



CORPORATE **NEWSLETTER**

APRIL 2025

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BANGLADESH'S NUMBER 1 BEVERAGE MOJO 19TH BIRTHDAY GRAND CELEBRATION !

Alhamdulillah! By the grace of Almighty Allah, Bangladesh's No. 1 beverage, Mojo, proudly celebrated its 19th birthday with grand activities across the country. This is a moment of pride for both Mojo and Akij Venture Ltd.

On the vibrant occasion of Pohela Boishakh, Mojo organized various events and sponsorship programs throughout Bangladesh to mark the celebration





APRIL 2025

GRAND CELEBRATION AT AKIJ HOUSE

To commemorate Mojo's 19th birthday, Akij House was beautifully decorated with a Boishakhi theme, creating a festive atmosphere. A massive birthday cake was cut, and guests were treated to traditional Panta Ilish along with chilled Mojo, making the event even more special.



CELEBRATION AT FACTORY & ALL AREA HEADQUARTER



GRAND CELEBRATION AT NORTH SOUTH UNIVERSITY

Mojo celebrated its 19th birthday with the teachers and students of North South University. Mojo proudly served as the title sponsor of "Pohela Boishakh 1432."

Around 10,000 students and teachers participated in the event. A special birthday cake-cutting ceremony was held, where students, teachers, and Mojo high officials joined together to celebrate Mojo's milestone. Adding to the festivities, the students performed a lively flash mob to Mojo's Boishakhi song, creating a vibrant and joyful atmosphere. Everyone thoroughly enjoyed the celebration.





MOJO 19TH BIRTHDAY CELEBRATION AT JUSTICE SHAHABUDDIN AHMED PARK WITH GULSHAN SOCIETY

On the occasion of Mojo's 19th birthday, Mojo proudly sponsored the "Oligoli Haalkata" — a vibrant two-day(13th-14th April) Boishakhi festival at Justice Shahabuddin Ahmed Park, Gulshan.

The event was filled with festive moments as the Gulshan Society came together to celebrate. A special birthday cake-cutting ceremony was held, where consumers and Mojo's high officials joined hands to mark this memorable milestone.





APRIL 2025

MOJO 19TH BIRTHDAY CELEBRATION AT WONDERLAND PARKS

On this day, Mojo also celebrated its 19th birthday with consumers by organizing cake-cutting ceremonies and cultural shows at different branches of Wonderland Park, including Satarkul, Mawa, and Faridpur.



MOJO BOISKHABI SONG "ASMANE PAKHA MELO" GRAND RELAUNCH

Mojo is thrilled to celebrate its 19th birthday with the grand relaunch of our beloved Boishakhi anthem “Asmane Pakha Melo.” This refreshed version features newly recorded vocals, vibrant Bengali folk instruments, and a captivating music video that beautifully captures the spirit of Pohela Boishakh celebrations across Bangladesh.

The new “Asmane Pakha Melo” has received an overwhelming response from our audience! The song is currently airing on 32 major TV channels across the country and has already crossed 22 million views across social media platforms including YouTube and TikTok. The love and excitement from our fans have truly made this Boishakh extra special and nostalgic!

 Mojo •
April 13 at 4:58 PM ·

বাংলা নববর্ষের এই দিনে মোজো আজ ১৯-এ। নববর্ষে নব উদ্যমে মেতে উঠো মোজোর আয়োজনে। তাই চলো একসাথে তারণের উচ্ছাসে আসমানে পাখা মেলে সেলিব্রেট করি নববর্ষ ও মোজোর জন্মদিন... See more



0:43 / 1:12

Boost this post to get more reach for Mojo.  পোস্টের প্রচার করুন - Boost post

 You, Adnan Shafiq, Mohammad Nazrul Islam and 21K others 1.4K comments 1.6K shares

 Love  Comment  Copy  Share



GRAND CELEBRATION AT RABINDRA SHOROBOR

On the occasion of the Bengali New Year, the spirit of youth was celebrated through Mojo's 19th birthday festivities. Dhanmondi Lake's Rabindra Sarobar was beautifully decorated with vibrant arrangements.

The event took place from April 14 to April 18 at Rabindra Sarobar, Dhanmondi. The celebration featured a Mojo Feature Wall, fusion band performances, Baul music, a Boishakhi fair, and various fun and games activities.

Popular celebrities like Hridoy Khan, Oyshee, and Mizan took the stage, adding extra excitement and energy to the festivities.

A special birthday cake-cutting ceremony was also held, where consumers and Mojo's high officials came together to mark this memorable milestone.



MOJO NO.1 CELEBRATION EXPRESS MARCHING ALL OVER BANGLADESH

Mojo is proudly recognized as Bangladesh's No. 1 beverage brand — a success made possible only because of the love and support from our consumers. To honor and celebrate this incredible milestone, Mojo launched ten "Mojo No. 1 Celebration Express" trucks that are traveling across different regions of Bangladesh.

Each Celebration Express is designed to spread happiness, offering consumers the chance to enjoy unlimited chilled Mojo for free. The trucks are fully branded with Mojo's vibrant CAN, creating a festive vibe wherever they go.

This activation kicked off on April 14, coinciding with the Bengali New Year celebrations, and will continue spreading joy and refreshments till Eid-ul-Adha. Through this initiative, Mojo is not just celebrating being No. 1 — it's celebrating the people who made it possible.



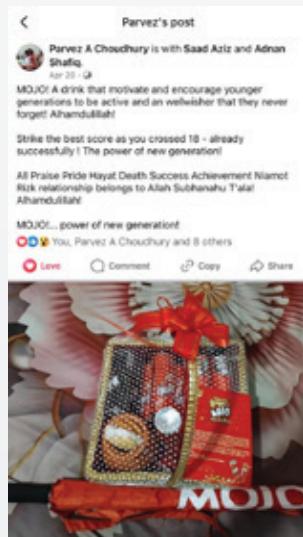


MOJO 19TH BIRTHDAY GIFT DISTRIBUTION

As part of Mojo's annual tradition, we continued the celebration by distributing special birthday gifts to our esteemed stakeholders, media personalities, and influencers. These gifts are a token of our appreciation for their unwavering support and contribution to Mojo's success over the years.

This year's gift package was thoughtfully curated, including Mojo Regular Can, Mojo Zero Can, a selection of traditional sweets, a stylish Mojo T-shirt, and a premium Mojo umbrella — all designed to express our gratitude in a meaningful way.

The response has been heartwarming, with many media persons already sharing their appreciation and excitement on social media, posting about the gifts they received.



MOJO EID WISH POST

Mojo celebrated Eid with our beloved consumers by sharing a heartfelt Eid wish post that beautifully connected our culture and emotions.

The post resonated deeply with our audience, and many consumers expressed their appreciation and love for Mojo through their reactions and comments on social media.



AKIJ DAIRY LTD. SETS A NEW BENCHMARK WITH RECORD-BREAKING SALES

Akij Dairy Ltd. has recently achieved a remarkable milestone — the highest-ever daily sales record of 211,000 liters of pasteurized milk in a single day! This achievement is a testament to the unwavering trust of our consumers and the relentless dedication of our entire team.

To celebrate this success, a special event was held recognizing the efforts behind this achievement. More than just a number, this milestone reinforces our continued commitment to providing high-quality, safe, and nutritious milk to every home across the country.

With this momentum, Akij Dairy Ltd. renews its pledge to uphold excellence, innovate continuously, and serve the nation with even greater passion — because our consumers deserve nothing less than the very best.



AFBL IS NOW IN ITALY AND PORTUGAL!



We're thrilled to announce that AFBL is now in Italy and Portugal! Expanding our footprint into these vibrant markets, we're bringing our passion for quality food & beverages to new customers across Southern Europe. From refreshing drinks to flavorful snacks, our commitment to quality, taste, and consumer satisfaction remains at the core of everything we do. This expansion marks an exciting chapter as we blend global expertise with local tastes to delight new customers.



SPEED LAUNCHED MOST INNOVATIVE MODEL OUTLET & BIGGEST SIGNAGE AT JAHANGIRNAGAR UNIVERSITY SAVAR, DHAKA

To create a signature hangout hotspot and refreshing experience zone for JU students, faculty, and visitors.

⌚ Focus Products:

● Speed Green Apple

● Speed Ginger

And Regular Speed

🔑 TSC Mega Shop Signage Branding:

Meanwhile we installed Mega signages at a key hotspot JU-TSC, which can be noticed from both Dhaka Aricha Highway and campus entrance avenue.

🌟 Brand visibility and trial of Speed variants across campus

💬 Social engagement & signatured chill zone for students

✿ Corporate Social Responsibility (CSR) Initiatives – Through providing Water Filter for thousands of beneficiaries over the years.

🌿 Campus Greening Support: Collaborating with JU authorities and student bodies to support green campus initiatives we are providing 2 Branded recycle bins.

🤝 Community Engagement: Supporting university events, cultural programs, and academic competitions.





SPEED ON AIRED GREEN APPLE & GINGER TVC ACROSS 23 CHANNELS

Speed Green Apple & Ginger 10 sec TVC has been airing over 23 prominent channels from 11th April to 30th April and the Spots is 7790.

Speed Green Apple & Ginger Unveil New TVC

SPEED

• Covering 32 channels • High Reach & Frequency
• 100% peak time spots

SPEED ON AIRING ITS TVC ACROSS 4 HALL OF COUNTRIES PROMINENT STAR CINEPLEX

Speed Green Apple & Ginger 10 sec TVC has been airing over 4 prominent Cineplex- Baundhara City, Shimanta Square, SKS Tower, Sony Square. It has been on-airing from 18th April to 2nd May and the Spots is 5040.



SPEED 360 CARAVAN ACTIVATION CONTIUES OVER BOGURA AND RANGPUR REGION



SPEED EXECUTED MODERN CANOPY BRANDING AT KHULNA CITY



Speed executed 3 innovative Canopy Sign at Rupsa Feri Ghat Chottor, Feri Ghat Mor, Sonadanga Mor in Khulna.

SPEED BRANDED 17 LIGHT SIGNAGE AT KISHOREGANJ, THAKURGAON & BOGURA





SPEED BRANDED BILLBOARD AT BARISHJAL CITY



SPEED EXECUTED 30K PET BOTTLE NECK CHANGE STICKER OVER SYLHET REGION

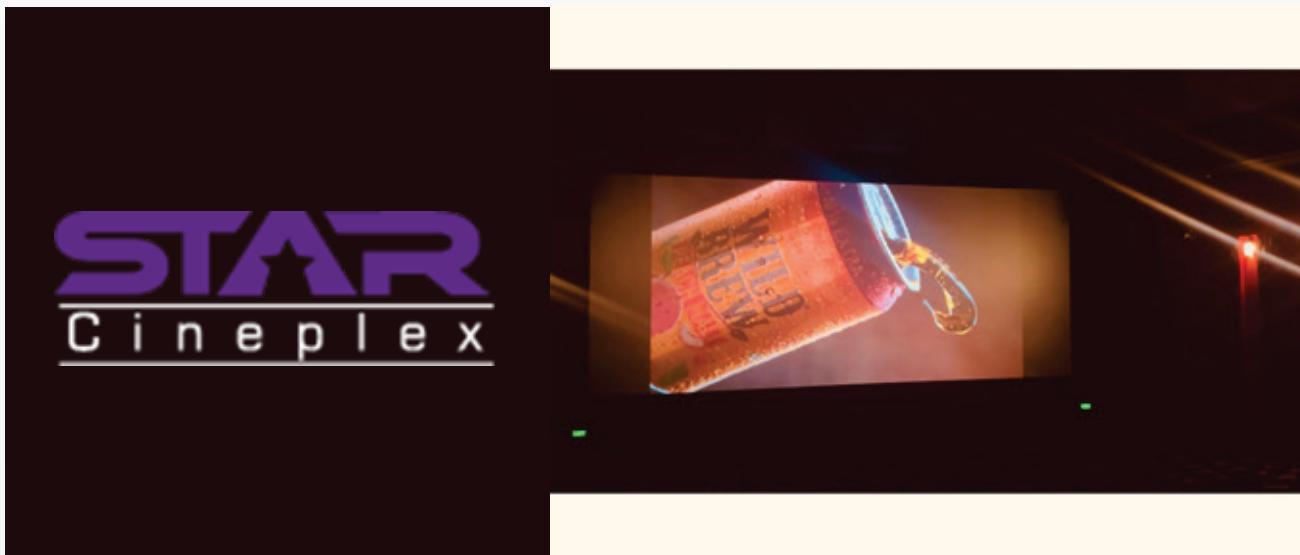


WILD BREW SOCIAL MEDIA POST



Reach: 11,57,144

Reach: 2,356,075

**WILD BREW ON AIRING ITS TVC ACROSS 4 HALL OF COUNTRIES PROMINENT STAR CINEPLEX**

Wild Brew 10 sec TVC has been airing over 4 prominent Cineplex- Baundhara City, Shimanta Square, SKS Tower, Sony Square. It has been on-airing from 18th April to 2nd May and the Spots is 5040.

AWARENESS SESSION ON AKIJ ELECTRICAL & ELECTRONICS LTD.

Alhamdulillah, as part of our regular practice, the HR Department successfully conducted an awareness session today at the AEEL Plant. The session was graced by the presence of the Head of the HR Department, Md. Nurunnobi, Md. Abdur Rahman, Sahida Akter Liya, and all AEEL senior officials.

These awareness sessions are an important initiative aimed at fostering workplace harmony, promoting safety, and encouraging open and transparent communication among employees.

Topics Covered During the Session:

- Working Environment
- Harassment
- Washroom Requirements
- Canteen Issues
- Lift Malfunction Concerns
- Need for CC Camera
- Installation of a Complaint Box

We are sincerely grateful to all participants for their presence and active engagement. Let us continue working together to uphold a safe, respectful, and supportive workplace for everyone.

**AWARENESS SESSION ON FORKLIFT OPERATORS**



Keeping in mind the recent accidents and other complaints, a session of forklift operators was held today. Along with the Assistant Managers, the shift In-charges & nineteen forklift operators were present there.

The key points of today's session were:

- Accidental or Emergency Issues
- Prohibited Causes

- Company Rules & Regulations
- Regular car checks
- Handling empty plates carefully
- Carrying goods in an open car
- Report problems to In- charge immediately
- Maintaining safety & control speed the driving from the Zero accident or any occurrence.

TRAINING SESSION ON ISO 14001:2015 ENVIRONMENTAL MANAGEMENT SYSTEMS

Alhamdulillah, Factory HR Team successfully conducted a Training session on ISO 14001:2015 Environmental Management Systems. This training equips individuals with the knowledge and skills to implement and maintain effective environmental management practices, which ultimately improves environmental performance and compliance. The session aimed to capture and maintain the audience's interest and attention, making the learning process enjoyable and relevant. This might have involved using real-world examples, incorporating multimedia, or gamifying certain aspects.



TRAINING SESSION ON FOOD SAFETY MANAGEMENT SYSTEMS AT AFBL FACTORY.

Alhamdulillah, Factory HR Team successfully conducted a Training session on ISO 22000:2018 Food Safety Management Systems at AFBL Factory. A Food Safety Management System (FSMS) is a structured approach to ensure food safety throughout the entire food chain, from farm to fork, by identifying, assessing, and controlling hazards, and includes standards. Food safety training helps individuals understand and implement effective food safety practices, reducing the risk of foodborne illnesses.



TRAINING SESSION ON STANDARD PRODUCTS QUALITY CONTROL

Alhamdulillah, Factory HR Team successfully conducted a Training session on Standard Products Quality Control at AFBL Factory. From this training we learn how to implement a product quality control process so that products consistently meet predetermined standards and specifications, identifying and correcting defects through inspection, testing, and monitoring. The session encouraged active participation, moving beyond passive listening or reading, with activities that involved the participants.



OPENING CEREMONY OF NEW CENTRAL WORKSHOP: A NEW CHAPTER IN OUR GROWTH

We are delighted to share that the grand opening ceremony of our central workshop named by "Akij Venture Limited Central Workshop, Noyadangi" was a great success, held on 12th April, 2025. The ceremony began with a Dua Mahfil, where we prayed for blessings, success, and guidance in this new journey. It was a meaningful moment surrounded by our well-wishers and supporters. Following the prayers, the official ribbon-cutting was performed by our honorable Director Operations Sir, Syed Johurul Alam symbolizing the formal launch of the workshop. Guests then toured our facility and took part in a joyful gathering. We are truly grateful to everyone who joined us.



POHELA BOISHAKH CELEBRATED WITH JOY AT AFBL FACTORY

AFBL Factory celebrated Pohela Boishakh with vibrant festivities, colorful decorations, and joyful gatherings. A children's drawing competition added to the excitement, as young artists showcased their creativity while families and staff cheered them on. The day beautifully captured the spirit of tradition, community, and celebration.





FRUTIKA RETAILERS' & CORPORATE BOISHAKHI GIFT PROGRAM

On this happy occasion of Bangla New Year 1432, Frutika has taken an opportunity to celebrate with the stakeholders. More than a thousand loyal retailers and corporate clients have been greeted with a beautifully crafted gift box branded with boishakhi theme. Many others from different grounds like corporate houses, media, entertainment, regulatory affairs and governments officials have also been treated with this beautiful Frutika gift box.



FRUTIKA PODCAST PURITY OF RAMADAN

On the Holy month of Ramadan, we have executed a podcast program on the digital arena from the brand of Frutika. Frutika Presents Purity of Ramadan was a digital podcast program broadcasted on the Frutika Facebook page where different aspects of Ramadan have been discussed. The program has been anchored by Mufti Saiful Islam and guests like shaykh Dr. Muhammad Saifullah and Shaykh Dr. Monjur-e-Elahi have discussed different aspects of Ramadan in the program.



RAMADAN PROGRAM BRANDING

In this holy month of Ramadan, two branded programs are on-airing named Musafir and Sawal Jawab at Nagorik TV and Ekushey TV respectively. It would help to spread the Islamic knowledges towards our consumers and increase the TOMA and awareness of the brand at the same time.



EID DRAMA BRANDING

During Eid-ul-Fitr, O'Potato Crackers served as the title sponsor for two dramas released on YouTube. Each of the contents has since garnered over one million views, reflecting strong audience engagement. This successful sponsorship highlights the brand's growing popularity and effective digital presence.



AAFI PRESENTS BISSHOJURE MUSLIM STHAPOTTO

Throughout the month of Ramadan, Aafi Mango Drink launched a digital campaign titled 'Bisshojure Muslim Sthapotto'. As part of the campaign, eight pieces of content featuring famous mosques around the world were shared across Facebook and TikTok, inviting viewers to submit interesting, lesser-known facts related to each mosque. From each content, three participants were selected as winners, resulting in a total of 24 winners across the entire campaign.





LAUNCHING NEW VARIANT OF O'POTATO

Following the positive response to its existing two variants, Spicy Cocktail and Tangy Tomato, O'Potato has introduced a new flavor called Cream & Onion. This variant is specially designed to cater to cream and onion lovers, further diversifying the brand's portfolio. Through this launch, O'Potato aims to capture greater market share and strengthen its position against competitors.



FOLLOWING GHIBLI TREND

O'Potato has created a series of content using the trendy Ghibli effect to stay aligned with current digital trends. By adopting this popular visual style, the brand aimed to enhance its appeal among younger audiences. This strategic move highlights O'Potato's commitment to maintaining cultural relevance and creative innovation.





TWING EID UL FITR CAMPAIGN " TWING EID EKAL SHEKAL"

In today's fast-paced digital world, Eid celebrations are often experienced through screens and social media. However, the 90s kids fondly remember a time when Eid meant face-to-face connections, laughter in courtyards, and warm gatherings with friends and family.

With the Twing Eid Ekal Shekal campaign, we aimed to highlight the contrast between the nostalgic, non-digital

Eid of the past and the tech-driven celebrations of today — beautifully showcasing how Twing bridges both generations through the shared festive spirit.

The campaign struck an emotional chord with audiences, and Twing received highly positive feedback from consumers, who appreciated the message of reconnecting beyond the screens.



TWING EID WISH POST

Twing shared a dynamic Eid wish post that captured the festive spirit and resonated strongly with consumers.

The post received a very positive response, with audiences appreciating the vibrant and relatable message shared during the celebrations.



TWING BOISHAKH WISH POST

Twing shared a Pohela Boishakh wish post that beautifully captured the festive spirit and traditions of the occasion.

The post resonated strongly with consumers, receiving a very positive response, as audiences appreciated the vibrant, colorful, and relatable message shared during the celebrations.





LEMU BOISHAKH WISH POST



AVL SALES TEAM IFTER PROGRAM & DOA MAHFIL, 2025

On the occasion of Holy Ramadan, for the very first time an "Ifter Program & Doa Mahfil" held on 21 March'25, Friday, in 64 districts organized by Akij Venture for the entire Sales Team of Akij Food, Akij Dairy, Akij Health & Hygiene, Akij Electric & Electronics, Akij Bicycle, Akij Agro, & Akij Takaful. Throughout this Ifter program, Employee bondage and inter relationship have been enriched among the Sales Team. They shared their feelings by stating that this type of program encourages sales teams towards sales goals. Director of AFBL & ADL, Director of ABEL, HR Head, Head of Sales Admin and many more high officials attended the Program. Sales Admin arranged and coordinated the entire program.





MOJO BIRTHDAY CELEBRATION, 2025

On the occasion of 19th Birthday of AFBL mother Brand Mojo, on 14 April'2025, AFBL Sales Team have celebrated the "Mojo Birthday" at the respective sales areas by cutting and sharing Cakes with each other with lot of enjoyment aligning with the Head Office Celebration.

Few high officials of Akij Venture Head Office have also joined the Birthday Celebration Party with the sales team and the valued distributors. Sales Team expressed their feeling saying "this is such an event makes sales team energetic and electrifying towards the company's sales goal.



QUARTERLY SALES REVIEW MEETING

Nationally Quarterly Sales Review Meeting of Q3, FY 2024-25 for AFBL & ADL took place at AFBL Factory, Dhamrai on 12th & 13th April'25. In the separate day-long meetings, the honorable Director, Operations, AFBL & ADL has expressed his greetings to the sales team. Moreover, he guided and shared business thoughts and overall inside with the sales team regarding sales and distributor.

Head of sales admin introduced the restructured sales admin team with new ideas towards sales team smooth support. Further, Market Audit, Distribution and other departments took session in the meeting. RSMs & ASMs received the Boishakh Gift branded with Frutika. Sales admin organized and coordinated the meeting with the support of AFBL Factory Admin.





HALAL INDUSTRY TO CROSS \$3 TRILLION IN 2025

Tech, Ethics & Innovation Lead the Way

The global halal industry is on track to exceed \$3 trillion in 2025, driven by increasing demand for halal-certified, ethical, and sustainable products. With a compound annual growth rate of 12.4%, the halal food sector alone is projected to reach nearly \$2.86 trillion this year. This growth is being powered by advancements in technology, such as blockchain and AI, which are enhancing transparency and trust in halal certification. At the same time, consumers are becoming more conscious of sustainability, choosing eco-friendly packaging, cruelty-free cosmetics, and ethically produced items. Halal tourism is also booming, as more destinations offer Muslim-friendly services like halal dining options and prayer spaces. The rise of e-commerce and improvements in digital payment systems have made halal shopping



more accessible than ever. Meanwhile, innovation in food is introducing plant-based and lab-grown meat alternatives that align with both halal standards and health-conscious lifestyles.

Entrepreneurs are tapping into this momentum through businesses like halal food trucks, subscription-based halal meal services, Islamic lifestyle apps, and halal-certified cosmetics, baby care, wellness products, and even fintech solutions. With this rapid expansion, the halal industry is expected to hit \$6.8 trillion by 2032, making it one of the fastest-growing sectors globally. Businesses that embrace innovation, sustainability, and ethical practices are well-positioned to thrive in this evolving market.

CLEMON POHELA BOISHAKH 1432 CARAVAN ACTIVATION



Clemon Pohela Boishakh 1432 Caravan Activation has been started from 13th April, 2025 and continuing. Two Clemon branded caravans are roaming around the Dhaka City and covering major spots to reach the target consumer groups.

CLEMON MOJITO COOL SUMMER CAMPAIGN



Clemon Mojito Cool Summer campaign is ongoing. Three different situational based Reels have been developed and promoted in different digital platforms – Facebook, You Tube, Instagram and Tik Tok.

CLEMON ZERO CG LAUNCHING

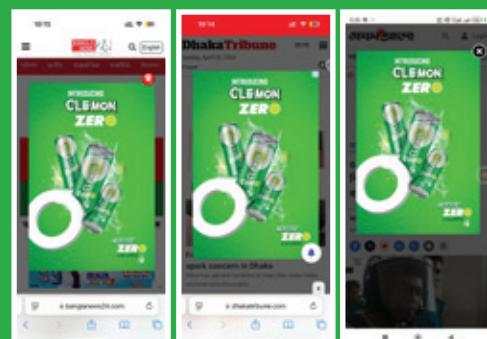


Clemon Zero CG has been launched in digital platforms – Facebook & You Tube. The target is to reach the health conscious people who want to have sugar free fizzy clear drinks.

CLEMON ZERO SCREEN TAKEOVER ON ONLINE NEWS PORTALS



CLEMON ZERO WELCOME BANNER ADS ON ONLINE NEWS PORTALS





SPA REGULAR FACEBOOK POST



RIVERA REGULAR FACEBOOK POST



CLEAR UP REGULAR FACEBOOK POST



**MANAGEMENT ORIENTATION TRAINING OF NEWLY JOINED CORPORATE EMPLOYEES**

The HR Training & Development team organized a comprehensive 3-day long Management Orientation Program from April 7 to 9, 2025, at Akij House and the AFBL Factory, which also included a market visit.

A total of 27 newly appointed management employees from various departments of AVG participated. Various department heads from Corporate and the AFBL Factory delivered detailed presentations on departmental functions, cross-functional collaboration, key responsibilities, and major achievements. The program fostered a deeper understanding of business operations and was highly participatory and well-received by all attendees.

**TRAINING ON “DATA ANALYTICS WITH EXCEL – BASIC LEVEL 2”**

On April 16, 2025, the HR Training & Development team successfully conducted two consecutive batches of training on “Data Analytics with Excel – Basic Level 2” in response to high employee demand. A total of 58 participants attended in both sessions, receiving hands-on practice with essential Excel functions for data interpretation and report generation. The sessions were facilitated by Harisul Islam Harris, Senior Executive – MIS, who covered functions such as LEFT, RIGHT, MID, FIND, LOOKUP, HLOOKUP, and the advanced XLOOKUP. These functions are vital for extracting insights from large datasets and improving reporting efficiency.





PERFORMANCE IMPROVEMENT TRAINING FOR AFBL

On April 10, 2025, the Training & Development (T&D) team organized a day-long performance improvement training program for 34 SOs and TSMs of AFBL.

The session was designed to help participants strengthen their sales fundamentals, identify and overcome individual performance challenges, and better align their daily activities with company goals. Through a mix of interactive discussions, group work, and real-life problem-solving exercises, participants were encouraged to share experiences, learn new techniques, and build practical action plans for immediate application.

This initiative reflects AFBL's ongoing commitment to supporting employee growth and driving overall business performance through structured development programs.



SOP AWARENESS SESSION

An SOP Awareness Training Session was conducted for selected corporate employees at Room 103, Akij House on April 24, 2025. The session was led by Emdadul Haque, Sr. Executive – T&D, HR, and covered key policies such as TA/DA, Corporate Communication, Code of Business Conduct, and Leave Policy. This two-hour training aimed to ensure that employees understand and adhere to the company's Standard Operating Procedures, promoting uniformity, accountability, and compliance in daily operations. Participants were encouraged to review the policies beforehand for a more interactive experience.





ORIENTATION TRAINING FOR NEWLY RECRUITED SALES FORCES

In April 2025, the HR team successfully conducted eight sales orientation programs & joining for 397 newly hired Sales Officers across different regions of AFBL, ADL, AEEL, ABEL and AHHL. These sessions provided the new field forces with a comprehensive understanding of the company's history, vision, mission, and values. Additionally, they were equipped with essential knowledge on job responsibilities, product details, sales fundamentals, and key calculations to help them excel in their roles.



CLEMON PRESENTS SOHID ZIA SRITY CRICKET TOURNAMENT 2024-25 @ MATLAB, CHANDPUR

Clemon Sports has arranged Clemon Presents Sohid Zia Srity Cricket Tournament 2024-25 at Matlab New Hostel ground, Chandpur. Total 32 team Participate in this Tournament. Tournament duration is 40 days. At the Closing ceremony, Mr Tanvir Huda, Joint Secretary of leading Political party was present and distribute prizes. Clemon is the title sponsor of this tournament.



CLEMON ASHIS SMRITY T-10 CRICKET TOURNAMENT AT AGAILJARA, BORISHAL

Clemon Sports has arranged Clemon Ashis Datta Cricket Tournament at Agoijora Borishal. Total 24 team Participate in this Tournament. Tournament duration is 28 days. At the Closing ceremony Fariya Tanjim, Upazila Executive Officer, Agailjhara, Barisal was present and distribute prizes. Clemon is the title sponsor of this tournament.





CLEMON INTRA SCHOOL CRICKET TOURNAMENT AT NILPHAMARI

Clemon Sports has arranged Clemon Intra School Cricket Tournament at Mirgonj Hat High School Field, Nilphamari. Total 18 team Participate in this Tournament. Tournament duration is 7 days. Clemon is the title sponsor of this tournament.



CLEMON ANTORJATIK MATRIVASA DIBOSH CRICKET TOURNAMENT AT BAGDA, BARISAL

The final match of the “Clemon International Mother Language Day Cricket Tournament 2025” concluded amidst grand celebrations at Bagda Progoti Somajkollar Zubo Songho Field, Agailjhora, Barishal. The chief guest was Mr. Md. Al-Masum Howlader, General Secretary of Bagda Pragati Samaj Kalyan Jubo Sangha, along with many prominent figures from the area. Total 24 team Participate in this tournament.



JPL CRICKET TOURNAMENT AT MANIKGANJ

The Final match was held on 19th April ,2025 at Joymantop High School Field, Singair, Manikganj with a lot of charming joy and entertainment. Huge gather was seen throughout the tournament. Three former national cricket team cricketers, Habibur Bashar Suman, Md. Ashraful, and Javed Omar Belim were present as special attractions at the final match of the Joymantop Premier League (JPL) 2025 powered by Clemon. The Final Match was telecast live at M sports online News Channel.



CLEMON KITE FEST AT CHANDPUR

On the occasion of Pohela Baishakh, a colorful kite festival was organized by the Chandpur district administration on the banks of the Dakatia River in Chandpur on April 14. Everyone, young and old, lost themselves in the joy of childhood with kites in their hands. Clemon Sports helped make the festival more colorful.





World Day for SAFETY AND HEALTH AT WORK

A Shared Commitment



Creating a safe and healthy workplace is not just a legal requirement — it is a shared responsibility that helps protect lives, build trust, and drive better performance. Whether on the factory floor or in the corporate office, safety is everyone's business. It starts with leadership commitment, but it comes alive when each employee actively takes part.

As we observe the World Day for Safety and Health at Work, let's renew our commitment to making safety a part of everything we do.

Employees must feel responsible for their own safety and that of their colleagues. That means following procedures, using the PPE and safeguards provided, and staying focused on the task. If something seems unsafe — from a wet floor to a confusing instruction manual — speak up. Promptly reporting even minor hazards can prevent serious accidents. Remember: safety is a team effort, and every voice matters in keeping the workplace secure.

- **Be Alert and Aware.** Stay attentive, take regular breaks to avoid fatigue, and watch out for hazards. In offices, adjust chairs, monitors and keyboards to prevent strain and take breaks for your eyes and body.
- **Communicate Problems.** If you notice a safety concern, report it immediately to your supervisor or safety officer. Don't wait until it becomes an accident.
- **Use What You've Learned.** Apply safety and equipment training every day — whether it's proper lifting techniques, handling chemicals correctly in the factory.
- **Support Each Other.** Encourage coworkers to follow safety rules. Remind new hires of safety practices and offer a hand to anyone struggling with safety equipment or a heavy load.
- **Stay Healthy.** Use hearing protection, masks, or gloves if required. In offices, clean your workstation regularly (keyboard, mouse, phone) to minimize illness, and don't ignore aches or vision changes — get checked early.

Our Shared Safety Mission

On this World Day for Safety and Health at Work, remember that prevention comes first. We all benefit when hazards are fixed early and safety is a daily habit. Let's work together — management and staff — to stay vigilant, prepared and proactive. By putting safety and health first, we protect our people and strengthen our organization. Every employee deserves to go home safely every day.

Stay safe. Stay healthy. Let's make every day a World Day for Safety and Health at Work.



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সুরা বালাদ

নামকরণ ও পরিচয়

সুরা বালাদের নামকরণ করা হয়েছে এর প্রথম আয়াতে উল্লিখিত শব্দ ‘বালাদ’ শব্দ থেকে। এটি মক্কায় অবর্তীণ সুরা এবং আয়াতসংখ্যা ২০টি।

এই সুরার আলোচ্য বিষয় হচ্ছে অবিশ্বাসীদেরকে সতর্ক করা। অবিশ্বাসীরা নিজেদের শক্তিতে ও বুদ্ধিতে প্রবর্ষিত হয়ে থাকে। একদিন যে আল্লাহর কাছে ফিরে যেতে হবে তা তারা অবিশ্বাস করে। তারা মনে করে, তাদেরকে নিয়ন্ত্রণ করার মত কেউ নেই। কেউ তাদেরকে পর্যবেক্ষণ করছে না। অর্থাৎ মহান আল্লাহই তাদের চোখ ও মুখ অর্থাৎ ইন্দ্রিয় সৃষ্টি করেছেন যার মাধ্যমে তারা দেখে ও কথা বলে। মহান আল্লাহ মানুষকে ভালো ও মন্দ দুটি পথই দেখিয়েছেন। যারা কল্যাণের পথে চলবে তারা হবে সৌভাগ্যবান। আর যারা কল্যাণের পথে চলবে না তারা হবে দুর্ভাগ্য। কল্যাণের পথ কী তা এই সুরায় মহান আল্লাহ বিস্তারিত বলে দিয়েছেন।

অনুবাদ ও ব্যাখ্যা

১। আমি শপথ করছি এই শহরের।

মহান আল্লাহ এখানে এই শহর বলতে পবিত্র মক্কা নগরীকে বুঝিয়েছেন। এখানে লক্ষ্যণীয়, আয়াতে প্রথমে ‘লা’ শব্দটি আছে যার অর্থ না। সে হিসেবে শান্তিক অর্থ দাঁড়ায়, আমি এই শহরের শপথ করছি না। কিন্তু বাস্তবে এখানে উদ্দেশ্য হলো এর বিপরীত। এর মাধ্যমে আমরা বুঝতে পারি, পবিত্র কুরআন শুধুমাত্র আরবী ভাষা জেনে অনুবাদ করা সম্ভব নয়। এর জন্য কুরআনের ব্যাখ্যাও কিছুটা জানা প্রয়োজন।

এই আয়াতে “লা” দ্বারা কসমকে জোরদার করা হয়েছে। আর মক্কা যেহেতু পবিত্রতম নগরী এবং হারাম এলাকা

তাই এর কসম করা হয়েছে। হারাম হওয়ার অর্থ হলো নিরাপদ হওয়া। কাবার চারপাশের প্রায় বিস্তীর্ণ এলাকাকে ইবরাহিম আলাইহিস সালাম নিরাপদ ঘোষণা করেছেন। এখানে রক্তপাত বা যুদ্ধ করা নিষিদ্ধ।

২। আর আপনি এই শহরে মুক্ত।

এই আয়াতের মাধ্যমে মহান আল্লাহ রাসুলুল্লাহ সা. কে সুসংবাদ দিয়েছেন। এখানে মুক্ত বলতে বুঝানো হয়েছে আপনি এই হারাম এলাকাকে কিছু সময়ের জন্য হালাল বা নিরাপত্তামুক্ত করবেন। মক্কা বিজয়ের দিন মহান আল্লাহ কিছু সময়ের জন্য মক্কাকে হালাল করে দিয়েছিলেন। তখন রাসুলুল্লাহ সা. কাফিরদের মধ্যে কয়েকজন অপরাধীকে হত্যার নির্দেশ দেন।

৩। শপথ জনকের এবং যা সে জন্ম দেয়।

এই আয়াতের ব্যাখ্যা নানারকম হতে পারে। কেউ বলেছেন, এর মাধ্যমে প্রতিটি প্রাণীর জনক ও জন্ম নেয়া মানুষ অথবা প্রাণী উদ্দেশ্য। আবার কেউ বলেছেন, জনক বলতে আদম আলাইহিস সালাম উদ্দেশ্য। আবার কেউ বলেছেন, এখানে অনুবাদ হলো, যা জন্ম দেয় এবং যা জন্ম দেয় না। উভয় প্রকারই আল্লাহর সৃষ্টি। এখানে এই দুই শ্রেণি উদ্দেশ্য।

৪। অবশ্যই আমি মানুষকে সৃষ্টি করেছি কষ্টের মধ্যে।

মানুষকে মহান আল্লাহ এমনভাবে সৃষ্টি করেছেন যে সবসময় তার কষ্ট লেগেই থাকবে। সে কখনোই কষ্টমুক্ত হতে পারবে না।

জন্ম থেকে মৃত্যু পর্যন্ত মানুষকে বাঁচার জন্য কষ্ট করতে হয়। কোনো না কোনোভাবে মানুষ নির্ভরশীল থাকে।



৫। সে কি মনে করে, কেউ তার ওপর প্রভাববিভাব করতে পারবে না?

৬। সে বলে, আমি অনেক সম্পদ ভোগ করেছি।

৭। নাকি সে মনে করে, কেউ তাকে দেখেনি?

অবিশ্বাসীরা মনে করে, মহান আল্লাহ তাকে ধরতে পারবেন না। তারা সম্পদ অর্জন করে মনে করে, সবকিছু তার আয়ত্তে এসে গেছে। অথচ মানুষের সবকিছু মহান আল্লাহই সৃষ্টি ক্রেছেন।

৮। আমি কি তার জন্য দুটি চোখ সৃষ্টি করিনি?

৯। এবং জিহবা ও দুই ঠোঁট?

চোখ ও মুখ মহান আল্লাহর দেয়া অনেক বড় নেয়ামত। চোখের মাধ্যমে মানুষ দেখে। জিহবা ও ঠোঁট দিয়ে কথা বলে। অথচ এই দুটি নেয়ামতের মাধ্যমে মানুষ বেশি আল্লাহর অবাধ্য হয়।

১০। এবং তাকে দেখাইনি দুটি পথ?

মানুষকে মহান আল্লাহ ভালো ও মন্দ দুটি পথই প্রদর্শন করেছেন। মানুষকে বিবেক-বুদ্ধি দিয়েছেন চিন্তা করার জন্য যে কোনটা কল্যাণের পথ এবং কোনটা অকল্যাণের পথ।

১১। তবে সে দুর্গম পথে প্রবেশ করেনি।

১২। আপনি কি জানেন দুর্গম পথ কী?

কল্যাণের পথকে আল্লাহ দুর্গম পথ বলে অভিহিত করেছেন। দুর্গম পথে চলতে যেমন কষ্ট হয়, তেমনি কল্যাণের পথে চলাও আরামদায়ক নয়। কারণ কল্যাণের পথে চলতে অনেক বাধা আসে এবং এ পথে অনেক ত্যাগ স্বীকার করতে হয়।

১৩। দাস মুক্তকরণ।

১৪। অথবা দুর্ভিক্ষের দিনে খাদ্য দান করা।

১৫। অথবা ইয়াতিম আত্মীয়কে।

১৬। অথবা নিঃস্ব দরিদ্রকে।

উপরোক্ত চারটি আয়াতে মহান আল্লাহ কিছু কাজের কথা বলেছেন যা আল্লাহর কাছে প্রিয় এবং এগুলোকে মহান আল্লাহ দুর্গম পথ বলে উল্লেখ করেছেন। নিজের অর্থ খরচ করে দাস কিনে মুক্ত করে দেয়া, অভাবের সময় খাদ্য দান করা, ইয়াতিম ও দরিদ্রদের দান করা সবই সওয়াবের কাজ এবং একই সাথে কষ্টের কাজ।

১৭। তারপর সে অন্তর্ভুক্ত হয়ে যায় তাদের যারা ঈমান এনেছে এবং পরম্পরকে ধৈর্য ও অনুগ্রহের আদেশ করে।

১৮। তারাই হলো সৌভাগ্যবান।

১৯। যারা আমার আয়াতসমূহকে অঙ্গীকার করেছে তারাই হলো দুর্ভাগা।

২০। তাদের ওপর থাকবে অবরুদ্ধ আগ্নেন।

যারা ভালো কাজ করবে তারা ঈমানদারদের অন্তর্ভুক্ত হবে। তারা হবে সৌভাগ্যহীন। আর যারা আল্লাহর কুরআন ও নিদর্শনকে অঙ্গীকার করবে তারা হবে দুর্ভাগা। তাদের স্থান হবে জাহানামে।



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