

**ACI Limited**

COMMITTED TO EXCELLENCE

Special points of interest:

- ACI with 639,797 people observed Global Hand Washing Day by washing hands with antiseptic soap
- Knowledge Transferred to 280,000 farmers
- Tube Well installed in Ghonapara
- Farmer's Problem Solution Clinic now at Ghonapara
- ACI has a employee strength of 7,399 people
- Amar Shasthya served 780 patients in different districts

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MESSAGE FROM THE CHAIRMAN

Dear Global Compact Stakeholders,

I am delighted to remain successfully engaged with the UN Global Compact for another year and contribute to the advancement of its corporate responsibility agenda.

ACI Limited, as a corporate responsible entity, has always been dedicated to alleviate sufferings, hardships and impoverishments of some of the most under-privileged communities across the country. ACI tries to attain a sustainable community development through implementing effective projects ranging from medical aid services to community based training & development program.

In the year 2010, ACI's initiative on 'Adopt a Village' and 'Amar Shasthya' has extended its services for a greater communal development.

Lastly, I hope, organization's strong commitment towards sustainable development will soon realize the UN Global Compact's vision.

Best Wishes,

M. Anis Ud Dowla

Chairman, ACI Limited



Anis Ud Dowla
Chairman, ACI Limited

ABOUT ACI LIMITED

Advanced Chemical Industry (ACI) Limited is a conglomerate that has spread its wings in pharmaceuticals, consumer, commodity, agricultural and packaging products. It also has interests in retail business.

With seventeen SBUs and eight functions, it has a employee strength of around seven thousand. The yearly revenue of the company is around USD 250 million

SCOPE OF THE COP 2010-2011

For the period January 2010– June 2011, the scope of the Communication on Progress (COP) is directed towards creating awareness relating healthcare and development of the community and the surrounding environment. ACI limited primarily concentrated on the principles relating human rights and environment, for example:

- **Principle 1:** Businesses should support and respect the protection of internationally proclaimed human rights.
- **Principle 7:** Businesses should support a precautionary approach to environmental challenges
- **Principle 8:** Undertake initiatives to promote greater environmental responsibility

Employment Generation

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights

Bangladesh, despite many obstacles, has achieved significant economic growth over the last two decades and has sustained an average annual real GDP growth rate of 5.83 percent over the period of 2000-2010. Bangladesh has also been able to maintain a 5.82 percent real GDP growth rate in 2008-2009 amidst the global financial crisis.

The economic achievements have created a higher expectations and the nation now aspires to transit from a low-income to a middle income country by 2021- the 50th birthday of the nation. To achieve the target, the country has to grow at a faster rate of about 8 percent.

ACI Limited, a public limited company, matching its foot-step to realize the broad vision along with complementing the UN Global Compact principles, has relentlessly initiated policies to generate employment opportunities directly and indirectly. The core initiative of ACI conglomerate is to improve the quality of life of the people of Bangladesh through creation of new jobs within the national boundary.

In the year 2010, ACI Limited has extended its businesses in agricultural sector, commodity market and retail businesses. As businesses require participation of thousands of workers, the extension has created numerous employment opportunity for the people of Bangladesh together with an improved standard of living.

Number of Employees		Growth of Employees	
2006	2,031	2007	47%
2007	2,981	2008	66%
2008	4,948	2009	19%
2009	5,891	2010	26%
2010	7,399		

Care Free Lifestyle

Principle 7: Businesses should support a precautionary approach to environmental challenges

Since 2008, ACI has been arranging programs along with other development entities and is participating in various occasions to raise awareness on hygiene practice and its necessity for a healthy living.

After the success of 'Safe female Hygiene Practice' project, ACI has initiated another project on 'Germ Free lifestyle.' The assigned team from ACI had carried out the later program in schools, collages and fairs across the country to create a greater impact on the participants.

ACI through this initiative has successfully conveyed the message on 'Germ Free Lifestyle' to total of 639,797 people directly .

Case 1: Celebration of Global Hand Washing Day

Health and hygiene is still an issue in a developing country like Bangladesh where peoples affordability and awareness is still very little. To lead a basic healthy lifestyle, ACI Limited and Smiling Sun Franchise Program (SSFP), an international NGO working on child and mother health, launched a month-long *Hand Wash* awareness campaign to celebrate the Global Hand Washing Day on October 15, 2010. The campaign highlighted the importance of proper hand washing, as a simple and effective way to prevent diseases. Under the month-long campaign, nationwide, a total of **624,797** people washed their hands with antiseptic soaps supplied by ACI. ACI Limited has contributed antiseptic bar soaps and promotional materials such as posters, stickers and banners to promote Hand Wash. The Community Service Providers (CSPs) of Smiling Sun network demonstrated appropriate hand washing techniques and also explained



The campaign was also carried out in many schools across Bangladesh to promote *Hand Washing* as first line of defense against diseases among the next generation of the nation. All these have been arranged by ACI Limited as a part of its CSR activities on a nationwide basis.

In association with ACI and SSFP, Daily Samakal, a national Bengali daily newspaper, also organized a roundtable conference on Global Hand Washing Day on October 12, 2010. Dr Shirin Sharmin Chowdhury, State Minister for Women and Children Affairs, Government of Bangladesh, was the chief guest at the roundtable conference. A total of 23 dignitaries and experts from different institutions attended the roundtable as discussants.

At the end of this month-long campaign, school students from Rajshahi participated with immense enthusiasm, in an essay writing completion on '*Stay Healthy by Making a Habit of Washing Hands Daily*'. Mr. AHM Khairuzzaman Liton, Mayor of Rajshahi City Corporation (RCC), was the chief guest at the prize giving ceremony on November 08, 2010.

Case 2: Celebrating 400th Anniversary of Dhaka

Dhaka being one of the oldest city of South East Asia populates around 15 million people. This large number of population dwelling in the city brings in more responsibility to ensure safe health and hygiene. While celebrating the 400th anniversary of Dhaka city, ACI came up with a new program to make Dhaka city inhabitants clean and hygienic. The celebration started with a fair where ACI provided liquid hand wash to thousands of people who came to the fair. The initiative was undertaken as a part of ACI's nationwide corporate social responsibility campaign on creating awareness relating necessity of proper hand washing and a care free living. Dhaka Kendra and Spellbound, an event organizing firm, jointly organized the event to celebrate 400 years of Dhaka on December 23, 2010. ACI Limited's involvement was part of its nationwide CSR program. Around **15000** visitors washed their hands with antiseptic hand wash. The festival also got a great coverage in both print and electronic media which played a vital role to create awareness among city dwellers.



Amar Shasthya (My Health)

Principle 7: Businesses should support a precautionary approach to environmental challenges

ACI being one of the fastest growing conglomerates in the country partnering with CARE Bangladesh, an international development agency is funding the monthly organized medical camps named 'Amar Shasthya' (My Health) started in July 2009. The objective of this medical camp is to provide medical services to all the poverty stricken people living in the remotest area of the country. In those remote areas there is no access to clean water or proper sewerage system. People residing in those places are prone to water borne and skin diseases, eyesight problem, arthritis, gastric, chest pain, allergy, heat stroke, regular fever and maternal health related issues. These people are deprived of the basic health related necessities and information. The marginalized people, deprived of medical facility are being reached through this initiative 'Tothyo Tori' or 'Information Boat'. All the boats are equipped with doctors, medical attendants, medicines and other essential utilities that are necessary to serve patients in the remotest areas. During the operation of the project it has been observed that medical service is one of the most sought after services among the poor people. ACI, through its 'Amar Shasthya' initiative have expanded its reach to people to deliver the most necessary medical services and gained immense popularity and goodwill from the villagers from different parts of the country.

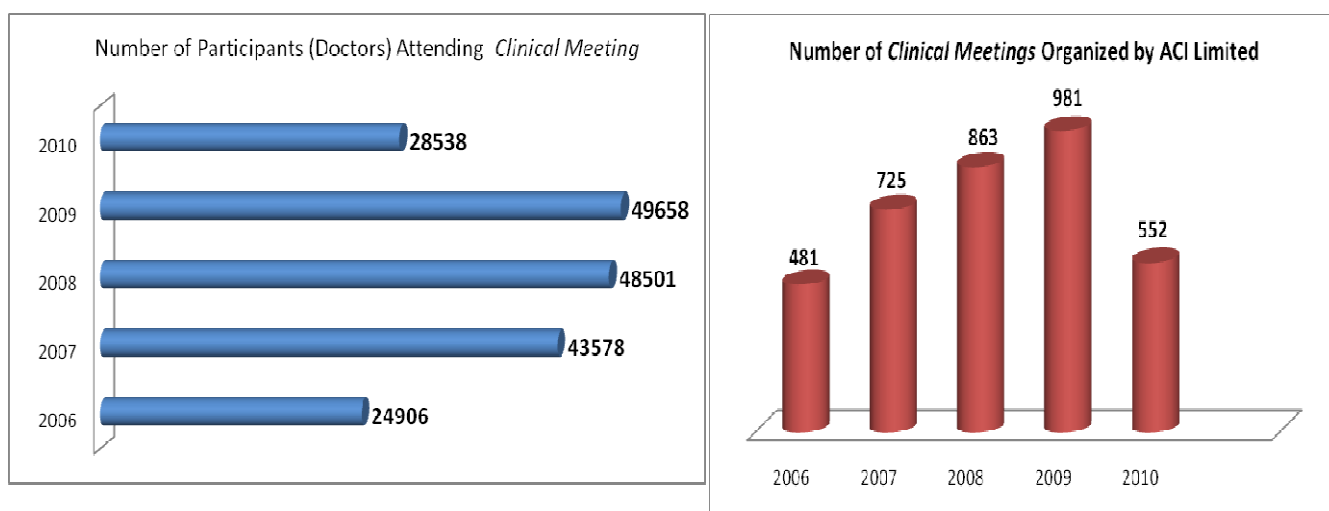
In 2010, 'Amar Shasthya' has extended its services to the people of seven different villages of Rangpur, Bogra, Thakurgaon, and Gopalgong districts. A total of **780** patients were served with various medicines and consultation services through organizing seven medical camps. The served patients expressed their happiness and gratitude for being able to avail this kind of quality medical services free of cost where these are beyond their affordability.

Clinical Meeting for Doctors

Principle 7: Businesses should support a precautionary approach to environmental challenges

Every year, ACI arranges number of training programs like 'Clinical Meetings' for doctors across the country. ACI Pharmaceutical's Medical Services Department (MSD) conducts this training program. The training program's main objective is to prepare the young fresh graduate doctors on communication skills and basic medicine prescription writing and equipment use. The newly graduated doctors lack adequate experience in handling patients of critical state and attending emergency calls. Fresh doctors also face problems and feel pressure while working in the field. To deal with this problem, ACI has taken initiative to enlighten the newly graduated doctors through Clinical Meeting programs. These meetings boost the confidence and enhance professionalism among young doctors to deal with patients by delivering satisfactory services.

ACI, in 2010, has changed its strategic approach and opted for a greater impact on the doctors by enhancing the content of the training programs and limiting the number of training programs as can be seen from the bar chart shown below.



Adopt a Village

Principle 8: Undertake initiatives to promote greater environmental responsibility

Adopt a Village is a program initiated by ACI Limited that provides community development services in areas where poverty, unemployment, malnutrition and other health related concerns are alarming. The program is designed to meet the basic need of the development communities in areas of education, alternative income, health care, water supply and sanitation.

The project started its operation in 2008 with a goal to improve the living condition of the people of Ghonapara, in Gopalganj district of Bangladesh. During the period, the project coordinator initiated an awareness meeting to motivate, mobilize and ensure active participation from the local people in Adopt-a- Village Project and people from different social classes participated in large numbers. Apart from this, a base line survey was also conducted among 357 households to identify the local need and the sector that requires immediate attention. Necessary projects were initiated to address the problems as determined from the survey result.



The activities carried out and developments achieved in Ghonapara in the year 2010 includes:

1. Health Camp Program:

Majority of people in the rural areas of Bangladesh suffer from chronic health related problems due to lack of knowledge, poverty and poor accessibility to medical services. ACI, through its 'Adopt a Village' program, has extended its support, assistance and facilities to the needy, deserving and affected people of the rural areas of Bangladesh, particularly in Ghonapara. ACI has selected Ghonapara village to help the suffered humanity without discrimination of religion, boundaries, language and castes

With a particular focus to alleviate health related sufferings of the people of Ghonapara, ACI Limited has organized a day long health camp program to provide medical services to the ailing people. The camp was equipped with necessary medical instruments. Four medicine doctors, an eye surgeon and few volunteers were appointed to deal with patients. ACI Limited supplied the necessary medicines. The response from the villagers were very positive, almost **400** patients availed free medical service from the camp. Chairman from the local council and civil surgeon from the district, appreciated the initiative taken by ACI and expressed their wishes to see more initiatives like this in future.

2. Installation of Deep Tube-Well:

Ghonapara does not have any centralized water supply system and the inhabitants mostly rely on ground water supply. Lately, a decline in the level of ground water along with an increased amount of arsenic contamination has created an acute crisis of safe drinking water in the locality. The widespread incidence of arsenic contamination in water created health problems for the total community. Long-term exposure to low concentrations of arsenic in drinking ground water can also result in skin cancers and can cause lungs and renal problems. To tackle the problem it is necessary to identify people those are suffering from arsenic poisoning (arsenicosis), monitor water quality, help communities to find alternative sources of safe water and enabling households to treat water themselves, to make it safe. Although access to deep tube-well can relief the pain of the people of Ghonapara but a high installation cost is beyond the affordability of that poor community. Therefore, to ensure easy access to safe drinking water facilities, ACI Ltd. has sponsored the installation of 5 deep tube-wells in the locality. The project coordinator facilitated all the activities starting from engaging a contractor, purchasing necessary materials, monitoring platform construction and installation work to motivate people drinking arsenic free safe water and raising awareness relating arsenicosis disease among the local community.

3. Program on Skill Developments:

ACI Limited also organized a training program to develop technological knowledge among the farmers of Ghonapara. The objective of the training was to improve the knowledge level of the farmers and to acquaint them with the use of modern equipment in cultivation process. A total of 91 farmers at Ghonapara received training on increasing crop yield and crop protection.

4. Establishment of Farmer's Problem Solution Clinic:

A *Farmer's Problem Solution Clinic* was established in Ghonapara village to deliver service addressing various problems faced by the local farmers. ACI's crop care project team is working relentlessly to support the farmers in their need.

5. Continued Motivational Activities:

A continued motivational activities has been carried out among the local people of Ghonapara village on vegetables cultivation, homestead gardening, inter-crop operation, health and hygiene practices.



Training Programs for Farmers and Mechanics

Principle 7: Businesses should support a precautionary approach to environmental challenges

ACI as a responsible Corporate business house has been playing an important role in implementing various social responsibilities through ethical business approach. Crop Care & Public Health (CCPH) is one of the major Business units of ACI Agribusiness. ACI Crop Care provides the complete solution to different problems faced by the farmers with regard to crop growing, rearing and harvesting. Apart from insecticide, herbicides, fungicides and rodenticides, the company provides yield booster to get 20-50% extra yield over expected harvest. As these products are highly technical, a group of technical field officers are working across the country to train the farmers on the proper and effective use of chemicals and maintenance of harvesting life cycle.

The dedicated team members are self organized to transfer of technology and suggest the best cultivation and preservation practice of crop/s by using modern device i.e. mechanical cultivation, effective & efficient use of fertilizer & micronutrient, bio pesticide, crop cutting & preservation norms etc.

The cumulative results of the above mentioned communication directly benefit the farmers for crop protection and getting higher yields.

Awareness of Rational & Safe use of pesticide directly & indirectly benefits the farmer as well as consumers by avoiding instant health hazards and chronic diseases, which causes severe health break down.

In 2010 the CCPH team were able to reach around **200 thousand** farmers by conducting meeting, among them 50 thousand farmers were reached by video shows, 20 thousand farmers were reached by field demonstration and 10 thousand farmers were reached by external influencers with all the existing resources.

