

## EDITORIAL

Eid Mubarak! We wish our valued customers, patrons, suppliers and vendors a very happy Eid with their families. The month of Ramadan, a holy month for Muslims worldwide and in Bangladesh was marked by religious fervor, prayers and feasting. Sumptuous Iftar, or the breaking of the fast, is a time honored Muslim tradition. It is also a time of immense socializing as organizations throw lavish iftar parties to honour their valued clients, vendors and business associates. Iftar is also an intense family event as friends and relatives are invited in to each other's homes for breaking the fast.

The month long fast ends with Eid which is an event of great festivity and joy, especially among children.

Ramadan and Eid in BSRM was no exception and were celebrated with great enthusiasm and fervor. The company organized number of Iftar parties in all the major cities of the country and all workers and employees celebrated Eid with traditional joy and enthusiasm.

### BSRM HONORED FOR OUTSTANDING CONTRIBUTION IN CSR



Caption: Finance Minister AMA Muhith(5<sup>th</sup> from left), Bangladesh Bank Governor Dr. Atiur Rahman (2<sup>nd</sup> from right), Financial Express Editor Moazzem Hossain (4<sup>th</sup> from left), Chairman of BSRM Mr. Alihussain Akberali (3<sup>rd</sup> from left) and Standard Chartered Bank CEO, Jim Mc Cabe on the right along with others pose for a photograph with the recipients of the 5<sup>th</sup> SCB-FE Corporate Social Responsibility (CSR) Award in a grand function held at Radisson Hotel Dhaka on 28<sup>th</sup> May 2014. BSRM won the Award for undertaking CSR Projects which have empowered 100 women through job creation, ensured pure drinking water for 300 families, and made solar power available for 40 underprivileged families in Sylhet.

## “DHAKA MAY EXPERIENCE MASSIVE EARTHQUAKE ANY MOMENT”- EXPERTS TELL AT BSRM SEMINAR, URGING PEOPLE TO WAKE UP TO THE RESPONSIBILITY.



Caption: From left, GM Jainal Abedin Bhuyia, RAJUK Chairman, Prof. AMM Toufiqul Anwar, Department Head, Civil Engineering, BUET and Prof. Mehedi Ahmed Ansary, Civil Engineering, BUET spoke at a seminar on “Earthquake Related Research and Activities in Bangladesh during the Last Two Decades” organized by BSRM at the Daily Star Center in the capital on 12<sup>th</sup> June observing “The Earth Quake Day.”

## BSRM ORGANIZED A SERIES OF TECHNICAL SEMINARS ON “FATIGUE PROPERTIES OF STEEL”



BSRM organized a series of seminars in Dhaka city on “Fatigue Properties of Steel” to convey the significance of Fatigue test of steel to ensure quality construction. The seminar session kicked off in Dhaka at Ruposhi Bangla hotel on 12<sup>th</sup> April, followed by another seminar at Spectra Convention Center on 19<sup>th</sup> April and concluded with a final one at Marriot Convention Center on 17<sup>th</sup> May.

All the speakers underscored the need of ensuring fatigue test before use of steel rod in any construction work. The fatigue test is widely used in assuring quality of steel in the developed nations of the world. The seminar was attended by BSRM top officials, senior BUET professors, senior practicing Govt. and private engineers from LGED, PWD, RHD, MES and ECB. Top officials from construction firms were also present to make the series of event a success.

## BSRM STEELS AWARDED BY SAFA FOR BEST PRESENTED ANNUAL REPORT



Mr. Mohammed Reazul Kabir FCA, Head of Accounts & Finance received the Certificate of Merit on behalf of BSRM Steels Limited for the best presented Annual Report 2012 from South Asian Federation of Accountants (SAFA) on 3<sup>rd</sup> May 2014 at Islamabad, Pakistan.

## BSRM RECEIVED IIUC BUSINESS AWARD-2014

“International Islamic University Chittagong (IIUC) presented ‘Business Award 2014’ to BSRM Group of Companies for significant contribution to the development of steel industry in Bangladesh.”

Mr. Aameir Alihussain, Managing Director, received the award on behalf of BSRM Group, from Prof. Dr. AKM Azharul Islam, Honorable Vice-Chancellor of IIUC in the Graduate Program Orientation & Awarding Ceremony held at 7:00 PM on 20 May 2014 at Hotel Agrabad, Chittagong.

Mr. Aameir Alihussain, Managing Director of the company said To produce and deliver the best quality steel, BSRM has put in new and technologically modern production plants and facilities with huge investments in various units. The new projects will enhance the production capacity and create job for over 1000 people. Thus BSRM will continue to help the economy of the country in the coming years.



## CHANGE THROUGH TRANSFORMATION

### Introduction

People affected by the change have to agree with or at least understand the need for change and to be involved in the planning and implementation. Face-to-face communications to handle sensitive aspects of organizational change is a preferred strategy to use.

### Resistance to Change

Change is inherently unsettling for most, but when it is on the horizon, people look to management for strength, support and direction. The leader must embrace change first, then challenge others, motivate & create acceptance. They must speak in unison while modeling the desired behaviors in others.

### Outcome

Leaders of large change programs must out-perform during transition and become the “Change” that promotes transformation. This requires more than mere buy-in or passive agreement - It demands ownership by leaders within their area of influence & control.

## BSRM-THE DAILY STAR JOINTLY ORGANIZED ROUNDTABLE ON “FOOD ADULTERATION”



BSRM & The Daily Star jointly arranged a roundtable discussion on “Food Adulteration” one of the most burning issues at The Daily Star Centre on 12<sup>th</sup> July, 2014. Dr. Tahmeed Ahmed, Director, Centre for Nutrition & Food Security, ICDDRDB presented the keynote paper on "Harmful Chemicals in Food: Health Hazards". 25 members were present from press, govt. agencies, education and other professions. Moderator of this program Mr. Salehuddin Ahmed, Managing Editor of the Daily Star and all other participants thanked BSRM for organizing and supporting this roundtable.

## BLOOD DONATION PROGRAM ON MAY DAY, 2014



On May Day, BSRM Sromik Karmachari League and Sandhani, Chittagong Medical College unit jointly organized Blood Donation Program. Managing Director of BSRM Mr. Aameir Alihussain inaugurated the Program. Finance Director of BSRM Group of Companies Mr. Zohair Taherali along with Executive Director Mr. Tapan Sengupta, Group Head of HR Mr. Jamil Ahmed and other Senior Management Representatives along with CBA President & Secretary were also present in the program. Total of 50 Bags of Blood was collected from this program.

## CORPORATE IFTAR- 2014



BSRM Group organized “Iftar Mahfil 2014” across all divisional cities and districts of Bangladesh to share the holiness and purity of Ramadan with local engineers’, developers, bankers, govt. officials, dealers and other socially distinguished persons. BSRM group high officials and sales team attended the program as well.

## CONGRATULATIONS ON ACADEMIC & PROFESSIONAL ACHIEVEMENT



BSRM Family Members Mr. Md. Zakaria Jamal, Head of Support Functions & [SHE] of BSRM Iron & Steel Company Ltd. (BISCO), Mr. Mohammad Jabul Hossen, Lead Admin & Facilities of BSRM Steels Ltd., Mr. Md. Hasnain Arafat, Team Member HR Operations of Corporate HR and Mr. Kazi Saifur Rahman, Team Member Facilities Services & Maintenance of Corporate Administration has successfully completed Post Graduate Diploma in Human Resource Management (PGDHRM) from Bangladesh Institute of Management (BIM), Chittagong campus.

BSRM is proud of their achievement and remain confident that they will go on to hold responsible positions and bring in many more laurels for the company in future.



Ms. Srijoni Kar, daughter of Mr. Shekhar Ranjan Kar, FCA, Group CFO & Company Secretary of BSRM Group has obtained Golden GPA in the SSC Examination held in 2014 from Cantonment English School & College under Chittagong Education Board.

We congratulate her for brilliant academic result.



Ms. Tasneem Jannat, daughter of Mr. Md. Habib Ullah, CFO BSRM has obtained Golden GPA in the SSC Examination held in 2014 from Bangladesh Mohila Samity Girls' High School & College, Chittagong under Chittagong Education Board.

We congratulate her for brilliant academic result.



Mehraj Siam Siddiquee, son of Mr. Md. Miftahul Huda Sharifee, Lead HR & IR of BSRM Steels has obtained Golden GPA in the SSC Examination held in 2014 from Bangladesh Elementary School, Chittagong under Chittagong Education Board.

We congratulate him for brilliant academic result.



Ms. Sumya Asma Cynthia, daughter of Mr. S.M. Moshir Rahman, Team Member of Store of BSRM (SMW) has obtained Golden GPA in the SSC Examination held in 2014 from Chittagong Govt. Girls High School, Chittagong under Chittagong Education Board.

We congratulate her for brilliant academic result.

## TRAINING ON SALES EXCELLENCE



BSRM HR has organized Two Days Long Workshop Titled “Sales Excellence” for enhancing the capability of BSRM Sales Force. Total 03 (Three) sessions of the Workshop has been held. Head of National Sales Mr. Shobhon M. Shahabuddin, Mr. M. Firoze, Head of Marketing & Product Development, Mr. Nizamul Haque, Plant Head - BSRM (SMW), Mr. Tuhin Shubra Chy, Head of Production & Maintenance - BSRMRIL and Mr. Md. Kawnain Sakib, In-Charge Training & Development, Corporate HR facilitated the Workshop followed by a Induction visit to BSRM Steels & BISCO.

## INAUGURATION CEREMONY OF BSRM SOLAR HOUSE SYSTEM (SHS) PROJECT



Mrs. Tehseen Zohair, Director of BSRM has inaugurated Solar House System (SHS) project on 28<sup>th</sup> June, 2014. Mrs. Ruhi M. Ahmed, Head of CSR, PR & Com, BSRM along with NGO officials and authorities of local union were present in the ceremony. BSRM SHS Project brings light to 40 homes free of cost at Asampara Adarshagram, Jaintapur (hill tract area), Sylhet. BSRM selected this project to take electricity to poor people’s houses where government facilitated gridline electricity is not reached yet.

TMSS Renewable Energy Society (TMSS-RES), a sister concern of Thengamara Mohila Shabuj Shangha (TMSS), is supporting BSRM in implementing, supervising and managing the smooth operation of these SHS ensuring the lighting facilities without interruption for the first few years.

## CHITTAGONG SPEAKERS CLUB (CSC) MARCHES ON TOWARDS 150

For the last 4 years & approaching toward 149 meetings Chittagong Speakers Club (CSC) has been a trend-setter. Now it is Bangladesh's first such company club under Toastmaster's International (TMI) accreditation.

1. TMI was established in 1942 in California as a non-profit educational organization that teaches public speaking & leadership through a worldwide network of 14,350 clubs in 122 countries.
2. A Toastmasters meeting is a learn-by-doing workshop in which there is no instructor. Members evaluate one another. This feedback process is a key part of the program's success.
3. Meeting participants also give impromptu speech on assigned topics. Eight CSC Members have already achieved the Competent Communicator (CC) awards and have already started their advanced manuals. The benefits of the program are clearly visible in the constant improvement and development of its members, while upholding the motto – Confidence: Don't dream it, let's have it.

## MOU SIGNING CEREMONY BETWEEN UPPR PROJECT & BSRM



BSRM Group teamed up with United Nation Development Programme (UNDP) to help reduce urban poverty, and signed a Memorandum of Understanding (MOU) on May 20, 2014 at UNDP Project Head office, Agargaon, Dhaka.

The project styled Urban Partnerships for Poverty Reduction Project (UPPR) is a UK-aided project, managed by UNDP established with the goal to reduce poverty of three million urban poor and extreme poor people especially women and girls by improving the living and livelihoods conditions.

UPPR National Project Director Mr. Abdur Rashid Khan, UPPR International Program Manager Mr. Per Olof Bertilsson, UPPRP/UNDP International Poverty Reduction Specialist Mr. Kishore Kumar Singh, Extreme Poverty Expert Mr. Swapan Kumar Sutradhar, Urban Food Production Coordinator Mr. Abul Hossain, BSRM Head of Corporate Affairs Mr. Kazi Anwar Ahmed, BSRM Head of CSR, PR & Communication Ms. Ruhi M. Ahmed were present at the MOU signing ceremony.

UPPR and BSRM pilot project started with a group of 30 women from Jalalabad area, Chittagong city, if proven successful, BSRM wishes to continue to work on long term basis with UPPR.

## CONGRATULATIONS TO NEWLY WEDS IN BSRM



Mr. Munir Al Sayed, In-Charge Process Audit & his Bride Mrs. Fahmida Afrin Chowdhury



Mr. Md. Anwar Hossain, ACA, Lead Financial Audit & his Bride Mrs. Farhana Sultana, ACA



Mr. S.M. Zahedul Islam Chowdhury, Team Member Outbound Logistics, SCM & his Bride Mrs. Nayma Sultana



Mr. Md. Ariful Islam, In-Charge Compliance, Finance & his Bride Mrs. Sanjida Alam



Mr. Ujjal Das, Team Member Store, CPCL & his Bride Mrs. Sraboni Dey



Mr. Rashedul Hasan Chowdhury, Team Member Store, CPCL & his Bride Mrs. Nasrin Sultana



Mr. Md. Imam Hossen, Team Member HR & IR, BSRM Mill & his Bride Mrs. Nahida Sultana



Mr. Manik Das, Team Member CSD, BSRM Warehouse & his Bride Mrs. Priya Das



Mr. Mohammad Nurul Hasan, Team Member Workshop, Supply Chain & his bride Mrs. Sultana Razia

Mr. Kishore Kumar Nath, Team Member VAT, Jungal Godown, Narayanganj & his bride Sree Devy Bhowmick



Mr. Shakti Prasad Rakshit, Team Member Financial Audit, Internal Audit & his bride Tuli Chowdhury



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