

# B I O L I F E

## Letter from the Executive Director, Agribusiness

ACI Agribusinesses proudly presents to you the first ever newsletter from the division about the interesting activities and innovative strategies of each of its businesses.

The main goal of ACI Agribusinesses is to achieve prosperity through the development of agriculture and its businesses- ACI Seed, ACI Fertilizer, ACI Motors, ACI Animal Health, ACI Cropex and ACI Crop Care and Public Health are constantly working their best to attain the aim. Their continuous effort of innovating new products and providing customers with better solutions is truly appreciable. The newsletter will portray their monthly actions and this acknowledgment is expected to motivate them highly.

There will be information about the advancements in the world of agriculture as well. Therefore, this online newsletter will not only encourage the businesses to continue to do excellent works but also will enlighten readers about the recent developments of the businesses and the entire agriculture sector.

We have planned to make this newsletter every month so that readers

remain updated about the activities of ACI Agribusinesses. So that all the employees of ACI Limited get to know about the endeavors of the employees of each of the businesses in ACI Agribusinesses, the newsletter will be sent to all accounts of ACI Limited.

We will circulate the newsletter to the Ministry of Agriculture, Ministry of Livestock and Fisheries, all the agriculture extensions, all the reputed organizations and NGOs, print media and television channels. We will also post this newsletter on our website every month so that each and every person interested in the development of agriculture can have access to the newsletter.

We believe that you would appreciate this small initiative of ours. We hope to come bigger and better in the future. I would like to request our readers to contribute in this newsletter in the form of articles about different aspects of agriculture. Also, let us know about your feedbacks regarding the newsletter. Every suggestion to make it better will be greatly appreciated.

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## ACI Agribusinesses Embarking into Biotech Research



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Oditi Shirleena Mostafa

ACI has started the journey of biotech research under the program Advanced Seed & Biotech Research (ASBR). Three Swedish scientists Prof. Olof Olsson, Dr. Henrik Aronsson, Dr. Sazzad Karim from Gothenburg and Lund Universities came to visit Bangladesh and showed their keen interest to work with ACI in this project. They have agreed to work collaboratively on wheat research programs where our scientists will go to Sweden and carry out research works on wheat project in the university laboratories.

The business concept of ASBR was presented to the Chair-

man and Managing Director of ACI Limited in the presence of the Executive Director Agribusiness, Chief Advisor ACI Seed, Chief Operating Officer of ACI Pharmaceuticals, Executive Director of Logistics, Executive Director of Finance and Planning, Business Director of Consumer Brands, Business Manager of ACI Seed and Head of Information Analyst. The Chairman and the Managing Director were very appreciative of the initiative and have shown their full support for the research program.

The research program has already identified and char-

tered nine projects out of which seven are ready to be implemented. The "Collection, Characterization & Conservation of Germplasm" project will be implemented from the beginning of July 2012. Examples of the projects include- higher yield and slender grains of 10 genotypes of fine rice, increase the genetic diversity of rice, saline tolerance of cereal and non cereal crops, development of varieties with higher nutritious quality, investigate cropping patterns and disease tolerant varieties of cereal and non cereal crops.

## ACI Seed Arranges Motivational Field Days

ACI Seed organized several field days and demonstrations for its stakeholders in different parts of the country.

At Hobigonj, *Durjoy* Field Day was held in the presence of dealers, retailers and around 250 to 300 farmers who were highly enthusiastic about the booming yield of the ridge gourd variety, *Durjoy*. Along with *Durjoy*, cucumber variety *Elin* and bitter gourd variety *Papiya* had remarkable yield in that part of the country.

*Papiya* Field day was organized at Chokpara, Maona, Gazipur in front of 200 to 250 farmers who were highly motivated to cultivate *Papiya* in the next year as this year's yield was exceptionally satisfying.

The story of happy customers continued in the *Suchona* Field Day at Manikgonj where farmers were largely motivated due to the excellent production of the variety of sponge gourd.

ACI Seed also set some demonstration programs on Ash Gourd variety and the pumpkin variety, Sweet Gold, in Munshigonj. The business has found that the varieties are prolific and very satisfying in terms of shape, size, color and the market price. The demonstration was very helpful in making farmers, retailers and dealers aware of the features of these products.



Papiya Field Day at Chokpara, Maona, Gazipur



Ridge Gourd *Durjoy* at Hobigonj

## ACI Fertilizer Organizes Super Value Customer Conference

On May 19<sup>th</sup> 2012, ACI Fertilizer hosted a grand event titled Super Value Customer Conference in the honor of its loyal customers. This magnificent program, held in ACI Center, was organized under the customer development plan of Fertilizer business with the core

objective to increase sales volume by minimum 30%.

An entertaining corporate film was shown to the customers. The sixty customers who attended the program were presented with performance awards and certificates. The program was

followed by dinner and an exciting cultural show.

The customers present in the conference truly enjoyed the program and has motivated them thoroughly. It is expected that this event will boost the sales growth in the coming months.



Super Value Customer Conference

## ACI Motors Executes Innovative Marketing Plans

ACI Motors has designed new marketing strategies in order to strengthen the forward linkage. By establishing local mechanic network, several Mechanic Training Programs were held in different parts of the country, which include Bogra, Rangpur, Sylhet, Jessore, Dinajpur, Chittagong, Mymensingh, Ghatial and

Comilla, where mechanics and reference customers were present.

During these programs, mechanics were taught about the attributes and usage of different products of ACI Motors through visual training methodology. Also, in the month of May, the business organized

Tractor Operator Meeting in Jessore, Borguna, Rangpur, Gazipur, Sylhet, Comilla & Noakhali from May 19<sup>th</sup> to May 25<sup>th</sup>, providing the tractor operators with free health check-ups. ACI Motors is planning to do these kinds of programs either quarterly or at least half-yearly.



Mechanic Training Program



## Animal Health Launches Better Growth Products

ACI Animal Health constantly tries to bring new kinds of products in the market in order to solve persisting problems of poultry, farm animals and fishes. I

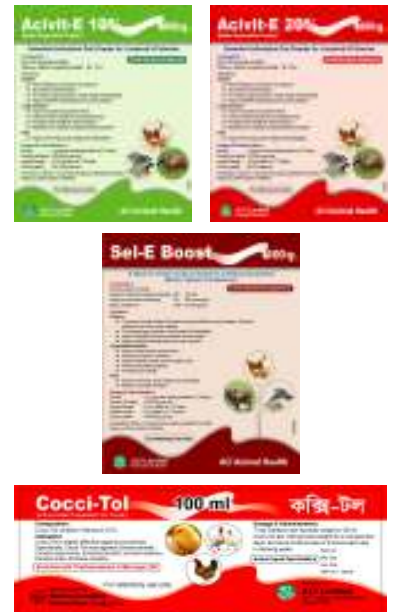
In May 2012, the business launched four new products: Acivit E 10% Powder, Acivit E 20% Powder, Sel-E Boost Powder and Cocci-Tol Liquid. Acivit E 10% Powder and Acivit E 20%

Powder are similar products with different strength of Vitamin E. These medicines are very useful for increasing the reproductive performances of poultry and farm animals. Also it helps to increase the weight of farm animals, fishes and poultry animals. Also,

Sel-E Boost Powder has been launched for the first time in the country. The powder is a blend of the

three most crucial co-factors in a balanced proportion (Biotin, Vitamin E & Selenium).

Cocci-Tol is a medicine highly effective against all the intercellular development stages of Coccidiosis, a disease which can be life-threatening for chickens at times.



## ACI Cropex Aims for Branding Fruits

Injection of chemicals in fruits is nothing new in our country. It is very difficult to find chemical-free fruits in the market nowadays. These fruits filled with harmful chemicals are very dangerous for our health. To combat this problem, ACI Cropex is branding mangoes that they are trading. These mangoes are 100% chemical-free natural products which will be branded as ACI Cropex

Mango.

ACI Cropex plans to take this brand to the international platform in order to enter the foreign market. They have discussed with a Chinese supplier named Nanfeng County Hongcan Plastic Products Co. Ltd. about trading with apples, which they plan to brand as well.



## ACI CCPH Organizes Customer Communication Programs

ACI Crop Care recently took an initiative of massive promotion and communication campaign with a group of well trained technical officers directly working with its different stakeholders. The activities are individual farmers contact, audio-visual presentation, farmers meeting, retailer contact, field demonstration, merchandising, solution booth,

stockiest contact, product prescription and SAAO Meeting. Side by side, the business is conducting formal communication with the Agricultural Universities, Research Institutions, Agricultural Extensions and NGO's through meeting, counseling, audio-visual projection, booklet and other relevant tools. During this period, the business

had satisfactory progress in Myanmar Business. It has got the registration of 6 Products and another 4 products registration will be in the third quarter of this year.



Farmer Meeting

## ACI Pure in new look

One of the most popular brands of ACI, ACI Pure, has re-launched ACI Pure Atta, Maida and Suji with a whole new attractive packaging. The double layered colorful laminated packets are manufactured using the world renowned European Ocrim technology and therefore are completely *microleakage* proof. This is the reason why the products inside will remain fresh and pure. Although this technol-

ogy is being used in the developed countries for these kinds of products, this is being done for the first time in Bangladesh by ACI Pure.

ACI Consumer Electronics which brings the amazing products of Panasonic to Bangladesh, has come up with a couple of eye-catching promotional campaigns- Jomjomat offer and Offer for GP Star Subscrib-

ers. These campaigns have been running since May and will end at the end of June.



## ACI Pharmaceuticals Launches New Products

There are around 8 million people in Bangladesh who are suffering from the slow and silent killer named diabetes. Therefore there is a constant need for insulin amongst diabetic patients. For the betterment of these patients, in the first quarter of the year, ACI Pharmaceuticals have launched two types of advanced insulin

products: Diasulin which is done under the Human Insulin Preparation and the new generation analogue insulin named Glarine which is done under Glargine preparation. These are hi-tech biotechnological products which are manufactured in ACI factory.

Earlier the market of insu-

lin was highly dominated by the multinational pharmaceutical companies but now a couple of local companies are also manufacturing this. This is going to make the market more competitive and customers are expected to get high-quality products at low



## Premiaflex Achieves ISO Certificate including HACCP

The biggest achievement for Premiaflex Plastics Limited in the month of May was the ISO including HACCP Certificate. The business has also received the SGS Certificate. These certifications have been proven to be great value additions to the business. Through these certificates Premiaflex is being able to ensure customers with the guaranty of premium quality and safety.

Also, it can provide customers with the assurance of prompt delivery. Premiaflex expects impressive business growth in the upcoming months. Already giant companies like Unilever Bangladesh Limited, Marico Bangladesh Limited, GlaxoSmith-Kline Bangladesh Limited, Nestle Bangladesh Limited and Transcom Bangladesh Limited are showing inclination towards doing busi-

ness with Premiaflex. Premiaflex has plans to export shopping bags and all kinds of laminates to Vietnam, Saudi Arabia and African Zone. Attaining ISO Certificate will surely advance the procedure.



## ACI Agribusiness partnering with International Development Agencies



ACI Agribusiness worked with a lot of international agencies lately to promote a robust agribusiness system that would significantly improve growth and prosperity. ACI and Katalyst have agreed to work together in a number of areas of agriculture. Katalyst and ACI had organized a workshop on 'Media Content' for personnel of Agriculture Information Services on May 16, 2012 at ACI Centre.

ACI Animal Health, partnering

with Practical Action, organized two training workshops on 9th and 10th May 2012 at Rajbari with fishery sector beneficiaries and on 12th and 13th May 2012 at Sirajganj with livestock sector beneficiaries. Objectives of such training workshops by ACI Animal Health was capacity building of the beneficiaries in using updated technologies in the respective sectors, orientation of the products available by ACI, and developing a business model for marketing of these products by

the RSSCs. ACI Agribusiness has applied for 'vendor enlistment' with World Vision so that ACI can reach all corners of the country with its wide range products.

ACI Agribusinesses also had a workshop with BIF (Business Innovation Facility) on sustainable contract farming of crops. With financial cooperation and expert advice from BIF, ACI can play a crucial role of training farmers and guiding them towards value maximization.

### ACI Agribusinesses

ACI Centre  
245 Tejgaon Industrial Area  
Tejgaon  
Dhaka, Bangladesh  
Phone: 887-8603  
Ext.: 571  
E-mail: saifullah@aci-bd.com



**A C I A g r i b u s i n e s s e s**  
*Prosperity through Food  
Security*

*ACI Agribusinesses, the leading agriculture integrator in Bangladesh, is dedicated to gaining prosperity of Bangladesh through food security. ACI Agribusinesses offers complete solutions to farmers and also educates them about the technical know-how.*

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