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# The Daily Star BUSINESS

DHAKA, SUNDAY, OCTOBER 15, 2000

## P&G launches New Ariel Power Compact

Procter & Gamble Bangladesh (Private) Limited has launched New Ariel Power Compact detergent with a new global technology.

This novel technology of Ariel breathes new life into clothes by removing dinginess caused by deposits that are left behind from successive washes and restoring the original colours of the fabric, says a press release.

Fahim Dowla, Country Manager, Procter & Gamble Bangladesh, said, "The New Ariel Power Compact received extremely positive responses from our consumers. Consumers were excited to see their old clothes looking brighter and rejuvenated. This, combined with the 99.9 per cent germ-free attribute and 99.9 per cent ability to remove the body odor causing bacteria, provides housewives with a totally new washing experience that completely takes away the drudgery associated with washing."

P&G is supporting this launching with advertising campaign that talks about an old garment coming to life because of New Ariel Power Compact.

A 1 kg Canister of New Ariel Power Compact is priced at Tk 200, 1 kg polypack at Tk 160, 500 gm polypack at Tk 100, 200 gm polypack at Tk 40 and 22 gm sachet at Tk 4.

In Bangladesh, Procter & Gamble has in its portfolio other leading brands such as Head & Shoulders, Pantene, Old Spice, Camay, Tide, Gain, Vidal Sassoon, Crest, Oil of Olay, Pringles, Pampers and Whisper.

## Emirates honours top passenger, cargo agents

Emirates, winner of over 190 awards, honoured its Top Ten Passenger and Cargo Agents in Bangladesh for 1999-2000 at its Annual Gala Dinner at the Pan Pacific Sonargaon Hotel in the city on Friday night, says a press release.

Speaking on the occasion, Majid Al Mualla, Emirates Manager-Bangladesh, thanked the passenger and cargo agents as well as officials of the Civil Aviation Authority of Bangladesh (CAABL), national carrier Biman Bangladesh Airlines, the Bangladesh Bank and all other related agencies for their support in the past and hoped that the same would also be offered in the future.

Al Mualla also expressed his gratitude to the passengers and said, "The rising number of Skywards membership was a proof of their loyalty."

Keith Longstaff, Senior General Manager, West Asia and Pacific Rim, praised the contributions of the passenger and cargo agents since the airline started its services to Dhaka, adding, "We would not be where we are now had it not been for you."

Ambassador of the UAE Sayeed Mohammad Sultan Al Zaabi, Keith Longstaff, Ravi Sanker Mirle, Cargo Route Manager-East, Emirates SkyCargo, Dubai, Majid Al Mualla, Manager-Bangladesh, Emirates, and Alexander Lee, Chairman, ABC Air Ltd, GSA for Emirates in Bangladesh, are seen with top ten cargo agents, Emirates and GSA staff members at Emirates' Annual Gala Dinner held at Sonargaon Hotel in the city on Friday. - Emirates photo

## BRAC bond to rope in banks in micro-credit programme

By M Shamsur Rahman

It may sound incredible, but the fact is that the demand for micro-level investment activities in rural areas is growing at a rate of 30 per cent a year. To meet this huge requirement simple donor to grassroots fund transfer does not prove sufficient.

Against this backdrop, BRAC and AIMS have innovated a new way of tapping fund from the financial institutions by issuing bonds. This is in a way transferring urban fund to the rural areas.

Their idea is that a registered trust will take over the micro-credit receivable and issue bonds against those. These bonds will then be sold to

financial institutions and the money will again be used for BRAC's micro-credit programmes.

"Although the grassroots level fund demand is growing quickly, banks are still shy to lend for this cause. Through issuance of bonds, micro-credit quality assets will be utilised for getting bank financing. In other words, we are trying to channel excess funds in the banking system to the rural people," explained Shawakat Hossain, BRAC's Head of Finance.

BRAC now has Tk 750 crore outstanding loans under the micro-credit programme. Forty-five per cent of its funds now comes from borrowers them-

selves who save with the NGO, 35 per cent from banks and the rest from donors and commercial activities.

Some 36 lakh families are benefited by BRAC's micro-credit programme with a 98 per cent repayment rate, which is the world's highest.

"But absence of a secondary bond market may be an impediment to developing Asset Backed Securities (ABS). Despite the constraints, banks, insurance companies, investment firms, government agencies, corporations, high net-worth individuals as well as the general public could be potential investors in this bond," said AIMS Managing Director Yawer Syeed.

"AIMS has opted for securitising receivable of the BRAC micro-credit programme under the Rural Development Programme (RDP) of Gazipur Sadar operation. The recovery rate is above average. The Gazipur Regional Office conducts the credit operation among 52,000 borrowers through its 16 area offices," Syeed said.

Sayed, adding that the security would be designed as transferable and tradable with around two years of maturity.

In the long-run, BRAC securitised bonds are likely to be marketed through public flotation and in the short-run it will be marketed through private placement, he explained.

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## Senior Glaxo Wellcome official in Bangladesh

CHITTAGONG, Oct 14: Tim Tyson, Senior Vice President and Director-Worldwide Manufacturing and Supply of Glaxo Wellcome (UK), a renowned pharmaceutical manufacturing and marketing company, arrived in Dhaka yesterday on a two-day visit to Bangladesh, a company press release said, reports BSS.

Tyson is accompanied by Wes Wheeler, Director-Strategic Operations, and Ranith Devi, Regional Supply Director, Asia Pacific.

Tyson will visit Glaxo Wellcome factory at Chittagong today. He will be apprised of the factory's on-going strategic master plan for manufacturing standard goods.

The government would

## Abul Hasan expresses concern at red tapism

APCAC semi-annual conference begins in city

Star Business Report

State Minister for Foreign Affairs Abul Hasan Chowdhury yesterday expressed his concern over the slow implementation of policies due to bureaucratic inertia, which plays a negative role in attracting foreign investment.

Abul Hasan Chowdhury was speaking at the inaugural session of the two-day Asia Pacific Council of American Chamber of Commerce (APCAC) semi annual conference that began in the city yesterday. This is for the first time APCAC is holding its conference in any South Asian city. American Chamber of Commerce in Bangladesh (AmCham) is the host of this year's conference.

APCAC is an organisation of the American Chambers of Commerce operating in the Asia-Pacific region. Through its 23 member chambers APCAC represents the interests of 6,600 business entities in 18 countries of the region.

State Minister for Foreign Affairs Abul Hasan Chowdhury said Bangladesh has one of the most attractive investment policies not only in this region but also world over.

Problems aside, he said the country is still an attractive place for investment for its location and it has added attractions because of its involvement in different international forums.

He, however, mentioned that the SAARC could not produce expected results because of political bickering. Each and every step of SAARC was being hindered due to political reasons," the state minister said.

But he expressed his optimism that BIMSTEC and South Asian Growth Quadrangle will prove fruitful as these two groupings were formed on economic grounds.

AmCham President Forest E Cookson also spoke on the occasion attended by business men representing US business in the Asia-Pacific countries.

## Govt to launch Tk 45cr post-flood agri rehabilitation

The affected farmers will get each incentives for refurbishing their betel leaf plantation.

Those who have cultivated betel leaf on one bigha or less than one bigha of land will get one thousand taka as assistance for refurbishing their plantation.

According to official estimates, the deluge has affected 4 lakh 48 thousand and 734 acres of land in 92 upazilas under 16 districts.

Agriculture experts hope that the farmers are likely to reap bumper crops in the flood-affected areas.

They said immediate drainage should be ensured following recession of flood waters and steps should be taken for sowing seeds of maize and vegetables to recover the agricultural losses as far as possible.

The agricultural extension workers have already been advised to use balanced fertiliser and eliminate pests and insects from the land.

## Weekly ReadyCash Prize Winners

The latest draw of the fortunate prize winners took place last Thursday at the Dhanmondi One Stop Mall. Yeaser Ahmed Khan, Managing Director of the mall, announced the names of the lucky prize winners.

### Prizes for news card holders

Prizes	Winners	Card No
Hertz Rent-a-Car	Qayum	5327
FedEx Free Shipment	A.M.A Salek Khan	5382
Lunch for two at China Junction Restaurant	Md. Sumon Kadir	5410
Lunch for four at JollyVee fast food	Rumana Rahman	5342

### Prizes for card use

Prizes	Winners	Card No
Free course, Genetic Computer School, Shantinagar Centre	Mohammad Ali	3506
TOEFL course from Innovative centre	Masud Ali Mehedi	4365
Speaker from Dhrubo Computer Ltd	Khawaja Khalilullah	4524
Contact lenses from Beauty Opticals	K.M. Tabrez	4226
Contact lenses from Beauty Opticals	Md Ali Siddique	1371
Contact lenses from Beauty Opticals	Amir Asfaque	4041
Contact lenses from Beauty Opticals	Mohammed Abul Kalam	3871
DHL (worldwide express) free shipment	Enamul Hoque	4206
DHL (worldwide express) free shipment	Al Amin Yousuf	2526
DHL (worldwide express) free shipment	Harun-Ur-Rashid	4732
DHL (worldwide express) free shipment	H.M.A. Jaman	4880
Lunch for four at Palm Spring food shop	Umme Salma	3745
Lunch for four at Palm Spring food shop	Mohsin Ahmed Moni	3450
Lunch for four at Palm Spring food shop	Md Shahed Islam	4324
Lunch for four at Palm Spring food shop	Rezwana Afroz	4001
Free ice cream at Banani Gelateria Igloo	Sajid Husain	4292
Free ice cream at Banani Gelateria Igloo	Dr. M. Mokaddes	3266
Free ice cream at Banani Gelateria Igloo	M. Aslam Khan	1891
Free ice cream at Banani Gelateria Igloo	Tasnuva Noushium	4141
Lunch for two at Banani Mamila Restaurant	Alau Haq	3983
Lunch for two at Banani Mamila Restaurant	Md. Abdus Sattar	1729
Lunch for two at Banani Mamila Restaurant	S. Zaman	3803
Lunch for two at Banani Mamila Restaurant	Arafat A. Islam	4522

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