

# BSRM FOUNDATION STANDS WITH THE COMMUNITY TO FIGHT AGAINST COVID-19

BSRM hands over a cheque to Honorable Prime Minister's Relief and Welfare Fund:



Dr. Ahmad Kaikus received the cheque on April 15th on behalf of Prime Minister's office

## ONE DAY SALARY CONTRIBUTION OF BSRM EMPLOYEES

BSRM employees have generously contributed one day of their salary to the Chattogram Deputy Commissioner's office, Chattogram Metropolitan Police Commissioner's office, and Chattogram Zilla Police office to support the people affected by COVID-19.



Mr. Mohammad Kamal Hossain, ADC (General) and Mr. Md. Mahabubor Rahman, CMP Commissioner received the cheque



## PPE DISTRIBUTION DURING COVID-19:

*"I sincerely appreciate the support, effort and sincerity you have shown"*—Brigadier General S. M. Humayun Kabir, Director-CMCH

BSRM distributed a good number of Personal Protective Equipment (PPE) to various hospitals and clinics over the country, as well as a disinfectant device for the doctors and patients of Chattogram General Hospital. While providing PPE at the Chattogram Medical College Hospital, Director of the CMCH Brigadier General S. M. Humayun Kabir appreciated the initiative. He said, "I sincerely appreciate the support, effort and sincerity you have shown during the Catastrophe threat of Corona Virus attack. I acknowledge the BSRM group for providing us with high quality PPE sets for our doctors and medical staff."



Chattogram Medical College Hospital



Kurmitola General Hospital, Dhaka



Chattogram Maa-O-Shishu Hospital



BGB Quarter Bandarban

## BSRM STANDS BESIDE PARTNERS AND WORKER ASSOCIATES

During the Pandemic of COVID-19 when the country is under lockdown, BSRM has come forward to stand beside the workers of the partners with food. BSRM, through its partners' support, took the initiative of standing beside them, across the country.



Workers were receiving support provided by BSRM



## ADAPTING WORK FROM HOME CULTURE

The COVID-19 induced pandemic has turned the world upside down. The global economy is now facing a major catastrophe due to the widespread of coronavirus. Social distancing, quarantine, lockdown & work from home became very familiar words in the current situation. At BSRM, we started working from home to maintain Govt. instructed social distancing guidelines from 26 March 2020. Working from home all of a sudden was not an easy task, it requires complex back-end support. The BSRM IT team has played a tremendous role to ensure smooth work from home culture.



## BSRM WEBINAR FOR ENGINEERS & PARTNERS

BSRM took the lockdown opportunity to habituate its Partners and Engineers with the new normal by introducing webinars nationwide. The webinars helped them transition into the digital world and gather knowledge. Engineers and consultants were delighted and inspired by this initiative and were inspired. Partners were happy to attend BSRM webinars during the situation.



BSRM Webinar for Engineers



BSRM Webinar for Dealers



**BSRM  
DEALERS  
DAY 2020  
AGARTALA**

BSRM has organized Dealers Day at Agartala, India on 16th February 2020. A total of 50 attendees including our 18 dealers and their family members attended the program. They had a day long trip at Durga Bari Tea estate, Agartala, which ended with a prize distribution ceremony.



Participants of BSRM dealers day 2020 Agartala, India



## MANAGING DIRECTOR WITH THE PARTNERS



Patwary Steel Corporation, Dhaka



Bashundhara Trading corporation, Feni



M/S Rahmatullah & Sons, Rangpur



BSRM, the country's No. 1 steel expert has recently introduced a new service, BSRM FastBuild. Customized steel solutions and products such as Cut & Bend and SecuRing are made in fully automated machine through BSRM Fastbuild. Bar Bending Schedule (BBS) is also available under this service.

Mr. Habibur Rahman of Gazipur was the first customer of BSRM FastBuild. We congratulate him on his new journey with us.



Mr. Habibur Rahman, Gazipur

## BSRM ORDER ONLINE:

Mohammad Fazlul Haque is a successful businessman in Dhaka. He was the first customer to order online.



Mohammad Fazlul Haque, Dhaka



## JOURNEY BEGINS

*"Efficiency in Production and cost is the hallmark of success of any bonafide Organization" -Alihussain Akberali FCA, Chairman*

It goes without saying that cost efficiency is the key to ensuring sustainable business operations in today's dynamic business environment. BSRM, the country's number 1 steel expert, is always one step ahead in adopting new sustainable ideas to its own organization and to the nation as a whole. 'Lean2Lead' is principally based on attaining operational efficiency by making cost benchmarking and creating an avenue for more savings.

The journey of 'Lean2Lead' started on 29 February 2020 with 100+ leaders showing the dream of achieving operational efficiency and maintaining a leadership position. Currently 139 projects are in action with the purpose of adding more in upcoming days.

Moreover, in FY 2020-21, we have committed to achieving 2% savings from our operation. A 'Cost Leadership Committee (CLC)' has been formed for establishing this cost efficient business model and making it a 'standard operating procedure' in the days to come. We, the BSRM family, by dint of our merit and performance can claim together that we will maintain our leadership position for many more years coming; and that the Lean2Lead program will undoubtedly help us in every parameter of leadership and making capacity building sustainable decisions with the promise of building a safer nation.



**Alihussain Akberali FCA**  
Chairman



Participants of Lean2Lead program



## INTERNATIONAL WOMEN'S DAY-EACH FOR EQUAL

BSRM celebrates International Women's Day with the spirit to bring positive changes in the lives of women everywhere.



International women's day celebration at BSRM corporate office

## ROYAL DANISH EMBASSY

Her Excellency Winnie Estrup Petersen, Ambassador of the Royal Danish Embassy, visited the Country's No 1 Steel Expert BSRM's plant at Chattogram. During her visit, she was impressed with our compliant production and wished for every success in achieving our visions. She said, "This is the essence and spirit of Bangladesh." BSRM is privileged to have such a distinguished visitor at our plant.



Ambassador of Royal Danish embassy with BSRM management



## 100<sup>th</sup> TEAM HUDDLE

BSRM celebrated the 100<sup>th</sup> session of "Team Huddle", where BSRM Family Members from different backgrounds as well as the top management gathered to celebrate the day. It was an inspiring and motivational networking event that builds team spirit.



Celebration of 100<sup>th</sup> Team Huddle session at BSRM corporate office



“WHAT SONGS CAN WE WRITE ABOUT YOU?  
YOU'RE A SONG THAT PLAYS FOR THOUSANDS OF YEARS  
YOUR FACE IS THAT OF INDEPENDENT BANGLADESH  
YOU WILL REMAIN IMMORTAL FOR A HUNDRED YEARS

THE HEART OF EVERY BANGALI  
IGNITES WITH THE LIGHT OF YOUR CONTRIBUTIONS  
THIS IS WHY WE SING YOUR SONG WITH ALL OUR HEART”

## ‘OBINOSHWOR 100’

BSRM were the patrons of a song titled Obhinoshwor 100 that was released under the direction of composer and vocalist Pritam Hasan on Bangabandhu's birthday. Elita Karim, Anika, Pratik Hasan and Pritam Hasan have given voices in the song with the words of Ahmed Badall. The music video was directed by Shahriar Palak.

On the occasion of the 100th birthday of Bangabandhu Sheikh Mujibur Rahman, the dreamer of Bangladesh, the father of the Bengali nation, the BSRM family remembers him with deep respect and love.



## BSRM WIRES ON THE MOVE-THE BEGINNING OF A NEW JOURNEY



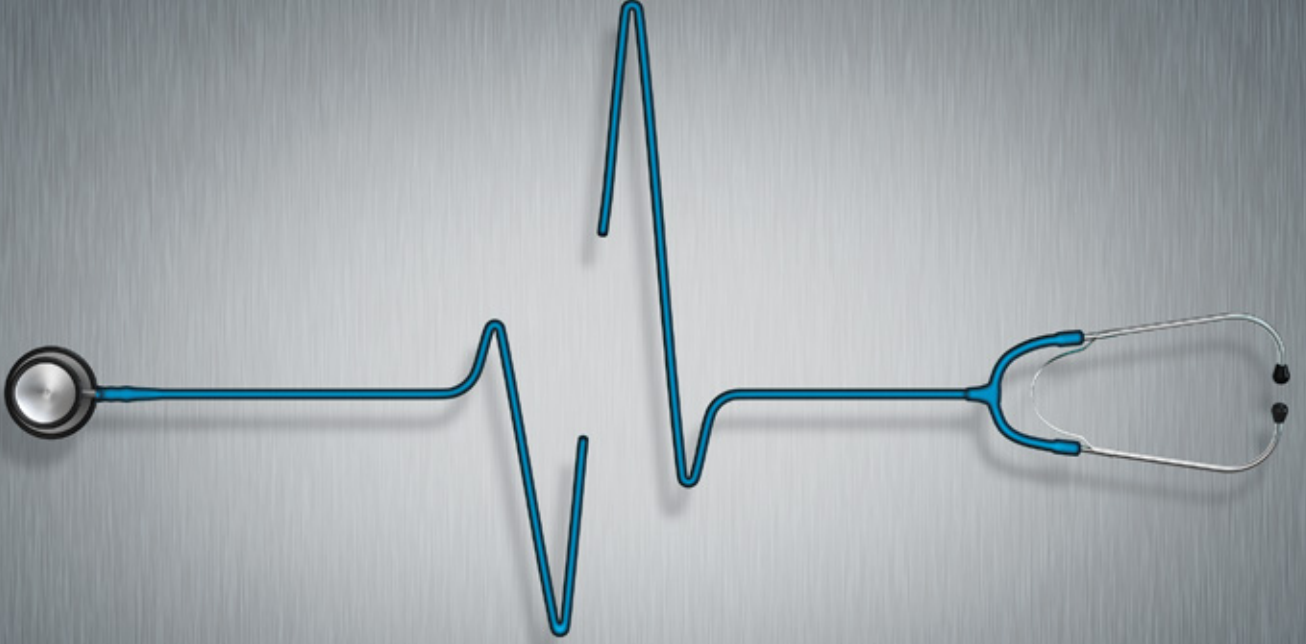
BSRM Wires Plant



Stick Electrode packaging finalization moment



www.bsrm.com



কোভিড-১৯ মহামারিতে যে-সকল  
ডাক্তার ও স্বাস্থ্যকর্মী নিজের অমূল্য জীবন উৎসর্গ  
করেও অবিরাম সেবা দিয়ে গেছেন, বিএসআরএম  
তাদের প্রতি জ্ঞানায় গভীর শ্রদ্ধা ও ভালোবাসা।

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