

PUMA

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# Insight

PUMA Outlet in Banani Road 11

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## NEWSLETTER HIGHLIGHTS

PUMA Enters Bangladesh with DBL Group

4<sup>th</sup> Inter Unit QC Circle Convention

DBL Healthcare Meets the Doctors

Implementation of Oracle HCM Payroll & Help Desk Module

## FROM THE DESK OF CHAIRMAN

Among the events and happenings from the recent past; I am very much excited to let you all know about the launch of PUMA in Bangladesh. DBL Group has brought PUMA in Bangladesh and launched its first ever outlet of the country with a vision to provide Bangladeshi people the real taste of an international sportswear brand. Through our iconic flagship store in Banani road 11; we are looking at bringing the best of PUMA experiences and products to our consumers. The outlet was inaugurated on 7 April. This exciting launch has opened up further avenues for the brand and PUMA is looking at exponentially expanding its presence in Bangladesh with more outlets in future.



In February, the 4<sup>th</sup> Inter Unit QC Circle Convention took place where a good number of circles from different units of DBL Group got the opportunity to exhibit their innovative projects. Recently we also implemented Oracle HCM payroll & Help Desk module throughout all our companies.

I would thank our clients for keeping their faith on us. It is always the customers who let us grow and shine. We trust in the moves that we have made so far to fortify our position to achieve our craved objective.

**Abdul Wahed**  
Chairman



# 4<sup>th</sup> Inter Unit QC Circle Convention



The 4<sup>th</sup> Inter Unit QC Circle Convention of DBL Group took place on 14 February 2019. This year the venue was in Knitting Division of Jinnat Complex. A total of 94 QC Circles amongst the 124 registered teams from different Units of DBL Group got the opportunity to exhibit their innovative projects in the event. The slogan for this year was 'Making a Difference through Collaboration.'

Deputy Managing Director and Group CEO, M. A. Quader, and high officials of DBL Group were present during the session and prize giving ceremony. Officials from Bangladesh Society for Total Quality Management (BSTQM) played the role as judges in the convention. Top 10 (ten) teams were awarded with crests for their significant contribution to the company in tangible and intangible ways. All the participants of the convention received certificates of appreciation.

This initiative emphasizes and focuses on reducing wastage, improving teamwork, eliminating unnecessary processes, inculcating the habit of innovation and creating awareness among the employees. The Management of DBL Group also expects from leaders to facilitate QC Circle movement to get the best output of it. All should focus on the effectiveness of the teams and its contribution to the company. We believe that future leadership will come up from this movement.



## Implementation of Oracle HCM Payroll Module

Oracle HCM Payroll module has been successfully implemented in DBL Group on 5 February 2019. On this occasion; Managing Director, M. A. Jabbar congratulated the team associated with the implementation of the project and urged to speed up for implementing other modules. Chief Information Officer, Khandaker Zahidul Alam, Executive Director of Finance, Billal Hossain Patwary, DGM - HR Operations, Biplob Barua and other high officials were also present during the event.



## DBL Healthcare Meets the Doctors



DBL Healthcare Limited; one of the newest concerns of DBL Group participated in an event organized by Obstetrical and Gynaecological Society of Bangladesh (OGSB). The event took place in Bangabandhu International Conference Center (BICC) from 1-2 February 2019. Almost 1300 doctors from all around Bangladesh joined this event. DBL Healthcare Limited showcased their products of Female Hygiene and mingled with the doctors through this event.

## DBL Implements Oracle HCM Help Desk Module

Oracle HCM Help Desk module has been successfully implemented at DBL Group. On this occasion, Managing Director of DBL Group, M. A. Jabbar congratulated the team associated with the project implementation and urged employees to take the best benefit of this technological advancement. Different department heads and high officials of DBL Group were also present during the event. Representatives from PWC & Oracle were also present.





**PUMA**®

**ENTERS BANGLADESH WITH DBL GROUP**





DBL Group has brought PUMA in Bangladesh and launched its first ever outlet of the country with a vision to provide Bangladeshi people the real taste of an international sportswear brand. On 7 April 2019 this Exclusive Brand Outlet located in Banani Road 11 (house 153/E, road 11, Banani, Dhaka 1213) was inaugurated.

The store layout, brand and campaign imagery all has been integrated in a unique manner to engage with the consumers further. The store has been organized and decorated in the FF (Forever Faster) Concept. The reason behind is that, PUMA is one of the most world-renowned sports brands which encourages people to lead a very active life.

In the launching ceremony; several personalities of the country were present along with Mushfiqur Rahim, Sabbir Rahman, Imrul Kayes, Abu Hider Rony and Liton Kumar Das- the star cricketers of Bangladesh Cricket Team. Abdul Wahed, Chairman, M. A. Jabbar, Managing Director, M. A. Rahim, Vice Chairman and M. A. Quader, Deputy Managing Director were present from DBL Group along with Pulak Chaudhary, Business Head, Multi Brand Channel, PUMA.



## DBL @ Project Shobola's Launching Event



The project launching of the “Shobola: Empowerment for Better Business” program took place on 8 January 2019 at the Palm View Restaurant of the Army Golf Club in Dhaka. DBL is one of the partners of the project along with amfori and CSR Centre, having signed an agreement in 2018. Mohammed Zahidullah, Head of Sustainability, shared DBL’s business cases of the different women empowerment programs with the participants of the six pilot factories of the project including Mawna Fashions Ltd, a concern of DBL Group. Along with DBL, Franzis Wimmer, Stakeholder

Engagement Coordinator, amfori, Saiful Millat, Network Representative, amfori Bangladesh, and Shahamin S. Zaman, CEO, CSR Centre shared their experiences. Shobola Project aims to empower female workers on the RMG sector to adopt supervisory positions.

## Participation in a Conference organized by UGC, DAAD & GIZ

Mohammed Zahidullah, Head of Sustainability, participated as a panelist at the conference on “Demand Driven Higher Education Needs in the Textile and Garment Sector of Bangladesh” held on 14 February 2019 at the Six Seasons Hotel, Gulshan 2, Dhaka. The discussion topic was on “Recommendations on Demand Driven Higher Education Needs in the Textile and Garment Sector by UGC”. The event was jointly organized by the University Grants Commission (UGC), German Academic Exchange Service (DAAD) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.



## DBL Participates in Corporate Connect

LightCastle Partners hosted an event at Amari Dhaka on 7 January 2019, on a capacity building initiative entitled “Corporate Connect: Strengthening Market Access for Women-Owned Businesses”, which is a technical advisory project implemented by the International Finance Corporation (IFC) of the World Bank Group and The Ministry of Commerce, Bangladesh. The inaugural event was targeted towards women business owners of micro, small and medium enterprises in Bangladesh to develop their supply chain linkages. Mashook Mujib Chowdhury from the Sustainability

department of DBL Group and Dr. Nadia Binte Amin from the Women Entrepreneurs Network for Development Association also joined the program.

## DBL's participation in WEConnect's Training

Sharifa Parveen, Sr. Executive, Procurement took part in the Corporate Connect In-Person Training Program arranged by WEConnect International and LightCastle Partners on 9 February 2019 at the Nascent Gardenia Hotel, Baridhara, Dhaka. She spoke on the procurement practices of DBL Group. WEConnect International is a global network connecting women-owned businesses to qualified buyers globally.



## A Delegation of Central Banks from SAARC Countries visits DBL Group

A delegation of Central Banks from SAARC countries led by the Bangladesh Bank and Eastern Bank Limited visited DBL Group on 23 February 2019. The objective of the delegation was to see the success of a long term loan from Eastern Bank under FSSP (Financial Sector Support Project) approved by Bangladesh Bank. The foreign delegates also got exposure to the Social and Environmental initiatives of DBL. Bangladesh Bank was represented by Dr. Md. Akhtaruzzaman, Executive Director and Eastern Bank was



represented by Hassan Rashid, Additional Managing Director. The delegates from Central Banks of SAARC Countries was led by Dasho Penjore, Governor, Royal Monetary Authority of Bhutan. Managing Director of DBL Group, M. A. Jabbar together with Mohammed Zahidullah, Head of Sustainability and Md. Humayun Kabir, General Manager, Commercial accompanied the guests during their visit.

## DBL at a Workshop in AIT, Bangkok



A workshop “Introducing sustainability to the textile engineering curriculum to guide sustainable business practices of future managers in the Bangladesh textile industry” was held at Asian University of Technology, Bangkok in March. This was organized by Technical University of Dresden regarding curricular upgradation of Textile Engineering and Management education in Bangladesh. Mohammed Zahidullah – Head of Sustainability was invited to share experience on the subject where he also presented Sustainability

Initiatives of DBL Group to the academicians and textile professionals coming from different countries. Ahsanullah University of Science & Technology, Notre Dame University-Bangladesh, London College of Fashion, Chelsea College of Arts, Technological University Dublin and Massey University of New Zealand also were part of the workshop.

## Visit & Training by Director of Family Planning

Director of Family Planning & Program Manager Family Planning Field Services Delivery, Dr. Shamsul Karim, visited DBL Group on 23 January 2019. He participated in a discussion session with DBL management and later inaugurated the training session arranged for the DBL staff of different factories. Lazu Samsad Haque, Deputy Director, Family Planning Department, Gazipur provided her valuable speech in this program. Fauzia Asmot, Upozila Family Planning Officer, Joydebpur and Jinat Sharmin, Upozila Family Planning Officer, Sreepur also provided their valuable speech in this program. From DBL Group,



Dr. Hasan Khalid, Chief Medical Officer, Abul Hashem, DGM, HR and Jafor Iqbal, Sr. Manager, Admin were present in this program. The main objective of the training was to provide free family planning services in future to all workers of DBL in partnership with the government.

## Training on “Finance for Non-Finance Professionals”



DBL Group has conducted a knowledge sharing session on “Finance for Non-Finance Professionals” on 23 March 2019 for mid-level management staff of different departments. Billal Hossain Patwary, Executive Director – Group Finance facilitated the training program and Md. Mamunur Rashid, Assistant Manager – Group HR coordinated the training. The aim of the training session is to introduce the basic

financial concepts to the non-financial personnel and make them understand about financial implications to meet the business objectives. M. A. Quader, Deputy Managing Director of DBL Group was present during the concluding session. Md. Ishaque - Group Advisor, Biplob Barua, DGM-Group HR along with other high officials of the Group were also present during the session.

## Other Training & Learning Sessions

DBL Group considers its employees as a resource for the organization. The Management of DBL Group always encourages its employees to attend different training programs at home and abroad. This journey of developing employee skills by providing them scopes to attend in-house, institution based, local and overseas training, workshops, conferences has been continuing for a long time. Here, we are presenting a glimpse of some of the training sessions attended by DBL employees in recent past.



*Training on 7 Habits: Managing Self & Leading Others*



*Training on Counselling Skills & Techniques*



*Training on Floor Staff Skill Development*



*Training on Standard Behavior Pattern in the Organization*



*Training on Dyeing Machine Operation Safety*



*Training on Basic Electrical Knowledge*

