, powered by Chevron, selected 71 bright female high school students from all over Bangladesh to participate in a diversified four-week program meticulously focused on Math, Science and computer coding. The summer school program aimed at enhancing the skills and competencies of these students to stand out in STEM-oriented further studies and careers. The Summer School 2022 was held from 17 July to 11 August 2022.

The curriculum of the Summer School focused on Physics, Mathematics, and Bioinformatics. These courses were taught by a cohort of international and local faculty with excellent academic backgrounds. Math and Science courses were led by Mr. Joshua Talbot, and Computer coding courses were led by Mr. Cole Baker from the Massachusetts Institute of Technology (MIT), USA.

The AUW Math & Science Summer School has granted students the opportunities to explore deeper into the world of STEM through rigorous, proactive activities and lectures. Attending this program, the students now have a diverse understanding of future careers, combined with greater critical thinking and problem-solving attitudes.

Mr. Muhammad Imrul Kabir, Corporate Affairs Director, Chevron Bangladesh, and Ms. Nafeesa Hossain Monali, Human Resources Director, Chevron Bangladesh attended the event as guest of honor.

Mr. Kabir in his speech, highly praised the collaboration between AUW and Chevron and expressed his joy in participating in the students' journey in opting for further STEM careers.

Dr. Beena Khurana, Dean of Arts and Sciences, Asian University for Women and Dr. Mary Vayaliparampil, Director of Office for Advanced Learning, hosted the event, and Ms. Rubaba Dowla, Country Managing Director, Oracle Bangladesh, Nepal and Bhutan was also present at the event as Chief guest.

Students were awarded Certificates of Merit in recognition of completing the program. Family and friends of the students also attended the Closing Ceremony. Six students were awarded the "Emerging Woman Scholar Award" for their exemplary curricular engagement and leadership initiative. Furthermore, two students were awarded for assisting their peers during the Summer School 2022 for high school girls.

# Chevron Celebrates 25 Years of Its Operation in Bangladesh



The 25-year anniversary celebration event of Chevron Bangladesh was recently held at Hotel InterContinental Dhaka. Dr. Tawfiq-e-Elahi, Bir Bikram, Honorable Adviser to the Prime Minister of Bangladesh on Power, Energy and Mineral Resources Affairs, Government of Bangladesh attended the event as the Chief Guest. Mr. Md. Mahbub Hossain, Honorable Senior Secretary of the Ministry of Power, Energy and Mineral Resources attended as the Special guest along with the MP of Habiganj – 1 constituency Mr. Gazi Mohammad Shahnawaz, Petrobangla Chairman, Mr. Nazmul Ahsan and Mr. Joseph Giblin, Economic Unit Chief, US Embassy, Dhaka. Also present were guests from Petrobangla, Energy and Power Resources Division, officials from different govt agencies, AmCham, FICCI representatives, media and social investment partners and Chevron employees.

The event highlighted Chevron's contribution to Bangladesh's energy needs over the last 25 years partnering with the Government of Bangladesh and Petrobangla to supply clean, safe, reliable and affordable energy to power the nation.

Chevron Bangladesh President and Managing Director, Mr Eric M. Walker spoke about Chevron Bangladesh's past, present and future opportunities in the energy sector of Bangladesh. He thanked Petrobangla and Govt of Bangladesh for the support over the years.

Director, Corporate Affairs, Muhammad Imrul Kabir highlighted Chevron Bangladesh's contribution to the energy sector and informed about the social investment programs undertaken to support the community.

Dr Tawfiq-e-Elahi, Mr. Md. Mahbub Hossain and Mr. Nazmul Ahsan all thanked Chevron's contribution to supplying the nation with much-needed natural gas Chevron has been safely and reliably supplying to power the nation and talked about future opportunities.

A video highlighting Chevron Bangladesh's operation, contributions since 1995 and also about its support to the community through its social investment programs were shown in the event.



Coats  
Bangladesh

## Coats Bangladesh Makes Significant Headway in Sustainability

Sustainability is well recognized as one of the top global concerns today. For people and the planet to thrive we must accelerate ambition and action towards a more sustainable future. Coats globally and locally have been at the forefront of the sustainability journey for a long time. We are delighted that Coats Bangladesh raised its

ambitions in this regard even further during 2022. In 2019, Coats launched our ambitious new global strategy for sustainability called 'Pioneering a sustainable future'. This focuses on five priority areas where we can accelerate progress through the targeted investment of capital and resources. These are:



### WATER

Reduce and  
reuse



### ENERGY

Reduce and transition  
to renewables



### EFFLUENT

Reduce and  
clean



### SOCIAL

Living wage  
Fair employment  
Community engagement



### MATERIALS

Eco-Footprint  
Reduce, reuse  
and recycle

Among the 5 priorities, Effluent management is critical considering its impact on the environment. A key focus of Coats' strategy is to "Reduce and Clean" our effluent. Coats Bangladesh has reduced over 30% of effluent generation compared to 2020 and over 40% against the 2018 baseline. This has been achieved through different innovative initiatives under our Continuous Improvement (CI) program, and by incorporating the World's best technological machinery across the facilities.

Coats Bangladesh can also confirm that through efforts to ensure clean effluent, 100% of effluent discharge is now compliant with the Dept of Environment (DoE) limits and Coats global standard.

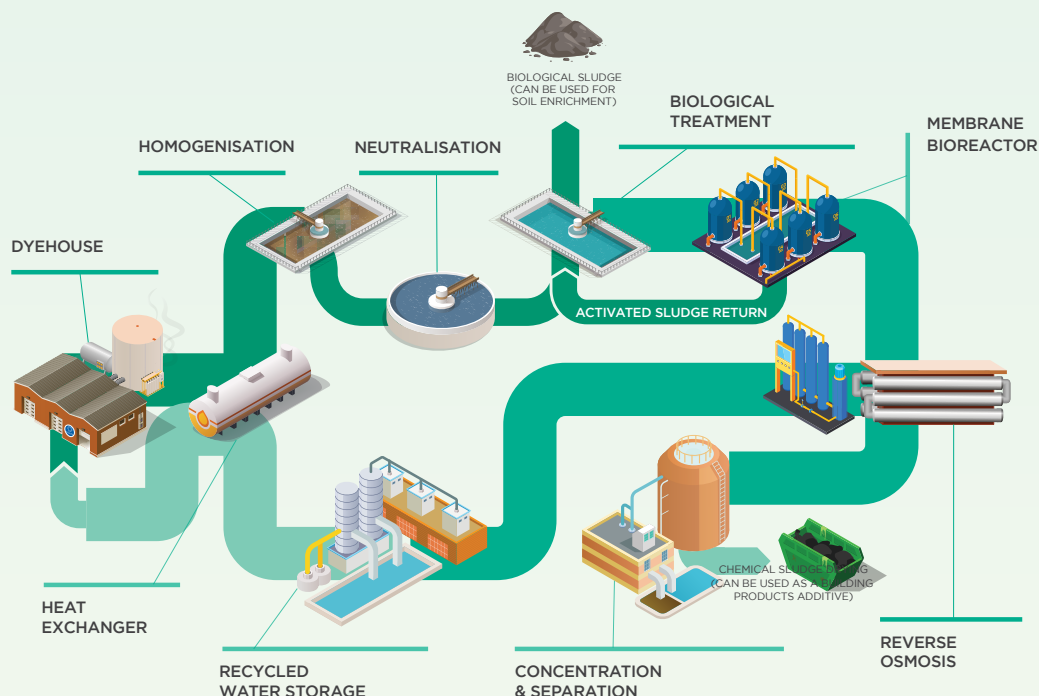
To accelerate our ambitions for sustainability, Coats Bangladesh has established a technologically advanced modern Effluent Treatment Plant (ETP) with a beautiful design and state of the art technology.





The New Effluent Treatment Plant (ETP), Coats Bangladesh, Gazipur

The technology of the ETP is based on Biological membrane bio reactor & reverse osmosis with an online real-time critical parameter monitoring system. The capacity of this ETP is 2100 m<sup>3</sup>/day with 80% water recycling capacity which is upgradable to a Zero Liquid Discharge option with the incorporation of evaporators in the future. The new ETP comprises four major segments-Biological operations, MBR filtration, RO operation, and reject treatment.



The New ETP, Functional Diagram

The whole plant can be operated from a single computer window or remotely by a "Supervisory Control and Data Acquisition system" known as SCADA and all the critical parameters will be monitored by an Online web-based monitoring system. Due to its 80% recycling capacity, about 500,000 liters of groundwater extraction will be reduced daily. In addition, this new ETP will reduce 144 Ton of sludge annually.

The ETP was inaugurated on 21st June'22 by Bill Watson- Chief Operating Officer (COO) of Asia Region, Coats Group Plc. in the presence of Al Kashem - Managing Director of Coats Bangladesh operation, Salman Chowdhury- Assistant Director, Dhaka Zone of Department of Environment, Khalid Gaffar-Deputy Director, Trade & Investment, British High Commission.



I thank the Coats Bangladesh team for their tireless effort and contribution in improving our sustainability agenda by actively minimizing our environmental footprint across our supply chain. Coats Bangladesh team has been working on all 5 sustainability pillars under our sustainable strategy, actively for a long time and the establishment of this new ETP is a testament to our effort in pioneering it and is successfully satisfying our Effluent pillar.



Coats has always been an environment conscious company. We place sustainability at the heart of our transformation process and decision-making. The company's investment for this new ETP shows its sheer commitment towards sustainability. We as a company have undertaken a lot of initiatives, notable we have reduced over 30% Energy consumption through effective planning, reduced 40% Water consumption, have robust Waste disposal which has reduced over 27% of waste and have been Great Place to Work Certified 2 years in a row.

ZDHC is the foremost textile industry body aimed at reducing the chemical impact of the industry on the environment. Having originally been launched by six leading brands it now has 30 Signatory Brands, 50 Chemical Industry affiliates, 35 Textile & Footwear Industry affiliates (including Coats), 30 Solution Provider affiliates and 22 Associate organizations. It therefore covers the chemical inputs, the processing and the testing and treatment of effluent, all under the leadership and commitment of major brands. We signed up for the ZDHC programme in 2016 and committed to aligning our effluent standards with those of the programme in 2018. We adopted the ZDHC conventional parameters with foundational limits as our Coats internal standards in 2019. Initially, these limits were applied only to effluent discharged from the factory, but in 2019 the scope was expanded to include sludge. Coats

Bangladesh has been 100% ZDHC compliant since 2018.

As part of our aim to progressively reduce the use of chemicals in processing, and to ensure that our products are safe in use, for the past 17 years Coats has been continuously developing and enhancing its Coats Restricted Substances List (CRSL). This is a very comprehensive list that meets the strictest requirements from any of our customers globally. We work with our 4500+ suppliers of raw materials, dyes, chemicals and packaging each year to ensure that our inputs comply with our CRSL to ensure that hazardous chemicals are reduced or eliminated from our supply chain. The list is widely regarded within the industry as the strictest restricted substance list, and is even referenced by many companies.







Coats Bangladesh has been ISO 14001 (International Standard for Environmental Management System) certified for more than a decade now, through which we are confirming a holistic view and a systematic approach to reduce the environmental impact of our operation.

Coats is the world's leading industrial thread company with more than 250 years of history. Headquartered in the UK and a member of the FTSE250, our products are sold in over 100 countries with digital platforms enabling us to serve customers wherever they are located. We give employment to over 18,000 people across six continents, and we operate in some 50 countries. In addition, Coats is a proud participant in the UN Global compact.

We have only one Earth in this universe to live. So, it is our collective responsibility to preserve and protect the environment to ensure people and nature thrive!





## Refresh the World Make a Difference



Coca-Cola has been operating in Bangladesh for 60 years, refreshing and spreading happiness through our most cherished beverages. Our environmental, social and governance (ESG) priorities are integrated into our strategy. We're focused on areas where we can have a measurable, positive impact on the communities we serve. Our ESG initiatives are interconnected, and so are the solutions we support. We seek an exponentially greater impact by fostering collective action: partnering across industry, government and society to address shared challenges. Our ESG priorities are integrated with the United Nations' 17 SDGs and applied through local projects to support Bangladesh in achieving major SDG goals. Alongside the brand, our bottling partners International Beverages Private Limited and Abdul Monem Limited have aligned their business interests with the interests of the communities which reinforces the Coca-Cola system's commitment to doing business the right way.

Water is a top business priority. It is the principal ingredient in the products we make and is critical for the agricultural products we use. Through the 2030 Water Security Strategy we announced in

2021, we're focused on achieving water security where the company operates and sources ingredients, concentrating on water-stressed areas. The Coca-Cola Foundation and 2030 Water Resources Group jointly developed the "Introducing of Water-Efficient Technologies" (IWET) project in Barind Tract with the specific overarching goal to enhance agro-water productivity both in terms of efficiency (More Crop per Drop) as well as economic productivity (Value per Drop). The project increased livelihood opportunities for 10,000 Barind farmers and 50,000 beneficiaries from 6 sub-districts. Additionally, in partnership with WaterAid, Coca-Cola initiated WASH projects in rural areas with the objective to help community members gain access to a sustainable supply of safe drinking water. These projects have supported hygiene management awareness campaigns for local girls and hand washing and sanitation facilities across schools and community centers. Our bottling partners, International Beverages Private Limited (IBPL) and Abdul Monem Limited (AML) have installed a Rooftop Rainwater Harvesting project with the aim of giving back more than 100% of the water utilized in the bottling process.





We continue to make meaningful progress on our World Without Waste packaging initiative. Coca-Cola has been a successful partner of Ocean Conservancy's International Coastal Cleanup consecutively for the past 11 years. Through this initiative, Coca-Cola is playing a major role in preserving the only coral island in Bangladesh, St. Martin's. They are actively partnering with different organizations to collect plastic bottles and promote recycling to establish a circular economy in the country. Recently, The Coca-Cola Foundation (TCCF) has funded Social Responsibility Asia (SR Asia) for their project titled "Integrated Management of Plastic Assortment and Contribution Towards Green Economy" (IMPACT-GE). During its first 6 months, the project aims to collect

and recycle PET and impact the lives of 1.37 million people in Dhaka South City Corporation. TCCF is also partnering with CordAid Bangladesh for a new project titled Recycling for the Environment by Strengthening Income & Livelihood of Entrepreneurs- RESILIENT. The project aims to foster the economic and social well-being of waste workers for safe and dignified collection of plastic waste for recycling in Dhaka North City Corporation & Narayanganj City Corporation. TCCF had previously supported BRAC for the project, "Bandhan", to develop a model for safe life and livelihood of waste workers in 13 low-income informal settlements of Dhaka. 8 wash blocks were created for waste workers during this time.



The Coca-Cola Company announced globally to empower 5 million women by 2020 in 2015. Under this initiative, the company launched Women Business Centre in Bangladesh. Since the inception, 70 WBCs were established in Jamalpur, Khulna, and Bagerhat districts, directly impacting the well-being and economic empowerment of 100,000 women and indirectly 400,000 people. Additionally, 30 new WBCs have been launched in Sunamganj and Gopalganj, to support an additional 40,000 women entrepreneurs during the current year.

Apart from sustainability initiatives, the company stepped up to support Bangladesh during the COVID-19 pandemic. With support from the Coca-Cola Foundation (TCCF), Coca-Cola Bangladesh pledged BDT 11.5 crore towards COVID-19 relief measures to support vulnerable and marginalized communities across

Bangladesh. The relief programs aimed at positively impacting 50 lakh lives in Bangladesh. Coca-Cola partnered with CARE Bangladesh to provide food packages to 10,220 households and dignity kits to 14,555 households, positively impacting approximately 100,000 people. The company has also supported vaccination roll-out in partnership with Bangladesh Red Crescent Society during the nationwide COVID Vaccination roll-out by the Government.

The company's first-ever Sustainability report, was launched in 2021 that highlighted all the activities done. Our purpose is to refresh the world and make a difference. Our company and system employees make this possible every day. Together, we're using our global presence to build a more sustainable future for our business in Bangladesh and the planet.





## LafargeHolcim Bangladesh Stands Beside the Flood Affected Families in Chhatak



LafargeHolcim Bangladesh Limited (LHBL) distributed necessary food items among the flood-affected families in three phases during the recent flash floods in the Sunamganj district. LHBL distributed necessary food items among 6,000 families in phases. Muhibur Rahman Manik, Member of the Parliament for Sunamganj-5 constituency inaugurated the food distribution as the chief guest at the company's Community Development Center recently.



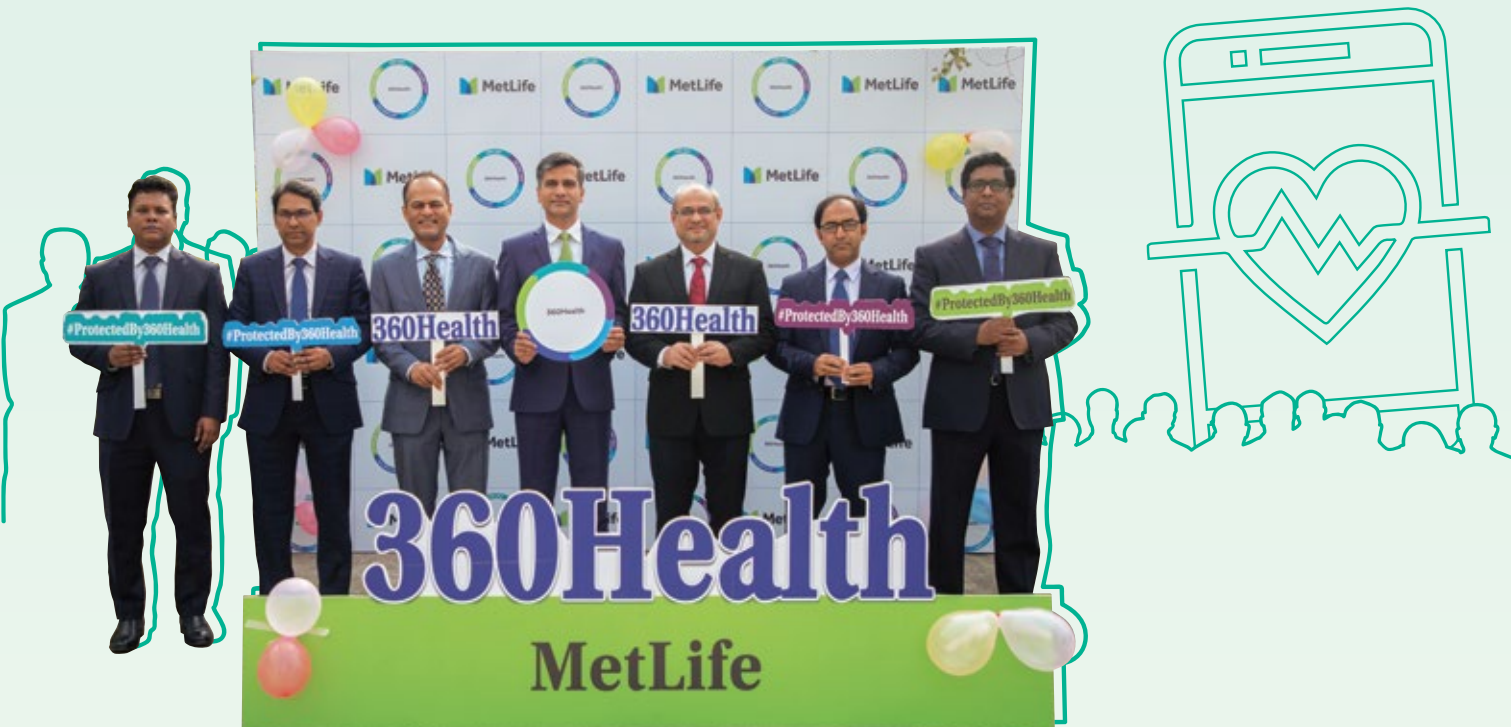
Muhibur Rahman Manik, MP praised LafargeHolcim Bangladesh for its continuous support to the flood-affected communities and said “We are grateful to LHBL as the company came forward in helping the communities who had been suffering due to the continuous flood.”

Alimuiddin of Noarai village was happy to receive the relief. He said, “LafargeHolcim has distributed food items throughout the month. My family will not have to pass days without having food anymore.” Sabina is another beneficiary from the same village. She said, “LafargeHolcim always stands beside the communities when needed. The company also provides free healthcare services and primary education round the year.”

LafargeHolcim Bangladesh is always focused on supporting the communities around its plant whenever and however possible. LHBL also provided safe shelter to ~300 stranded people in its Community Development Center during the flash flood.



## MetLife Bangladesh Launches '360Health' Mobile App to Help People Manage Serious Illnesses



MetLife launched 360Health, a first-of-its-kind healthcare mobile app aimed at helping people in Bangladesh prevent and manage serious illness.

The new app-based solution is the only one in the market to comprehensively focus on five key aspects of managing critical illnesses: prevention of diseases; early diagnosis; access to treatment; ongoing care; and financial protection from insurance, to help users manage serious illnesses through a simple and engaging experience.

Busy lifestyles, poor diet and stress have led to a sharp rise in serious illnesses, including non-communicable diseases like cancer and diabetes, which are now estimated to account for 67% of deaths in Bangladesh. A recent MetLife study also found that affordability of healthcare; access to quality healthcare professionals; and quality of the hospitals are major concerns for Bangladeshis seeking to manage their health. The research also indicated that most people would opt for contactless online medical consultations, provided the quality is of a high standard given the current COVID-19 situation.

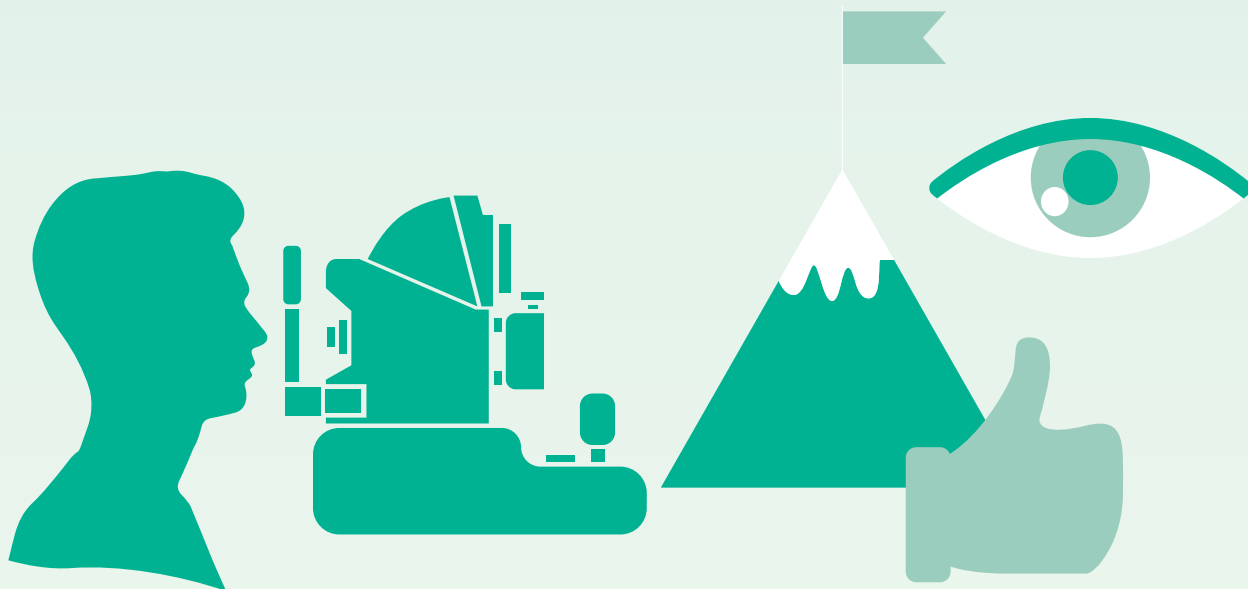
Anyone can download the app for free from Google Play <https://metlifebd.online/d4454e> to access health awareness and disease prevention tools like BMI (Body Mass Index), COVID-19 symptom checker, individual health risk assessment, and the option to analyze one's financial priorities to find suitable financial protection solutions.

Based on specific insurance product subscriptions, MetLife customers can unlock exclusive features like free virtual doctor consultations, special discounts on diagnostic tests through their digital life card, and preferential access to specialists like Cardiologists, Psychologists, Nutritionists, Gynecologists, Gastrologists and General Surgeons.

Customers will also be able to use the App to order medicines and other important health management devices online. In addition, customers will be able to get their policy related information including policy status, policy-maturity date and premium due date right from the app.

World Health Organization:  
[https://www.who.int/nmh/countries/bgd\\_en.pdf](https://www.who.int/nmh/countries/bgd_en.pdf)

# New Vision Entrepreneurship Initiative to Improve Access to Vision Care for 2 Crore People in Bangladesh



A joint initiative by MetLife Foundation and EssilorLuxottica's Social Impact Fund will help create over 800 vision entrepreneurs by 2023 to provide quality vision care services including vision testing and making eyeglasses for 2 crore people in rural Bangladesh.

With a pooled fund of USD 1 million, which includes equal contributions from MetLife Foundation and EssilorLuxottica's Social Impact Fund, the program is implemented by TMSS (Thengamara Mohila Sabuj Sangha), one of the largest development organizations in Bangladesh. TMSS conducts the recruitment and training of vision care providers known as vision entrepreneurs and provides them with other technical and non-technical assistance as needed to both establish as well as manage their businesses. The funding will enable TMSS to set up four new training centers across Jashore, Cumilla, Khulna and Chattogram and train over 800 new vision entrepreneurs, thereby creating

sustainable access to vision care for nearly 2 crore Bangladeshis.

Bangladesh ranks among the top five countries in the world with the largest number of people suffering from uncorrected poor vision. The Covid-19 pandemic has added to financial difficulties for many people, especially those living in rural areas. The vision care skills training program aims to mitigate both challenges by mobilizing unemployed and under-employed youth in rural areas to become vision entrepreneurs. This enables them to provide assistance for many eye care needs, including vision testing and eyeglass making.

Since the partners launched the program in 2021, over 125 vision entrepreneurs have undergone training and are now serving their neighboring communities.



# MetLife Launches Country's First Insurance Focused Comics: "HELLO BIMA – THE COMICS"



MetLife Bangladesh has introduced the country's first insurance-focused comics titled "Hello Bima - The Comics", to present the concepts and benefits of insurance to people of all ages in an accessible and lively manner.



# হ্যালো বীমা



In the comics, two main characters - Mitu and Rony answer many commonly asked questions about insurance, as they speak to the audience of a fair.

The comics can be read online here:

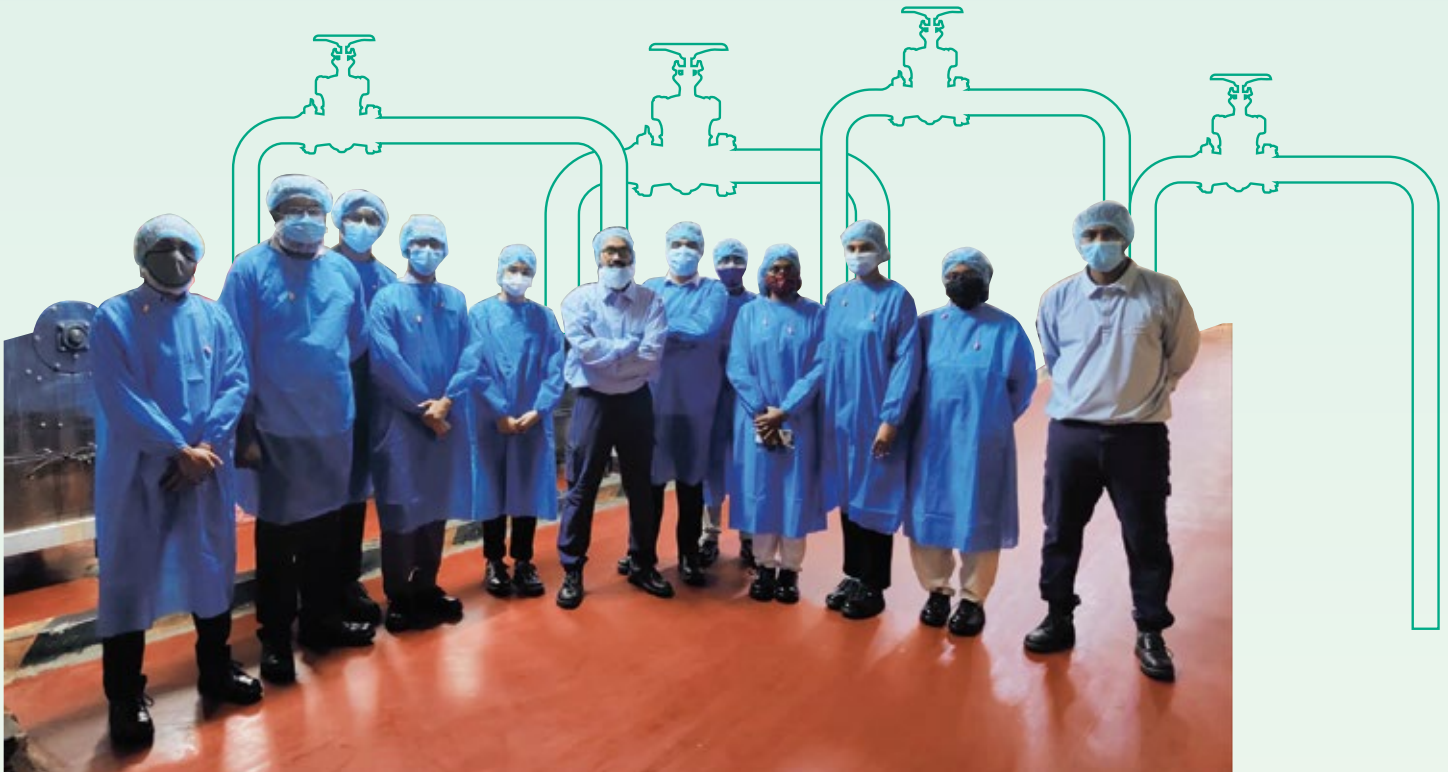
<https://metlifebd.online/hellobima>

A majority of Bangladeshis still lack awareness of the benefits of insurance protection, and there are some misconceptions about insurance. Through Hello Bima comics, MetLife Bangladesh aims to help people understand more about insurance and create a more secure future.



Good food, Good life

## Nestlé Sponsors Program to Aware Students on Water Crisis



As a part of Nestlé's global flagship 'Roadmap to Net Zero', Nestlé Bangladesh has taken multiple and all possible measures to reduce the carbon footprint of the company in Bangladesh. As a leading industry in Food and Beverage sector, Nestlé Bangladesh also takes advocacy as a part of the roadmap to aware consumers and young enthusiasts of protecting the environment. Last year, the organization has launched Water Ambassadorship Program to aware the student community of the Water crisis. This year too Nestlé Bangladesh Limited has become a part of Stockholm Junior Water Prize Bangladesh with House of Volunteers to nourish and prepare the ambassadors on approaching water issues and to represent Bangladesh in the International platform. The finalists from the program will represent Bangladesh in Stockholm Junior Water Prize 2022 in Sweden. This is surely a proud occasion for the country. Also continuing the success of the program, this year Nestlé has arranged an Industrial Trip to the Sreepur factory enabling 15 young and enthusiastic finalists of 'Stockholm Junior Water Program Bangladesh' and national water ambassadors to see Nestlé

Bangladesh's zero liquid Discharge process, how the factory manages water efficiency and the famous and favorite food on the making!

The trip was highly appreciated among the educationists and Nestlé Bangladesh was highly appreciated for showcasing the best practices. and as a partner, the organization is elated to support on the noble mission of making future leaders who would protect the environment.

2022 marks the 156th year of the founding of Nestlé in Switzerland and it has been more than 29 years since the company have started their commercial operation in Bangladesh. Today, they are still guided by the purpose of unlocking the power of food, to enhance the quality of life for everyone, today and for generations to come.

Regardless of who we are, where we live, and what we do, we all have a moral obligation towards each other, our future generation, and other species to sustain the planet. Thus, we believe that businesses and organizations must adopt a well-rounded approach towards sustainability, taking everything into account.





As the world's largest food and beverage company, Nestlé is going beyond its commitment and specifying plans to achieve zero carbon emission by 2050 and halve it by 2025. Under this flagship of Roadmap to Net Zero, we have taken everything into account—our sourcing, our operations and most importantly our advocacy. At Nestlé, we are implementing detailed, rigorous, and tangible action plans to reduce our carbon footprint and we believe that we can convince others to do the same. Thus, advocacy of climate actions is a huge part of our journey and that has led us here, to partner with House of Volunteers to build 'Water Ambassadors' for the country.

Globally Nestlé's one of the important CSV Initiative is 'Caring for Water'. Caring for water is about more than simply using less. It is also about making sure vulnerable people have access to clean water and proper sanitation. We are uncompromising in our commitment to launch and support more local water, sanitation, and hygiene (WASH) programs every year. In Bangladesh, we have constructed safe drinking water facilities in 58 schools and sanitation facilities for girls in 39 schools which is benefitting more than 65,000 beneficiaries including communities and school councils. This is how we are supporting the government to achieve SDG (Sustainable Development Goal) no.6, that is 'Clean water and Sanitation'.

Nestlé Bangladesh Limited's Sreepur factory is also one of the leading manufacturing sites in Bangladesh to achieve 'zero liquid discharge'. This means we do not expel wastewater from our production to the environment, rather we purify it again and use it in other non-food production operations, to protect the environment from the harmful effect of industrial waste.

Addressing SDG no. 12, 'Responsible Consumption and Production', every year, we religiously bring down the amount of water used in producing our products by innovations in operations and technology in our factory.

We are also planning to launch a 'Water Education Program' with the farmer community, training them to adopt sustainable agriculture practices with water usage. This will also strengthen our supply chain and help the development of agricultural practices.

So, as you can tell, Nestlé takes environmental issues as core business principles, and we strive to meet our global as well as market commitment to tackle climate actions. Our concern for the country's water issue has led us to take various measures which ultimately sets a leading example in the industry and help the government to achieve the SDGs.





# Novartis (Bangladesh) Limited – Embedding Swiss Pharmaceuticals Innovation in Bangladesh Since 1973

With the purpose to reimagine medicine to improve and extend people's life, Novartis (Bangladesh) Limited has been contributing to the health of the people of Bangladesh since 1973. Novartis use science-based innovation to address some of society's most challenging healthcare issues. Novartis discover and develop breakthrough treatments and find new ways to deliver them to as many people as possible. As part of a highly dynamic pharmaceuticals sector, Novartis has had more influence than most in shaping the health of populations worldwide. Bringing the current and all upcoming life-saving innovative solutions for the patients in Bangladesh is our utmost priority.

Novartis ensures access to global breakthrough innovative solutions for the patients in Bangladesh through its two divisions – Innovative Medicines division which commercializes innovative patented medicines to enhance health outcomes for patients and healthcare professionals and our Sandoz

division is a global leader in generic pharmaceuticals and biosimilars that pioneers novel approaches to help people around the world access high-quality medicines.

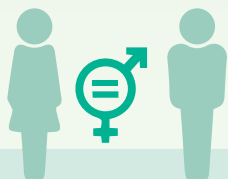
To manufacture our innovative products locally, Novartis Bangladesh brings knowledge from Novartis global through technology transfer. Its manufacturing site is located at Tongi in Gazipur. The facility strictly maintains cGMP as per WHO & Novartis Global internal guidelines in all levels of its manufacturing process with advanced excellent equipment, machinery, HVAC & Water Systems. The plant has EU GMP (AGES Austria) and ANVISA Brazil GMP Certifications. Fulfilling local demand, NOVARTIS started exporting their products in 40 different countries, including Asia, Europe (Italy, France, Germany, Austria, Netherlands, Sweden), Africa, and Latin America & Canada. As the country's leading pharmaceutical exporters, Novartis received the National Export Trophy (GOLD) three times.



**"3-time winner of National Export Trophy (GOLD)"**



**"2021 GDP contribution in Bangladesh is USD 65.8 Million"**



**"First ever company in Bangladesh to introduce 26 weeks of equal parental leave"**



**"2021 Total employment impact Bangladesh is 11,709 Jobs"**





## Pioneer in Bringing the Most Advanced Healthcare Solutions

Novartis takes pride in providing access to world-class most advanced Biologics available to the people of Bangladesh. It is among the pioneers in bringing these biologics in Bangladesh. Biologic medicine is produced from living organisms or contains components of living organisms which includes a wide variety of products derived from human, animal, or microorganisms by using biotechnology.

Novartis's biologics became 'A New Hope' for thousands of Bangladeshi patients in several disease areas like Cancer, Psoriatic Arthritis (PsA),

Ankylosing Spondylitis (AS) & Psoriasis (PsO), Retinal blindness etc. Since its journey in Bangladesh, Novartis played a significant role in developing specialized healthcare professionals in the respective disease areas through the latest knowledge, information, and trainings. For example, during 2007, Bangladesh had a few numbers of Retina Specialist to serve a large number of patients. To improve overall care, Novartis launched academic programs to train up existing ophthalmologists which helped developing new Retina specialists in the country over the years.

## Healthcare System Strengthening

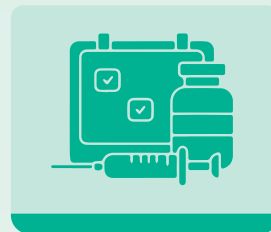
As one of the country's leading pharma company, Novartis not only manufacture and market medicines, but also actively collaborate with different organizations in enhancing knowledge and building capabilities of HCPs through different programs. One such program is our recent collaboration with Diabetic Association of Bangladesh (BADAS) to introduce "Certificate Course on Cardiovascular Disease (CCVD)" which

will support to train thousands of general Physicians on Hypertension (HTN), Acute Coronary Syndrome (ACS) and Heart failure. These (HTN, HF and ACS) are global challenges among the non-communicable disease (NCD), particularly in countries like Bangladesh. Early detection, awareness and subsequent management would be a major milestone for combating these conditions.

## Access to Innovator Medicines at Affordable Price

Novartis medications reach more than 750 million people worldwide every year, but many more people still lack access to essential medicines and healthcare. Novartis is committed to ensuring that its medicines are accessible to as many patients as possible, irrespective of where they come from. Novartis has therefore embarked on a journey to fundamentally shift the way Novartis does business and reimagine how to expand access to critical healthcare innovations specially in a self-pay-driven country like Bangladesh.

Since 2003, our Access program “Glivec International Patient Assistance Program (GIPAP)” for CML (Chronic Myeloid Leukemia) patients served life-long free treatment (YTD approx. 12 crore BDT worth medicine) to Bangladeshi patients and committed to serve as long as they need. Besides, with our different access programs for different cancer types, e.g. breast cancer, myelofibrosis, renal cancer, carcinoid tumours etc. more than 850+ patients are enrolled, and YTD Novartis has provided free medicines worth approx. 35 Crore BDT to these patients. Recent significant (up to 60% for some products) price reduction of Novartis’s



breakthrough medicines in several disease areas like Heart Failure (HF), Psoriatic arthritis (PsA), Ankylosing Spondylitis (AS), Psoriasis (PsO) and Retina helped improving access to thousands of additional Bangladeshi patients who were unable to get the benefit of innovator medicines due to affordability challenges.

Another access initiative Emerging Market Brands (EMB) initiative enabled Novartis to make available treatment of the unmet therapeutic areas at an affordable price in Bangladesh. This reinforces Novartis’s commitment to our patients who are unable to pay for the cost at the level of developed countries. The recent launch of Innovative Brand such as EMB in Bangladesh helped retina patients receiving treatment at an affordable price.

## Novartis’s Global Sponsored CSR Initiatives in Bangladesh

### ASTHA Project executed by Swisscontact

There is a scarcity of trained healthcare workforce in Bangladesh which is more acute in rural areas as HCPs are mostly stationed around urban areas. To improve the access to healthcare services for the community people of remote and rural areas in Bangladesh, Novartis in collaboration with Swisscontact joined forces with the Government of Bangladesh to develop and support an accredited mid-level healthcare workforce Community Paramedic (CP) through project ASTHA, which is helping to address the acute shortage of skilled healthcare workers in remote areas.

ASTHA produced over 5,000 of CPs nationwide so far, who are providing quality primary healthcare services in their communities. It has further given them employment opportunities. Additionally, through various free health camps and awareness activities in remote areas, hundreds of thousands of rural people got access to and information about quality healthcare services. The contribution has been mostly meaningful in mother and child health. As of now, at least 400,000 rural people throughout the country received quality treatments through professional CPs.



**“Over 5000 Community Paramedic (CP) developed to support as mid-level healthcare workforce through ASTHA serving more than 400,000 rural people till now”**



## Support for Distressed People During Calamities



**CHF 500,000**

We want to contribute CHF 500,000 of the overall CHF 7.5m needed by the Bangladesh Red Crescent Society to fund the emergency response.

Novartis is always committed to extending its support for the distressed people of the society to fight against the odds as and when necessary. The crisis is locally managed by the partner organizations e.g; Swiss Red Cross, Swiss Contact etc. funded by Novartis Global. Over the years, Novartis continues its donation and support for Bangladeshi people through Swiss Red Cross to manage calamities like flood, Covid-19 etc.

## Extending Support for COVID-19 Crisis



**“BDT 2.27 Crore worth PP equipment donation for the HCPs during Covid-19”**

To support the efforts of the Government during the COVID crisis, Novartis has taken all out efforts to ensure an uninterrupted supply of their medicine for their patients. Starting from opening a dormitory at their Tongi manufacturing plant for the continuation of production to arranging home delivery of medicine to prevent any potential delivery disruptions. Being one of the pioneer, Novartis donated Medical Grade Personal Protective Equipment (PPEs) Medical Gowns, Masks and Goggles worth BDT 2.27 crore to Swiss Red Cross Bangladesh for the use of Health Care Professionals who are working at the designated COVID-19 hospitals in Bangladesh.

At Novartis, our ambition is to be a catalyst for positive change and a leader in environmental sustainability. Our continued investment in our planet supports our purpose to reimagine medicine to improve and extend lives of people. It is also a way to build trust with society, if our actions are guided by a commitment to transparency and creating enduring change. Doing business responsibly is a core part of Novartis. Novartis is committed to creating a culture of integrity and demonstrate ethical leadership – because as a global leader in healthcare, Novartis has a responsibility to serve as a role model in how Novartis conducts the business.



**“Awarded as the “Dream Companies to Work For” in Bangladesh Best Employer Brand Awards 2018**





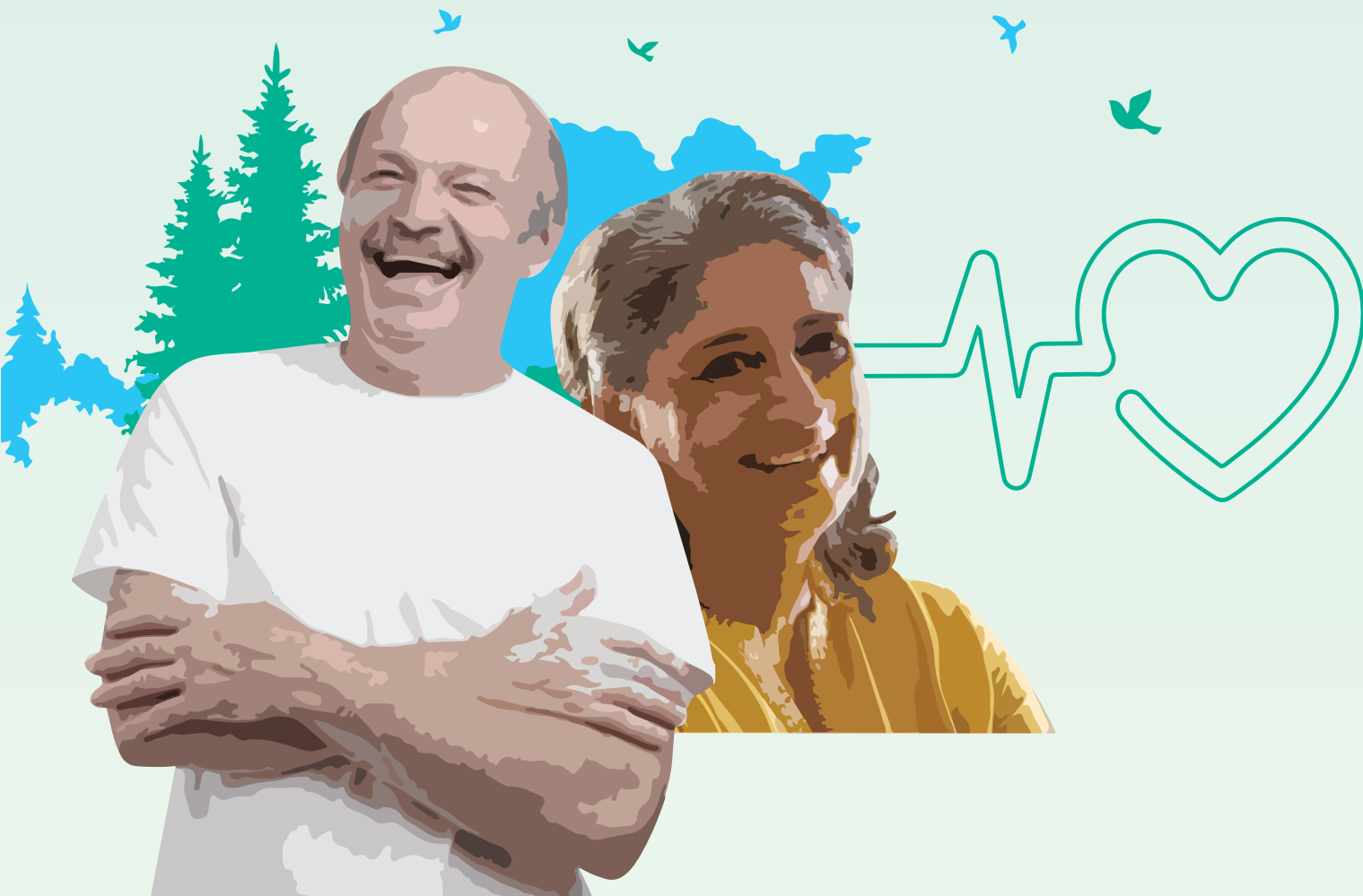
# Novo Nordisk Insulin Penfill Factory Inaugurated in Bangladesh – A New Milestone



In a developing country like Bangladesh, rising diabetes rates present enormous challenges to poverty eradication and economic development. Bangladesh has ~13 million adults living with diabetes, and it is estimated that the number will be ~ 22 million by 2045 as per International Diabetes Federation (IDF).

Novo Nordisk Bangladesh (NNBD) is committed to improve diabetes care and tackling the affordability and accessibility challenges in Bangladesh. In order to provide access to affordable best-in-class insulin to more patients, NNBD established a partnership in 2012 with Eskayef Pharmaceuticals, one of the country's leading pharmaceutical company, to jointly manufacture insulin vials locally.





As part of NNBD's commitment to ensure an uninterrupted supply of affordable insulin to patients and build a long-term partnership with Eskayef Pharmaceuticals, NNBD and Eskayef Pharmaceuticals signed an agreement in 2018 to build an insulin penfill production site to be located in Eskayef Pharmaceuticals' existing plant in Gazipur. The construction of the production site was completed with technical cooperation from Novo Nordisk in Q2/2022 and the inauguration took place on 24 May 2022.

National Professor A K Azad Khan, President Diabetic Association of Bangladesh; Major General Mohammad Yusuf, Director General, DGDA; H.E. Winnie Estrup Petersen, Ambassador of Denmark to Bangladesh; Ms. Simeen Rahman, Group CEO, Transcom Ltd; Lars Arnoldsen-Corporate Vice President local manufacturing along with Rajarshi Dey Sarker, VP & GM, Novo Nordisk, Bangladesh, NNBD other officials were present on the occasion. Jayagovindan Thyagarajan - Corporate Vice President of South East Asia of Novo Nordisk has sent his good wishes through a video message.

It is expected that the first insulin penfills will be manufactured and made available to our patients by 2023. The total annual production capacity will amount to 52 million penfills.

## Sarens Assists in the Infrastructure Development of Mega City Dhaka

**Sarens in Bangladesh support the infrastructure development in the capital city of Dhaka**

Sarens, a global reference in heavy lifting and specialized transport, began operations in Bangladesh in 2003. Sarens is the fifth largest service provider in fleet size, Bangladesh's most significant foreign player, and second in the world.

A project owned by Dhaka Mass Transit Company Limited (DMTCL), a state-owned enterprise, was established to implement the metro rail network across Dhaka. Sarens AC200-1, a 200T hydraulic crane, worked on-site for around three months and lifted bridge girders weighing up to 75T each. In 2019, Sarens built the country's first-ever metro rail in Dhaka.

Currently, Sarens has been working on developing the Hazrat Shahjalal International Airport in Dhaka for Aviation Dhaka Consortium (ADC) since October 2021. QY100K, a 100T all-terrain crane, was deployed in October 2021 to lift steel columns weighing 28T each. The all-terrain crane was selected as it can lift the load at variable distances without relocating, considerably reducing the time and cost of the project.

According to the Director, Bangladesh, Subail Bin Alam, "The client was delighted by the safe and timely installation of the columns and further commissioned Sarens to execute the challenging lifts of the girders."

The team had to address the challenge of lifting and installing girders weighing 14T each in a limited space, and the operating distance is 70 meters from a static position. After precise engineering calculations and drawings, it was decided to use the 500T crawler crane - CC2500-1 with SH configuration.



The 500T crane is the largest ever crane to work in Dhaka City and can lift heavy loads in a confined space. Understanding the complexity of the project, Sarens is capable of mobilizing heavy lifting and specialized transport equipment globally. The Regional Director, South Asia, Arun Savanur adds, "Sarens is proud of its world-class equipment, thoughtfulness and expertise of its people, and understanding of the local market and client needs – which help us to offer benchmark services."

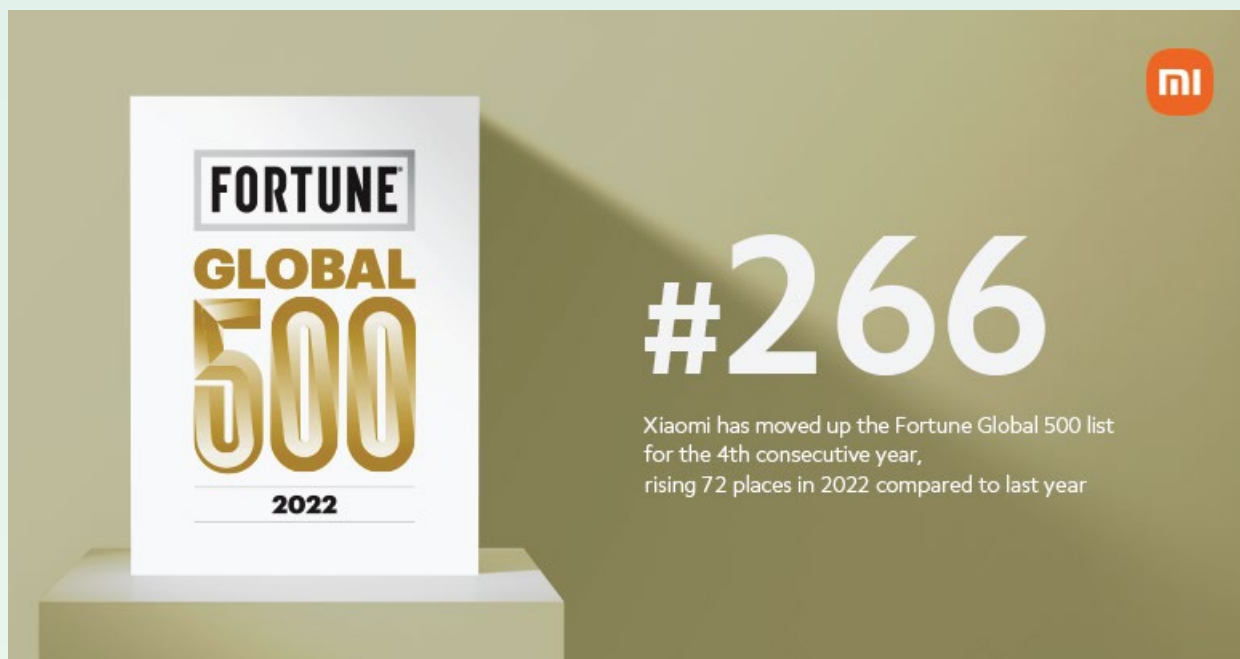
The current fleet of Sarens in Bangladesh has the 600 Ton Crawler (CC 2800-1), 500 Ton Crawler (CC 2500-1), 250-ton Crawler (SCC 2500 C), 220-ton Mobile (ATF 220 G-5), 200-ton Mobile (AC 200-1), 160-ton mobile (LTM 1160-1), 100 ton Mobile (QY 100 K), 75 ton Rough Terrain (RT 875 E), two nos 70-ton mobile (QY 70), two nos 50 ton Mobile (LTM 1050.1), two nos 35 ton Mobile (ATT 400-2, and ATT 400-3) cranes. They offer a high-end, value-added, full-service package that includes engineering, supervisors, SHEQ services, and more to enable project management from A to Z. For the rental business, Sarens offer standard crane rental services and provide clients with cranes ranging from 35 to 600 tonnes. However, for the project requirement, they can supply up to 5000 Ton cranes (the highest among the world) from their around 1500+ fleet.







## Xiaomi Again Advances on the Fortune Global 500 List

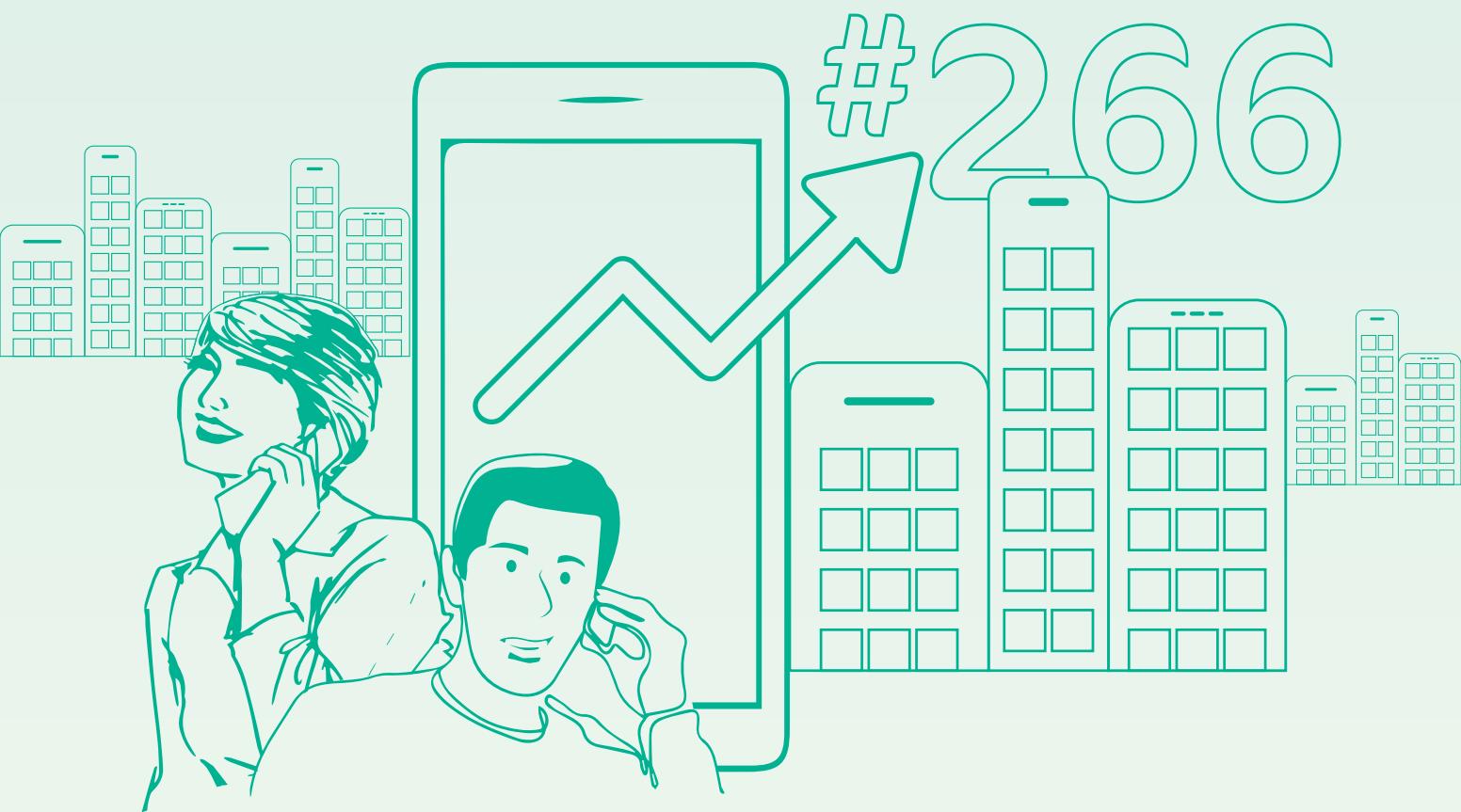


Xiaomi Group ranked No. 266 on the 2022 Fortune Global 500 list announced yesterday. The global technology company, which is the world's third largest smartphone manufacturer, moved up the list for the fourth year in a row.

Xiaomi first appeared on the Fortune Global 500 list as No. 468 in 2019, just nine years after its founding. The fast-growing company has improved its ranking every year since – to 422 in 2020 and to 338 last year.

According to Fortune Magazine, Xiaomi, which first entered the Fortune Global 500 List in 2019, has advanced more than 200 positions in four years, making it the fastest rising Chinese technology company.

Xiaomi's revenue and adjusted net profit hit new highs in 2021. The total revenue of Xiaomi Group in 2021 reached RMB 328.3 billion, a year-on-year increase of 33.5%. Its adjusted net profit reached RMB 22 billion last year, a year-on-year increase of 69.5%. Xiaomi Group's overseas-market revenue in 2021 increased by 33.7% year-on-year, accounting for 49.8% of its total revenue. In the first quarter of 2022, this proportion increased to 51.1%.



Thanks to its "Smartphone × AIoT" strategy, Xiaomi's global smartphone shipments hit a record high in 2021. Its AIoT products also expanded rapidly, building a rich product ecosystem around smartphones. According to Canalys, Xiaomi ranked third in the global smartphone industry with a market share of 14.1% in 2021. Its smartphone sales ranked first in 14 markets and was in the top five in 62 markets. As of December 31, 2021, more than 434 million smart devices were connected to its platform (excluding smartphones, tablets and laptops), a year-on-year increase of 33.6%. The number of its global MIUI monthly active users reached 509 million, a year-on-year increase of 28.4%.

In 2021, the share of Xiaomi's high-end smartphone shipments increased to about 13% of its total smartphone shipments, nearly doubling from the previous year. Meanwhile, Xiaomi has continued to increase its investment in research. In 2021, Xiaomi's R&D expenditure was RMB 13.2 billion, a year-on-year increase of 42.3%. In the next five years, Xiaomi's investment in research is expected to exceed RMB 100 billion. As of March 31, 2022, Xiaomi has been granted more than 26,000 patents; its global patent applications exceeded 53,000.

Going forward, Xiaomi is committed to building amazing products with honest prices so that everyone can enjoy a better life through innovative technology.

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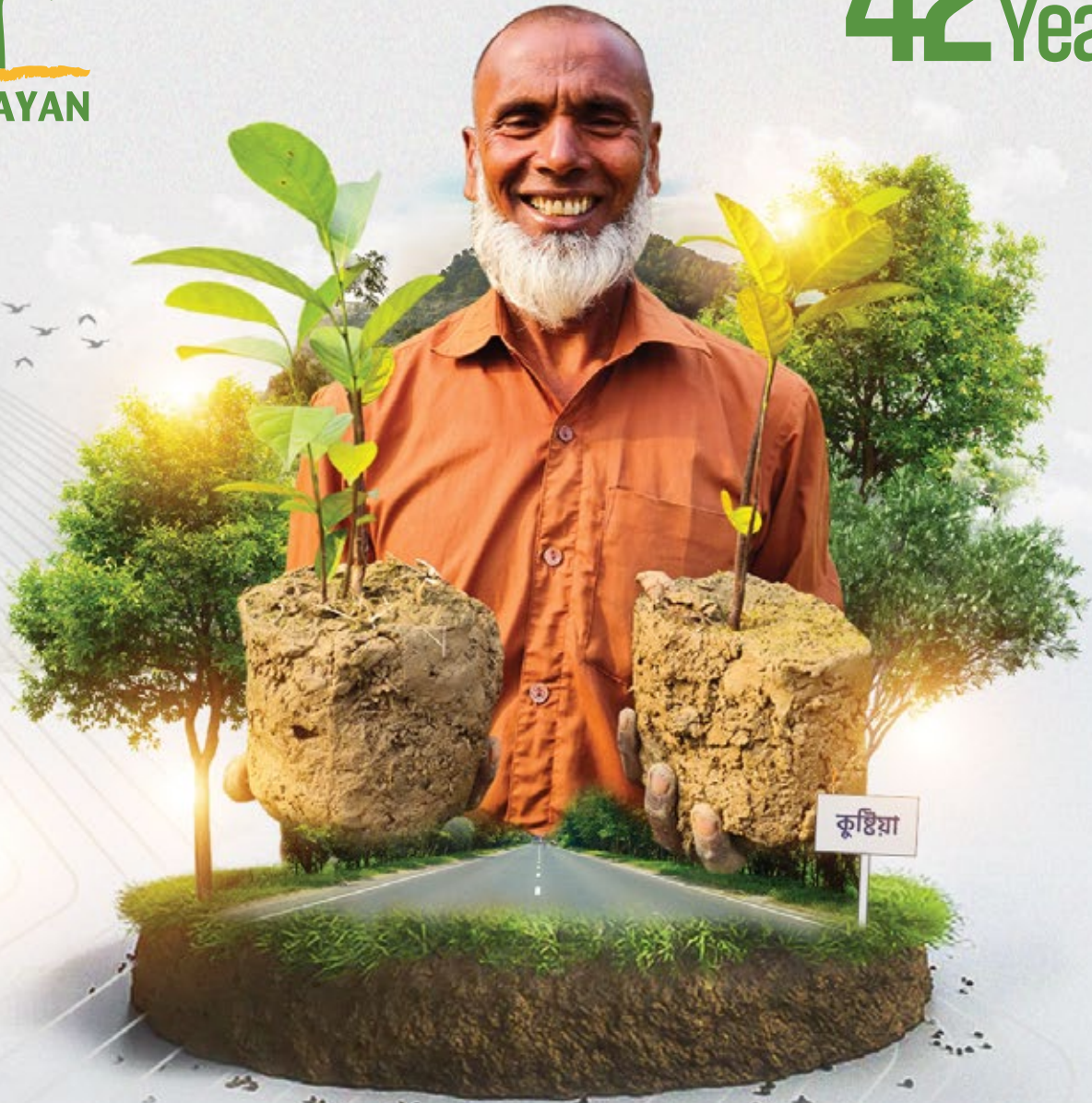


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বিকাশ অ্যাপ থেকে আইডিএলসি-তে

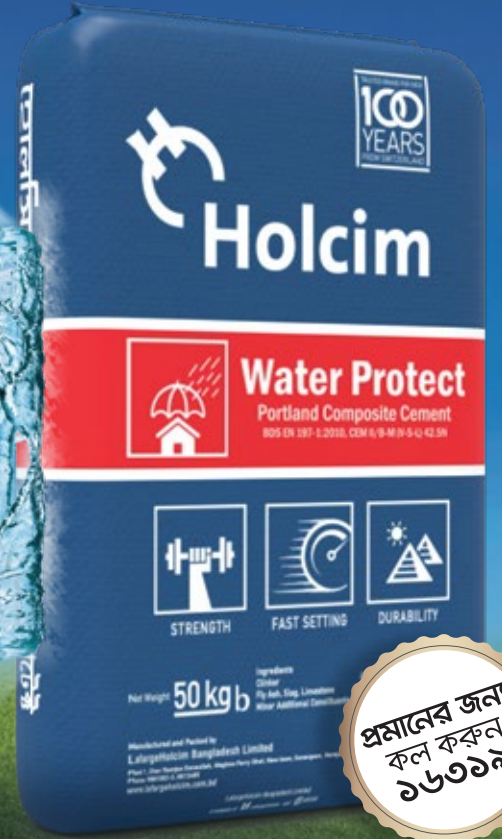
- প্রতি মাসে মাত্র ৫০০ টাকা থেকে শুরু • মেয়াদ শেষে ক্যাশ আউটে খরচ নেই\*

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কল করুন  
১৬৩৩৯

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