



Tourism year ...

PHOTO: DARSHAN CHAKMA

ACI Enabling Bangladesh through Quality and Technology



Advanced Chemical Industries Limited (ACI) is one of the leading conglomerates in Bangladesh. ACI started its mission with a unique vision - to improve the quality of life of the people of Bangladesh through responsible application of knowledge, skills and technology. ACI is committed to the pursuit of excellence through world-class products, innovative processes and empowered employees to provide the highest level of satisfaction to its customers.

ACI has successfully infused ethical work culture, professionalism, modern work concepts and management style in all its business operations. As a result, ACI has become one of the most successful organisations in Bangladesh. The company has diversified its businesses in four major areas -

- Pharmaceuticals
- Consumer Brands
- Agribusiness
- Retail Chain

ACI has a number of Joint Venture companies in Bangladesh to name a few, Tetley Tea of UK; Dabur, Dubai and Godrej Agrovet Ltd. of India. ACI has 13 Subsidiaries including ACI Pure Flour, ACI Foods, ACI Salt, ACI Formulations, etc.

ACI has been accepted as a Founding Member of the Community of Global Growth Companies by the World Economic Forum which is the most prestigious business networking organisation.



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is, arguably, the most beautiful part of Bangladesh. Not sure how long it'll remain beautiful though. I cringed every time I saw piles of trash on top of hills and at waterfalls. No. Tourism is not scenic locations adorned with empty packets of biryani. As domestic tourism grows, it has become imperative that we all understand tourism needs to be eco-friendly, sustainable and responsible.

Golden rules

1. Be respectful of local cultures and customs.
2. Try the local food.
3. Don't be a loud, obnoxious

traveller who demands that locals conform to your values.

4. Remember that the hill/lake/forest is not a giant dumpster.
5. Always ask for permission before taking a photo of a local person or their property or a shrine.

Success story

One place in Bangladesh that I love, keep going back to, and consider to be a great example of the authorities and locals working together to ensure a satisfactory experience for tourists as well as to conserve nature, is Sreemangal. A quiet hike through Lawachara National Park, unwinding by the tranquil Madhabpur Lake and

appreciating the exotic blue water lilies, indulging in curry flavoured with shatkora-Srimangal, truly, is a paradise. The train/bus ride could be better, but not a deal-breaker.

What do young Bangladeshis think of tourism in Bangladesh?

"Many areas and monuments have the potential to become popular tourist sites here. Due to lack of maintenance and poor infrastructure, the whole experience isn't as good as it could be. But I have been seeing improvements; higher availability of flights across the country makes things look hopeful, luxury resorts have made

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