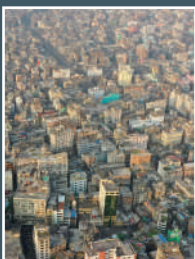




SHELTECH

NEWSLETTER

SEPTEMBER, 2025



Paying the Price of Haphazard Development in Dhaka

by, TANVIR AHMED



1M X 1M TILES

From Sheltech Ceramics



SHELTECH CERAMICS LTD.

Received Honorable Mention at the **SDG Brand Champion Awards 2025** Under the Category of "Most Sustainable Real Estate Company of the Year- Building Materials"



PAYING THE PRICE OF HAPHAZARD DEVELOPMENT IN DHAKA

MR. TANVIR AHMED

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

Dhaka has grown into one of the fastest-expanding megacities in the world. More than 20 million people live in this urban area and hundreds of thousands more are arriving each year (The Daily Star, 2023). This rapid influx of people has led to an overwhelming demand for housing and infrastructures. In these circumstances, nearly 100,000 buildings are constructed in Dhaka city every year and less than 10,000 buildings have no structural design (Dhaka Tribune, 2023). This number projects that most of the buildings in Dhaka city lack proper structural integrity, posing a serious threat to the city dwellers. Living in a city of haphazard development costs several challenges, leaving residents to face the consequences.

Unsafe Building Structures

The absence of proper structural design in many buildings poses significant risks. Many high-rise buildings in Dhaka lack proper structural planning, making them vulnerable to disasters like earthquakes. A survey conducted by RAJUK found



MR. TANVIR AHMED

that a 6.9 magnitude earthquake in the Madhupur Fault could cause nearly 40% to 65% buildings in Dhaka to collapse (The Daily Star, 2024). It is evident that non-enforcement of building codes heighten these risks significantly. Many building owners failed to follow building codes when constructing their properties. This negligence has often led to buildings collapsing or tilting, creating life-threatening situations for residents. For example, recently a multi-storied building tilted sideways due to structural negligence and non-compliance with building codes (Somoy News, 2025).

Insufficient Fire Safety in Buildings

Last year, a fire at a seven-storey building on Bailey Road resulted in 46 deaths, with investigations revealing that 84% of high-rise buildings in Dhaka are considered risky due to inadequate fire safety protocols (Daily Star, 2024). Many commercial buildings have no fire safety systems like sprinklers and extinguishers that are frequently missing or poorly maintained. Weak enforcement of codes and the rush to build quickly have created a cityscape where fires can easily turn deadly.

Obstructing Emergency Access

The haphazard development in Dhaka city also projects a concern in a time of emergency. Unplanned development has led to narrow lanes and congested areas, hindering emergency access. If any fire incident or earthquake happens, it is quite difficult for the rescue team to reach the spot. For example, in the 2010 Nimtoli fire incident, the roads around the spot were so narrow that it made it difficult for firefighters to enter the area and quell the blaze (The Business Standard, 2022).

Homes Without Sunlight

Many buildings of Dhaka city are built in a close proximity and haphazard manner, resulting in blocking sunlight and airflow. Densely packed buildings reduce the ability to employ natural ventilation and daylight, leading to increased energy consumption and decreased quality of life (Daily Star, 2019). Lack of sunlight causes vitamin D deficiency among urban children. A study published in the Journal of Biosciences and Medicines (2023) on children and adolescents in Dhaka revealed that 40.58% of children and adolescents were deficient in vitamin D.

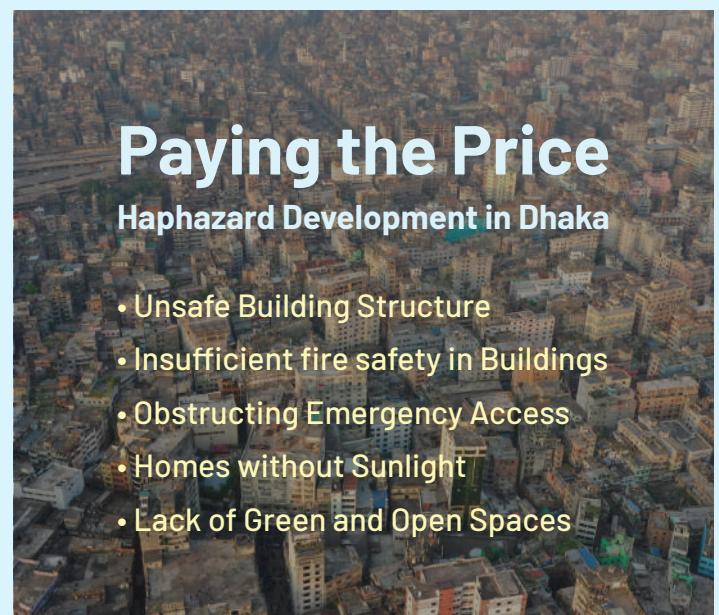
Lack of Green and Open Spaces

The lack of parks and open spaces in Dhaka affects children's rights to play and access to greenery. The urban scenario of Dhaka is being haphazard and suffocating, particularly impacting children who require open spaces for mental and physical development. There is even no playing field for children in 10 wards under DNCC and 31 wards under DSCC (Prothom Alo, 2022).

The way forward

Due to the haphazard development of Dhaka, the residents of this city face a series of challenges. To

mitigate the challenges, everybody from the government authorities to the landowners and the developers have to step forward and contribute a major role. Firstly, all constructions have to strictly follow rules and regulations such as the Detailed Area Plan (DAP 2022-35), Building Construction Rules 2008 and the Bangladesh National Building Code (BNBC). Strictly following these standards will help protecting buildings against earthquakes and other structural risks. Also, It will ensure proper openness surrounding the building through setbacks, mandatory open spaces, parks and play fields for block based development projects. Proper fire safety management is crucial for every building. Fire safety management includes providing adequate fire safety measures in buildings, maintenance, training, awareness and establishing clear procedures for effective evacuation. Moreover, wider roads will improve emergency response times and reduce risks in case of fire incidents. The scope for wider roads will increase if building owners relinquish land according to the approved city plans (i.e. DAP, 2022-35). It is also high time to initiate urban redevelopment plans for densely populated and unplanned areas. The redevelopment initiative will focus on replacing unsafe structures and inadequate facilities with code compliant buildings along with proper open spaces, widened roads, upgraded infrastructure and all other facilities to meet safety and livability standards. In conclusion, the sooner these changes are made, the sooner the city can become safer and more livable for residents of Dhaka.



SHELTECH CERAMICS HONORED AT SDG BRAND CHAMPION AWARDS 2025

It is a moment of pride and motivation for Sheltech Ceramics Ltd., an associated company of Sheltech Group to be recognized as the **Honorable Mention** at the SDG Brand Champion Awards 2025. The recognition came under the category of **Most Sustainable Real Estate Company of the Year- Building Materials**, presented by AkijBashir Group and powered by SMC Enterprise Limited.

This achievement reflects Sheltech Ceramics's continued commitment to sustainability and innovation, reinforcing their role as a responsible brand that contributes to the United Nations Sustainable Development Goals (SDGs). By integrating environmentally conscious practices into our operations and product development, Sheltech Ceramics aims to build a future where growth and sustainability go hand in hand.

This honorable mention is not just an award, it is a proud step forward in the journey of excellence, motivating Sheltech Ceramics to strengthen their efforts in creating impactful, sustainable solutions for the real estate and construction sector.



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Officials from Sheltech Ceramics Receiving the Award

SHELTECH SPONSORS BRAC UNIVERSITY ENTREPRENEURS FEST 4.0

Sheltech (Pvt.) Ltd. proudly sponsored the **Entrepreneurs Fest 4.0**, organized by the BRAC University Entrepreneurship Development Forum (BUEDF) on August 25 to 26, 2025. The two-day festival created a vibrant platform for students to embrace the entrepreneurial mindset, sharpen problem-solving skills, and gain practical exposure to real-world business challenges.

The event featured keynote sessions, panel discussions, and interactive workshops led by some of Bangladesh's most dynamic entrepreneurs and industry experts. From success stories to hands-on frameworks, students were equipped with knowledge and inspiration to innovate, take risks, and pursue leadership roles in today's evolving economy.

By supporting this initiative, Sheltech reaffirmed its commitment to nurturing future leaders, fostering innovation, and encouraging youth to transform ideas into impactful ventures. This sponsorship reflects Sheltech's belief that investing in the next generation of changemakers is essential for building a sustainable and prosperous future for Bangladesh.



Mr. Tanvir Ahmed, Managing Director of Sheltech Group along with Officials of Sheltech Visiting Sheltech's Sustainable Stall at the BRAC University Entrepreneurs Fest 4.0

GROUND BREAKING OF SHELTECH REBECCA MOHIUDDIN

On August 07, 2025, Sheltech arranged a groundbreaking ceremony of Sheltech Rebecca Mohiuddin, one of the Sheltech's newest **SAPPHIRE SERIES** residential projects at Road-11, Dhanmondi R/A, Dhaka. The groundbreaking ceremony was arranged at the project premises where Engr. Kutubuddin Ahmed, Chairman of Sheltech Group, Engr. Sk Bashir Ahmed, Vice-Chairman of Sheltech Group along with Md. Sharif Hossain Bhuiyan, Executive Director (ED), Operations, Mr. Shajahan, Chief Operating Officer (COO), Engr. Hosnara Parvin, Chief Business Officer (CBO), engineers, architects, and other professionals of Sheltech (Pvt.) Ltd. as well as the landowners of the project, were present during the ceremony.



Sheltech Rebecca Mohiuddin is one of Sheltech's stunning residential projects in one of Dhaka's lucrative planned residential areas, Dhanmondi R/A. Set on an 11 Katha land area, this project features a 10-storied (B2+B1+G+09) fully residential building with 18 luxurious apartments (2330 sq. ft.) along with 35 parkings. With thoughtfully crafted modern architecture and a unique aesthetic by Volume Zero Architects, Sheltech Rebecca Mohiuddin promises to be an exceptional place to live just beside the serene Dhanmondi Lake. Contact our sales hotline today at **16550** to reserve your desired residence from Sheltech!



Groundbreaking Ceremony of Sheltech Rebecca Mohiuddin at Dhanmondi R/A, Dhaka

GROUNDBREAKING OF TWO RESIDENTIAL PROJECTS AT JOLSHIRI ABASHON

Sheltech recently arranged two Groundbreaking Ceremonies for upcoming residential projects in Jolshiri Abashon, marking the beginning of a new phase in our journey of creating thoughtfully designed urban spaces. Both the ceremonies were arranged at the project premises. Major General Md Main Ullah Chowdhury (Retd.), Director of Development & Administration of Sheltech Engineering Ltd., Mr. Shajahan, Chief Operating Officer (COO), engineers, and architects of Sheltech (Pvt.) Ltd. along with the landowners of the project were present during both the ceremonies.



Groundbreaking Ceremony of Sheltech Rainfall

On August 20, 2025, the groundbreaking of **Sheltech Rainfall** was arranged. The project is located at Road-405, Sector-16, Jolshiri Abashon in Rupganj.

On the other hand, another groundbreaking ceremony was arranged on the same day for **Sheltech Nirvana**, which is located on Road-504A, Sector-16 at Jolshiri Abashon in Rupganj.

Both Sheltech Rainfall and Sheltech Nirvana are envisioned as modern residential projects, each featuring 2,800 sft. single-unit apartments on 5 katha land each. Designed with precision, both the 9-storied buildings (G+Mezzanine+08) will combine functionality with aesthetics, ensuring ample space, natural light, and ventilation for comfortable urban living. Set within Jolshiri Abashon, Dhaka's most secure and meticulously planned residential

area by the Bangladesh Army, both the projects are surrounded by an environment that balances urban convenience with nature. Jolshiri Abashon offers 48% greenery (2,133 acres), 205 acres lake, wide roads, and essential lifestyle amenities, creating a healthy and sustainable neighborhood for families. With Sheltech Rainfall and Sheltech Nirvana, residents will not only enjoy thoughtfully designed homes but also be part of a vibrant community that blends safety, comfort, and elegance. Secure your future home with Sheltech today. Call **16550** for booking and details.



Groundbreaking Ceremony of Sheltech Nirvana

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