



SHELTECH

NEWSLETTER

JULY, 2026



Photo:
Sheltech Golf Vista
Road 5020, Sector 17, Jolshiri Abashon



Building Better Apartment Communities

by TANVIR AHMED



Seminar on AI for Workplace Productivity at Sheltech

Remembering
Dr. Toufiq M. Seraj:
A Pioneer of
Bangladesh's Real
Estate Sector



SHARED SPACES, SHARED RESPONSIBILITIES: BUILDING BETTER APARTMENT COMMUNITIES

MR. TANVIR AHMED

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

Apartment living has become the preferred housing solution for many urban families in Bangladesh. Residents increasingly rely on the shared facilities of the apartments such as community spaces, elevators, generators, water pumps, security systems, parking areas, and rooftop spaces. These amenities improve comfort and convenience, but their long-term value depends not only on infrastructure and investment, but also on the responsibility of residents and owners.

An apartment building is more than a set of individual homes. It is a shared environment where everyday actions affect the safety, comfort, and well-being of everyone who lives there. Maintaining this environment requires both proper facility management and considerate community behavior. When these responsibilities are embraced collectively, apartment communities become safer, more efficient, and more enjoyable places to live.



MR. TANVIR AHMED

Maintenance: Preserving Safety, Comfort, and Property Value

One of the biggest challenges in apartment living is the regular maintenance of common facilities. Elevators, electrical systems, generators, fire safety equipment, water supply systems, and structural components all require periodic inspection and preventive care. When maintenance is delayed, repair costs rise, services are disrupted, and safety risks increase.

Regular maintenance is also an investment in

property value. Well-maintained buildings remain more attractive, functional, and marketable, while neglected facilities can reduce resident satisfaction and weaken long-term appeal. Maintenance contributions collected from apartment owners therefore play an essential role in keeping shared amenities operational for both owners and tenants.

Effective maintenance practices include:

- Setting a clear schedule for routine inspections and servicing.
- Checking elevators, generators, pumps, and safety equipment regularly.
- Fixing minor issues before they become major repairs.
- Keeping accurate records of maintenance work and expenses.

A proactive approach improves efficiency and helps extend the building's lifespan.

Keeping Shared Spaces Clean and Functional

Common areas are often the first spaces residents and visitors notice. Corridors, staircases, lift lobbies, parking zones, and recreational areas reflect the overall quality of a residential community.

Keeping these spaces clean requires cooperation from everyone. Proper waste disposal, responsible use of shared facilities, and respect for common areas help create a healthier and more pleasing living environment. In Bangladesh, where municipal waste systems face growing pressure, responsible household practices can make a meaningful difference.

Practicing Good Neighborhood Etiquette

Successful apartment living depends not only on infrastructure but also on social harmony. Residents from different professions, age groups, and lifestyles often share the same building, so mutual respect is essential.

Simple habits such as keeping noise at reasonable levels, avoiding unnecessary disturbances in common areas, following building rules during gatherings, and using shared facilities carefully can greatly improve daily life for everyone. Small acts of consideration help build trust, cooperation, and a stronger sense of community.

Strengthening Cooperation Among Stakeholders

A well-managed apartment community requires cooperation among owners, tenants, management committees, and facility management teams. Open communication, transparency in maintenance decisions, and active participation in community discussions can help solve problems before they grow.

Bangladesh's legal framework for apartment ownership also recognizes the importance of shared governance and collective responsibility. When residents understand their duties and management bodies remain responsive, apartment communities become more organized, resilient, and enjoyable places to live.

More Than a Building, A Community

The quality of apartment living is shaped by more than design and amenities. It is shaped by daily habits, shared responsibility, and mutual respect. When residents support maintenance efforts, care for common spaces, and remain considerate toward their neighbors, an apartment building becomes more than a physical structure—it becomes a thriving community.

As Bangladesh's cities continue to grow, the future of urban living will depend not only on how buildings are designed and constructed, but also on how responsibly people live within them (World Bank, 2023; UN-Habitat, 2022). A successful home extends beyond the walls of an apartment; it begins with the community that residents create together.



REMEMBERING DR. TOUFIQ M. SERAJ: A PIONEER OF BANGLADESH'S REAL ESTATE SECTOR



Dr. Toufiq M. Seraj (1956 - 2019)

On June 21, 2019, Dr. Toufiq M. Seraj, Founder and Managing Director of the Sheltech Group, breathed his last on a Qatar-bound flight to Doha. He was a visionary and a pioneer in the field of real estate and housing in Bangladesh and played a leading role in shaping the real estate industry to be where it is today. Dr. Seraj was the president of the Real Estate and Housing Association of Bangladesh (REHAB) and held the position for three consecutive terms. During this time, he advanced the industry by stressing professionalism from all the developers and insisting on stringent safety and quality control on construction sites. Dr. Seraj was a former president of the Bangladesh Institute of Planners (BIP) and played a major role in developing the Detailed Area Plan (DAP) of Dhaka. He also participated in various forums and professional organizations to improve different building codes of Bangladesh. One of his last works, in April 2019, was to present the discrepancies between the fire regulations in different codes of Bangladesh.

Dr. Seraj was a former faculty member of BUET and had a wide range of publications, including several books on urban planning, housing, and real estate. For his education, he obtained his Ph.D. in Civic Design from the University of Liverpool, UK as a

Commonwealth Scholar. Earlier, he completed his Master of Urban and Regional Planning and Bachelor of Science in Civil Engineering from BUET. His vision to provide beautiful and quality homes for the residents of Dhaka led Sheltech to develop over 3870 apartments all over the city, transforming Sheltech into a symbol of excellence in the real estate industry of Bangladesh. He left behind his vision to ensure beautiful urban living for the residents of Dhaka city. We at Sheltech express our deep gratitude for this exemplary leader and pray for the eternal peace of his departed soul.



Senior Officials of Sheltech Group Paying Floral Homage to Dr. Toufiq M. Seraj at Banani Graveyard

GROUNDBREAKING OF শেলটেক নলি ফ্রবতারা

On June 23, 2026, Sheltech arranged a groundbreaking ceremony of শেলটেক নলি ফ্রবতারা, one of the Sheltech's newest residential projects at Road 05, Baridhara DOHS in Dhaka. The groundbreaking ceremony was arranged at the project premises where Md. Sharif Hossain Bhuiyan, Executive Director (ED), Operations; Mr. Shajahan, Chief Operating Officer (COO); along with engineers, architects, and other professionals of Sheltech (Pvt.) Ltd. as well as the landowners of the project, were present during the ceremony.

শেলটেক নলি ফ্রবতারা is one of Sheltech's stunning residential projects in one of Dhaka's secured residential areas- Baridhara DOHS. Set on a 5-Katha land area, this project will feature an 8-storey (G+7) residential building with seven spacious single unit apartments, each offering 2700 sft. of modern living space. With thoughtfully crafted modern architecture and a unique aesthetic, শেলটেক নলি ফ্রবতারা promises to be an exceptional place to live in Baridhara DOHS. Contact our sales hotline today at **16550** to reserve your desired residence from Sheltech!



Ground Breaking Ceremony of শেলটেক নলি ফ্রবতারা at Baridhara DOHS, Dhaka

SEMINAR ON ARTIFICIAL INTELLIGENCE (AI) FOR WORKPLACE PRODUCTIVITY

Sheltech organized a seminar on "AI for Workplace Productivity" on June 18, 2026, at the Dr. Toufiq M. Seraj Lounge, Sheltech Tower, Panthapath, Dhaka. The session was conducted by Md. Jafar Imam Sajal, Learning Consultant of NetCom Learning Bangladesh, who provided valuable insights into the growing role of Artificial Intelligence in transforming modern workplaces. He demonstrated how AI-powered tools can improve operational efficiency, automate routine tasks, enhance communication, support informed decision-making, and enable employees to work more productively.

The seminar was attended by Md. Sharif Hossain Bhuiyan, Executive Director (ED), Operations; Mr. Shajahan, Chief Operating Officer (COO);

Mr. Naushad Choudhury, Advisor, Strategic Planning, PR & Marketing; Mr. Saiful Islam, FCMA, Financial Advisor; and other senior officials of Sheltech, highlighting the organization's commitment to embracing innovation and fostering a culture of continuous learning. Participants engaged in interactive discussions on the practical applications of AI across different business functions and explored ways to integrate emerging technologies into everyday work processes. The seminar reaffirmed Sheltech's dedication to equipping its workforce with future-ready skills and leveraging digital innovation to enhance organizational excellence and long-term growth. Through initiatives like this, Sheltech continues to invest in professional development and promote a culture of continuous improvement.



Seminar on AI for Workplace Productivity at Sheltech

HOW MEGA SPORTS EVENTS TRANSFORM HOST CITIES' DEVELOPMENT

The FIFA World Cup 2026 is set to become the largest football tournament in history, bringing together 48 teams across 16 host cities in the United States, Canada, and Mexico (FIFA, 2024). While millions of fans eagerly anticipate the sporting spectacle, the tournament is also shaping up to be a major driver of urban transformation, economic activity, and infrastructure development (World Economic Forum [WEF], 2025).

Unlike previous editions, the 2026 World Cup will span three countries, requiring an unprecedented level of coordination in transportation, security, hospitality, and urban management (FIFA, 2024). Host cities are already upgrading airports, expanding public transit systems, improving pedestrian access, and enhancing digital infrastructure to accommodate millions of visitors. Many cities are also investing in fan zones and public gathering spaces while partnering with local communities to foster public engagement and create a more inclusive and enjoyable tournament experience (WEF, 2025).

Economic forecasts suggest the tournament could generate billions of dollars through tourism, retail,

hospitality, and job creation (FIFA, 2024). Small businesses, hotels, restaurants, and local service providers are expected to benefit significantly from increased visitor spending. Beyond economics, the event also offers cities an opportunity to strengthen their international image and attract future investments.

However, global experience from past mega-events shows that long-term success depends on strategic planning. Urban experts emphasize that investments should serve communities beyond the tournament itself. Infrastructure developed for short-term demands becomes most valuable when integrated into broader urban goals such as improved mobility, public accessibility, and quality of life (Müller & Gaffney, 2018).

For rapidly growing cities worldwide, including those in developing economies, FIFA World Cup 2026 offers an important lesson: global events can act as catalysts for meaningful urban progress when development is planned with a long-term vision rather than temporary excitement.





SHELTECH
CERAMICS

Spaces that
tell Your **Story**

Explore more



☎ 16719



☎ 16550

[f /sheltechprivatelimited](#)
[/sheltechprivatelimited](#)
[in /company/sheltechpvtltd](#)
[/sheltechprivatelimited](#)
[www.sheltech-bd.com](#)

শেল্টেক  **SHELTECH** *Since 1988*

Corporate Office:
Sheltech Tower, 60 Sheikh Russel Square, West Panthapath, Dhaka 1205
Tejgaon Office:
Level 08, Trade Intercontinental, Tejgaon Gulshan Link Road, Dhaka
Jolshiri Office:
Sheltech Astha, Plot 17, Road 501, Sector 17, Jolshiri Abashon, Narayongonj
Chattogram Office:
Rubliya Heights (2nd Floor), House 7/A/1, Road 3, Zakir Hossain Road,
South Khuishi, Chattogram 4225