



ACI LIMITED

## United Nation Global Compact Communication on Progress 2009

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### Statement of Continued Support of the UN Global Compact

*Dear Global Compact Stakeholder,*

*It gives immense joy and pleasure to be affiliated with you for another year.*

*During the year 2009, after fulfilling the needs of our workplace, we felt that it was time to enlarge the scope and sphere of influence. Keeping this in mind, last year we tried to focus our activities towards the community who are deprived from the basic needs like medical facilities, knowledge and improving standard of living. Initiatives like "Adopt-a-Village" and "Amar Shasthya" will reflect our intention towards the community.*

*It has been almost seven year since we started our journey with UN Global compact and we wish to have UN Global Compact by our side in the futures years to come. We wish that this year bring success to you all.*

*Best wishes,*  
**M Anis Ud Dowla**  
Chairman, ACI Limited

### ABOUT ACI LIMITED:

Advanced Chemical Industry is a conglomerate that has spread its wings in pharmaceuticals, consumer, commodity, agricultural & packaging product. It also has interest in the retail Business.

With 17 SBU and eight functions, it has a employee strength of five and a half thousand. The yearly revenue of the company is around USD 200 million.

### *Scope of the COP 2009:*

The scope of this year's Communication on Progress, is towards the betterment of the community and the environment surrounding in. We have focused mainly on the principles related to the environment, like principle 7: "Businesses should support a precautionary approach to environmental challenges" and principle 8: "Undertake initiatives to promote greater environmental responsibility".

### Principles in use during 2009

Activities	Global Compact Principles
Adopt-a-Village	Principal 8: Undertake initiatives to promote greater environmental responsibility
<i>Amar Shasthya (My Health)</i> : Health Camp at Haors (Marshylands) of Sunamganj	Principal 7: Businesses should support a precautionary approach to environmental challenges
Safe Female Hygiene Practice	Principal 7: Businesses should support a precautionary approach to environmental challenges
Clinical Meeting For Doctors	Principal 7: Businesses should support a precautionary approach to environmental challenges
Training Programs for Farmers	Principal 7: Businesses should support a precautionary approach to environmental challenges

**M Anis ud Dowla**  
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# Adopt-a-Village

## Introduction

Bangladesh comprises of 85,650 villages. Of the 150 million population 70% live in villages. The main occupations of villagers are agriculture, animal husbandry and fishing. Unemployment, poverty and malnutrition are widespread in villages. The villages are underdeveloped in infrastructure, the roads are unpaved, absence of electricity, educational institutions are very impoverished both in terms of facility as well as in respect of quality of teaching staff, medical facilities are either meager or non-existent and finally hardly any new job creation activity takes place in the village.



help themselves. ACI will



condition of roads, state of the condition of educational institutions and health care facilities and other socio-economic parameters at the beginning of the project.

The next step was to engage a facilitator who will be stationed in the village and identify the potential, determine the needs and organize the people mostly to

nesses of healthcare, agro, animal health and crop exchange businesses we have a lot of in-house expertise that will be used to make the project successful.

## Actions Taken

ACI has already selected a village, Ghonapara, in Gopalganj District of Bangladesh. After selection, a group of ACI employees went to Ghonapara for the survey in November, 2009. The survey result showed that there is a scarcity of safe drinking water in the area. The

Drinking water is either contaminated with arsenic or undrinkable due to salinity. As a part of the initiative, ACI is willing to

facilitate the people of Ghonapara with their safe drinking water problem by finding out a way to eliminate this problem.

On the other hand, a project co-coordinator has been appointed at Ghonapara in December, 2009. He is helping the villagers with their agricultural problem and motivating them to introduce new agricultural methods for cultivation, fishing, and farming.

## Outcome

From the survey we found out that there are approximately 2400 inhabitants in Ghonapara. Hopefully by mid 2010 they will have safe drinking water. Also there will be training programs to help people of Ghonapara by ACI's agribusiness expert on how they will be able to increase their productivity of cultivation thus increase their standard of living.

"Adopt-a-village" is a concept under which ACI proposes to adopt a village through a random selection and organize the villagers to improve their economic condition, identifying and encouraging implementing projects on a self-help basis. Objectives also include providing them with knowledge of personal hygiene, sanitation, agricultural practices and engagement in fruitful activities through development of some skills in handicrafts.

Under the scheme ACI will motivate people to help themselves and to show them how with minimum input of resources they can improve their fate through cooperation among themselves and through use of knowledge and skills. Having adopted a village ACI's first step was to conduct a survey to determine the level of unemployment, agricultural productivity, maternity & child related statistics,

spend some resources to improve the health & educational infrastructures but the main thrust will be to organize the villagers, give them ideas how to improve their earnings, provide them knowledge of best agro-economic practices for better productivity of their land, community program for tree plantation, up gradation of the derelict ponds for fish culture, cattle and poultry farming, arranging for them micro credit etc. To implement the project ACI takes all possible help and assistance from the NGOs as well as local officials.

At the end of 2 years of engagement, the village will be surveyed again and the improvement made against the cost incurred or capital employed will be measured. If we find that our effort has made a difference, we will adopt 5 more villages and repeat the process which presumably will have the benefit of our learning from previous experience. As a Company involved in the busi-

# My Health (*Amar Shasthya*): Health camp in Marshyland (*Haors*) of Sunamganj

## Introduction:

Information boat or *Tothya Tori* in bangla is a concept. These are boats that carry information and services close to the remotest and most marginalized people. The first boat has been already launched in the remotest part of Bangladesh where access is only through river transport, Derai village of Sunamganj district on September 2008. Since then the boat has been providing information on agriculture, farming, and fishing, alongside providing computer education and on-board doctor to villagers of the haor.

"*Tothya Tori*" is covering the villages of Taila under Dakkhin Sunamganj, Tanakhali and Dhawl under Derai Upazila and Chornachar Union. The boat received a very impressive response from the villagers.

ACI being one of the fastest growing conglomerates of the country agreed to partner with CARE Bangladesh, an international development agency, and provide fund to run monthly medical camps, named '*Amar Shasthya*' (My Health), in villages of Derai, Sunamganj via the information boat. Since July 2009, till December 2009, CARE and ACI conducted 4 such medical camps. As we have found out from our experience with the boat, doctor service is much required and is the most demanded of all services. This is where ACI has gained immense length of goodwill among the villagers. ACI is also being able to draw considerable knowledge working with CARE in such extreme regions.

## About the medical camps:

Till date we conducted 4 medical camps, in as many villages. Each of the camp is held in a local high school, as those are the only

available proper infrastructure in any village. Field staff of CARE is entrusted with the responsibility to organize the camps. The staff talks to the boat manager and finalizes the location of the camp. Then the staff and boat personnel visits the proposed camp site several times to talk to the local authorities, school headmaster and teachers and general people regarding the camp. Upon finalization of the school as a venue ACI is notified of the location and a then a date is fixed.

In the meantime, ACI and its regional office sources couple of doctors for the camp. The doctors posses atleast MD Degree and holds considerable knowledge of rural health sector and its issues.



Prior to the camps, the information boat authorities run a promotional activity in the area of the camp. Horns are hired to make announcements of the camp. Tickets for the camp are sold simultaneously in the boat and in the villages up to the date of the camp. Maximum 120 tickets are sold. Though the demand is even higher, but this is the number of patients that 2 doctors can examine within 4 hours.

The first of the 4 camps was organized in Tanakhali village of Derai, on July 18, 2009. The camp was held amid enthusiasm and fervor among the villagers. The doctors attended 120 patients that included extreme poor farmers, fishermen,

youth, old and infants, women and men.

The second was held in August 20<sup>th</sup>, 2009, in Dhawl Bazar of Derai. This was held in a school building. Some 120 patients were examined by 2 doctors. And patients included people of all ages and occupations.

The third was on November 7<sup>th</sup>, 2009 in Charnachar Union of Derai. Again about 120 patients were examined by two doctors and patients were all happy to get the service.

Loulorchar (Milon Bazar) was the location for the final of the camps to be held, and that was on December 23<sup>rd</sup>, 2009. the story is similar, 120 patients, 2 doctors and lots of satisfaction among the patients who were examined.

## Patients' feedback:

*Haor* (Marshy land) is such a place where doctors and medicines are found far and between. This '*Amar Shasthya*' has given the villagers a lifeline; a lifeline to live a better living. Through this they are getting medicine and being examined by experienced doctors.

These patients in Sunamganj live in *Aati*'s, that is, islands in the midst of Haors.

They cannot commute much. They do not have clean water access nor proper sewerage. They are therefore, prone to: water borne diseases, skin diseases, eyesight problem, arthritis, gastric related issues, chest pains, allergy, heat-stroke, regular fever, maternal health issues; etc.

The patients have been generally happy with the services so far. But they pointed to few issues that should be taken into account.



## My Health (*Amar Shasthya*): Health camp in Marshyland (*Haors*) of Sunamganj

### ACI & health camp:

It has been a tremendous work from the side of ACI. Being a conglomerate of such a big stature, it was purely the pull of the conscience that probably has driven the company to divulge itself in this great effort. ACI has funded CARE Bangladesh for the health camps. This humanitarian response for the remote people of Haor only did not cause relief to the doctor starved people; it also gave them proper medicine, all free; this also earned ACI a well deserved goodwill and respect in the communities. The presence of ACI was felt, as people were in fact talking of the firm and the name resonated in the Haor-land when announcements were made prior

each of the camp. Such opportunity of goodwill is unprecedented for any firm and the health camp, a measure to give the poor a window of good medical facilities.

ACI provided support with medicine for each camp, covering some 500 patients in total. ACI also sourced and remunerated the doctors who visited the camps. There were regional staffs from the company who were always there to assist CARE and the boat manager to organize the camps successfully.

### Future steps:

This '*Amar Shasthya*' health initiative will be continued and expanded to other similar "Information Boats" run by CARE in the same *Haor* region.

Expansion would help these poor people farther by including people from the neighboring villages. CARE has been working in the region for long and got access and information of the place. ACI is in a great position to use its links and make an impact from the socially responsible perspective.

## Safe Female Hygiene Practice

Since 2008, ACI has been arranging programs that increase the Safe Female Hygiene practice. In 2009, ACI has conducted these programs for two group.

1. School & college going girls
2. Women in post maternity period

The programs for school & college going girls was designed with some basic deliverables like hygiene awareness tips by health physician, free sampling of sanitary napkins, free health check up by doctors etc. During the period of campaign ACI did a series of activities like quiz competition, raffle draw / lottery, games etc in the special

occasion like *Pohela Baishakh* (Bengali New Year), Mother's

of "Safe Female hygiene practice during post maternity." Programs

were held in many hospitals and medical colleges like, Lab-Aid, Dhaka Medical College Hospital, Rangpur medical college etc located all over Bangladesh.

### Outcome

A total of 82 school, college, hostel and university and 7 hospitals were part of the program. More than 36,000 students and more than 250 potential Gynae consult-

ants, doctors, intern students were made aware of safe female hygiene practice.



day, University hostel's reunion etc.

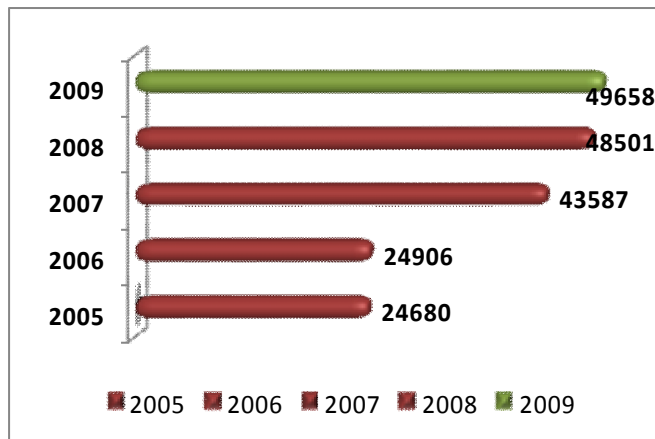
On the other hand, ACI also held programs to generate awareness among gynecologist

# Clinical Meeting For Doctors

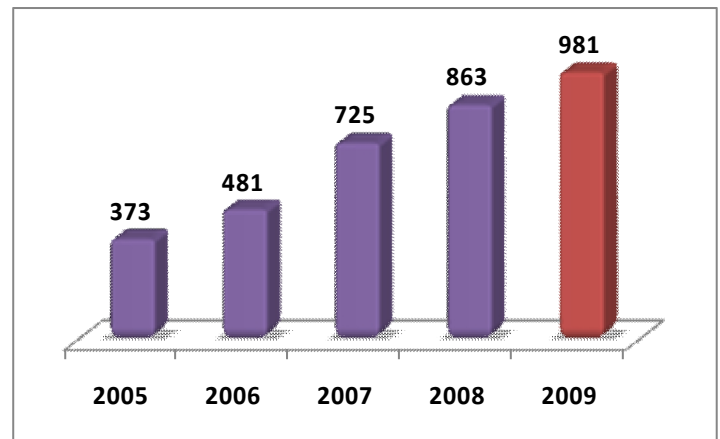
Each year ACI arranges numerous “Clinical Meetings” trainings for doctors all across the country. These trainings are conducted by ACI Pharmaceutical’s Medical Services Department (MSD). The main purpose of these trainings is to inform fresh graduate doctors how to communicate with the patients and teaches them on proper use of medicines. As fresh graduate doctors, they do not have the adequate amount of experience to cope with the pressure of facing severe-state patients, emergency calls, extreme diseases etc. in practical life. By keeping this thought in mind ACI has initiated this “Clinical Meeting” training programs to help them to take up their medical career pertinently and help their country.

## Outcome:

Each year the number of training programs and participants are growing gradually. In 2009 our Medical Service Department has arranged 981 training programs. These training programs are attended by 48,501 doctors across the country.



Number of Participants (Doctors) Attending programs



Number of Programs organized by ACI

# Training Programs for Farmers and Mechanics

In Bangladesh, majority of the farmers cultivate their lands without having knowledge on the right agronomical practices which include usage of modern agricultural machineries, use of fertilizer and chemicals properly. Absences of quality machinery and appropriate trainings on farming put the farmers in a disadvantageous situation. Then again, it is almost impossible for these farmers and mechanics to get proper training by their own because they can not afford it.

Most of the time they use more fertilizer in field than necessary which increases their cost also decreases productivity of the

land. To solve this problem, ACI has been arranging training programs for farmers and mechanics. In these trainings farmer

ics learn servicing, usage and troubleshooting of tower tiller and diesel engines.



## Outcome

In 2009, ACI organized 21 training programs with 1,100 mechanics and almost 2,000 programs with 47,000 farmer. After the programs the



learn usage of fertilizer, right use of chemicals and maintenance of harvesting life cycle and mechan-

farmers learned about right combination of fertilizer to be used in the field in optimal quantity, they also understood which crops are suitable for their lands and increase the productivity of crops yield. Mechanics learned how their power tillers can be more fuel efficient, increase the life expectancy and lessen soil degradation.