

BREAKING BOUNDARIES

QUARTERLY NEWSLETTER



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EDITORIAL

EDITORS' NOTE

Dear readers,

Welcome to the 3rd volume of 'Breaking Boundaries'. Thank you for your support and appreciation. We are really overwhelmed by your response.

Firstly, let us show our gratitude to Tanveer Mostafa (Director, MGI), Kazi Md. Mohiuddin (Sr. GM, Brand, MGI) for the continuous support and encouragement. Special thanks to the Corporate Brand Team, In-house Design Team and Admin Department for their constant effort in making the 3rd volume of 'Breaking Boundaries' happen in due time.

This has been a very commendable quarter for MGI. There have been new training and learning opportunities for our beloved employees, team building sessions to boost the team spirit, grand events to motivate the sales force, and remarkable feats from the MGI brand ambassadors. There have been campaigns that generated significant responses and brand presence in the social media sphere. Simultaneously, MGI was involved in corporate social responsibilities, with the purpose of giving back to the community and social awareness regarding the environment. On top of these, you will get some vivid glimpses of MGI economic zones in this volume.

As always, the last part of the newsletter is kept exclusively for the MGI people. This part showcases their talent, interests and achievements. Last but not least, the massive response has made us keep the quiz in this third volume as well. Just to remind you all, this quiz is open for everyone in the MGI family. Participate and get a chance to win an attractive gift!

We expect that all of you will keep on supporting us in our future endeavors.
Enjoy 'Breaking Boundaries'.

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EDITORIAL TEAM

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BREAKING BOUNDARIES

ACHIEVEMENT

'FRESH' IS NOW 'THE ECONOMIC TIMES BEST BRANDS 2021- BANGLADESH EDITION'



Replica trophy for 'The Economic Times Best Brands 2021- Bangladesh Edition'

The Economic Times, one of the leading news daily in India, has recognized 'Fresh' as the best brand. Fresh was recognized in an online event held on Thursday, September 30, 2021, titled 'The Economic Times Best Brands 2021- Bangladesh Edition'.

The Economic Times will publish a coffee table book highlighting the significance, inception & journey of the best brands soon. 'Fresh' will have a prominent presence in the coffee table book publication- focusing on the brand's philosophy, snapshot, identity and overcoming challenges. Also, 'Fresh' will receive a crest as a part of this recognition.

At MGI, we always strive for 'Breaking Boundaries' in everything we do. We have earned the love of the people of Bangladesh with the vast array of 'Fresh' products. As a result, 1 out of 2 households in Bangladesh uses any of 'Fresh' products every day.

MGI Director Tahmina Binthe Mostafa said, "We would love to thank the people of Bangladesh for believing in Fresh in their everyday lives. We strive to work even harder to make this brand more loveable and even better in every aspect".



Fresh being recognized as the 'Best Brand' in the online event

BREAKING BOUNDARIES

CAMPAIGN

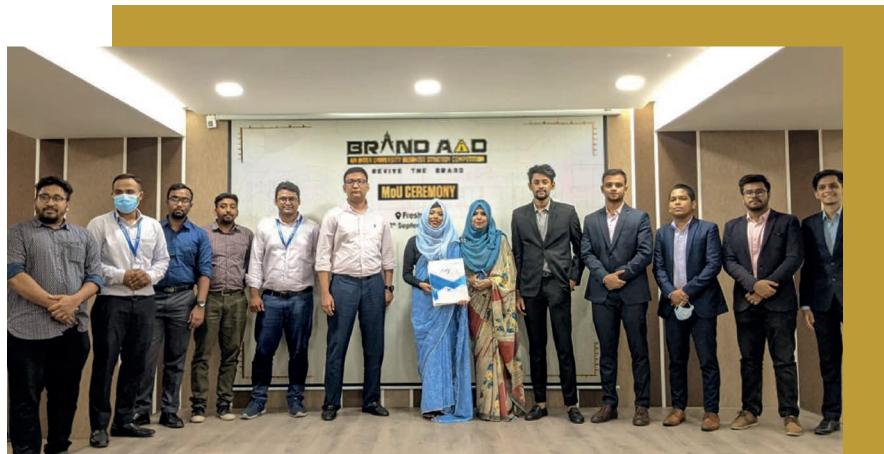
'BRAND AID-2021', SPONSORED BY GEAR & FRESH FUN FILL BISCUIT

East West University Business Club (EWUBC) organized one of its signature events, 'Brand Aid'-an inter-university business strategy competition sponsored by Gear and Fresh Fun Fill Biscuit. Students elevated their crisis management skills and crafted impeccable strategies for brands, wrestling with pandemic-related issues. Brand Aid-2021 was specially designed in four thrilling rounds where participants had to showcase their potential by embracing several challenging tasks. Considering the ongoing pandemic situation, the whole event was held online. Brand Aid 2021 was inaugurated with a master training workshop on September 22, 2021, where the keynote speaker was Scionara Shehry, Private Sector Engagement Lead, USAID-BNA of Innovision Consulting Private Limited.

This year, a total of 278 teams participated in the competition from more than 20 universities from all over Bangladesh. After a fierce online screening round, 50 teams progressed to the second round.

The 'Case Crevice' was an on-spot case-solving round from where 24 teams made it to the semifinal round 'Algorithm Hacks'. From there, the top 8 teams reached the grand finale, 'The Ultimate Brawl', for the final face-off.

'Brand Aid-2021' came to a close with the winner announcement and closing ceremony on October 22, 2021. Team 'Horses of Helios' from IBA, Dhaka University was crowned the winner of 'Brand Aid 2021' and awarded the prize money of BDT 1,00,000 and the opportunity to do internships at MGI. Team 'Primetime' from BRAC University and Team 'Wolfpack' from Bangladesh University of Professionals (BUP) became first and second runners-up, respectively.



MGI brand custodians along with EWU Business Club members are seen at the contract signing ceremony of Brand Aid-2021



MoU Signing Ceremony between MGI and East West University Business Club (EWUBC)

EWUBC is grateful to Gear and Fresh Fun Fill Biscuit for sponsoring 'Brand Aid -2021' and providing unwavering support throughout the entire event. The club also showed its gratitude to its other sponsors. The Daily Star was the digital media partner for the event.

BREAKING BOUNDARIES

CAMPAIGN

NEW TVC FOR FRESH STATIONERY



One and half years later, schools have reopened on September 2021. To connect with the situation, excitement and generate more awareness about Fresh pen and stationery items for the TG- an OVC campaign titled 'Back to School' was launched. The campaign received more than 28 lac reach and more than 11 lac engagement on Facebook. The OVC was then adapted and aired as TVC on 9 channels for 20 days.



A scene from the online video content

To watch the OVC

Visit the link



<https://youtu.be/tdyPLm9tDLE>

scan the QR code



Scan Here



BREAKING BOUNDARIES

CAMPAIGN

'FRESH LP GAS- SHERA RANNAGHORER KHOJE' CAMPAIGN WINNERS AWARDED



Fresh LP Gas top management, along with the campaign winners

Fresh LP Gas organized 'Fresh LP Gas- Shera Rannaghorer Khoje' engagement campaign from July 18 - August 08, 2021, on the Fresh LP Gas Facebook page. The campaign had an overwhelming response from the netizens, with more than a thousand participants.

To participate, the contestants needed to take a photo/selfie of their clean & tidy kitchen and inbox it to Fresh LP Gas Facebook page (<https://www.facebook.com/freshlpgasbd>). The participants were also required to post the photo from their profile as public with **#freshlpg #bestkitchen**. The select top 5 won attractive prizes, and the first 500 participants won a kitchen apron from Fresh LP Gas. Renowned social media influencers Orchita Sporshia and Mumtaheena Toya also participated in the campaign.

The winners were-

- 1st prize (1 Ton AC)- Sheikh Sajia Islam from Rangpur
- 2nd prize (Washing Machine)- Farhana Beethi from Chattogram
- 3rd prize (Brand New Smartphone)- Khing Mashu from Sylhet
- 4th prize (Diamond Chain)- Dr. Sarmita Kundu from Dhaka
- 5th prize (Gold Ring)- Tanjia Tabassum from Dhaka

Fresh LP Gas COO Mohammad Nurul Alam, Senior DGM (Sales) Md. Ariful Haque Maruf, and GM (Accounts) Gobinda Chandra Das handed over the prizes to the winners in a ceremony held at Fresh LP Gas head office. We will continue organizing such engagement campaigns in future.

CSR

OUR BRAND TEAM HAS PARTICIPATED IN 'MGI PRESENTS- MY GREEN INITIATIVE'



MGI Director Tanveer Mostafa, Senior ED Taif Bin Yousuf, Gulshan Society Secretary General Barrister Shukla Sarwat Siraj and Lake Management Committee Convenor Eva Rahman is seen, handing over the cleaning equipment

equipments to the cleaners employed by the Gulshan Society.

MGI Director Tanveer Mostafa was present at the 'MGI Presents- My Green Initiative' campaign- along with MGI Senior ED Taif Bin Yousuf, Senior GM (Brand) Kazi Md. Mohiuddin, and DGM (Admin) Md. Omar Faruque. Gulshan Society Secretary General Barrister Shukla Sarwat Siraj and Lake Management Committee Convenor Eva Rahman were also present at the campaign.

With the message of keeping the environment clean- our Brand Team has conducted a cleanliness campaign titled 'MGI Presents- My Green Initiative' at the adjacent area of Banani Road- 32 and Road- 34 on Friday, August 20, 2021. MGI, in association with the Gulshan Society, organized this campaign as a part of our Corporate Social Responsibility (CSR).

The CSR activity was centered around the Head Office, 'Fresh Villa'. Not just cleaning, we have also placed 5 waste bins in the area. After the cleaning activity was done, we handed over new cleaning



Cleaning activity done by MGI employees



MGI Sr. GM (Brand) Kazi Md. Mohiuddin, Director Tanveer Mostafa, Senior ED Taif Bin Yousuf, Gulshan Society Secretary General Barrister Shukla Sarwat Siraj and Lake Management Committee Convenor Eva Rahman is seen, handing over the cleaning equipment



Cleaning activity done by MGI employees

BREAKING BOUNDARIES

CSR

WE DONATED TO SOLVE LOCAL DRAINAGE PROBLEM

At MGI is committed to the local community in enhancing the quality of people's lifestyle and social securities. We are continuously investing in the local community with different CSR programs.

Waterlogging on the local community road from Proptaper Char to Meghna Salt industries was a nightmare for local people. The road used to get clogged by polluted water. The clogged water was causing to spread of diseases and had a bad smell, making it hard for the people in the locality.

Upon getting the request from the local community Chairman- MGI Chairman & Managing Director approved BDT 12 lac to solve the drainage problem. On behalf of the factory committee, Mr M.A. Bakr, Chief Operating Officer (Sugar), handed over the cheque to the local community Chairman and the other local leaders.



On behalf of the factory committee, Mr. M.A. Bakr, Chief Operating Officer (Sugar), handing over the cheque to the local community Chairman and the other local leaders

BREAKING BOUNDARIES

EVENT

DEALERS MEET OF UNIQUE CEMENT INDUSTRIES LTD. (UCIL)



A snapshot of UCIL top management along with the dealers attending the event in Cox's Bazar



Mohammed Khurshed Alam, Executive Director of UCIL, is seen, handing over the replica car key to the 'Fresh Cement Super Duper Offer' 1st prize winning dealer

The prestigious dealers meet event of Unique Cement Industries Limited (UCIL) was held at the Royal Tulip Sea Pearl Beach Resort in Inani, Cox's Bazar, on September 09-10, 2021. The dealers of both Fresh Cement & Meghnacem Deluxe Cement across the country were invited to the event. Mohammed Khurshed Alam, Executive Director of UCIL, was present in the ceremony along with the other senior officials of UCIL.

On the first day of the two-day event, prizes were distributed for the previous trade offers. The business conference was also held on this day, where two new trade offers were also launched. The winners were given attractive prizes at the event- including private cars, motorcycles, televisions, refrigerators, etc. The achievements of the last year despite the pandemic, were discussed in the business session. Moreover, the action plan for the upcoming year was also presented in the business session. The second day was all about the cultural event, entertainment and recreation.

MPPML RECOGNITION CEREMONY 'SALES EXCELLENCE AWARDS' WAS HELD IN FRESH VILLA

In August 2021, Meghna Pulp & Paper Mills Ltd. (MPPML) organized the 'Sales Excellence Award' in the Head Office. The primary purpose of the event was to motivate the highest sales achiever and bring a positive attitude towards the workplace. We expect that everyone will be inspired by the recognition and will take up the challenge in achieving the sales volume target in the future.



MGI Senior GM (Brand) Kazi Md. Mohiuddin, Senior DGM (Sales) MD. Yeasin Mollah, AGM (Sales) Mohammad Atiqul Ehsan, and 'Sales Excellence Award' winner Assistant Manager (Sales) Nazmul Hossain- are seen in the ceremony

Mr Nazmul Hasan, Assistant Manager (Comilla Division), was rewarded as the highest sales achiever and received an oven as a token of appreciation. MGI Senior GM (Brand) Kazi Md. Mohiuddin, Senior DGM (Sales) MD. Yeasin Mollah, AGM (Sales) Mohammad Atiqul Ehsan and others were also present for the gift handover and to motivate everyone present in the recognition ceremony.

BREAKING BOUNDARIES

EVENT

FRESH LP GAS SALES CONFERENCE HELD IN COX'S BAZAR



A snapshot of Fresh LP Gas top management along with the top-performing sales personnel in the event

The annual sales conference of Fresh LP Gas, a concern of MGI, was held in Royal Tulip Sea Pearl Beach Resort, Cox's Bazar, on October 26-27, 2021. The sales force of Fresh LP Gas and the representatives of the other departments participated in the conference, which was titled 'Ogrojatra'.

Fresh LP Gas COO Mohammad Nurul Alam, Senior DGM (Sales) Md. Ariful Haque Maruf, GM (Accounts) Gobinda Chandra Das and the other higher officials were present to inspire the sales force.



Fresh LP Gas top management, handing over the recognition to the top performers



A snapshot of Fresh LP Gas top management, along with sales force in Cox's Bazar

At this conference, the top performers were awarded for their dedication and achievements. MGI and Fresh LP Gas higher officials presented the achievements & success of 2021. They also presented the year plan for 2022. Apart from these, there were different team-building activities and sessions to inspire the sales force to take up the challenges and perform with higher spirits in the upcoming year.

BREAKING BOUNDARIES

NEWS & UPDATES

MG IS NOW THE OFFICIAL SPONSOR FOR BANGLADESHI TRIATHLETE MOHAMMAD SHAMSUZZAMAN ARAFAT

We have become the official sponsor for Mohammad Samsuzzaman Arafat as he participated at the 'Ironman 70.3 World Championship' on September 18, 2021, in St. George, Utah, USA. Mohammad Samsuzzaman Arafat signed a contract with MGI Senior ED Taif Bin Yousuf. As per the contract, we will sponsor Arafat in all of the sports activities for one year, including the 'Ironman 70.3 World Championship'.

'Ironman Triathlon' is a series of long-distance running events organized by the World Triathlon Corporation (WTC). It is widely considered as one of the most challenging one-day sports events. A participant needs to complete 3.8 km of swimming, 180 km of cycling & 42.2 km of running within 17 hours, without any break.

Previously, Arafat showed his class in Ironman Malaysia 2019, Ironman European Championship 2019 in Frankfurt and Ironman Malaysia 2017. Besides, he has run Teknaf to Tetulia in just 20 days, which includes the enormous courage to cross the mighty Jamuna River by swimming. He also became 2nd (1st amongst the Bangladeshis) in 'Dhaka Challenge 2017', where he completed 400 meters swimming, 32 km cycling & 8km running. Apart from these, he has crossed the 'Bangla Channel' in between Teknaf & St. Martin in seven consecutive years.

We always believe in 'Breaking Boundaries' and work accordingly. We will always be there to support the athletes/sports personalities who are determined about breaking their own boundaries. Avik Anwar, the first Bangladeshi motorsports winner, is also with us as the official brand ambassador. The signing of triathlete Mohammad Samsuzzaman Arafat is a continuation for us to support these personalities.



MGI Senior ED Taif Bin Yousuf handing over the contract to Mohammad Shamsuzzaman Arafat in the signing ceremony

BREAKING BOUNDARIES

NEWS & UPDATES

MOHAMMAD SHAMSUZZAMAN ARAFAT- BREAKING BOUNDARIES, ONE AT A TIME

MGI brand ambassador Mohammad Shamsuzzaman Arafat shows his calibre in everything he has done. The triathlete has made us all proud with his performances at the Ironman 70.3 World Championship, with us as the lead sponsor. Previously, he had the accolade of making a record by being the only runner to cover the 1,004 km from Teknaf to Tetulia. Furthermore, Arafat swam across the Bangla Channel 7 times and took part in various other marathons at home and abroad.

Ironman 70.3 World Championship was held in St. George, Utah, USA, on September 18, 2021. This year, there were 3,555 contenders from 80 countries around the world. The Ironman Triathlon consists of swimming 2.4 miles (3.8 km), cycling 112 miles (180 km), and running 26.2 miles (42.2 km). Arafat completed all of the challenges in just 5 hours, 15 minutes and 43 seconds. This timing was quicker than his actual target time.



MGI brand ambassador Mohammad Shamsuzzaman Arafat with his Ironman 70.3 World Championship Medal



Some moments of Mohammad Shamsuzzaman Arafat in Ironman 70.3 World Championship

BREAKING BOUNDARIES

NEWS & UPDATES



Arafat says, "I tried to bring out the best version of myself, which led me to qualify for the Ironman 70.3 World Championship. I feel proud to represent Bangladesh in the biggest stage for triathlon."

Arafat trained 7 years for this event. He also participated in Ironman Malaysia 2017, Ironman European Championship 2019, Ironman Malaysia 2019, and Ironman 70.3 Bangsaen, Thailand. He successfully achieved his target times in all of these events.

Arafat also said, "I am surrounded by so many great people who continuously push me to overcome my limits and do my best. So many have worked behind the scenes as a team so that I could attend this championship. I am thankful to MGI for believing in and inspiring me continuously. I want to keep working hard and improving myself."

We wish all the best to Mohammad Shamsuzzaman Arafat in his future endeavours.

BREAKING BOUNDARIES

NEWS & UPDATES

A STELLAR PERFORMANCE BY AVIK ANWAR IN VW POLO CUP

Avik Anwar, the first Bangladeshi international motorsports winner, finishes at the top 5 amongst the most competitive grid in VW Polo Cup in India. We were the lead sponsor for him in this race.

Drivers from all over the world, along with the Indian racers, participated in this event. Round 1 was held at the Madras Motor Race Track (MMRT) in Chennai on September 24-26, 2021. A total of 2-3 races were held depending on the weather conditions. Avik Anwar already had a good track record in his previous attempt at VW Ameo Cup- having finished 3rd in 2019 and qualified 3rd in 2020.

MMRT is a permanent motor racing circuit located in Chennai, India. The track is an FIA certified circuit. It was built in the late 1980s and was inaugurated in 1990, and was the first permanent racing circuit in India. The main circuit is 3.717 kilometres (2.310 miles) long with 12 turns and 3 straights.

Previously, with us as his lead sponsor- Avik Anwar had already qualified and won P1 in the UAE Pro Champions GT86 Class, becoming the first-ever Bangladeshi to do so. Avik Anwar also won NGK UAE Procar Championship and achieved a podium finish in YAS Marina Formula 1 Track.

We wish all the best to Avik Anwar in his upcoming races. We hope that Avik Anwar will keep on breaking boundaries and bring more glorious success for the nation.



Avik Anwar made it to the top 10 in the competition leaderboard



MGI brand ambassador Avik Anwar



A social media appreciation post was shared to celebrate Avik Anwar's triumph

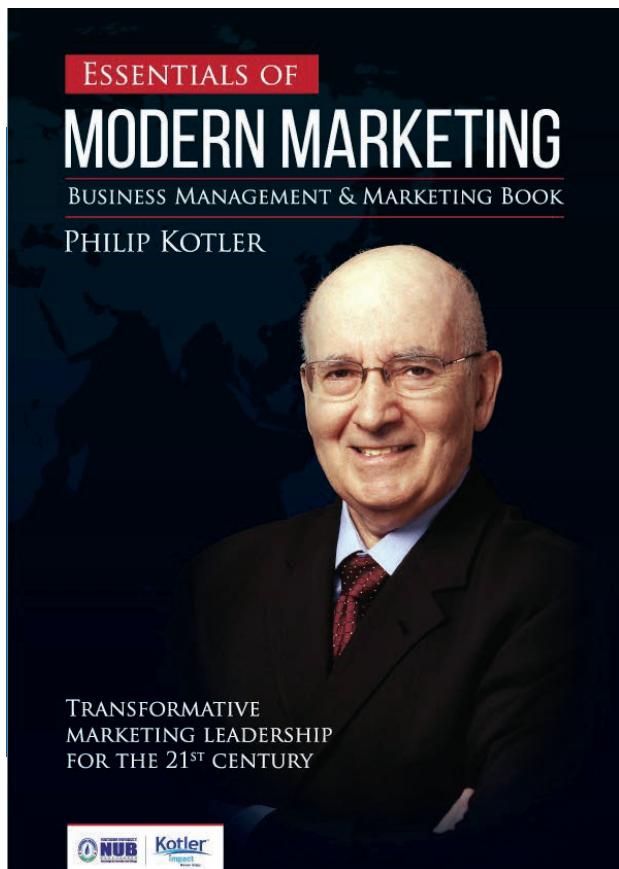


NIGHT AERIAL VIEW OF MEZ

BREAKING BOUNDARIES

NEWS & UPDATES

OUR CASE STUDY IS TO BE PUBLISHED IN PROFESSOR PHILIP KOTLER'S UPCOMING BOOK



Cover of Kotler's book, in which MGI's case study will be published

The ceremony was graced by the presence of the Chairperson of Northern University Bangladesh Trust, Prof. Dr. Abu Yousuf Md. Abdullah. On behalf of MGI, Kazi Md. Mohiuddin, Senior General Manager (Brand), was present during the signing ceremony.

MoU signing ceremony of 'Essentials of Modern Marketing (EOMM)' between MGI and Northern University Bangladesh (NUB) was organized at the premise of NUB on September 06, 2021.

'Essentials of Modern Marketing (EOMM)' will be published and written by Professor Philip Kotler and Kotler Impact Inc. Canada. NUB will facilitate the book by compiling, editing, and finalizing the local case studies. MGI agreed to include their case in the textbook



MGI Senior GM (Brand) Kazi Md. Mohiuddin and Chairperson of Northern University Bangladesh Trust, Prof. Dr. Abu Yousuf Md. Abdullah signs the contract on behalf of their respective organizations

BREAKING BOUNDARIES

NEWS & UPDATES

MEGHNA SHIPBUILDERS AND DOCKYARD LIMITED (MSDL) INTRODUCES 4 MORE SHIPS TO THE FLEET

Taking the success of MSDL further- we have officially launched 4 new ships.

Our newly included ships are- MV Mercantile 50, MV Mercantile 54, MV Mercantile 55 and MV Mercantile 53. The inclusion of these 4 new ships has heightened the MSDL capacity. Subsequently, this higher capacity will result in more business opportunities for both MSDL and MGI.

All of these 4 ships are identical and comprise common specifications. The launching dates with the specifications of the 4 ships are below-

Vessel Name	Capacity	Length	Date of Launching
MV Mercantile 50	2695 DWT	75 meter	July 12, 2021
MV Mercantile 54	2695 DWT	75 meter	August 11, 2021
MV Mercantile 55	2695 DWT	75 meter	August 22, 2021
MV Mercantile 53	2695 DWT	75 meter	October 15, 2021

MSDL Anandabazar Branch has completed different ship-making and maintenance work in time, maintaining international standards. For this, a professional team of 105 members are working hard. Some of the key persons are-

Saddam Hossen, Manager, Shipbuilding Production: He is responsible to ensure overall ship-construction work output, based on the target.

Ashifur Rahman, Naval Architect and QC In Charge: He is responsible for all of the construction documents and work-quality inspection in time by Government Regulatory and International Ship Classification Society surveyors.

Towhidur Rahman, Deputy Manager, Maintenance: He and his team are responsible to keep the ships in operation all over the year, which is a great challenge. Also, completing the ship-docking works in the lowest duration is an excellent effect on the operational sight, for which he is primarily responsible.



BREAKING BOUNDARIES

NEW PRODUCT DEVELOPMENT

WE HAVE ENTERED THE DIAPER MARKET IN BANGLADESH WITH 'FRESH HAPPY NAPPY PANT DIAPER'

We have officially introduced our diaper brand 'Fresh Happy Nappy Pant Diaper' in the health & hygiene category. In an event held in Dhaka on November 01, 2021, respected Directors of MGI Tahmina Binthe Mostafa, Tanjima Binthe Mostafa and Tasnim Binthe Mostafa officially inaugurated the 'Fresh Happy Nappy Pant Diaper'. MGI Senior GM (Logistics) Dr. Mohammad Abul Kalam, Senior GM (Accounts) Mostafa Jasim Raihani, Senior GM (Brand) Kazi Md. Mohiuddin, Senior DGM (Sales) Md. Yeasin Mollah were present during the inauguration.

In the inauguration ceremony, MGI Director Tanjima Binthe Mostafa said, "From MGI, we are relentless to give new products to the Bangladeshi people to fulfil their everyday demands. We never compromise with the quality of any product that we market to the people. We do not market any products that are not up to the mark for our own family usages. We have put our effort to bring the mothers & babies in Bangladesh a product that will fulfil their requirement and will be helpful for them".

MGI Director Tasnim Binthe Mostafa said, "Previously, the diaper was considered a luxury product and was beyond the purchasing power of general people. However, the situation has changed. Now diaper is an essential product to ensure the baby's health & hygiene for the mothers. Fresh Happy Nappy Pant Diaper is marketed, ensuring top-quality. We are confident that Fresh Happy Nappy Pant Diaper will also achieve customer satisfaction just like the other MGI products."

'Fresh Happy Nappy Pant Diaper' is made from imported & top-quality raw materials and state-of-the-art machines. It has antibacterial properties that prevent rashes. Breathable fabric has been used to make 'Fresh Happy Nappy Pant Diaper' to ensure comfort for the babies. It also has the high absorption Japanese Technology SAP double layer- which makes it leakage-proof and gives double protection for the baby. Considering the benefit for the mothers, 'Fresh Happy Nappy Pant Diaper' has an automatic wetness indicator. All in all, 'Fresh Happy Nappy Pant Diaper' is enough to keep the babies active and happy.



Newly launched Fresh Happy Nappy Pant Diaper

TRAINING PROGRAMME

MGI PARTICIPATES IN THE 'RULES AND PROCEDURES FOR IMPORT AND EXPORT' TRAINING PROGRAMME

Bangladesh Foreign Trade Institute (BFTI) is a not-for-profit organisation established in 2003 to work both for the government and the private sector in trade and business. BFTI has organised a five-day-long training programme on 'Rules and Procedures for Import and Export' from October 03, 2021 to October 07, 2021. The training was held in TCB Bhaban, Kawran Bazar, Dhaka. Najmul Huda, Manager, CNG and Faysal Ahammed, Deputy Manager, Export, participated in the training from our organization.



Honourable Minister, Ministry of Commerce, Tipu Munshi, MP, and Principal Secretary to the Honourable Prime Minister Dr. Ahmad Kaikaus in the closing session and the certificate giving ceremony of the training programme

The purpose of the training was to provide a comprehensive understanding of import/export procedures, documentation, banking formalities, customs regulations related to domestic and international trade. Experts from Ministries/NBR/Customs/Bangladesh Bank/EPPB has conducted this course. The training was highly interactive, and a certificate was awarded in completion of the course.

Honourable Minister, Ministry of Commerce, Tipu Munshi, MP, awarded certificates to the participants of the training programme. Principal Secretary to the Honourable Prime Minister, Dr. Ahmad Kaikaus, was also present as a special guest.



Honourable Minister, Ministry of Commerce, Tipu Munshi, MP, handing over the certificates to the participants

TRAINING PROGRAMME

BRAND TEAM HOLDS THEIR MONTHLY SESSION

To make the MGI Brand Team work cohesively towards a common goal- Senior GM (Brand) of MGI organizes a Brand Team Meeting session once every month. Sessions like these also help to unlock leadership potentials. Such a session was arranged on Saturday, October 16, 2021, at Grand Oriental Hotel.

One of the main reasons for team building is to achieve results. Through a series of planned team building activities - the Brand Team honed communication, planning, problem-solving, and conflict resolution skills. Furthermore, new joiners in the Brand Team introduced themselves to the everyone. Each of them amazed the entire team with their different talents, such as singing and poetry.

Going out of their way to show that they are the organization's no. 1 assets- some of the Brand Team members had done a tremendous job in the previous quarter. Some of the works that got praised were:

MGI Corporate Brand: Faisal Rahman and Istiack Rashid for their campaigns: Social Platforms Uniformity, Engaging Avik Anwar as Brand Ambassador, Publishing Newsletter, CSR Activity- My Green Initiative, Factory Signage & Wayfinder Uniformity.

Fresh Biscuits: Sadman Shariar Biswas and Md. Saiful Islam Imran for Fresh Sugar Crush scratch card program, which ensured 165% sales growth in just 2 months.

Fresh Stationery: Md. Kaysher Ahammed, Ragib Hasanuzzaman and Israt Jahan for a video content campaign on school reopening after 1.5 years due to the COVID-19 situation. The content connected the TG and created Top of Mind Awareness through traditional media, press media and digital media.

Moreover, a session was taken by Senior GM (Brand) on how to craft an effective campaign to create talkability. He described how to coin insight for a campaign to achieve specific business goals and overcome certain business challenges.



A moment of the Brand Team session



Asiatic Mindshare Ltd. taking their session on how to use social media platforms effectively

Last but not least, Asiatic Mindshare Ltd. took a session on how to use social media platforms effectively.

BREAKING BOUNDARIES

INNOVATION

AN INNOVATION STORY OF TASNIM CONDENSED MILK LTD. (TCML)

TCML is always up & above to do something extraordinary & different from all of the other MGI factories. With that in mind- two young & energetic members of our TCML Team thought about making a Cargo Lift instead of a Hoist for the new multi-storage warehouse. These two adventurous minds are Md. Raju Ahamed, Assistant Engineer (Electrical) and Md. Shakil Ahmed, Senior Mechanic. Luckily, they found a complete set of 'Hoist Winch' in a scrapyard of the Sugar Side and with this Winch, they started their effort. In about 3 months, they became successful, even though they could not work full time for the cargo lift due to other maintenance works. The capacity of this cargo lift is 3 MT (approximately). This cargo lift will run alternately with the existing cargo lift. Shovan Chandra Das, Assistant Manager, Electrical and Noor Mohammad, Senior Foreman, Electrical, helped them in making it happen.

Cost of this Cargo Lift:

Spare Parts making cost: BDT 45,800
Electrical & Mechanical items cost: BDT 3,16,933
Miscellaneous cost: BDT 30,000
Total cost: BDT 3,92,733



Everyone involved in making this invention a reality, standing proudly beside the invention



Md. Raju Ahamed, Assistant Engineer (Electrical) and Md. Shakil Ahmed, Senior Mechanic, standing beside their innovation



The newly invented cargo lift

ARTICLE

A DAY AT THE MIEZ

We, the female colleagues from the Procurement Team, visited MIEZ for the first time on October 03, 2021. There, we explored around 10 factories. It was an amazing experience that made us feel lucky enough to be a part of this company. The main purpose of this visit was to strengthen the relationship between production managers and us, as procurement personnel, and it was done successfully. Visiting different factories helped us to gather knowledge about the production process of various products. During the visit, we got an idea of how we are contributing to the value chain of MGI and how we can further contribute to stimulate the production process.

After reaching MIEZ, the first thing that caught our eyes was the beautiful fountain and the magnificent MIEZ entrance gate. Upon entering, we were greeted by the Senior Manager of the Administration Department. We started with Meghna Beverage Ltd., which consists the biggest ad-screen of Bangladesh on the outer wall as the main attraction while stepping into the facility. Our focal point was to cover the production process and warehouse management system of the factories. We tried to cover Unique Cement Fiber Industries Limited (UCFIL), Sonargaon Steel Fabrication Limited (SSFL), Meghna Noodles & Biscuit Factory Limited (MNBFL), Sonargaon Printing & Packaging Industry Limited (SPIL), Meghna Foil Packaging Limited (MFPL), Meghna Bulk Bag Industry Limited (MBBIL) and Fresh Ready-mix Concrete Limited (FRMC) one by one. During our visit, we saw the undergoing Dissolved Acetylene Plant, which will be the biggest Oxygen plant in Bangladesh. The enormous size of the water reservoir for fire emergencies was a remarkable addition to MIEZ. Also, the wonderful Central Mosque was something which didn't escape our attention. It was impossible to cover the vast area of MIEZ within a short time without using the Golf cart. We are grateful to our management. Special thanks to our GM (Procurement) Soumen Das Sir, for giving us the opportunity to conduct a successful visit.



The colleagues of MGI Procurement Team, during there visit in MIEZ

BREAKING BOUNDARIES

TALENT BEYOND WORKPLACE



Hello
I am Kazi Abul Kalam from Accounts Department. My passion is photography and travelling.

I started photography and travelling to know more about my country, people, different cultures, natural beauty of Bangladesh and other countries. My Photography started from Mobile (Nokia N8) in 2010 and I have bought a DSLR in 2019.

In my photography and travelling, there are many interesting parts. My first photography started when my first baby was born. At that time, I was very excited about my baby and photography. My first travelling was from Chittagong to Khulna, Bagerhat, Mongla, and Sundarbans in 2017.

My photography section is street photography, bird photography, and portrait. I have a group on Facebook named 'ছবির দেয়াল | The Photography Wall (TPW)', with members of more than 5000. 3 of my photos were selected for a national photo exhibition



Hello
I am Rehanuma Kawsar from Cement (Market Research). My passion is painting.

It has been 18 years since I have been involved in painting. My Drawing teacher was my inspiration. Her paintings a hobby inside me to introduced start practising drawing. I can say just painting is not a hobby that I do in my leisure time. It is a passion of mine, which drives me emotionally. My mental peace is the ultimate achievement of my paintings. I have participated in many school art competitions and won some of them.



BREAKING BOUNDARIES

Q&A

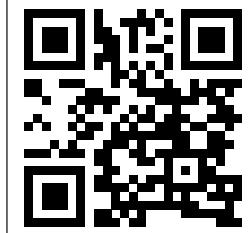
Visit the link



<http://p18z.2.vu/1>

Participate in the quiz from your official e-mail ID
by December 31, 2021.
Get a chance to win a surprise!

Or scan the QR code



Scan Here

Q&A WINNERS

CONGRATULATIONS TO 'BREAKING BOUNDARIES' ISSUE-1,
VOLUME-2 QUIZ WINNER!

19 participants in total successfully answered all the questions in the 'Breaking Boundaries' issue 1, volume-2. Brand Team did a raffle draw to pick the winner. Md. Tajul Islam Bhuiyan, Senior Manager, Fresh Super Mart & Everest CNG Refueling and Conversion Ltd., Factory Complex- won the raffle draw.

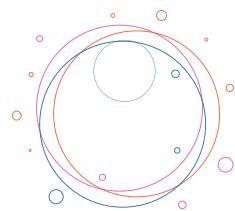
A gift handover ceremony was held at Fresh Villa on November 03, 2021. MGI ED, Admin Syed Towfique Uddin Ahmed and Sr. GM, HR Atiq Uz Zaman Khan, handed over a **Samsung Galaxy A32** Smartphone to the winner.



Md. Tajul Islam Bhuiyan, Senior Manager,
Fresh Super Mart & Everest CNG
Refueling and Conversion Ltd.,
Factory Complex receiving the prize

You can also win a surprise gift!
Participate in the quiz
Get a chance to win



GET TO KNOW**DID YOU
KNOW?**

Meghna Aviation is proud to inform you that there are a total of 4 international standard helicopters in the fleet. All of the helicopters are brand new, made from the latest technology of the USA and Canada.

Meghna Aviation Limited offers a first-class service in helicopter transportation and air ambulance service with a modern, well maintained Bell 429, Bell 407 GX and Robinson 66. Our experienced pilots can pick up and drop off passengers at most of the locations- whether it is a private landing site, an open field, or an airport. Thus, saving valuable time while assuring safety and comfort.

Bell 429

Bell 429 helicopter exceeds today's airworthiness requirements to enhance occupant safety, with the adaptability to remain at the forefront as mission requirements evolve. An advanced avionics and systems monitoring suite ensures outstanding maintainability and aircraft readiness. Bell 429 is also capable of flying at night from one airfield to another airfield.

Model 2017 (Band New)

Made - United States of America

Passenger Capacity - 6 persons (Max.) with 2 additional pilots

Load Capacity- 7500 Lbs

Max Flight Time - 2 Hour 30 Minutes

Max Distance - 390 Nautical Miles or 722 Kilometers

Modern Auto Pilot- Heli SAS

Air-Conditioner

Additional Instrument With Garmin Glass Cockpit to Ensure Double Safety.



Bell 429



Bell 407 GX

Bell 407 GX

Bell 407 GX is a four-blade, single-engine VIP helicopter of Bell Textron Company. It integrates reliability, speed, performance and manoeuvrability with a cabin executive configurable for an array of missions and payloads.

Model 2016 (Band New)

Made - United States of America and Canada

Passenger Capacity - 6 persons (Max.)

Load Capacity- 5200 Lbs



Robinson R 66

Robinson R 66

Robinson R 66 is a two-blade helicopter capable of reliability, performance and manoeuvrability.

Passenger Capacity- 4 persons

Load Capacity- 2700 Lbs

Max Distance- 462 KM

Max Flight Time- 2 Hour 30 Minutes



mgi
Meghna Group of Industries

BREAKING BOUNDARIES