Chairman’s Message

My dear Employees, Customers, Shareholders and Suppliers,
Assalamo-Alakium and welcome to our third issue this year (2010) of BSRM XTREME TALK. I want to take this opportunity to wish all of you, our customers, suppliers, shareholders and stakeholders including our employees a belated Eid-ul-Fitr Mubarak and wishing that the year to follow this Eid will see us all in a bright light.

One more good news I want to share which happened on the 8th of September 2010, when BSRM participated in the celebration with our nation—the opening of the Shah Amanat Bridge – the pride and joy of Chittagong and in line with BSRM’s building the nation a project at a time. All of our customers, stakeholders, shareholders and particularly our employees can celebrate the fact that the complete steel deformed bar needs of the bridge were provided by BSRM Xtreme 500 in the high quality required by the builders who would have gone overseas if we could not have met up to that challenge.

By the grace of Allah, BSRM has launched another change. We are implementing a new look and feel to the way our corporate structure has been developed. This will bring us closer to the important milestone on our journey to live our vision and values.

As we march to the beginning of New Year 2011, we are developing a new Performance Management System (PMS) that will be juxtaposed over the new organization structure to give us a quantifiable way of measuring the success of this new structure. We hope we can bring that to life in the first quarter of 2011.

On January 30th 2011 we will celebrate our first anniversary of this changed journey. As we recollect the times behind us and the promise of the future I can tell you that 2011 and beyond will bring a sea of changes in the BSRM Group of companies. I am excited and I welcome you all to participate in this change just as our employees have in the past few months done so successfully.

We continue with our CSR activities by running a free school BSRM Burhani school, providing road dividers to traffic police for safety purposes, etc and planning to extend the scope of our activities.

I am confident that the future we are building at BSRM Group of companies will help us maintain our leadership role in the steel industry in Bangladesh.

Allah Hafiz.

Alihussein Akberali
The Quest for Excellence

Organizational excellence, in the face of tough competition, is all but an accumulation of excellence in employee performance. Excellent ideas and strategies, which happen when an atmosphere of creativity and excellence is fostered, take the organization to a level of performance, way above the competition. While employee engagement has also much to do with softer niceties, performance management is an extremely objective exercise and its success hinges on the employees and the team perceiving it to be objective and not otherwise. To communicate to the employees that these would be the measures of performance, along with the time frame and the scale of measurement, makes them feel that the exercise is in theirs, as well as the organization’s interest. And that is the challenge that BSRM took up almost a year ago, and much to the credit of the personnel responsible for this very task, the big picture, somewhat abstract initially, is gradually becoming clearer. On a continual basis, a series of workshops were conducted at all levels and units of BSRM, essentially to drive home the importance of creating a culture that is performance oriented, so that each and everyone in the organization feels it essential to perform and contribute. But it’s only fair to mention here that the whole restructuring effort – in alignment with our established vision and values – might have proved difficult to achieve had it not been for the company’s inherent practices of total transparency and highest ethical standards over the decades.

And this bit of earned goodwill, translating into customers’ trust in product quality and services, unfailingly continues to function as a shield for any negative campaign against the company. Far from being complacent about its undisputed leadership in the steel sector of Bangladesh, BSRM moves on from strength to strength, seeking perfection in quality assurance, creating the benchmark of professional prowess to attain its vision and, living its values through inspired acts of substance.

A cause for celebration for BSRM and Chittagonians alike was the much awaited opening of the Shah Amanat Bridge – built with our popular re-bar Xtreme500W – on the 8th of September, by the Prime Minister; a brief report on the event figures in this edition.

At BSRM, the quest for excellence surges on.

Shobhon M Shahabuddin (Raj)

The quality of a leader is reflected in the standards they set for themselves.

- Ray Kroc
A congratulatory note to Haji Al-Amir and his team on their successful association with BSRM.

The owner of the dealership is an honorable 58 year’s old prominent businessman. His trading company name is “Al-Ameir & Sons”, 400/B, Malibag Chowdhurypara, Dhaka 1219. He has a strong reputation for dedicated dealings with BSRM and has been a very target oriented and committed performer for the past 5 years.

Besides dealing with BSRM, he has been engaged in Cement business and got many rewards. He is involved in different social activities as well.

BSRM rewards him the Best Performance Dealer for the 3rd Quarter of Year-2010 for being the largest purchaser of steel bars those months.

BSRM is proud of doing business with such responsible dealers and hopes to have a long lasting trustworthy affiliation.

BSRM Group continuing its Corporate Social Responsibility (CSR) activities by contributing to the society. In picture, Chairman of BSRM Group inaugurating “Burhani BSRM School”, which is totally run by BSRM funding.

BSRM has planned to extend its road safety operation to all metro cities. In the first phase, important points Cox’s Bazar & Bogra zone are already placed with road safety cones. In the picture officials of Traffic Police & BSRM of Cox’s Bazar.

BSRM was the proud co-sponsor of the International Association for Bridge Structural Engineering (IABSE) seminar successfully conducted in Dhaka over a period of three days, from the 8th till the 10th of August, 2010. About 30 distinguished professionals from both academic and professional arenas across the world participated in the conference and the IABSE got responses from 72 Abstracts from different countries including Japan, Switzerland, Bangladesh, USA, Australia and Canada.
Shah Amanat Bridge – Solely built with Xtreme 500W

Spread a kilometer across Chittagong’s Karnaphuli River stands the state-of-the-art Shah Amanat Bridge (3rd Karnaphuli Bridge), solely built with BSRM rebars.

Towards the beginning of the construction work, China Major Bridge Engineering Company Limited was importing rebars made in China. But a sudden hike in the price of imported rebars and the requirement of superior materials caused them to look for an alternative solution. They inspected BSRM factories and were convinced of superior, consistent quality and craftsmanship and decided on using BSRM rebars. Hence, from 2006 to 2009, BSRM supplied all the rods that were required to build this bridge.

This was yet another trophy in BSRM’s crowded shelf and the company is proud to have provided the strong skeleton that now connects scenic Bandarban and tourism hotspot Cox’s Bazaar with the rest of Bangladesh. On the 8th of September, 2010 a festive mood took over Chittagong as the Honorable Prime Minister Sheikh Hasina inaugurated the bridge for public use. For many Bangladeshis, this bridge is a dream enabling faster travel back and forth with the southern part of the country.

Four members of BSRM family, Mr. Murtaza Hussain, Mr. Mohammed Shafiqul Islam, Mr. Md. Imran Shakha and Mr. Jainal Abedin have successfully completed Certified Supply Chain Manager (CSCM) certification exam – an internationally acclaimed course on Supply Chain Management - offered by International Supply Chain Education Alliance (ISCEA) of Ohio, USA. This certification exam has been arranged and conducted by ISCEA Bangladesh in Dhaka. BSRM is proud of their achievement and remains confident that they will all go on to hold responsible positions and bring in many more laurels for the company in the future.

“They’re special glasses that help you see yourself the way others see you!”