



SHELTECH

# NEWSLETTER

JANUARY, 2025



## PLASTIC POLLUTION: THE HIDDEN CRISIS

by TANVIR AHMED



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# PLASTIC POLLUTION: THE HIDDEN CRISIS IMPACTING OUR PLANET

## MR. TANVIR AHMED

Managing Director,  
Sheltech Group,  
Envoy Legacy, and Envoy Textiles Ltd.

Plastic pollution is one of the most critical environmental challenges today. Globally, over 460 million metric tons of plastic are produced each year, much of which is used in single-use items like bottles, shopping bags, and straws (UNEP, 2021). Unfortunately, these items are a major source of pollution. Asia alone accounts for 51% of global plastic waste, with Bangladesh ranking as the 10<sup>th</sup> most plastic-polluting country due to poor waste management (The Daily Observer, 2024). Of the 800,000 tonnes of plastic waste generated annually in Bangladesh, only 40% is recycled, leaving a massive environmental burden (Prothom Alo, 2024).

### Impacts of Plastic Pollution

*Soil and Land Pollution:* Plastic waste degrades soil quality by killing beneficial organisms like earthworms and microbes that enhance fertility (The Daily Star, 2023). Harmful chemicals from plastics seep into the soil and groundwater, further



MR. TANVIR AHMED

disrupting ecosystems (UNEP, 2021). In Dhaka, the city generates about 646 tons of plastic waste daily, most of which ends up in the Matuail and Aminbazar landfills. These landfills are now major polluters, contaminating surface and groundwater with toxic leachate (World Bank, 2021; The Financial Express, 2022).

*Air Pollution:* Burning plastic waste emits toxic gases, including carbon monoxide and carbon dioxide, which exacerbate air pollution. In December 2024, Dhaka recorded several instances

of hazardous air quality, including an AQI of 302 on December 9, 2024, ranking it as the world's worst city for air quality (The Business Standard, 2024). This not only harms the environment but also poses severe health risks.

**Health Hazards:** Plastic pollution directly affects human health. Studies show that humans consume approximately 5 grams of microplastics weekly - the weight of a credit card - through food, water, and air (WWF, 2019). Microplastics have been found throughout the food chain and even in the human body, potentially causing inflammation, heart disease, and other noncommunicable illnesses (World Economic Forum, 2024).

**Climate Change:** The production of plastics, especially polythene bags, relies heavily on fossil fuels. Extracting and refining these fuels contributes to greenhouse gas emissions, accelerating climate change (The Business Standard, 2024).

### Solutions to Plastic Pollution

Bangladesh faces a severe plastic waste crisis, with Dhaka's annual per capita consumption at 22.25 kg (The Daily Star, 2022). Tackling this issue requires urgent and multi-pronged action:

**Policy and Prohibition:** Recent bans on polythene and polypropylene shopping bags in superstores, effective from October 2024, are a step forward (The Business Standard, 2024). However, these bans need to be accompanied by affordable and sustainable alternatives like jute and cotton bags.



**Awareness and Behavior Change:** Public awareness campaigns can motivate people to reduce plastic usage and switch to eco-friendly options such as bamboo straws, reusable glass bottles, and biodegradable packaging. Educating citizens about separating biodegradable and plastic waste at home is also crucial.

**Law Enforcement:** Strict enforcement of environmental laws is essential to prevent plastic pollution. Authorities must ensure compliance with regulations and promote recycling initiatives.

**Holistic Waste Management:** A coordinated approach involving proper planning, effective implementation, and active participation from city dwellers is critical. Dhaka's plastic waste management system needs modernization to maximize recycling and minimize landfill dumping.

Addressing plastic pollution requires a collective effort from individuals, businesses, and the government. By reducing consumption, supporting sustainable alternatives, and enhancing waste management practices, Bangladesh can mitigate the devastating impacts of plastic pollution. Together, we can work toward a cleaner, healthier future for our planet.

## ENGR. KUTUBUDDIN AHMED MET WITH THE FOREIGN MINISTER OF TIMOR-LESTE

On December 15, 2024, Engr. Kutubuddin Ahmed, Chairman of Sheltech Group, Envoy Legacy and Envoy Textiles Limited who was appointed as the Honorary Consul of the Democratic Republic of Timor-Leste in Dhaka, met with Mr. Bendito dos Santos Freitas, Foreign Minister of Timor-Leste. The meeting focused on enhancing bilateral trade and investment between the two nations.

Engr. Kutubuddin Ahmed is renowned for his visionary leadership and contributions to Bangladesh's business landscape. During the meeting, Engr. Ahmed identified key collaboration opportunities in textiles, construction, ceramics, and aviation. He emphasized Bangladesh's potential to support Timor-Leste's growth through strategic partnerships, fostering mutual benefits in regional trade and economic progress.



*Engr. Kutubuddin Ahmed and Mr. Bendito dos Santos Freitas during the Meeting*

## BARIDHARA PAARA UTSHOB 2024: A CELEBRATION OF GREEN LIVING

On December 06, 2024, the Baridhara Paara Utshob came alive with the spirit of greenery and sustainability, featuring Sheltech's inspiring 'Green Heroes' Photo Exhibition. The exhibition showcased stunning home gardens by Baridhara residents, reflecting their commitment to sustainable living and environmental conservation.

The event concluded with an award giving ceremony where Md. Sharif Hossain Bhuiyan, Executive Director (ED), Operations of Sheltech (Pvt.) Ltd., distributed prizes among the participants, acknowledging their efforts in promoting green living. The ceremony was graced by the presence of Mr. Feroz Hassan, President of Baridhara Society, adding to the significance of this community-driven initiative.

This vibrant celebration stands as a testament to the growing awareness of sustainable practices and Sheltech's dedication to fostering eco-friendly lifestyles.



*Md. Sharif Hossain Bhuiyan and Mr. Feroz Hassan along with other Guests and Participants during the Program*

## SHELTECH SIGNED NEW RESIDENTIAL PROJECT AT GULSHAN AND COMMERCIAL PROJECT AT KAKRAIL

On December 12, 2024, Sheltech (Pvt.) Ltd. signed an agreement for Sheltech Aria Castle, a premium **SAPPHIRE SERIES** residential project located at Road-26, Gulshan-1, Dhaka. This 14-storied (B+G+12+Community) development will feature 12 luxurious apartments (approx. 2670 sft.) on 11.85 Katha land, offering a perfect blend of sophistication and modern urban amenities.

On December 15, 2024, Sheltech signed another **SAPPHIRE SERIES** project, Sheltech Capital Center, a commercial hub at 81 VIP Road, Kakrail. Spanning

19.40 Katha land, this 14-storied (B3+B2+B1+G+13) building will feature 102 commercial units (1375–3000 sft.) and 70 parking spots, designed to meet the needs of thriving businesses in a prime location.

Both agreements were signed between Mr. Tanvir Ahmed, Managing Director of Sheltech Group and the respective landowners of the projects. Management bodies and high officials from Sheltech were also present during the agreement signing ceremony of the projects.



*Agreement Signing Ceremony of Sheltech Aria Castle at Gulshan*



*Agreement Signing Ceremony of Sheltech Capital Center at Kakrail*

## GROUND BREAKING OF SHELTECH ROYAL PALACE

On December 12, 2024, Sheltech arranged a ground breaking ceremony of Sheltech Royal Palace, one of Sheltech's newest residential projects at Uttara Sector 1, Dhaka. The ground breaking ceremony was arranged at the project premises where Engr. Md. Sayiful Islam, Chief Engineer of Sheltech (Pvt.) Ltd. and the landowners of the project along with other officials from Sheltech were present.

This 9-storied (G+8) building will feature 10 spacious apartments,

each measuring 2300 sft., on a 5.20 Katha land area. Located in Uttara's sophisticated neighborhood, the project promises a serene and upscale living environment. For more details, please call **16550**.



*Ground Breaking Ceremony of Sheltech Royal Palace*

# SHELTECH BECAME THE GOLD SPONSOR OF REHAB FAIR 2024: DISCOVER YOUR DREAM PROPERTY

Sheltech proudly joins the REHAB Fair 2024 as a Gold Sponsor. This prestigious event will take place at the Bangabandhu Int. Conference Center (BICC), Agargaon, Dhaka, from December 23 to December 27, 2024. Visitors are invited to explore Sheltech's projects at Stall No-02 during the fair (from 10 AM to 9 PM daily).

As a pioneer in the real estate industry, Sheltech offers a wide range of premium residential and commercial projects that cater to modern living and business needs. At the fair, visitors can meet Sheltech's experienced team, explore project details, and find tailored solutions for their property needs. Whether you're looking for a luxurious apartment or a commercial space in Dhaka's prime locations, Sheltech provides opportunities to invest in properties that combine sophistication with functionality. For more



*Clients are Interacting with the Dynamic Sales Team of Sheltech at Sheltech Stall in the REHAB Fair 2024*

information, feel free to call **16550** or reach us on WhatsApp at 01713-091700. Additionally, visit our website at [www.sheltech-bd.com](http://www.sheltech-bd.com) to explore the full range of Sheltech's exceptional projects. Don't miss this opportunity to connect with Sheltech's dynamic Sales Team and make your dream property a reality!



## ON SPOT BOOKING

GET AN **IPHONE / PS5** & UPTO **25 LAKH TAKA** SPECIAL OFFER

## SHELTECH BROKERAGE LIMITED RECEIVED DSE FIX CERTIFICATION AND LAUNCHED SHELTRADE OMS

Sheltech Brokerage Limited, an associated company of Sheltech Group, is proud to announce its achievement of the FIX certification from the Dhaka Stock Exchange (DSE) for its state-of-the-art Order Management System (OMS), branded as Sheltrade. This prestigious certification marks a major milestone in enhancing investor services, ensuring seamless, efficient, and value-driven trading solutions.



*Md. Mesbah Uddin Khan Receiving DSE FIX Certification at DSE Board Room in Nukanja-2, Dhaka*

The FIX (Financial Information Exchange) certification enables smooth integration of Sheltrade with the Nasdaq Matching Engine through API connections, paving the way for faster and more efficient trading operations. The certification ceremony, held at the DSE boardroom in Nikunja, Dhaka, was presided over by

DSE Acting Managing Director Mr. Sattique Ahmed Shah and attended by key officials. Md. Mesbah Uddin Khan, Chief Executive Officer (CEO) of Sheltech Brokerage Limited, along with other senior officials, was present at this significant event.

Sheltrade, the OMS system of Sheltech Brokerage Limited is committed to offer a cutting-edge technology and an unparalleled reliability, setting a new standard for the brokerage industry in Bangladesh and delivering an exceptional trading experience to investors.

## SHELTECH SPONSORED PWD FOOTBALL FIESTA-2024

The PWD Football Fiesta 2024, held on November 29-30, 2024 was a vibrant event supported by Sheltech Group as the proud title sponsor. This exciting tournament brought together 8 teams of skilled and experienced PWD Engineers, fostering teamwork, passion, and sportsmanship. After two days of intense matches, PWD RISING SUN emerged as the champion, while PWD TIGERS secured the runner-up position.

As a socially responsible organization, Sheltech actively promotes community well-being by supporting events that encourage unity, healthy competition, and personal development. From sports initiatives to educational and environmental programs, Sheltech's sponsorships are always aimed at building a stronger, more connected society.



*PWD Football Fiesta 2024*

# GIFT VOUCHERS FOR READERS



## Gift VOUCHER

## Breakfast Buffet

AT TERRA BISTRO IN PLATINUM GRAND

Here's how to grab this deal:

- **Cut** this voucher out
- **Hand** it to our friendly **server** at Terra Bistro.
- Relish your culinary adventure!

🕒 Breakfast Time - 6:00 AM - 10:30 AM

📍 Platinum Grand, H 52, R 11, Block-F, Banani, Dhaka-1213

Prior Reservation Required - ☎ **01922110976**

\*Terms & Conditions apply \*\*Subject to availability  
\*\*\* Offer ends: Jan 31st, 2025







## Gift VOUCHER

## Breakfast Buffet

**BREAKFAST BUFFET FOR 2**  
AT TERRA BISTRO IN PLATINUM RESIDENCE

Here's how to grab this deal:

- **Cut** this voucher out
- **Hand** it to our friendly **server** at Terra Bistro.
- Relish your culinary adventure!

🕒 Breakfast Time - 6:00 AM - 10:30 AM

📍 Platinum Residence, H 42, R 20/C, Shahjalal Ave, Sector 4, Uttara, Dhaka 1230

Prior Reservation Required - ☎ **01922110975**

\*Terms & Conditions apply \*\*Subject to availability  
\*\*\* Offer ends: Jan 31st, 2025





## Gift VOUCHER

## Lunch & Dinner Buffet

**LUNCH / DINNER BUFFET FOR 2 PERSONS**  
AT TERRA BISTRO IN PLATINUM RESIDENCE

Here's how to grab this deal:

- **Cut** this voucher out
- **Hand** it to our friendly **server** at Terra Bistro.
- Relish your culinary adventure!

● **Lunch:** 12:30 PM - 04:00 PM / **Dinner:** 06:30 PM - 10:30 PM

📍 Platinum Residence, H 42, R 20/C, Shahjalal Ave, Sector 4, Uttara, Dhaka 1230

Prior Reservation Required - ☎ **01922110975**

\*Terms & Conditions apply \*\*Subject to availability  
\*\*\* Offer ends: Jan 31st, 2025





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