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DHAKA MONDAY DECEMBER 15, 2014, e-mail:business@thedailystar.net

COMMODITIES

## Godrej provides cheapest solution to mosquito bites

As of Friday

The Indian company invests Tk 6cr to manufacture the product from its existing plant in Gazipur

SUMAN SAHA

**STOCKS** 

DSEX

Godrej Household Products (Bangladesh), enabled by its local plant, has just launched the cheapest mosquito repellent in the country.

Called the Good Knight Advanced Fast Card, it is a paper-based mosquito repellent which burns for three minutes to instantly drive away mosquitoes. It remains effective for four hours and does not consume any electricity.

The product, which was manufactured entirely in Godrej's factory in Gazipur, has been priced at Tk 15 for a booklet of 10 cards, meaning each card costs Tk 1.5, which is half the price of a mosquito coil.

"The Fast Card will be a game changer in the Bangladeshi household insecticide market. It is the



**Sunil Kataria** 

cheapest solution available at the moment," said Sunil Kataria, chief operating officer of India's Godrej Consumer Products Ltd's sales, marketing and Saarc division.

The Mumbai-based executive was in Dhaka last week to launch the product, during which he sat down with The Daily Star for an interview.

The product, which was jointly developed by Godrej's research and development team in India and Indonesia in October last year, will provide the "millions of Bangladeshi homes, which are currently not using any solution, with effective protection from mosquitoes".

The company has so far invested around Tk 6 crore to manufacture the product in Bangladesh.

"In just 4-5 months, we have completed all the process to set up the facility here -- we imported the machineries, installed them and trained the people in that time."

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## three challenges for Bangladesh STAR BUSINESS REPORT

Mozena sees

**CURRENCIES** 

SHANGHAI

Bangladesh must ensure high-quality education, plug infrastructure deficit and establish good governance to be an Asian economic powerhouse, US Ambassador Dan W Mozena said yesterday.

from Chittagong

ambassador, said.

......

instead of Bangladesh? We

Corporation in Anwara

upazila of Chittagong, into

He also said apparel, shoes and finished leather goods, generic pharmaceuticals, and IT products are the four areas that will make the country's economy more vibrant.

"A tiger, of course, needs more than just legs. My vision of the Bangladesh economic tiger includes frozen shrimp, small freighters, flowers, bone china, jute products, silk products and so much more."

Mozena spoke at the monthly luncheon meeting of the American Chamber of Commerce in Bangladesh (AmCham) at Sonargaon Hotel in Dhaka.

The envoy, who will end his mission in the country soon, termed the current bilateral relations between Bangladesh and the US as warm. "I am pleased that America's partnership with Bangladesh is today broader, deeper and stronger than ever."

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### Envoys gather at the export processing zone to discuss prospects GAZI TOWHID AHMED, back

Make KEPZ a success

to attract investments

developed out of 2,492 acres

Bangladesh should create some success stories to **PRESENT STATUS** boost foreign investors' confidence, Lee Yun-1,000 acres of land young, South Korean

\$200m investment plan "Samsung recently invested \$5 billion in for infrastructure Vietnam. This kind of 20 factories developed on investment should come 2.5m square feet space into Bangladesh. Why have they invested in Vietnam

for Puma and Nike should consider this," Yunyoung said during a recent 6,000 jobs were created visit to Korean Export

8 factories produce shoes

Procession Zone (KEPZ). 25km road constructed The government should \$2.4m invested to construct turn the KEPZ, developed 33Kv substation by South Korea's Youngone

a success story to increase foreign investment and boost exports.

Youngone is a Korean company principally engaged in the manufacture and distribution of outdoor sportswear and shoes, which are manufactured in Bangladesh, China, Vietnam, and some other countries.

Transferring land ownership to KEPZ is yet to take place, which is discouraging foreign investors, according KEPZ officials.

Over the years, several foreign investors have contacted KEPZ authorities to get plots, but had to back out for land-related complications, they said.

Samsung was interested in setting up its

factory here at KEPZ by investing funds to the tune of \$5 billion to manufacture mobile handsets, but it could not proceed for these land issues, said the Korean ambassador. "Samsung has no confidence in investing

in the country." "Why will big investors come to Bangladesh instead of Myanmar, Vietnam, Malaysia or Indonesia? We should create success stories here to increase their confi-

"KEPZ could be a success story. Investors' confidence will grow further, if KEPZ becomes successful,' he said.

"Bangladesh should not miss this chance as it has tax-free entrance; it should use this opportunity."

The land ownership issue should be resolved soon, he said. "In fact, all EPZs should be treated in the same way. Only 14

dence."

sectors are allowed to invest in KEPZ, why not garments?" Gerben de Jong, ambassador of the

Netherlands, said, "Before investing in a country, foreigners want to see success stories in that particular country." Mentioning that Bangladesh has huge

potential, he said the people of his country are interested to work in Bangladesh under joint ventures. "But they often find that it is not so easy to enter here."

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## revenue sharing

ABDULLAH MAMUN

Interim court

order to end

row over IGW

...... International gateways, which transfer overseas calls to and from operators, will have to share their revenue with the government on the basis of a 1.5cent incoming call tariff per minute, with a retrospective effect from September

The Supreme Court chamber judge issued the interim order yesterday.

Bangladesh Telecommunication Regulatory Commission in September slashed international incoming call charges to 1.5 cents from 3 cents before. The regulator had also asked the IGWs to implement the new tariff from September 18.

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## Development spend slows

Ministries use 20pc of ADP outlay so far

STAR BUSINESS REPORT

The ministries and departments spent 19.79 percent of the total allocation for the annual development programme in the first five months of fiscal 2014-15, down from 20 percent in the same period a year ago.

The implementation rate was 25 percent in the same period in fiscal 2012-13. Between July and November, spending stood at Tk 15,896 crore and the size of the total ADP was Tk 80,315 crore,

according to planning ministry statistics. The ADP will be implemented in a traditional way this year, said AHM Mustafa Kamal, planning minister.

But from the next year, a new dimension will be added to the implementation process, he said at a press meet implementation and the objectives of the seventh 5-year plan.

Kamal said the planning ministry will intensively monitor the realisation of cabinet meeting. different components of the project.

The ministry's concerned divisions will maintain continuous contact with the line ministries and project directors,

he added.

Without the planning ministry's consent, the line ministries cannot transfer project directors; a circular has been issued in this regard, the minister said.

The biggest problem in project implementing is land acquisition, he added.

From now on, projects will be approved after making sure that there are no obstacles to land acquisition, said Kamal. The minister said he wants to implement 100 percent of the ADP in his "After taking over the responsibility of

the planning ministry, I have held several meetings with the officials and stakeholders, identified the problems and found solutions to those. You will see results from next year."

Kamal said the government plans to organised to brief journalists on ADP take on a new project to solve housing problems of the low-income people, like rickshaw pullers and auto rickshaw drivers; the matter has been discussed in the

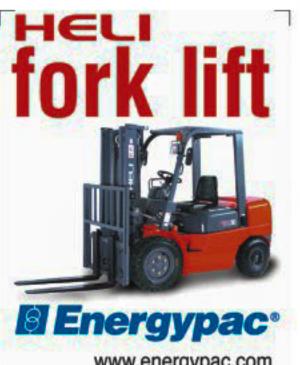
The government will collect monthly savings from these people that will later be used to build flats for them in Dhaka or outside the capital, he added.

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