

WE AIM TO LIVE THE V&V

At BSRM, we decided to formalize the Vision & Values (V&V) that define our history, back in 2009.

Our leaders collaborated to define our V&V, and when it was done, we dedicated ourselves to live by them. You can see a life-sized portrayal of the V&V with hand prints in many colors, from each one of us who have contributed, representing the various BSRM values.

BSRM values were not developed to stay framed on a wall, or the corner of a website; here in BSRM, we aim to live the V&V everyday – through our work, communication, and behavior.

In 2017, I was reminded of this once again, as I saw many esteemed members in the crowd as we celebrated their legacy. On January 29, 2017, we commemorated Living The Values The Best (LTVTB). This was the first time for many of you to see the energy with which BSRM V&V measures itself. I salute those among us who have held the values in high esteem and serve to remind us of their importance.

V&V distinguishes BSRM from other companies in Bangladesh. Our vision, supported by the seven values, addresses the well-being of not only the management, but also its stakeholders: be it our customers, shareholders, employees or the society at large.

I challenge all of you to adopt a value that is closest to your heart and serve as an example for the rest to follow. Nothing is impossible if you just look at the word differently – I–M– Possible.

Following the formal session was the Raffle draw, where 15 lucky winners lost their poise and rushed to the stage to claim their prize. The program was wrapped up through dinner and group photo sessions to capture the moments.

V&V CELEBRATION HIGHLIGHTS

- Hold a strategic meeting where we encouraged management to think of Values and select the Best BSRM Employee
- Discuss the company's achievements and aspirations, plans and objectives, goals and progress
- Gather 500+ of us across the group at all management levels for an evening of remembrance
 - Hear our company achievements, awards, plans and goals
 - Recognize and reward:
 - a. Forerunners in LTVTB
 - b. 25+ years in the company (dedication & contribution)
 - c. Those who left us; in remembrance of their sacrifices and loyalties (their examples)
 - d. The best Salesman; the best Non-management employee, the Safety icon



LIVING BSRM VALUES

THE BEST

Mr. Zohair Taher Ali, Finance Director, BSRM, seen with the “Living BSRM Values The Best” Awardees



Amlan Datta
In-Charge Electrical, SMW, [Value – Trust]



Imtiaz Uddin Ahamed
Team Member ERP Support, IT, Corporate Office, [Value – Sustainable Growth]



Kawsar-E-Mahmud
In-Charge Mechanical, Steels, [Value – Quality]



Md. Kibria Siddique
In-Charge Electrical, BISCO, [Value – Reliability]



Mohammad Abul Boshor
Team Member Store, Corporate Office, [Value – Customer Satisfaction]



Mohammad Khorshed Alam
Team Member Local Purchase, SCM, Corporate Office [Value – Leadership]

LONG SERVICE

Mr. AliHussain AkberAli, Chairman, BSRM, presenting the “Long Service” Awards



Abdul Motaleb,
Foreman, Electrical, SMW



Abdur Rahman
Technician, CCM, SMW



Abul Hashem
Assistant Foreman, Electrical, ARCO



Ali Ershad
Technician, Mechanical, BSRM Mills



Belyet Hossain
Technician, Production, BSRM Mills



Nur Hossain
Technician, Production, BSRM Mill

THE FIRST SESSION OF THE PROGRAM: **AN ALBUM**



SNAPS OF THE

PROGRAM



SNAPS OF THE

PROGRAM



OUR VALUES

SUSTAINABLE GROWTH

Consistent improvement in the quality of products and services; efficiency of processes and profitability of business; continuously anticipating and responding to the changing business and environmental needs using innovation; shared knowledge and experience within the organization.

QUALITY

Creating products and services valued by our customers; constantly improving our processes through innovation and adoption of best practices; reducing wastage; minimizing cost; investing in systems and technology; and developing our people to build a highly capable workforce.

RELIABILITY

Be the preferred business partner of our customers and suppliers by offering quality products; providing our best and timely service before, during and after business transactions; and honoring commitments despite challenges.

TRUST

Preserve the faith and goodwill of all our stakeholders – customers, shareholders, suppliers, employees, regulatory bodies and society, by adopting ethical and transparent business practices; being fair and honest in all our dealings; and building robust governance and risk management processes.

LEADERSHIP

Be a role model and set benchmarks through our products, processes and people: constantly move ahead of the competition by differentiating our products, innovating our processes, increasing our market share and nurturing talent to develop leaders within the organization.

SOCIAL RESPONSIBILITY

Acknowledge and fulfill our obligation towards society by undertaking uplifting initiatives; build capability; and make facilities available to the underprivileged.

CUSTOMER SATISFACTION

Delight external and internal customers at every stage of our interaction with them by truly understanding their needs, offering them our best products and services, treating them with respect and actively seeking and acting on their feedback.

BSRM

AWARD



BEST EMPLOYEE OF BSRM

Mr. Aamire Alihussain, Managing Director is giving Best Employee Award to Mohammad Khorshed Alam, Team Member Local Purchase, SCM, Corporate Office.



BEST EMPLOYEE OF THE YEAR

Mr. Aamire Alihussain, Managing Director is giving Best Employee of the Year Award to Md. Shimul, Technician, Quality Assurance, Steels.



BSRM SAFETY ICON AWARD

Mr. Aamire Alihussain, Managing Director is giving Safety Icon Award to Rony Das, In-Charge Mechanical, BISCO.



ইস্পাতে শুধু তৈরি হোক সৃষ্টির অস্ত্র

মাতৃভাষা ও মাতৃভূমির বিরুদ্ধে যেন গর্জে না ওঠে আর কোন ইস্পাত।
ভাষা-শহীদদের প্রতি আমাদের শ্রদ্ধা।



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