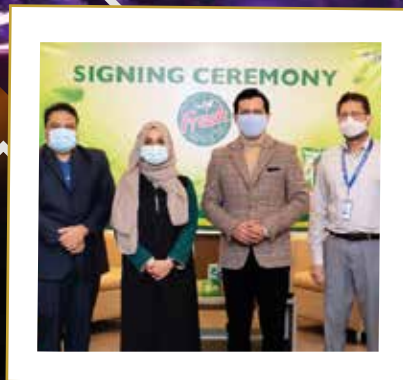




BREAKING BOUNDARIES

QUARTERLY NEWSLETTER



TOP NEWS INSIDE

- New Product Launch
- Awards & Achievements
- Successful Campaigns
- Employees First
- Quiz Questions
- Get to Know

EDITORS' NOTE

Dear readers and reviewers of 'Breaking Boundaries'

It gives me immense pleasure to welcome you to the first edition of Breaking Boundaries. Firstly, a huge amount of heartfelt appreciation is due to everyone who has successfully breathed life into this collective dream- especially Tanveer Mostafa (Director), Kazi Md. Mohiuddin (Sr. GM, Brand), the Corporate Brand Team and the In-house Design Team. Without your immense support, none of this would have been possible. The entire newsletter is the outcome of months of efforts by all.

Let's get a quick idea of the whole journey. Our cover page will give you an idea of the major events that we have conducted, and going further to this- you will explore how it has impacted our organization.

Furthermore, we have talked about our new product developments, launches, innovations, along with some positive initiatives that MGI has taken and participated in. This will be a good opportunity for you to learn about our massive organization just by glancing properly on a few pages.

The last part is dedicated especially to all our colleagues. It includes segments of all the hidden talents that we have and also contains an interesting section where our employees get to participate directly by answering a few questions.

A winner will be selected by raffle draw and will receive a SURPRISE!

ENJOY READING!

Editorial Team



EDITORIAL TEAM

Advisory Board

Tanveer Mostafa

Kazi Md. Mohiuddin

Project Manager

Faisal Rahman

Elora Majumder

Creative and Graphic

Md. Habibullah Al Habib

Monsorul Alam

Coordinator

Md. Omar Faruque

Chowdhury Md Tanim

Istiaq Rashid

Contributors

Sadia Islam Ema

Mukim Hasan

Masab Nur Rahman

Najirun Khan Pathan Raihan

Rumana Afrose

Sunjeeda Parvin

Fahim Bin Najib

Tanvir Wahid Lashker

Apurbo Islam Mashuk

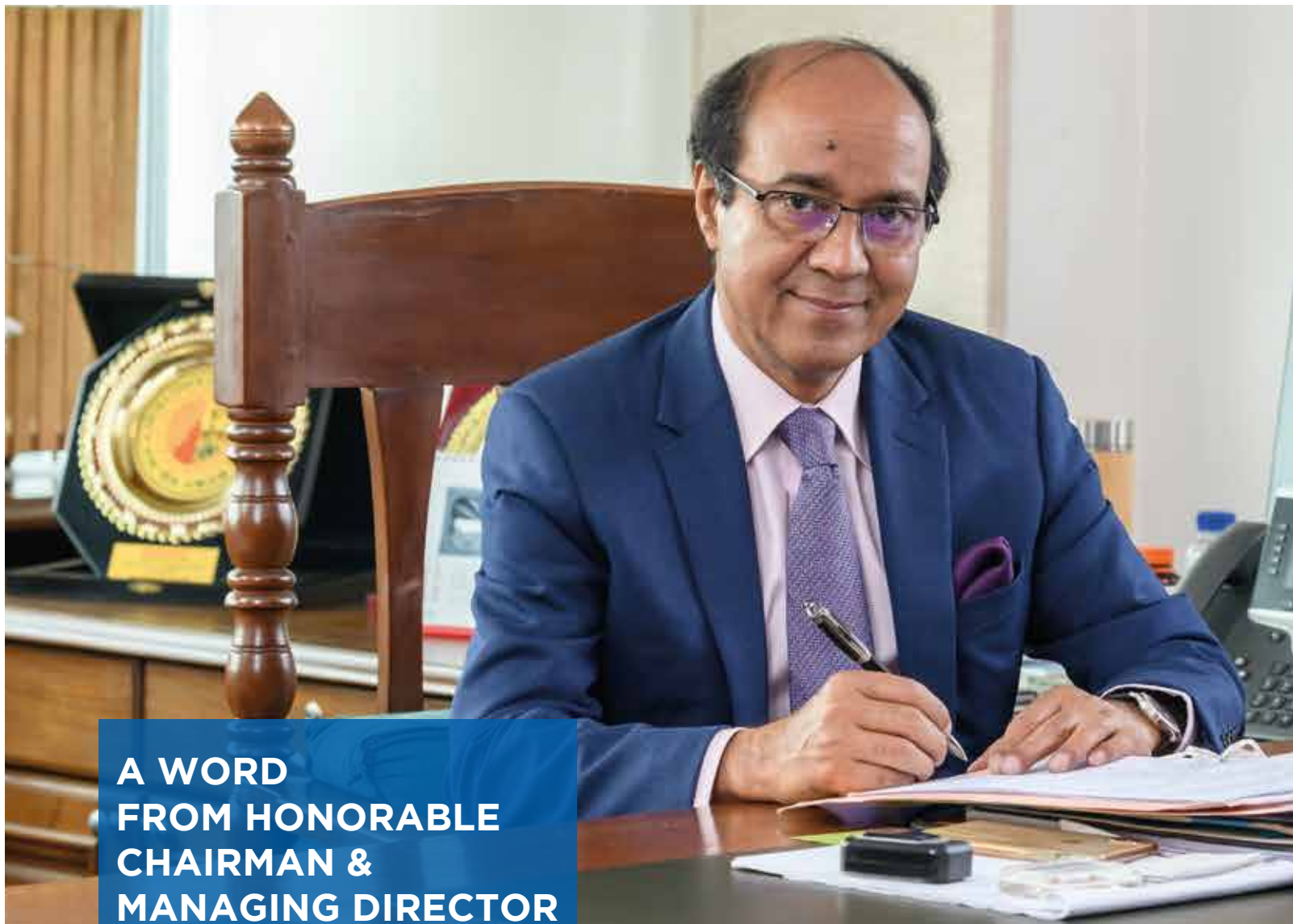


BREAKING BOUNDARIES

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MESSAGE



A WORD FROM HONORABLE CHAIRMAN & MANAGING DIRECTOR



With this first edition of
'Breaking Boundaries',
I would like to wish
success and fulfilment in
personal and professional
life to you all.



To our valued stakeholders,

We at MGI (Meghna Group of Industries) have always tried to deliver the best in class products and services to our customers and create value for each of our stakeholders. 'Breaking Boundaries' is what we believe in and thrive for, whole-heartedly.

With our consumer brand 'Fresh', we have continuously delivered on our promise of quality products in a diverse category for years. 'Fresh' has already become synonymous to good quality for Bangladeshi consumers. We are helping people to live better every day and will continue to do so in the future.

For the growing economy of Bangladesh, MGI takes pride in contributing to the different sectors. Our efforts in FMCG, building materials, chemicals, energy & power, logistics, aviation,

shipping, healthcare, real estate, IT, pulp & paper etc. are only a few of the aspects we have ventured into. Three of our economic zones (Meghna Economic Zone, Meghna Industrial Economic Zone and Cumilla Economic Zone) are contributing relentlessly to the economy of Bangladesh day and night. We are confident that our expansion and diversification of industries will contribute further to the economic development of Bangladesh.

As for our values- we believe in integrity, respect, keeping promises, customer focus and teamwork. MGI family is now 35,000 strong and growing- upholding these values in everything we do every day.

With this first edition of 'Breaking Boundaries,' I would like to wish success and fulfilment in personal and professional life to you all. This newsletter opens up the opportunity to remain updated about our businesses, products and services and celebrate the milestones as well. I am certain that together, we will be able to reach greater heights and contribute further to the socio-economic development of Bangladesh.

Mostafa Kamal
Chairman and Managing Director
Meghna Group of Industries (MGI)

ACHIEVEMENTS

INAUGURATION OF TWO BIGGEST OCEAN-GOING VESSELS BY MGI



From (L-R): MGI Senior ED Mr. Taif Bin Yousuf, 71 TV Managing Director Mr. Mozammel Haque, MGI Chairman & Managing Director Mr. Mostafa Kamal, Honorable State Minister, Ministry of Shipping Khalid Mahmud Chowdhury, MP, Chittagong Port Authority Chairman Rear Admiral M Shahjahan, Department of Shipping Director General Commodore Abu Jafar Md. Jalal Uddin, HSBC Bangladesh Head of Wholesale Banking Mr. Kevin Green and MGI ED Prasanta Bhushan Barua are seen at the inauguration ceremony.

On the occasion of Mujib Birth Centenary & golden jubilee of our independence, MGI has proudly launched two of the largest ocean-going Ultramax Dry Bulk Carrier of the country on March 10, 2021. They are MV Meghna Princess and MV Meghna Adventure. Each has been carrying a capacity of 62,500 metric ton. About 21 naval personnel from Bangladesh will work in each of these bulk carriers.

Mr. Khalid Mahmud Chowdhury MP, Honorable State Minister, Ministry of Shipping, Government of the People’s Republic of Bangladesh, graced the launching ceremony as Chief Guest. Rear Admiral M Shahjahan, Chairman, Chattogram Port Authority, also made his presence as a special guest. Commodore Abu Jafar Md. Jalal Uddin, Director General, Department of Shipping, Government of the People’s Republic of Bangladesh, was present as guest of honour. Mr. Kevin Green, Head of Wholesale, HSBC Banking and Mr. Taif Bin Yousuf, Senior ED, MGI, were in the ceremony to grace the occasion.

All of the guests came with much appreciation and motivating words for MGI and gave it a new peak as a known entity with the initiative it has taken.

The program was presided by Chairman and Managing Director of MGI, Mr. Mostafa Kamal.



Newly launched MV Meghna Princess

ACHIEVEMENTS

CEMENT REACHES A NEW MILESTONE



Creative Visualization of Matarbari Power Plant

Unique Cement Industries Ltd. (UCIL) registered an ever highest sales in March 2021- breaking all the previous highest volume sales record. Also, on March 28, 2021, 22,000 metric tons of cement has been delivered from the factory in a single day, which is an all-time record at UCIL too.

UCIL corporate sales team has proven their supremacy in the building materials industry by registering the highest sales amongst all the cement manufacturers in December 2020. Their hard labour and tenacious efforts made it possible for the 2nd Kanchpur Bridge, 2nd Meghna Bridge and 2nd Gumti Bridge to be solely built by Fresh Cement. Currently, the Matarbari Power Plant, Payra Power Plant and Taltoli Power Plant are being built using our cement.



Suction Machine at Matarbari Power Plant Project

The Matarbari Thermal Power Plant, located on a 1,500-acre site in Maheshkhali, Cox's Bazar, is supposed to achieve a stable electricity supply, i.e., 1.2 GW constructing a coal-fired power plant. The location and communication route to Matarbari Coal-Fired Power Plant is complex to deliver bulk cement. So, UCIL has installed a cement unloading suction machine at the jetty of the project site, making it the first-ever company of Bangladesh to provide a cement suction machine at a Govt. site. We have been delivering bulk cement through special vessels by river route, unloading the cement by suction machine and loading it instantly onto bulk carrier trucks that have been provided for internal delivery within the project area.

MGI EMBARKS ON QUALITY JOURNEY

We at MGI have a vision to become Bangladesh’s most admired and progressive global conglomerate. In order to realize this vision, we must ensure that we offer the best in class products and services to customers. We always work to make affordable, relevant and high-quality products that our consumers can trust. We have five contributing pillars to reflect our quality ambition.

Be Reliable:

We have the responsibility to ensure that all of our stakeholders trust our products and services. To honor this commitment, we will continue to engage all our teams, suppliers and partners. Our quality and consumer safety fundamentals need to be global with local relevance. On a day-to-day basis our products and services will be designed for safety. We shall focus to maintain standards and procedures for the control of potential quality defects and consumer safety risks. We will provide specialist advice and support to our own units, suppliers as well as distributors concerning physical, micro-biological and chemical contamination and their consequences. We will provide necessary product information to the customers and consumers including safe handling instructions wherever required. We shall promptly investigate each of the consumers’ complaints and appropriate actions will be taken to prevent recurrence. We shall establish procedures to ensure the recall of any suspected products from the market place in case of need.

Be Chosen:

Today people have diverse ways of buying and consuming our products adopting more sustainable and technologically advanced way of living. At MGI, we want to face the challenges and play a significant role in providing high and consistent standards for our products, user driven approach, build quality from design and listen to the feedback of our consumers and customers for continuous improvement. Supported by relevant innovations, we will always strive to deliver superior experiences and excite our consumers.

Be Efficient:

We aim to design, operate, and continuously improve our processes, plants, storage, and distribution chain through excellence programs to reducing waste, delivering the best value for money and sharing the best practices across our operating units.

Be Compliant:

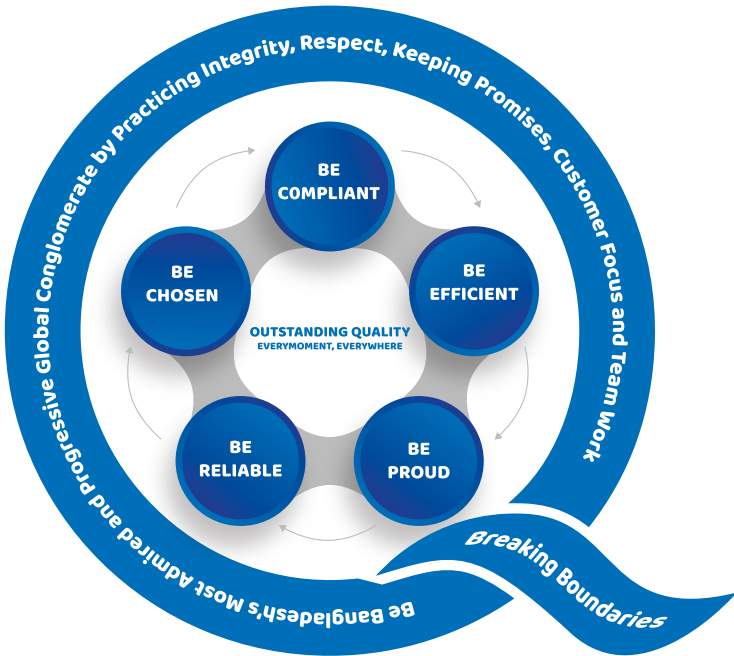
We shall aim to have a product safety management system for each of our products following local and international standards. By partnering with the best experts, we have to keep up the technological capabilities at the leading edge. Also, we need to apply robust analytical governance to our quality labels.

Be Proud:

Quality and safety rely on robust standards and processes but the most powerful in this endeavor would be our mindset and behavior. By becoming proud of everything we do every moment, we aim for each employee to ‘Dream and Live Quality’ and be an ambassador of our products and services. We foster quality awareness and ownership, visible commitment from leaders and encourage peer involvement and interactions for

“Living Quality
Every moment, Everywhere”.

LIVING QUALITY AND SAFETY COMMITMENT





BREAKING BOUNDARIES

NEW PRODUCT LAUNCH

NEW JOURNEY TOWARDS AN ENDLESS OPPORTUNITY



It is prepared with the goodness of milk and savory taste that gives crunchy and crispy taste in every bite. Perfect for those who want to avoid sweet biscuits. Best mid-morning or evening snack.



FRESH MOJITO

The refreshing flavour of mint and lemon makes Fresh Mojito the perfect summer drink- the first ever mint and lemon flavoured carbonated soft drink in Bangladesh.

FRESH PEN IN JAR

In this situation of difficult stationery business time, Fresh Pen came up with an innovative idea- a product which is more suitable for placing in grocery shops!

In grocery shops you'll notice there are some jars kept at the front which contain colorful candy/chocolates to draw the attention of children. These jars are small in size and do not occupy too much shelf space. So, for the first time as a Bangladeshi Pen brand, we have launched Fresh pen in Jar format in January 2021.

By using jars we have reduced the packaging cost and forwarded the savings to the retailer. The retailer also gets a reusable jar after all the pens are sold. This gives the SKU an additional value.



BREAD & BUN

- Butter Bun
- Chocolate Bun
- Honey Filled Bread

Meghna Noodles and Biscuit Factory Limited has launched the bread & bun category on 1st February 2021. The product is produced by the best quality selected ingredients and using the state art of the technology. Hence, the product is healthy, fresh & soft.



DESSERT MILK

Fresh Dessert is the Only Dessert Specialist Milk Powder of Bangladesh. Dessert is an integral part of our celebration. Without the presence of different varieties of sweets and desserts in the food menu, our festivals seem incomplete. From Firni, Shemai, Payesh, Sweets to Cake, Custard, Pudding - preparation of delicious desserts require creamy and dense milk.

From this requirement of high quality and creamy milk, MGI has launched the first ever and only dessert specialist milk powder of Bangladesh- Fresh Dessert Instant Full Cream Milk Powder. This milk powder is creamy in taste, dissolves easily in water, enriched with Protein, Calcium, Iron, Vitamin A, B & D and sourced from best farm of New Zealand.

Brand Name: Fresh Dessert Instant Full Cream Milk Powder.
SKU: 1kg, 500g, 400g, 50g.



Cool & Clear

Catching a cold and getting light fever, in the change of seasons, is a common phenomenon. During these runny nose days we use facial tissue more frequently to wipe our nose. What if we could combine the soothing effect of menthol in the tissue that we use to wipe our nose? This was the main idea to launch a special variant of Fresh facial tissue- Cool & Clear.

Fresh Cool & Clear Tissue, with imported menthol fragrance, gives you a pleasant minty feel when you use it. Since, it's a specific problem-solving product, Fresh Tissue initially launched this variant in super shops only. We have displayed this variant vertically on super shop shelves, which has made them more eye-catching. Upon receiving the positive responses from the users, we have detected some improvement areas too. With all the overwhelming feedback, Fresh Tissue plans to make this variant bigger within this year.





BREAKING BOUNDARIES

SUCCESSFUL CAMPAIGNS

FRESH INITIATIVE BY FRESH TISSUE: AN ENLIGHTENED BANGLADESH WITH THE LIGHT OF AWARENESS

Have you been to Banani-11 bridge, Shapla Chottor or Rajoshik Bihar recently? If yes, you must have seen that the area is dazzling with a mysterious pink light. Did you give a thought to why the places are all into such lights?

The answer to this is pink illumination. To further the mass awareness of breast cancer, numerous vital sculptures and statues of several countries are decorated with pink lights. Fresh Tissue is executing this theme for the first time in Bangladesh. Several important sculptures of Dhaka are decorated with pink light to increase the awareness of Breast Cancer.

Their arrangement is not limited to pink illumination only. On top of it, online video contents for raising awareness has been created promoting the theme 'Fresh Tissue: Ekti Check-up ar Deri Noy, Muchte Glani Ekhoni Shomoy'. The main purpose is to encourage our women in regular medical check-ups and let them know about danger of breast cancer.

On an average, around 19 women die of Breast Cancer in Bangladesh everyday, which is close to 7,000 in a year. However, it is possible to raise the survival rate upto 90 percent if the cancer is identified at the primary stage. Lack of awareness is one of the main reasons behind these deaths. But only one medical check-up in a year can raise the rate of survival.

Fresh Tissue has arranged a one-month-long free medical campaign in 8 divisions of Bangladesh, where 1,000 women will get free medical

check-up and consultancy from expert doctors. The registration link is available on Fresh Tissue's official Facebook page, and anyone can register for free. Besides, Fresh Tissue has launched a website called www.muchhejaakglani.com, where all the necessary information are given in one place. Visiting this website, anyone can know about the symptoms, causes, safety information, self-examination rules, list of expert doctors and other necessary information.

Netizens are expressing their fondness regarding this campaign. People of all spheres are thanking Fresh Tissue for this innovative campaign. Bidya Sinha Meem, Masuma Rahman Nabila and other celebrities have joined this campaign with mass people. We hope Fresh Tissue will arrange more of such awareness campaign to build a breast cancer-free Bangladesh. May their oath to wipe out all the negativities of our society give us a positive Bangladesh.



Pink Illumination at Rajoshik Bihar



Pink Illumination at Banani-11 Bridge



Pink Illumination at Shapla Chottor

FRESH LEADS THE WAY WITH A SUCCESSFUL CAMPAIGN 'LOBONNAMA'



Deputy Managing Director (FMCG) and the brand team are celebrating the success of 'Lobonnama'



Campaign Visual of 'Lobonnama'

The significance of salt can be demonstrated by the connection it has with our tradition and folklore; much akin to its importance in our diet in daily lives. These legends and myths of salt coupled with the emergence of a new form of history in recent times have caught the attention of many. Yes, we're talking about the Digital Campaign 'Lobonnama' launched by Fresh Super Premium Salt on the occasion of Victory Day 2020.

However, Lobonnama's journey didn't have a smooth start at all. The first hurdle was the research of folklore

and myths regarding salt. The Creative Team had to work their socks off for this, rummaging through online and offline files for days. The next challenge was to relate patriotism, honesty, responsibility, etc., to those legends to establish Lobonnama as a powerful tale.

This was only about the tales. Eventually, the ancient historical textbooks of Graam Bangla were chosen. The ancient proverb 'Be true to your salt' is beautifully presented with the folklore of the salt while keeping the harmony of the words and design. This acted as a catalyst for Lobonnama to reach its height of success, finishing 2020 as one of the most popular campaigns of Victory Day 2020. Within only 3 weeks of the launch, the campaign amassed a staggering 41,445 shares on Facebook, a record high in shares for a digital campaign made for Victory Day 2020. The total number of views on Facebook were 80 lac.



MAJOR EVENTS

HONORABLE AMBASSADOR, EMBASSY OF REPUBLIC OF KOREA IN BANGLADESH, VISITS MIEZ



Mostafa Kamal, Chairman & MD, MGI; and Lee Jang-keun, Ambassador, Embassy of the Republic of Korea in Bangladesh are conversing during the visit.



Ambassador Lee Jang-keun and his team at the MIEZ premise.

On February 20, Ambassador Lee Jang-keun visited Meghna Industrial Economic Zone (MIEZ) in Sonargaon, Narayanganj. Observing various industries established in the zone under the guidance of Mr. Mostafa Kamal, Chairman of MGI. Ambassador Lee spoke highly of the Chairman's visionary leadership in the economic development of Bangladesh.

As the President of KBCCI (Korea-Bangladesh Chamber of Commerce and Industries) and Honorary Consulate of the Republic of Korea, Mr. Mostafa Kamal is also playing a crucial role in strengthening bilateral ties between South Korea and Bangladesh. Members of the KBCCI also joined the visit and made it more welcoming.



Tahmina Mostafa, Honorable Director, MGI; and Sarwat Siraj, Executive Chairperson, BANCAT are seen exchanging the agreement.

SUSTAINABILITY PARTNERSHIP AGREEMENT BETWEEN BANCAT & MEGHNA BEVERAGE LTD

Meghna Group of Industries (MGI) and Bangladesh Cancer Aid Trust (BANCAT) has signed an agreement to work jointly in the fight against Cancer. Under this agreement, Fresh Drinking Water will support this voluntary organization for a year. The trust runs education, advocacy and service programmes on the disease.

MGI TO INSPIRE AVIK ANWAR, FIRST BANGLADESHI TO WIN AN INTERNATIONAL MOTORSPORT EVENTS



MGI signs the official contract with Avik Anwar

MGI has inked a deal with Mr. Avik Anwar to be his lead sponsor and be beside him on his adventurous journey. Mr. Avik Anwar is one of the shining stars of Bangladesh, representing the nation on foreign soil with his speed and tenacity. He has already made history as the first Bangladeshi to qualify and win P1 in the UAE Pro Champions GT86 Class, with MGI being a close partner in his race. The race took place recently in the legendary Dubai Autodrome, the most exciting motorsports venue in the UAE. The circuit brought excitement and challenge to the race with its the combination of high-speed straights and technical corners that created an atmosphere filled with suspense. Mr. Avik is also the first Bangladeshi International Motorsports winner and Bangladesh Rallycross Champion in 3 consecutive years from 2014 to 2016. Moreover, he is the first Bangladeshi to race in Malaysia's F1 track and achieves 3rd place. At

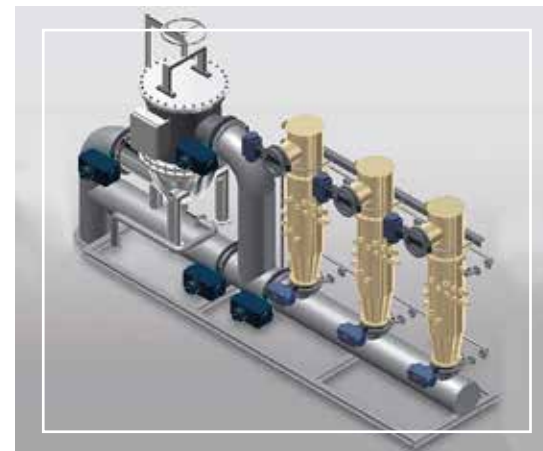
the same time, MGI is one of the leading conglomerates of Bangladesh, and as a brand, it always inspires people to outdo themselves and break boundaries to reach new heights. This signing will inspire not only Mr. Avik Anwar but also thousands of motorsports enthusiasts in Bangladesh. Mr. Tanveer Mostafa, Group Director, signed the contract on behalf of MGI.

BREAKING BOUNDARIES

MAJOR EVENTS

BALLAST WATER TREATMENT PLANTS ARE INSTALLED IN MGI'S OGV FLEET

MGI's Ocean Going Vessel (OGV) operations is always abided by international regulations and takes steps in time to maintain marine environment. It is known that 90% of world's commodity is transported via sea by ships operation or interstate movement. Ballast water is vital for ship's stability & safe operation and when discharge into new environment, they may invade and seriously disrupt the native ecology and economy. Introduced pathogens may cause disease and death. To avoid this major environmental disaster IMO, USCG and flag states have adopted some regulations where vessels under the category will require installing an approved ballast water treatment system to meet D-2 compliance.



Ballast Water Treatment System sample photo

WE HAVE PARTICIPATED IN GULFOOD 2021!



MGI stall at Gulfood



MGI stall at Gulfood

Gulfood has been the world's largest annual food & beverage trade exhibition. The event attracts food & beverage industries and professionals to Dubai from all over the world every year. This year, more than 2,500 companies from 85

countries were present at Gulfood. The fair took place for 5 days from February 21-25. The event aimed at promoting the food & beverage industries.

The most in-demand product categories from MGI were Spices, Noodles, Energy Drink, Wafer, Molding Wafer, Biscuits, and Condensed Milk. MGI FMCG division is now currently exporting products across the world including India, Qatar, Japan, Saudi Arabia and UK.

SALES CONFERENCE OF CEMENT

This was the first ever centrally held sales conference with the entire team. The prime purpose was to motivate the entire crew to gain the market share by developing a better marketing strategy. The outcome is expected to have a better retail coverage and increase in volume for the existing retail



Khurshed Alam, ED of UCIL, awarding the hard work



ED of UCIL, providing guideline on sales improvement strategy



MAJOR EVENTS

NBR CHAIRMAN VISITS MIEZ

Mr. Abu Hena Md. Rahmatul Muneem joined as Senior Secretary, Internal Resources Division and Chairman, National Board of Revenue (NBR), Bangladesh on January 06, 2020. On February 13, 2021 he made a courtesy visit with his team on Meghna Industrial Economic Zone (MIEZ) with the Honorable Chairman & Managing Director of MGI.



National Board of Revenue (NBR) Chairman Abu Hena Md. Rahmatul Muneem is seen, visiting the factory.



National Board of Revenue (NBR) Chairman Abu Hena Md. Rahmatul Muneem is seen, taking a look at different products.

MOU SIGNING CEREMONY BETWEEN MEGHNA AVIATION AND GRAMEENPHONE

A Memorandum of Understanding (MoU) has recently been signed between Meghna Aviation and Grameenphone in Dhaka. According to the agreement, GP Star subscribers will get a discount of up to 15% depending on the distance while availing Meghna Aviation's service.

Air Commodore Md. Anwarul Haque Sardar, Chief Operating Officer and Accountable Manager, Meghna Aviation and Hasan Ahmed Towhid, Head of Loyalty Management, Grameenphone signed the agreement on behalf of their respective organisations. Kazi Md. Mohiuddin, Sr. GM, Brand, Meghna Group of Industries, Nashar Ahmed, Lead Specialist, Loyalty Management, Grameenphone and other top officials of both the companies were present during the occasion.



Meghna Aviation Chief Operating Officer & Accountable Manager Air Commodore Md. Anwarul Haque Sardar and Grameenphone Loyalty Management Lead Specialist Nashar Ahmed are seen at the MoU signing ceremony with Grameenphone.



MAJOR EVENTS

HIGHER OFFICIALS OF BANGLADESH POLICE WELFARE TRUST VISITS MIEZ



On February 07, 2021, a team of around 40 members went for a day-long visit to MIEZ. The visit was all about getting knowledge about the product and production procedure of MGI factories.

Bangladesh Police Welfare Trust is a concern of Bangladesh Police. This trust is working for all the Police members and their beloved families. The trust is conducting different activities to raise funds for itself. The purpose of the visit was to know more about MGI's FMCG related factories for production, marketing & trading purpose.

Additional IG (F&D), Bangladesh Police Headquarters, made a special appearance to grace the occasion.



MGI Senior General Manager (Brand) Kazi Md. Mohiuddin is seen, presenting to the members of Bangladesh Police Welfare Trust



Bangladesh Police Headquarters Additional IG (F&D) is seen, visiting the factory

EMPLOYEES FIRST

RECOGNITION

MGI comes up with more inspiration for employees to celebrate their hard work. In spite of the pandemic and business turmoil last year, the Board of Directors have decided to declare around 1500 promotions in the entire organization. The list consisted of more senior hands to get promoted to the next level on the basis of their performance, dedication and commitment towards the company, with effect from Jan 1, 2021. To make the reward more special, CMD Sir himself awarded 21 people for the passion and enthusiasm towards their hard work.



MGI Chairman and MD along with Mr. Atiq Uz Zaman Khan, Sr. GM, HR, is seen, awarding the hard work.



TOGETHER IN THE CHALLENGE

As the harsh impact of the unforgiving COVID-19 befalls the public and private industries, corporations worldwide have had to modify their work structures. Starting with working from home, we have seen new roles, new ways of getting the tasks done and new technologies to cope with the changes. It has highlighted the need to have strong support in place for employees and prepare for the unexpected.

Prioritizing the well-being of employees was MGI's first focus. This was a gesture from us to show that they care about their workforce, even in such challenging times.

There have been massive changes in how we work and live. The new aspects that we have offered to boost productivity and truly support the employees in crisis and beyond will be the focus.

1. Financial Solvency as the Biggest COVID-19 Concern: More than half of the employees said that the finances were their biggest concern in the wake of the Coronavirus pandemic. This in return hampers the physical, mental and social health. There has been an immense amount of deduction in the salary for employees worldwide, leading to a poor living standard. The biggest support MGI has given to their employees was to be regular in pays throughout- whether in terms of salary, bonuses and everything else. This was the most important measure we have taken during the big crisis. Not a single person was laid off from their job.

We took the opportunity to be a source of support for our employees who were facing unprecedented challenges by offering tools and resources to address their immediate concerns- making sure that the employees are never falling short in terms of offerings.

2. Protect Mental Health: Beyond all of the physical protection measures, we have ensured that employees know where to find information, guidance, and mental health support. We maintained open communication channels to listen to how employees felt and- most importantly, responded. It was vital to monitor mental well-being with structured and regular opportunities for employees to 'check-in' with managers, colleagues and encourage peer support. Share techniques to stay calm, present and focused. Also, practicing mindfulness has helped the employees to lower the anxiety and remain more present.

Keeping the well-being of the workforce a top priority, the leaders ensured that they emerge as a healthier and more united organisation after experiencing a major crisis.

3. On and Off-Site Fitness Accountability: Once the lockdown was over, all of the employees knew that they needed to march on actively. They got a taste that the home lifestyle was not a winning choice. MGI stopped all the outside tours for the employees (even in emergencies) to ensure their health safety. The administration installed disinfectant gates in all of the entrances and distributed gloves and masks on an alternative basis. We have noticed very well that the one with a strong immunity can come out of it and continue to stay fit. By providing solvency both financially and mentally, we have always been with our working hands.

The pandemic has led to a challenging situation for everyone in every imaginable way. We have taken extra steps to check-in with our teams on a daily basis about the aspects other than work, that has enabled them to boost up the spirit. This was a good time to rearticulate the values, which has helped to keep people strong in their familiar environment and gave them a roadmap to navigate uncertainty. Besides, we have also contributed to different government entities to help the COVID-19 frontliners in their fight against the pandemic.



MGI Chairman & Managing Director Mostafa Kamal is seen, handing over a donation signing paper to former RAB Director General Benazir Ahmed



MGI Chairman & Managing Director Mostafa Kamal is seen, handing over a cheque of BDT 5 crore to the Principal Secretary of Prime Minister's Relief Fund Dr Ahmad Kaikaus



INITIATIVES

FIGHTING FIRE TOGETHER

On January 03, 2021, a fire broke at the Konka Electronics factory. Soon after hearing the news, our Fire & Safety Department (FSCD) rushed to the spot. This had been a horrific experience. Thankfully, the FSCD had basic skills and required equipment, including the fire engine, to deal with fire incidents. They are also well-equipped to carry out mock firefighting practice once a month. Twenty firemen and two fire engines worked tirelessly spraying water and helping the professional firefighters from FSCD.

People at the Konka factory also tried their best and managed to keep it from spreading. Unfortunately for them, the fire was already in its full fury. They found a forklift parked close to the building, which they utilized as a platform to go up and spray water up to the third floor. They smashed a good number of windowpanes to be able to spray water inside the burning floor.

As a follow up to the incident, an article titled 'The Burning Issue' was published in Dhaka Tribune highlighting the issue contributed by Brig Gen Qazi Abdus Samad, NDC, PSC (Retd), CLO, MGI.



Firefighting in Konka Factory

TEAM BUILDING ACTIVITY

A TRIP TO INSTIL PURPOSE



Team building of Brand team

MGI Brand Team Building Activity 2021-

A journey that got creative minds closer: A one-day excursion bringing in numerous perks in terms of learning and good memories. It all started with two buses full of our entire squad of Brand Team having a pleasant musical time, making their way to Sarah Resort. After reaching the destination, there were so many stories to tell. Following check-in, pool session, and lunch- it was about spending a couple of hours in physical activities in separate groups. The fun and excitement were all a part of the assessment on how well built the fellowship is among all the members. All the activities played a significant role in strengthening the bond.

It was all about formal talks in the evening, a meeting session, where everyone shared their thoughts and beyond about the organisation and its human assets. All the opinions and experiences shared by the individuals gave everyone an idea of the current scenario and how to deal with each situation regardless of it being favorable or not. There was exchange of both positive and negative feedback, some appreciations and some complaints, some learnings and some lessons. There were three main take-outs from the entire conversation.:

KPP (Knowledge, Purpose and Passion)

K- Detailed knowledge of what one is doing.

P- Every employee should be purpose-driven.

P- Not only attend office, but also set a goal and be passionate.

Right after the session and dinner, our Director, Tahmina Mostafa, shared her words of motivation and the way forward. To be specific, it had words for the team to concentrate on the work and development of the brands of MGI. A constant love towards the work and organisation can be the only way of making an employee loyal and cheerful after long working hours.

The next morning was about to return. After the breakfast and some team playing activities, the talented team of brand packed their bags and returned in 'Fresh' mind and strong bond.





BREAKING BOUNDARIES

TALENT BEYOND WORKPLACE



Hi,
This is Apurbo Islam Mashuk from HR Department. I've been singing for 15 years. I have done a few stage shows and have won singing competitions. For me, music is something that gives me relief from any sorrow or depression. It makes me happy in every possible way. I don't do this for money. It's my passion, my identity and more than a dream.



Hi,
I'm Sunjeeda Parvin from HR Department. I've been involved in singing and public speaking for a long time. I have won many National awards, including Notun Kuri, National School Competition, Bangla Academy, Islamic Foundation, and others.



Hi,
I'm Rumana Afrose from HR Department. I'm a dancer and have been involved in this for 8 years. I've been awarded as the best performer in cultural fests of Dhaka University. This passion of mine has always uplifted me and given me much confidence.



Meet Mr. Masab Nur Rahman from Ad and Creative, Brand- A Musician (Guitarist and Songwriter); and Mr. Najirun Khan Pathan Raihan from Market Research, Cement. They both have different inspirations to keep up with their passion. Both have their own bands and performed in live shows.



Hi,
This is Tanvir Wahid Lashker from FMCG, Brand. I have started singing with the inspiration from my family and have been involved in this since a very young age. I mostly sing in social gathering with my closed ones as I'm not fond of showing off my talent to everyone. Singing keeps me stay calm and more within myself.



Hi,
I'm Sadia Islam Ema from Shipping (OGV). As a photographer, I get inspired by the light falling on a scene or the shining moon in the darkness. It all depends on the beauty of the moment. Or maybe, it's a combination of a lens choice and the situation. Photography plays an important role in everyone's life as they remind us of people, places and stories. Here is a photo captured by me.
A Photography exhibition titled 'Revealing the Unseen', held in Chattogram, selected & exhibited 3 photos captured by me. That's when I achieved a reward for my passion.



Visit the link



<http://tiny.cc/hjzwtz>

Or scan the QR code



Scan Here



Participate in the quiz from your **official e-mail ID**
by **June 30, 2021**
Get a chance to win a surprise!

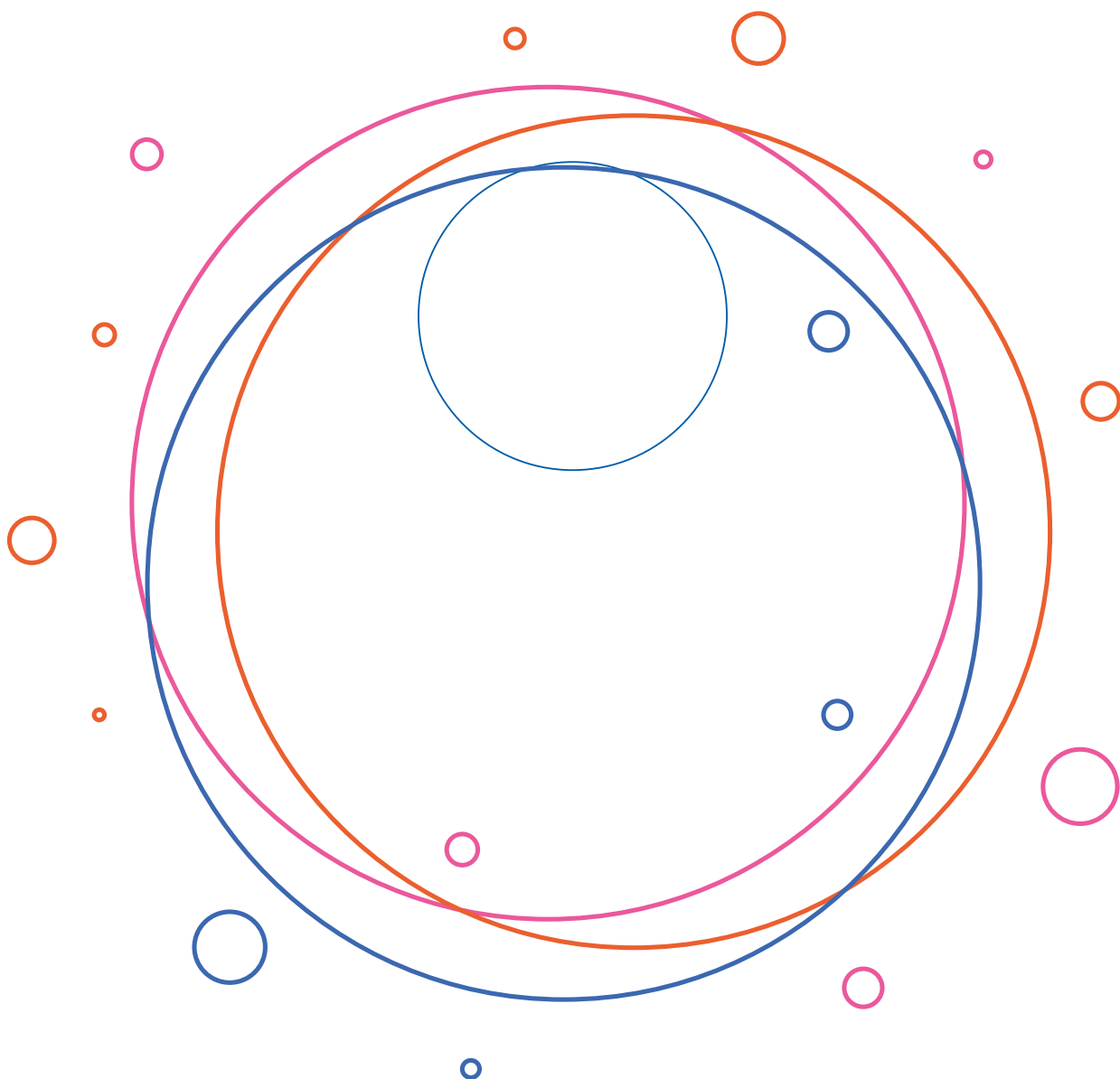


DID YOU KNOW?

INTERESTING FACT

MGI is the developer & operator of three private Economic Zones. These are Meghna Economic Zone (MEZ), Meghna Industrial Economic Zone (MIEZ), Cumilla Economic Zone (CEZ). All of these are developed and operated under the regulation of Bangladesh Economic Zones Authority. Out of these MEZ has been awarded license as the 1st private Economic Zone in the history of Bangladesh. All required facilities like Electricity, Gas, Water, CETP, CSTP, Central Fire Hydrant system and proper Drainage System have been ensured as uninterrupted supply, mostly from own sources. We provide One Stop Service (OSS) from a single window i.e. we obtain all required licenses/permits on behalf of investors with the aim to relieve them from the difficulties which is also an exemplary service in private sector.

Export performances of our EZs are the best in the private sector of the country.





Mgi

Meghna Group of Industries

BREAKING BOUNDARIES