

Report on  
**The contribution of HRIS to ACI Limited's Advancement**

By  
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An internship report submitted to the Brac Business School in partial fulfillment of the requirements  
for the degree of Bachelor of Business Administration

Brac Business School  
Brac University  
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# Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing the degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through complete and accurate referencing.
3. The report does not contain material that has been accepted or submitted for any other degree or diploma at a university or other institution.
4. I have acknowledged all primary sources of help.

**Student's Full Name and Signature:**

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Kanok Prova Saha

ID- 17104117

**Supervisor's Full Name and Signature:**

\_\_\_\_\_

Mr. Jubairul Islam Shaown

Senior Lecturer, BRAC Business School

BRAC University

# Letter of Transmittal

Date: 3<sup>rd</sup> September 2022

Mr. Jubairul Islam Shaown

Senior Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Sir,

I have worked on this internship report for the past three months at ACI Limited, in the Marketing Team of the Fertilizer Department. It is an incredible honor for me to share it. The report is titled "The contribution of HRIS to ACI Limited's Advancement." I've done my best to support the value of using digital HR software in this report, as well as the kinds of changes that have occurred as a result of adopting it.

From the bottom of my heart, I want to thank you for your significant help with this report's composition. It would be a massive achievement for me if you found the report to be engaging, meet the requirements, and live up to your expectations.

Sincerely Yours,

Kanok Prova Saha

ID - 17104117

BRAC Business School

BRAC University

# **Non-Disclosure Agreement**

This agreement is made between ACI Fertilizer and the BRAC University student, Kanok Prova Saha, who is signing below.

By my declaration, I, Kanok Prova Saha, hereby state that ACI Limited won't be harmed by the disclosure of any confidential information or other significant facts in this report. This report will be created with the assistance of the office manager and also based on my regular procedures. As a result, my report won't be posted online; instead, it will be documented at BRAC University as part of the application process for my internship program.

Finally, I certify that this report won't be detrimental to the company and that the information sources are acknowledged in the reference.

# Acknowledgment

To begin my report, I would like to express my admiration for the Almighty. He has greatly increased my stamina and willpower so that I can do this enormous endeavor. The success of this report was made possible by numerous people. Therefore, it would be impolite of me if I did not express my gratitude to those who offered me their cooperation and helped me in every way they could by providing pertinent comments, recommendations, instructions, and rules as I was putting this report together. I would like to thank them all individually.

I would like to start by expressing my gratitude to my respected supervisor, Senior Lecturer Mr. Jubairul Islam Shaown of BRAC Business School, BRAC University. He has been a consistent source of guidance and assistance during the completion of this study. Every time I have run into a situation that I don't understand, his outstanding advice has been helpful. His presence was constant. I owe him a debt of gratitude for all the attention he has shown me.

Furthermore, I would like to express my sincere gratitude to Mr. Md. Harun Or Rashid, Product Manager of ACI Fertilizer, ACI Limited, for volunteering his time, supplying me with information, and cooperating with me. Additionally, it will be our pleasure to express our gratitude to everyone for their enthusiastic support and encouragement, as well as to hear their thoughts on the subject, which will make this report even more crucial. Moreover, I want to thank everyone who assisted me in completing my survey and providing details about their businesses. They have offered me with insightful advice on how to improve the quality and appeal of this report, in addition to helpful information.

# Executive Summary

The four strategic businesses owned by ACI Limited are varied. One of the most significant business divisions for ACI Limited is ACI Agrobusiness. One of the brands produced by ACI Agrobusiness is fertilizer. ACI Fertilizer has been in operation since 2007 with the mission of "to provide whole plant supplement & soil wellbeing arrangement to the ranchers for an ideal trim generation with quality products, underutilized innovation, considerably better client benefit, & compelling communication." The four types of fertilizers that ACI Fertilizer now produces are soil conditioner, soil nutrient, foliar nutrient, and essential fertilizer. There is a division called "ACI Aronno" that offers plant nutrition options for urban farming, including soil health products, prepared blend soil, coco peat, vegetable seeds and seedlings, ornamental plants, agrochemicals, cultivating equipment, and more. Additionally, ACI Fertilizer has a smartphone app called "Fosholi" that allows users to find a fertilizer store and receive assistance from professionals.

This report is divided into three sections. The first section of the report provides the fundamental details of the internship, a few basic concepts, and my overall results from the experience. Various organization-related facts are contained in the second section. The most crucial section of this study is located in the final section. I present my findings and analyze the main objective of the report in the project section titled "The contribution of HRIS to ACI Limited's Advancement." The purpose of this study is to determine how ACI Fertilizer has developed after implementing HRIS.

There is little doubt that Bangladesh's fertilizer industry is a critical and essential one. The knowledge gained from the report's insights, in my personal belief, will help students comprehend the fertilizer industry in Bangladesh and how it operates, as well as the developing potential of HRIS.

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# **Chapter 1**

## **Overview of Internship**

## **1.1 Student Information**

**Name:** Kanok Prova Saha

**ID:** 17104117

**Major:** Human Resource & Management (HRM)

**Minor:** Computer Information Management (CIM)

## **1.2. Internship Information:**

### **1.2.1. Company Information**

**Period:** 3 months (22 May 2022 to 21 August 2022)

**Company Name:** ACI Fertilizer.

**Department:** Marketing.

**Address:** Head Office

ACI Centre 245, Tejgaon Industrial Area, Dhaka-1208, Bangladesh.

**Phone:** (+8802) 8878603

**Email:** [fertilizer@aci-bd.com](mailto:fertilizer@aci-bd.com)

**Fax:** +88(02) 8878619

**Website:** <https://acifertilizer.com/>

### **1.2.2 Internship Company Supervisor's Information:**

**Name:** Md Harun or Rashid

**Position:** Product Manager, ACI Fertilizer.

### 1.2.3. Job Scope

Since I joined ACI Fertilizer as an intern, I have primarily worked in marketing and human resources because those two departments are primarily responsible for the company's product

sales and marketing. Through this three-month internship, I have gained a lot of knowledge.

Under the supervision of my office supervisor and the sincerity of my office seniors, I gained important job experience and they also assisted me in understanding office culture and corporate etiquette from the first day of my internship.

### 1.2.4. Job Activities

<b>Time</b>	<b>Job Activities</b>
1 <sup>st</sup> Week	The start of my first week takes place on May 22. I learned the laws and regulations for interns during my first week as an employee from a goodhearted HR official. Additionally, he introduced me to my direct supervisor and other important office superiors.
2 <sup>nd</sup> Week	In the second week, my supervisor gave me an introduction to the ACI Fertilizer product and service. He explained to me the fundamental principles of ACI Fertilizer's product promotion. Along with that, he asked me to perform a comprehensive online market research on the fertilizer industry in Asian nations.
3 <sup>rd</sup> Week	My supervisor gave me the task of creating a sales report by-product in the third week. In this report, I had to display the overall sales of each product, both positive and negative market growth, and the profit margin as a proportion of overall sales.
4 <sup>th</sup> Week	My manager asked me to assist the advertising team during the fourth week. I wrote the screenplays for the commercials, assisted with the idea graphics, and performed as a voice artist for them.

5 <sup>th</sup> Week	Because of my prior work for the fertilizer, teams from other portfolios, including seed, shrimp, and motors, wanted me to help with them as well. As a result, I had the opportunity to work with several teams and gained some brand management skills.
6 <sup>th</sup> Week	I worked with the human resources department during my fifth week. I gained knowledge in hiring employees and negotiating salaries and remuneration.
7 <sup>th</sup> Week	In accordance with the requirement of my business director, I sorted and arranged resumes for hiring and made questionnaires for an employee satisfaction survey.
8 <sup>th</sup> Week	I interviewed the human resources manager about policies followed by the company.
9 <sup>th</sup> Week	Conducted interviews with Territory Managers, Area Managers, Sales Managers, and National Sales Managers regarding the employee satisfaction survey.
10 <sup>th</sup> Week	Conducted employee satisfaction survey among office employees, prepared the results and gave a presentation on the topic in front of the top-level employees and board of directors.
11 <sup>th</sup> Week	Internship Report preparation.
12 <sup>th</sup> Week	Internship Report preparation.

*Table 1.3.1.: Job Activities*

### **1.3. Internship Outcomes:**

#### **1.3.1. Student's contribution to the company**

As an intern, I've worked quite a bit with the human resource and management departments as well as the marketing department. I did my very best as an intern to contribute to the success of ACI Fertilizer.

**1. Assists with routine office duties:** I was fortunate because, throughout this internship period, my supervisor and other seniors were exceptionally accommodating and gave me a variety of assignments. I, therefore, had the chance to assist my superiors and other employees while also

learning a lot from them. Such as organizing Excel data files, organizing sales files, evaluating reports, maintaining corporate regulations, keeping meeting minutes, etc.

**2. Communication:** I had to stay in touch with every member of the fertilizer team, along with the territory managers, area managers, sales managers, and the national sales manager.

### **1.3.2. Benefits to the student**

**1. Real-life workplace experience:** After successfully completing all of my academic coursework, this internship provided me with real-world experience that I can use to apply what I've learned. Additionally, this aids in my comprehension of office manners and culture.

**2. Compensation each month and other benefits:** Many employers do not compensate interns for their time and work as interns. However, at ACI Limited, the efforts of interns are much appreciated. As a result, ACI Limited provides the interns with extra services in addition to a monthly stipend, lunch, tea, and snacks.

### **1.3.3. Problems/Difficulties (faced during the internship period)**

**1. Transportation service:** I had to start early in order to arrive on time because the office was too distant from my house. Since ACI Limited does not offer transportation services to the interns, I encountered numerous challenges in making it to work nearly every day.

### **1.3.4. Recommendations (to the company on future internships)**

**Implementing a transportation service:** As I mentioned in the section on problems and difficulties, ACI Fertilizer should set up transportation services. This will make it easier for interns to go to the office and will alleviate with the covid issue as well. Every employee will benefit from being able to arrive at work promptly and get home safely.





# **Chapter 2**

## **Organization Part**

## 2.1 ACI Limited

As an Imperial Chemical Businesses subsidiary, ACI was established in 1968. (ICI). ICI Bangladesh Producers Constrained, and an Open Limited Company were the names given to the company when it was registered in Bangladesh on January 24, 1973, following the country's declaration of independence. The company has expanded into four important businesses.

Bangladesh's Advanced Chemical Businesses (ACI) Limited is a well-known corporation. ACI is a publicly traded limited corporation with 19,653 shareholders in total. There are fifty local organization investors and three distant shareholders among them. The company has divided itself into three main business segments. In addition to them, the company has a large number of partners, accreditors, and accomplices worldwide that have various business and exchange relationships.

### 2.1.1 History:

Year	Key establishment
1968	Imperial Chemical Industries (ICI).
24 January 1973	Incorporated as ICI Bangladesh Manufacturers Limited.
5 May 1992.	New named ACI Limited, Advanced Chemical Industries Limited.
2015	Sold insect control to Johnson & Johnson.

*Table 2.1.1.: History of ACI Limited*

### 2.1.2 Mission:

ACI's mission is to improve people's quality of life through the appropriate application of information, technology, and skills. In order to give our customers, the absolute best degree of

satisfaction, ACI is dedicated to the pursuit of excellence through top-quality products, cutting-edge procedures, and empowered staff.

### **2.1.3 Vision:**

- To ensure our consumers receive value for their money, we deliver high-quality goods and services on a consistent basis.
- Strive for a position of leadership in each of our business categories.
- Develop our staff members by rewarding initiative and promoting employee empowerment.
- Encourage a culture of learning and development for each individual.
- The implementation of appropriate technology and efficient resource management will help us achieve a high level of productivity across all of our operations.
- Promote inclusive growth by supporting and aiding our suppliers and distributors in increasing productivity.
- Ensure a greater return on investment through using resources wisely, conducting business efficiently, and relying on our key capabilities

### **2.1.4 Values**

- Quality
- Customer Focus
- Innovation
- Fairness
- Transparency
- Continuous Improvement

### **2.1.5 ACI Quality policy:**

One of ACI's key visions is offering consumers goods and services of a high caliber while maintaining consistency in our standards of excellence.

To accomplish its vision, ACI will:

- Understanding, embracing, exceeding, and satisfying client expectations are the keys to company excellence.
- Maintain a consistent level of product and service quality to satisfy customers by adhering to international standards for quality management systems. ACI will also comply with all national and regulatory obligations pertaining to its current businesses, ensure that current Good Manufacturing Practice (cGMP) is followed for its pharmaceutical operations in accordance with World Health Organization recommendations, and adhere to all other regulations and best practices pertaining to its other businesses.
- Firmly believe that quality should be the main factor in all business decisions. To maintain adherence to quality standards, ACI employs established procedures that are adhered to by all staff members.
- Through frequent training and involvement in the pursuit of the ongoing improvement of the Quality Management System, the Company can develop its pool of human resources to the fullest extent possible.

### **2.1.6 ACI Environment policy:**

ACI is dedicated to planning and carrying out all of its operations in a way that is environmentally responsible, assuring continuous improvement in the use of resources and preventing pollution or environmental degradation.

In order to achieve this goal, ACI will:

- Be sure to abide by all laws and regulations, both local and international.
- Conserve natural resources, such as water and energy, for sustainable development, and use ecologically friendly procedures.
- Prior to release, make sure all effluents have received the proper treatment.

- On environmental issues, see to it that appropriate communication is maintained with internal and external interested parties.
- Among our contractors and workers, raise awareness.
- Through ongoing technological advancement, ensure waste management is done in an environmentally friendly way.

### **2.1.7 Strategic Business:**

1. ACI Pharmaceuticals
2. ACI Consumer Brands & Commodity Products
3. ACI Retail Chain
4. ACI Agribusinesses:
  - ACI Crop Care Public Health
  - ACI Animal Health
  - ACI Fertilizer
  - ACI Motors
  - ACI Crops

### **2.1.8 Subsidiaries:**

1. ACI Formulations Limited
2. ACI Logistics Limited
3. ACI Pure Flour Limited
4. ACI Foods Limited
5. ACI Salt Limited
6. ACI Motors Limited
7. Creative Communication Limited

8. Premia flex Plastics Limited
9. ACI Agrochemicals Limited
10. ACI Edible Oils Limited
11. ACI Healthcare Limited
12. ACI Chemicals Limited
13. ACI Seeds

### **2.1.9 Joint Venture:**

1. ACI Godrej Agrovvet Private Ltd.
2. Tetley ACI (Bangladesh) Ltd.
3. Asian Consumer Care (Pvt.) Ltd.

## **2.2 ACI Fertilizer**

### **2.2.1 Introduction:**

Bangladesh has a tremendous amount of potential for agriculture production. However, we are not yet operating to our full potential. Despite favorable soil conditions, crop production in Bangladesh has not always been enough. This means that Farmers have to increase their crop productivity by using balanced fertilizers. ACI Fertilizer has developed a variety of organic fertilizers, macro- and micronutrients, and foliar fertilizers while integrating cutting-edge techniques and technology into soil management practices in Bangladesh to assure good crop yields.

ACI Fertilizer works in conjunction with governmental agencies and agro-research organizations to identify the most effective farming methods that can increase yields. It teaches merchants and farmers working in tandem with governmental and non-governmental groups about the advantages and nutrient contents of various fertilizers, assists farmers in choosing a balanced blend of

fertilizers for their land, and promotes farmers to utilize organic and biofertilizers in order to restore soil health and increase the sustainability of natural resources.

### **2.2.2 Mission:**

ACI Fertilizer's mission is to provide farmers with a full range of plant nutrients and soil health solutions for maximum crop production. The company uses high-quality products, cutting-edge technology, improved customer service, and effective communication to accomplish this.

### **2.2.3 Products:**



*Figure 2.2.3.1.: NPKS (Ratno) – Rice*

#### **2.2.3.1: NPKS (Ratno) – Rice**

**Contents:**

**Rice:** NPKS 8:20:14:5

**Rabi Crops:** NPKS 12:15:20:6

**Application:** 400-500 kg/Hectare for soil application

**Pack Size:** 25 kg & 50 kg



**Key Benefits:** In order to support sustainable agriculture and good soil health, it ensures a balance in the fertilization of the soil. Farmers receive the complete nutrient mixing solution for their chosen crops.



*Figure 2.2.3.2.: NPKS (Ratno) – Vegetables*

#### **2.2.3.2. : NPKS (Ratno) – Vegetables**

**Contents:**

**Rice:** NPKS 8:20:14:5

**Rabi Crops:** NPKS 12:15:20:6

**Application:** 400-500 kg/Hectare for soil application

**Pack Size:** 25 kg & 50 kg

**Key Benefits:** It guarantees appropriate soil health and balanced fertilizing for sustainable agriculture. Farmers receive the complete nutrient mixing solution for their chosen crops.



*Figure 2.2.3.3.: Bioferti*

### **2.2.3.3. : Bioferti**

**Content:** Seaweed extract, Humus: 97% (Organic Amino Acid & Nutrients Matter, Hormone, enriched)

**Application:** 750-1000 ml Hectare mixing with fertilizer for soil application and 2-3 ml/liter water for foliar application.

**Pack Size:** 50 ml, 100 ml, 250 ml, 500 ml, 1000 ml

**Key Benefits:** The world's most active species of seaweed are used to create Bioferti. The plant's innate tolerance to environmental stressors, such as drought, salinity, and temperature, is strengthened. The ability of the plant to absorb nutrients is improved by Bioferti. Utilizing bioferti helps plants grow and produce more. It significantly affects the production of fruits and vegetables. Any step of the plant life cycle can benefit from the application of Bioferti. The majority of agrochemicals can be used with it, and it can be used with chemical fertilizers.



*Figure 2.2.3.4.: BUMPER CHELAZINC*

#### **2.2.3.4. : BUMPER CHELAZINC**

**Contents:** Zinc: 10%

**Application:** 0.5- 1gm / liter water for foliar application

**Pack Size:** 20 gm, 50 gm, 100 gm, 25 kg

**Key Benefits:** Any stage of the plant life cycle can benefit from the application of chelated zinc. Zinc is a nutrient that the plant can absorb quickly after application. Greater disease resistance is a benefit of more robust plants, which also reduces grain dropping after harvest.



Figure 2.2.3.5.: Bumper Fertimix

### 2.2.3.5. : Bumper Fertimix

**Contents:** Zinc (EDTA): 10%, Potassium-1.5%, Magnesium-2%, Manganese-0.18%, Iron-0.17% & Copper-0.07%.

**Application:** 0.5- 1gm/litre water for foliar application.

**Pack Size:** 20 gm & 50 gm

**Key Benefits:** Fertimix can be used on plants that are in the growing, blooming, or fruiting stages. The nutrients are quickly absorbed by the plant following application. Along with the anticipated crop production, it guarantees adequate vegetative growth.



Figure 2.2.3.6.: Quick Potash

### 2.2.3.6. : Quick Potash

**Contents:** Potassium: 50%, Sulphur: 17%

**Application:** 3-5 gm/liter water for foliar application

**Pack Size:** 250 gm, 25 kg

**Key Benefits:** Quick Potash can be applied to plants during their growing, flowering, and fruiting stages. As soon as potassium and sulfur are applied, the plant may quickly absorb them. It guaranteed the projected crop production as well as adequate vegetative growth.



*Figure 2.2.3.7.: Bumper Soluboron*

### **2.2.3.7. : Bumper Soluboron**

**Contents:** Boron 20%

**Application:** 2.5 – 3.5 Kg / Hectare for soil application and 1-2 gm / Liter water for foliar application.

**Pack Size:** 50 gm, 100 gm, 500 gm, 25 Kg

**Key Benefits:** Soluboron can be used at any point in a plant's life cycle. The nutrient (Boron) can be quickly absorbed by the plant following application. It guarantees crop quality and color as well as increased crop productivity.



*Figure 2.2.3.8.: Bumper Vitamix*

### **2.2.3.8. : Bumper Vitamix**

**Contents:** Nitrogen: 12%, Phosphorus: 16%, Potassium: 22%, Sulphur: 6.5%

**Application:** 1-2 gm/liter water for foliar application

**Pack Size:** 50 gm, 100 gm, 500 gm

**Key Benefits:** It is utilized to make up for the crop's lack of nutrients during the growing stage. Trees can simply and swiftly assimilate it because it is 100 percent soluble in water. The quantity of flowers and fruits increases as healthy tree growth and appropriate nourishment are guaranteed. In turn, this increases yield and nitrogen uptake as the fruit becomes bigger and nourishes itself.



*Figure 2.2.3.9.: NEB | NITROGEN EFFICIENCY FOR BIOAVAILABILITY*

### **2.2.3.9. : NEB | NITROGEN EFFICIENCY FOR BIOAVAILABILITY**

**Contents:** Fulvic Acid 17%

**Application:** 2-3 ml/kg

**Pack Size:** 50 ml, 100 ml

**Key Benefits:** NEB is a combination of organic root exudates that improves the effectiveness of urea. It saves money by reducing the use of urea by up to 50%. increases the amount and activity of beneficial bacteria in the soil; as a result, there is a long-term source of nitrogen for the crops. It facilitates increased nitrogen uptake by plants.



*Figure 2.2.3.10.: POWER – GA3*

### **2.2.3.10. : POWER – GA3**

**Contents:** GA3- 80%

**Application:** 1 gm/30-40 liters water for foliar application

**Pack Size:** 1 gm

**Key Benefits:** Power is utilized to boost seed output. It facilitates a wide range of agricultural functions, including preventing fruit falling, enhancing fruit set, regulating fruit maturity, increasing fruit size, generating uniform seedling growth, etc.





*Figure 2.2.3.11.: PROMOTER PLUS*

### **2.2.3.11. : PROMOTER PLUS**

#### **Key Benefit:**

- Pesticides are more effective because of how quickly and extensively they disseminate.
- Pesticides' effectiveness is not diminished by rain or fog since they do not wash off.
- Since pesticides are absorbed fast by plants, they provide superior protection against disease and insects.



*Figure 2.2.3.12.: BUMPER FOLON (4-CPA)*

**2.2.3.12. : BUMPER FOLON (4-CPA)**

**Contents:** 4 – Chlorophenoxy Acetic Acid 1250 ppm

**Application:** 2-5 ml/liter water for foliar application

**Pack Size:** 50 ml, 100 ml, 250 ml, 500 ml

**Key Benefits:** Bumper Folon encourages fruit setting and inhibits the abscission of blooms and fruits.



*Figure 2.2.3.13.: BUMPER MONOZINC*

### **2.2.3.13. : BUMPER MONOZINC**

**Contents:** Zinc 36%, Sulphur 17.5%

**Application:** 7-10 kg/Hectare for soil application

**Pack Size:** 1 kg & 25 kg

**Key Benefits:** Bumper Monozinc, a high standard, heavy metal-free zinc sulfate, makes up for the zinc deficit in the soil. A significant number of 2P enzymes, including auxins, have zinc as a component or as a functional cofactor.



*Figure 2.2.3.14.: BUMPER SOP*

#### **2.2.3.14. : BUMPER SOP**

**Contents:** Potassium 50%, Sulphur 17%

**Application:** 120-150 kg/ Hectare for soil application & 5-10 gm/ Itr water for foliar applications.

**Pack Size:** 500 gm, 1 kg, 50 kg

**Key Benefits:** There is almost no chloride in potassium sulphate, which can disrupt plant transpiration and hinder growth. Additionally, it improves the regulation of water supply and lessens the effects of dry spells. Disease resistance and durability are provided by the SOP. While enhancing the nutritional value of fruits and vegetables, it also increases their yield and quality.



*Figure 2.2.3.15.: GYPSAR*

### **2.2.3.15. : GYPSAR**

**Contents:** Calcium 23% Sulphur 17%

**Application:** 40-50 kg Hectare for soil application

**Pack Size:** 5 kg, 10 kg, 25 kg, 50 kg

**Key Benefits:** Calcium and Sulfur are provided to the plant by mineral gypsum, which also helps to maintain the pH of the soil and enhance its structure.



*Figure 2.2.3.16.: MAGSAR*

### **2.2.3.16. : MAGSAR**

**Contents:** Magnesium: 9.5%, Sulphur: 12.5%

**Application:** 15-20 kg/ Hectare for soil application and 12-15 gm for foliar application

**Pack Size:** 1 kg & 25 kg

**Key Benefits:** The activity of plant enzymes that create carbohydrates and lipids depends on magnesium, which is a crucial structural component of the chlorophyll molecule. It is necessary for the germination of seeds and is needed for the production of fruit and nut sugars.



*Figure 2.2.3.17.: BUMPER ROOT GROW*

### **2.2.3.17. : BUMPER ROOT GROW**

**Contents:** 1-Naphthyl Acetic Acid

**Application:** 8-10 kg/Hectare for soil application

**Pack Size:** 1 kg

**Key Benefits:** Bumper Root Grow encourages the development of a plant's adventitious roots, which root for the advancement of the seed. It heralds the appearance of fruit and the quickening growth of root tubers.



*Figure 2.2.3.18.: HUMISTAR WG*

### **2.2.3.18. : HUMISTAR WG**

**Contents:** Humic acid – 75%, Dalvik – 12%, Potassium – 18%

**Application:** 1-1.5 kg humus star per bigha (33 percent) in different crops should be applied in the last tillage of land preparation or 20-25 gm per bed.

**Pack Size:** 1 kg

**Key Benefits:**

- The plant is excellent for adoption because the soil contains all the necessary nutrients.
- Enables the soil's beneficial microbes to function at full capacity, enhancing the efficiency of chemical fertilizers.
- Increases the ability of seeds to germinate, and transplanted seedlings grow quickly.



Figure 2.2.3.19.: ORGANIC FERTILIZER (BUMPER SURAKKHA)

**2.2.3.19. : ORGANIC FERTILIZER (BUMPER SURAKKHA)**

**Contents:** Carbon & Nitrogen Ratio: 20:1 (Maximum), Organic Carbon: 10-25%, pH: 6-8.5, Moisture: 15-20%, Nitrogen: 0.5-4.0% Phosphorus: 0.5-3.0%, Potassium: 0.5-3.0%, Sulphur: 0.1-0.5% & Other Micro Nutrients.

**Application**

- Field Crops: Apply 450-500 kg/ Hectare in the soil at the time of land preparation or as needed for the crops.
- Plant: 2-5 kg/ Plant for fruits and other plants at the time of planting and before rainy season or after rainy season surrounding the plant in the soil.



**Pack Size:** 1 kg. 5 kg. 40 kg

**Key Benefits:** Organic fertilizer improves soil health, boosts microbial activity, increases the effectiveness of chemical fertilizers, reduces the use of chemical fertilizers (15–25%), boosts crop output, and increases the soil's ability to hold onto water.



*Figure 2.2.3.20.: READY MIX SOIL*

### **2.2.3.20. : READY MIX SOIL**

**Contents:** Vermicompost, Trichoderma, soil, coconut fiber powder, sand, bone meal and khol.

**Application:** Seeds should be sown, or seedlings should be planted with ready mix soil as required in tubs, drums, beds or holes.

**Pack Size:** 5kg, 10kg & 25kg

#### **Key Benefits:**

- Ready mix soil, In order to fill in the nutrient inadequacies of the plant, the soil is made up of both organic and artificial fertilizers. This combination promotes balanced growth and high plant output.
- Because the soil is crumbly, air and water can enter the soil quickly, allowing the roots to expand and strengthen.
- Fertilizer applications do not need to be made separately when using ready-mix soil, which saves money.
- Suitable for use directly in the tub.

## 2.2.4 Services:



*Figure 2.2.4.1.: Fosholi App logo.*

### 2.2.4.1. : Fosholi App

The agricultural industry is steadily expanding along with technological advancement. A digital site for farmers has been created in this regard by Fosholi. Fosholi is a technological platform that offers advisory services to farmers. The finest agricultural app, Fosholi, disseminates more farming data in stationary and non-stationary formats. To assist farmers in becoming smart farms, the platform was created. The services it offers are broken down into categories such as Pre-Cultivation, Cultivating, Comment, Weather Forecast, My Crop, Information Bank, Farmer's Toolkit, Reach to Extensions, and so forth. A timely flow of relevant information is being delivered to more than 105,000 farmers.



Figure 2.2.4.2.: ACI Aronno Website

**2.2.4.2. : ACI Aronno Website**

ACI Aronno, a division of ACI Fertilizer, offers a variety of plant nutrition products for urban farming, such as soil health products, ready-mixed soil, coco peat, vegetable seeds and seedlings, ornamental plants, agrochemicals, gardening tools, and more. Additionally, they offer their clients technical support and assistance with setting up hydroponic systems, landscaping, organic farming, and maintaining those systems.

**2.3 Management practices**

**Organization Organogram**

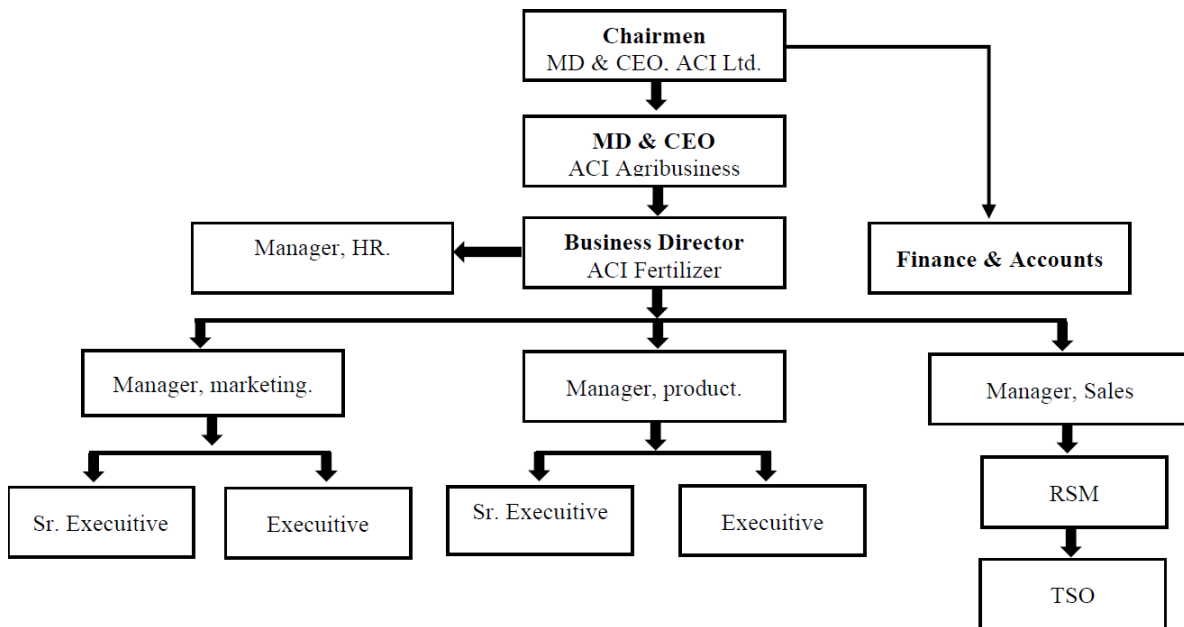


Figure 2.3.1.: ACI Fertilizer Organogram.

One of Bangladesh's most promising fertilizer companies, as well as the country's top fertilizer brand, is ACI Fertilizer. ACI Fertilizer is creating a sustainable business model for the fertilizer industry in Bangladesh because of its management and leadership abilities. It also maintains a high standard of organizational structure. Where the chairman serves as the organization's chief executive. The CEO and Managing Director of ACI Agribusiness are directly responsible to the business directors. Three managers with specific responsibilities for marketing, product, and sales work under the Business Director. The organization's leadership style is founded on democratic and participatory principles, and under the sales manager, there are NSM, RSO, and TSO. In a business meeting, an employee is free to voice their opinions and contribute fresh company concepts. Furthermore, the leaders highly value and seriously consider their proposals. Therefore, a variety of concepts make it simple to achieve the goal. Despite the fact that it takes a little bit longer to select what should, it generates a highly powerful notion. Because of the participatory goal-setting atmosphere, everyone knows the aim and the contribution they must make in order to achieve the goal. Initially, candidates joined as executives, and there is a requirement for recruitment; ACI Fertilizer used to publish job offers on their Facebook page and LinkedIn profile and collect CVs from ACI Careers. In addition to an interview, candidates must take numerous written tests. After completing all examinations and interviews, there is one final viva with the business director. After clearing the Business Director's viva, the candidate was given a six-month probationary period. After six months, there is a probationary term depending on performance, after which the employee may be promoted to a permanent position. They are managed by a manager during the training process.

Management has established the criteria for performance evaluations based on its goals. Because ACI Fertilizer is a democratic and participatory company, both managers and employees have chosen the performance evaluation system. Targets to concentrate on during a specific evaluation period are jointly identified, planned, organized, and communicated by management and staff. Following the establishment of specific goals, managers and staff members periodically discuss the progress achieved in achieving those goals and the likelihood of success.

## 2.4 Marketing Practices

One of the Bangladeshi fertilizer companies that are showing promise and expansion is ACI Fertilizer. They base their marketing strategies on the demands of the market. The products that are most sought-after in the market are discovered through research, and new marketing strategies are developed to help them become more widely known. Businesses during COVID-19 concentrated on using YouTube, Facebook, Foshli Apps, and the website to promote their products through digital marketing. In order to guarantee our service, the Field Force also established close ties with farmers. We have a number of innovations in the works, including control-releasing fertilizer (NPK + other trace elements), paclobutrazol, brassinolide, and vermicompost, all of which play important roles.

The farmers in rural areas that use ACI fertilizer are its target market, with a particular emphasis on those who have more than 1 hectare of farmland. The company's customers include well-known local stores. Additionally, they concentrate on farmers between the ages of 35 and 60 in the segmentation section. Geographically speaking, they are concentrating more on the northern part of Bangladesh than on other parts of the country. Customer segmentation is based on the behavior for those who can afford to buy the bare minimum of fertilizer and can make the payment. Utilizing commercial channels, ACI Fertilizer markets its products. Essentially, ACI Fertilizer conducts its marketing through its field team, which consists of sales representatives and territory officers that visit with dealers and retailers and conduct training sessions for the farmers.

ACI Fertilizer has done branding work on various occasions. For environmental reasons, they advocate for green nature. In order to advertise their products among farmers, ACI Fertilizer conducted a number of seminars that took place in rural areas. Additionally, agricultural-related television programs were sponsored by ACI fertilizer. In order to promote their business, they also supported local festivals.

ACI Fertilizer mostly employs trade marketing for advertising and promotions. They have employed enormous banners for marketing as well as miking in villages, lift lets, and posters in bazaars to market their goods during this season. Additionally, fertilizer companies in particular regions advertise their brands on regional television networks. Therefore, TVC makes this a very efficient and cost-effective option in local areas. Additionally, ACI Fertilizer has a Facebook page

specifically dedicated to digital marketing, where daily product uploads with descriptions are made to help customers better grasp the offerings.

Being a top-notch company, one of the well-known fertilizer manufacturers in Bangladesh is ACI Fertilizer. However, they employ conventional marketing strategies, just like their rivals in the industry. Other competitors may engage in aggressive marketing tactics, such as claiming to offer the lowest prices on the market, under particular circumstances. Additionally, several telefilms with an agricultural theme are sponsored on YouTube and on the advertising channel by their rivals. Therefore, there are some marketing gaps that are being created. In order to increase their market share, ACI Fertilizer needs to be mindful of their marketing and implement various marketing strategies.

## 2.5 Financial Analysis and practices:

ACI Fertilizer refused to provide its financial statement with me because it is a strategic firm. Thus I was unable to gather the recent financial information. Instead, ACI Fertilizer offers the financial data from 2017 to 2019, which is displayed below-

	2017	2018	2019
<b>Cost of Sales</b>	828,974,498	782,309,616	595,763,652
<b>Cost Of Manufactured goods</b>	816,278,149	764,042,359	588,887,987
<b>Cost Of Materials Consumed</b>	796,738,363	758,838,188	566,605,541
<b>Trade Receivables</b>	454,843,840	419,852,044	289,297,411
<b>Revenue</b>	1,130,405,722	1,050,820,766	792,798,889

*Table 2.5.1.: Financial Assessment*

When compared to 2018 and 2019, the financial year 2017–18 clearly demonstrates that product costs and revenues are more significant. Additionally, the trade receivables have been declining over the last three years, which has an impact on revenue as well.

ACI Fertilizer experienced a 25% decline in growth in 2019. The pandemic had a detrimental effect on the industry, leading to a dramatic shift in demand and costs. The fertilizer business has focused on product lines with improved humus bases that are organic and natural. The market is expanding as a result of its impact on soil health and yield.

The brains of the corporation are found in the ACI Finance and Planning division. The framework allows ACI Finance and Planning to play a focused part in all accounting and financial services. In other words, it oversees not only ACI Limited's financial and accounting concerns but also those of all of its subsidiaries that carry out the mission and vision of the group.

#### **1. Preparing Budget:**

They developed the budget for ACI Fertilizer as a significant component of the finance department based on the previous year's transactions. They also collaborate with the planning team to establish a target profit goal for the following years.

#### **2. Preparing vouchers:**

Vouchers are made by accountants to document all data and information transactions. Serial number, kind, date, debit line, credit column, number of figures, total section, and information filled out at the time of production are the components of a voucher.

#### **3. Credit Management:**

An exclusive credit management department exists at ACI Fertilizer. In this section, they provide justification for the credit policy, conduct research on customer credit limits, and make recommendations for customer credit facilities.

#### **4. Making Tax and Vat for ACI Fertilizer:**

The dedicated finance and accounts staff at ACI Limited calculated the tax and VAT for ACI Fertilizer in accordance with company policy. Therefore, VAT and tax accounts are handled

by that area of finance and accounting. They maintain all the information in the correct order, aiding in the documentation's preservation.

## **2.6 Operations Management and Information System**

### **2.6.1. Practices of Operation Management:**

Operations management is a function of the individual business. The management of operations is essential to ACI Fertilizer.

#### **1. Procurement process:**

The company estimates the amount of raw materials required for production during this initial stage. After then, the company issues an RFP. Requests for Proposals (RFPs) are a methodical way for firms to collect 17 competing offers.

#### **2. Sourcing:**

The management in this section searches for the best location from which to get raw materials.

#### **3. Planning and Production Forecast:**

Together with the operations management and planning team, they establish a goal production level for the quantity of products they will produce within a given time frame while taking into account market demand from the previous year.



#### 4. Distribution network:



Figure 2.6.4.: Distribution Network

Depending on the requirements, ACI has its own distribution system. It represents the connection between suppliers and distribution centers. A network of independent material dissemination is how the network is depicted as working. Producing fertilizer from two factories and distributing it to eleven depots with the use of logistics.

#### 2.6.2. Information system:

An exclusive MIS system is used by ACI Limited. MIS aids in resolving IT-related issues for the business. Additionally, MIS manages a server for ACI, into which the field force inputs all sales-related data. Only machines that have received approval from the MIS department are accessible. Additionally, they utilize Google Meet, Zoom, Microsoft Outlook etc. in their daily work.

ACI Limited has lately concentrated on transforming their work into a digital environment by implementing HRIS. A computer platform known as a human resource information system (HRIS), also referred to as a human resource management system (HRMS) or human capital management, combines personnel equity with informational systems. Digital HR operations and processes are made available by this. A software-based system called an HRIS, which covers human resources, accounting, management, and payroll is another way to put it. It enables businesses of all sizes to handle a range of duties. A company can better manage, track,

and control its HR costs with the use of an HR information system (HRIS), but at the expense of devoting too much time to it.



Figure 2.6.5.: HRIS Model

## 2.7 Industry and Competitive Analysis

### 2.7.1 Porter’s Five forces for ACI Fertilizer:

1. Competition in the industry	High
2. Potential of new entrants into the industry	Moderate
3. Power of suppliers	Moderate
4. Power of customers	Moderate
5. Threat of substitute products	Low

Table 2.7.1.: Porters Five Forces

### **1. Competition in the industry:**

In Bangladesh's fertilizer sector, there is fierce competition. In addition to Triple Super Phosphate Complex Limited and South Bengal Fertilizer, other companies include Ashuganj Fertilizer and Chemical Company Limited, Chittagong Urea Fertilizer Limited, Jamuna Fertilizer Company Limited, Karnaphuli Fertilizer Company Limited, Shahjalal Fertilizer Factory, Aftab Fertilizers & Chemicals Ltd, Northern Fertilizer Limited, Jamuna Fertilizer Company Limited. In Bangladesh, there are more than 20 fertilizer companies.

### **2. Potential of new entrants into the industry:**

An essential component of the agricultural business sector is fertilizer. As stated in the Fertilization Management Act (2006), read in conjunction with the Control of Basic Commodities Act 1956, the production and delivery of fertilizer are not possible without the desired enlistment. Under the Fertilization Administration Rules of 2007, the following are some endorsed shapes:

1. Production of fertilizer
2. Import of fertilizer
3. Collection, marketing, transportation, and selling of fertilizer;
4. For renewal of registration.

To get the permit from the Divisional Agricultural Office, the forms must be presented along with the necessary documentation for the type of fertilizer, the scheme of speculation, and the results of the fundamental test. Additional documentation is also required, such as an Exchange Permit, a Charge Recognizable proof Number, and a Value Added Tax (VAT) needed certificate.

### **3. Power of suppliers:**

The raw ingredients for fertilizers originated outside of Bangladesh. ACI Fertilizer's primary suppliers are nations including China, Vietnam, the United States, Africa, and Thailand. In essence, they preferred to buy high-quality raw materials at reasonable prices from other

countries. Therefore, there is an opportunity to haggle with suppliers. Even though there are many suppliers, there isn't much room for negotiation because, after building a solid relationship with a supplier, that provider may decide to raise the price of raw materials. Additionally, it might have an effect on the overall cost of those natural resources. By forming commercial relationships with additional suppliers, this uncertainty may be resolved. ACI Fertilizer should therefore diversify its clientele in order to avoid this circumstance.

#### **4. Power of customers:**

Customers have a lot of negotiating power as a result of the market's increasing competition. Additionally, the government itself is the main rival mainly due to the fact that occasionally, government products are given away or sold for a very low price. Furthermore, there is a wide variety of brands, which leads to intense client haggling.

#### **5. Threat of substitute products:**

Product replacement risk is minimal because composted fertilizer, which was manufactured from waste materials like home garbage and cow dung, is a product substitute for fertilizer. This is not an easy technique to construct and should only be used for rooftop or small-scale gardening. These composter fertilizers are not appropriate for farming at the production level. Therefore, there is little risk of a substitute product.

### **2.7.2 SWOT Analysis:**

#### **Strength:**

The assortment of goods offered by ACI Fertilizer is very diverse. There are over 24 different types of fertilizer on the market, divided into four different categories: essential fertilizer, soil conditioner, soil nutrients, and foliar nutrients. ACI Fertilizer has the ability to offer products flawlessly because of this robust product portfolio. The brand reputation of ACI Limited itself is also among ACI Fertilizer's most significant strengths. The ACI Limited brand image gives the company a value and reliability to the customers. Additionally, ACI Fertilizer has a plant and lab that are both well-equipped, which flawlessly increases production. There are seven warehouses and factories located in Cox's Bazar, Comilla, Chittagong, Savar, Dhaka, rangpur,

and Sylhet. Additionally, it has a potent sales force that is in charge of overseeing the distribution of goods as well as serving as a conduit for communications with customers.

**Weakness:**

There is a certain amount of risk in this operation because of ACI Fertilizer's strengths. The primary weakness is the movement of the raw resources from domestic to foreign sources. Therefore, when a critical circumstance like this Covid-19 pandemic happens, there is a substantial likelihood of low production being created. Another area of vulnerability for ACI Fertilizer is its lack of digital marketing. For instance, the rivals are engaging in shady marketing by participating in sponsored Eid Natok and telefilms. Due to the pandemic, there has been a decrease in growth compared to 2019 and a significant decline in growth in 2020. Additionally, the unsold inventory is terrible news for ACI Fertilizer.

**Opportunities:**

ACI Fertilizer has the opportunity to grow its business outside of Bangladesh because it is one of the most market-dominant companies there. Asia's economy is built on agriculture, so there is a sizable prospective market for ACI Fertilizer to operate in.

**Threat:**

The government is a significant competitor in the fertilizer industry, as it produces its own fertilizer and sells it to farmers for less money. As a result, the market has a significant number of rivals. The prospect of a pandemic is growing in importance nowadays. Because of the pandemic, farmers' incomes are suffering, and as a result, they are no longer motivated to purchase fertilizer because they are essentially receiving government fertilizer for free.

## **2.8 Key Problems:**

### **1. Government-sponsored fertilizer supply:**

The fact that the government is running a similar operation to ACI Fertilizer is the biggest issue. Because it is a government product, the price of the fertilizer is also considerably lower than that of branded fertilizer. The government fertilizer may therefore be chosen by farmers who are in dire financial straits.

### **2. Pandemic scenario:**

The growth of ACI fertilizers has decreased by 25% since the Corona outbreak. Due to the pandemic condition, farmers are unable to purchase enormous quantities of fertilizer and must instead rely on government fertilizer. Another significant issue is that ACI fertilizer has provided massive amounts of credit in the market. That is why there has been negative growth.

### **3. Credit Management:**

Since the previous four years, ACI Fertilizer has had trouble collecting on credit that has been extended to consumers. Nearly 40 crores of Taka had been due on the market as of the date of recording, which was 2021.

## **2.9 Recommendation:**

### **Emphasizing on credit collection**

ACI Fertilizer should concentrate on credit collection since the amount of outstanding credit is rising every year. Customers who are past due by more than 560 days must be strictly pushed. Additionally, ACI Fertilizer may pay a commission when a customer returns a payment that is overdue to the business.

# **Chapter 3**

## **Project part**

## **3.1. Introduction**

### **3.1.1 Background Information**

One of the most influential fertilizer brands in Bangladesh is ACI Fertilizer. The business journey of ACI Fertilizer began in 2005. Since that time, ACI Limited has enjoyed tremendous success with its ACI Fertilizer brand. The most acceptable agricultural methods that can boost yields are found through collaboration between ACI Fertilizer and governmental and academic agricultural research groups. The goal of ACI Fertilizer is to provide farmers with complete plant nutrition and a good soil solution through better products, cutting-edge technology, enhanced customer support, and efficient communication in order to increase crop output.

### **3.1.2 Literature Review**

**Title:** Bangladesh's Human Resource Management Procedures: Present Situation and Upcoming Concerns (Published by Sage) 16 December 2015.

This study explores the strategies used in human resources today by Bangladeshi small businesses and the difficulties they may encounter in the future. The primary data sources for this study are secondary data collections. Through this research, they attempt to expound on the four primary HRM functions of recruitment and selection, training and development, compensation and performance, appraisal, and industrial relations practices in the context of developing nations like Bangladesh. The author also makes an effort to concentrate on potential future difficulties that local Bangladeshi groups can encounter.

Bangladesh is one of the developing countries that has strived to develop a deplorable culture. They are unable to give commercial market growth, industrialization, competition, and human resource management top priority since the administration and policymakers in this country operate under a communist financial paradigm. However, it recently changed from communist to open capitalism in its monetary policies, which led to a rise in the GDP expansion rate of the entire country of 28.5 percent. However, in terms of HRM standards, they have not yet attained or surpassed the benchmark due to a number of circumstances, the most significant of which is the fact that many companies are family-owned. Nevertheless, corporations like employment and



export-oriented nations have altered their policies and cultures in recent years thanks to the pressure from the EU and North American countries. This research has made it clear that all Bangladeshi businesses need to establish or maintain efficient HRM strategies if they want to continue to be successful on a global scale. Researchers are interested in the HRM cultures of both the public and private sectors, how they uphold the core responsibilities of HRM, as well as forthcoming challenges.

For management and regulators in Bangladesh and other developing nations, the research's conclusions might be relevant. First of all, it brought to various light modifications made to Bangladesh's commercial and government organizations' HRM practices. Management should be made aware of these developments and make the required adjustments to their HR department. On the other hand, outmoded HRM practices will eventually place them at a comparative disadvantage. Second, it appears that using cognitive testing and different screening exams to select the best applicants is effective. This might serve as a wake-up call for local CEOs to reconsider their standard hiring strategy, which prioritizes credentials from institutions of higher learning and prior employment. Thirdly, senior managers appear to keep neglecting staff learning and development strategies. This study made an effort to look at Bangladesh's HRM practices in both their current and potential future states. In order to develop HRM research in Bangladesh, future researchers may look into the following issues based on the study's findings. The first thing to note is that while changes in HRM are apparent, they are not visible in specific functional areas of HRM. For instance, it seems that measures of employee empowerment and growth were more often used than multiple choice examinations and performance evaluation schemes. HRM professionals promoted the adoption of a collection of HRM practices as opposed to supporting individual HRM activities. Research on the effectiveness of such selected HRM strategies may be conducted in Bangladesh in the future. Second, premium HRM approaches that emphasize strong commitment (advancement) and outstanding productivity are gaining popularity.

**Title:** (Global Magazine of Human Resource Studies) September 17, 2018. Personnel Development for Corporate Productivity Improvement in the Bangladesh Commercial Sector Environment.

The main objective of this study is to identify the problems with talent management (TM) methods in Bangladeshi corporate entities. Unstructured interview techniques were employed for the data gathering in this exploratory experiment. For this study, just ten people were interviewed, including three academics from renowned universities in Bangladesh and seven professionals from the country's commercial sector. Following a serial assessment of all transcriptions, four main categories have been identified as the main issues preventing individuals from managing procedures and improving production in Bangladeshi commercial institutions: (1) exorbitant charges; (2) a lack of governmental support; (3) ignorance; and (4) a paucity of trained teachers. This study includes a discussion of how TM may be applied in Bangladesh to enhance organizational performance.

Personnel development helps in finding and inspiring innovative people, boosting and enhancing worker productivity, inspiring people, maintaining elevated personnel, and assuring sustainable insurance of critical jobs. These actions all contribute to ensuring customer and employee satisfaction. Academics have used a variety of approaches to characterizing talent management (TM), and they have described it as both a concept and an administrative strategy. TM refers to an organization's commitment to finding, hiring, retaining, and developing the best and brightest employees available. Additionally, businesses use TM as a commercial strategy to find and keep highly intelligent and qualified employees. Due to the connection of technology, internal business processes have changed, and new products, services, and facilities from competitors have forced businesses to modify their internal processes as well. In order for a company to remain relevant in a particular industry or location, it must meet both the requirements of natural and artificial development (growing production and income) (mergers and takeovers). According to Erickson (2008) and Tafti, Mahmoudsalehi, and Amiri, organizations need to create a competitive offer with an excellent managerial team that appeals to a variety of generations based on their needs, beliefs, and interests in order to retain more individuals in leadership (2017). It is possible to be successful in this field by creating a unique asset management team employing technological innovation rather than traditional human resource management or strategy. In this case, TM would focus solely on finding, acquiring, keeping, and developing excellent employees. Separating a TM system from an organization's comprehensive HRM is a problematic undertaking, nevertheless, as a result of ignorance.

A TM model that is divided into five areas as required by the following model was mentioned by the study's researcher:



*Figure 3.1.2.: Talent Management*

The investigators employed a subjective approach and had ten semi-structured conversations with a number of successful firm executives in order to identify the barriers. As a result, they were given the opportunity to identify the barriers to skill planning in Bangladesh. The most frequent issues cited were lack of legislative support, spending, a shortage of skilled instructors, and a lack of awareness. The findings of this study highlighted a number of significant obstacles that must be examined and eliminated in order to improve organizational effectiveness. According to those who participated in the report, overcoming these obstacles will increase the number of qualified people and enhance overall business effectiveness, both of which are necessary to satisfy Bangladesh's rising population requirement.

**Title:** Impact of Human Resource Practices on Job Satisfaction: Evidence from Manufacturing Firms in Bangladesh.

The purpose of this study is to determine how Bangladeshi workers' job satisfaction is impacted by HR policies. Twenty industrial companies provided a total of 60 replies, which were gathered and examined. It was discovered that HR procedures significantly affected how satisfied employees were at work. Additionally, it has been demonstrated that human resource management, learning, and development are all beneficial to job satisfaction. Moreover, it was discovered that TND had the most significant effect on JS. This study may be helpful to academics, researchers, regulators, professionals, learners, and native and foreign entrepreneurs in Bangladesh and other comparable nations by examining the relationship between HR policies and job satisfaction. In the industrialized world, human resource management (HRM) methods—often referred to as HR strategies—have been extensively researched to determine how they impact employee satisfaction and business productivity. It's interesting to note that there hasn't been much research on HR practices in developing nations generally and Bangladesh in particular (Mahmood, 2004). In order to close a knowledge gap and assess the relationship between HR practices and job satisfaction in Bangladesh, this study was carried out. Entrepreneurs in Bangladesh and other developing nations, such as Mir Mohammed Nurul Absar, Mohammad Tahlil Azim, Nimalathasan Balasundaram, and Sadia Akhter, may profit from this study by looking at how HR practices are related to one another. This study primarily seeks to determine the answers to the following two questions: Is there a connection between HR practices and job satisfaction? & How can HR practices impact how much you love your job? The investigation of the relationship between HR practices and job satisfaction is one of the main objectives. To ascertain the impact of HR procedures on productivity at work. To offer suggestions on how the HR practices of the selected commercial enterprises should be improved. After conducting some data analysis, they came to the conclusion that the most significant positive correlation value between human resource planning and job satisfaction, as shown in the correlation matrix, suggests that the management of particular industrial businesses should concentrate on HRP in order to attain outstanding employee job satisfaction, followed by TND, PA, and COM. Additionally, we find that JS is significantly influenced by HRP and TND. In this study, only perceptual information was

collected. The study did not gather data on the size of the enterprises, the volume of their output, or their turnovers.

### **3.1.3 Objectives**

The study's objective is to comprehend the results of adopting digital HR software both before and after implementation. It all comes down to how effective the MiHCM software is in accelerating progress through the use of the productivity control component's natural connection with personnel statistics, pay preparation, training development, and transition structuring.

#### **Broad Objective**

To oversee an honest, straightforward, and entertaining evaluation instrument that enables the personnel to evaluate themselves routinely.

#### **Specific Objectives**

- ACI Limited implements HRIS
- The HRIS processing software for ACI Limited.
- Hardware used by ACI Limited to allow HRIS.
- HRIS Strategy and Method of Execution.
- HRIS data management systems.
- How much the ACI Limited benefit from deploying HRIS?
- What role does HRIS play in boosting employee productivity at work?
- Benefits and drawbacks of HRIS.

### **3.1.4 Significance**

The most significant result of this study is that readers will grasp the innovative and performance HRIS is intended to provide a better understanding of the workplace, help to expand the workers,

identify the highest potential, as well as streamline the HR system – all of which are challenging to achieve using obsolete historical platforms.

Users choose a cloud-based HR service that is easily available over traditional ones to fulfill the unique needs of their business. The Digital Realm requires businesses to adapt, and HRIS is here to assist.

A systematic and logical process for includes the declaration of termination, specifying the reason for departing and stating the time for acceptance. HRIS assists with farewell conversations, departure responsibilities, and final clearance for identity deactivation.

## **3.2 Methodology**

The term "methodology" refers to all of the many procedures and techniques required to supply the data in a format that can be displayed graphically. The survey method is essential for every type of investigation since it determines the information's structure, processing methods, and presentation style (Goddard & Melville, 2011). There are many methods that researchers might use to gather information in order to publish their findings in papers. Such as:

- Quantitative Analysis
- Qualitative Analysis
- Descriptive Analysis
- Analytical Studies
- Applied Research
- Exploratory Research, etc.

These strategies are utilized in both primary and secondary data collection methods. Both primary and secondary data gathering were used to address the study's purpose. An interview with Kaiser Rajib Sherpa, Senior HR Manager, an ACI Limited employee, served as one of the primary data sources. Additionally, while serving as an intern for the organization, I acquired information from my own experiences and observations. Finally, I also conducted a poll of ACI Limited employees to gather additional data. The secondary data sources include websites, magazines, articles from

journals, newspaper articles from both print and online editions, printed books, eBooks, online data, and some other pertinent sources.

## **3.3 Findings and Analysis**

### **3.3.1 Findings**

The broad observations are based on both direct and indirect investigation, and when they are combined, they lead to the conclusion that follows:

- The majority of the original study's participants were either HR professionals or graduates. There are undoubtedly a number of businesses and other persons in the background, demonstrating that the intended audience was broad and multifaceted. Large companies like BRAC Bank, Grameenphone Limited, Nestle, Robi, and others participated in the study. In order to determine the proper targeting population, a study was carried out. Additionally, a highly experienced and informed HR specialist participated in the conversation. This shows that the information obtained during the research process was sufficient to arrive at a conclusion.
- The results show that HRM technology has been around for a reasonable amount of time and is well known to many people in the corporate sector.
- More than 4/5 of the participants, along with the specialist and researcher for our extra survey, believe that HR technology boosts employment as well as the overall productivity of the HR department.
- The results show that a corporation may operate at its fullest potential by meticulously protecting its identity through human resource management technology. The discussion I had with a professional, backs up the statement.
- According to our research, the process of evaluating employees is greatly simplified when customized HR technology is used.
- Without a doubt, every study demonstrates that using the best HRM system helps the company save time and money.

### **3.3.2 Analysis**

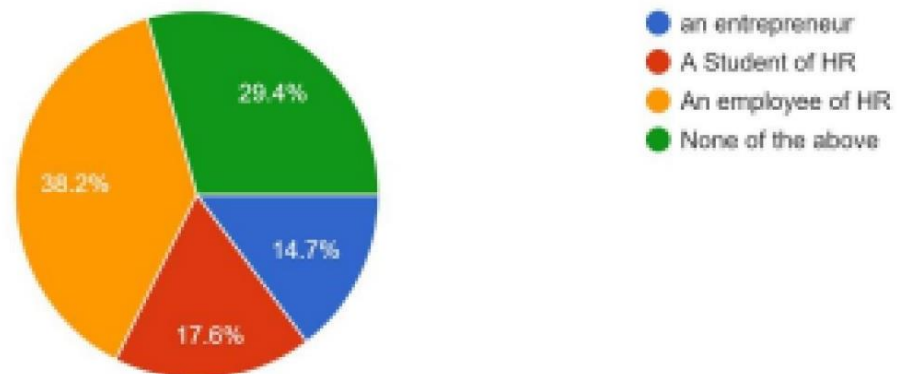
Original and secondary sources are both used in my study. Basic information was compiled from an internet poll and a discussion with an expert. A dependable online source was used to compile the study materials for the supplement. Following is a representation of them:

## Primary Research

- **Online survey**

1. The participant's full disclosure

34 responses



Regarding the human resources topic of this inquiry, the participant was questioned about their identification. Interestingly, it was found that more than half were either students or HR personnel, with around a third being entrepreneurs. Among the participants, a small percentage had no connections to any companies or HR-related studies.

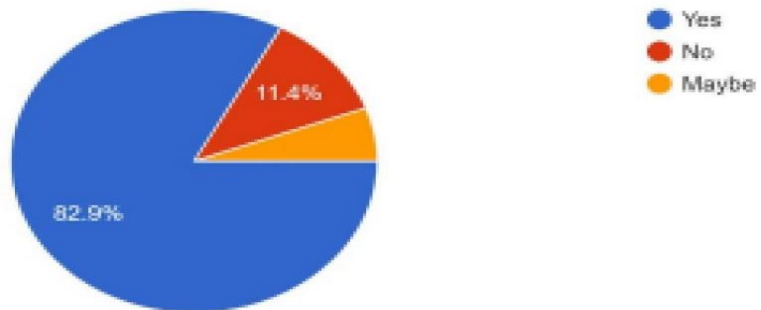
2. What is the identity of the portfolio you work for?

The question was posed to learn which business they own, run, or represent. Agribusinesses, Consumer Brands & Commodity Products, Animal Health, Fertilizers, Motors, Seeds, and others were some of the important enterprises connected to the respondents.



3. Are you familiar with the HRM operating system?

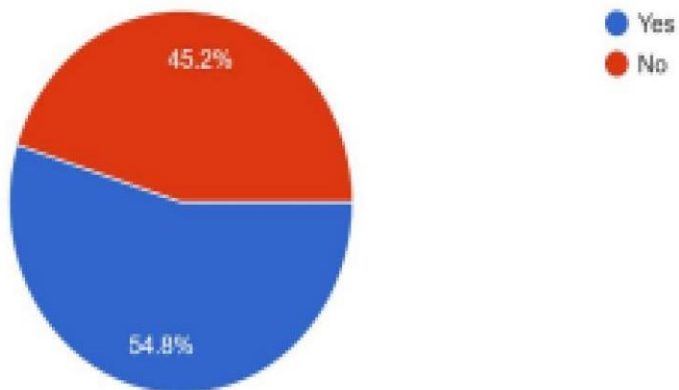
Have you heard about Human Resource Management Software?  
35 responses



All 35 respondents, with the exception of a few, were familiar with HRM technology.

4. Have you ever utilized human resource management operating systems?

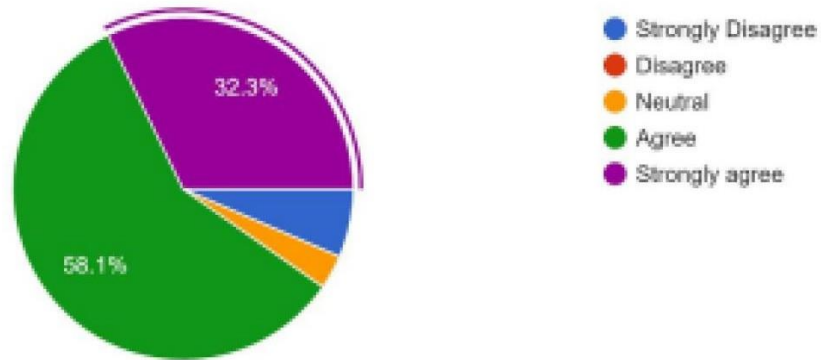
Have you ever used HRM software?  
31 responses



In response to a survey, 54.8 percent of respondents had used HRM software in the past. By doing this, the program experiences of the participants are effectively divided into essentially identical segments.

5. Does Human Resource Management technology improve workplace productivity?

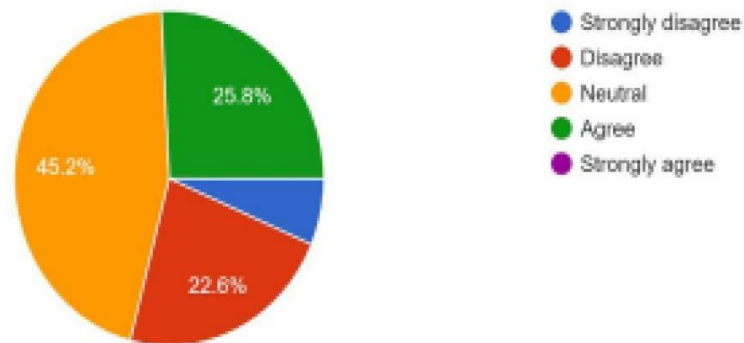
Human Resource Management software will bring efficiency in workforce  
31 responses



Thirty-one respondents, or 32.3%, said they had no doubts about the improvement of office productivity via HRM technology. 58% of respondents concurred in a similar manner. A very small minority of the participants strongly agreed with this proposition, whereas the majority strongly disagreed.

6. Would HRM technology be capable of equaling an HR worker's abilities?

HRM software will not be able to match the skills of an HR employee  
31 responses

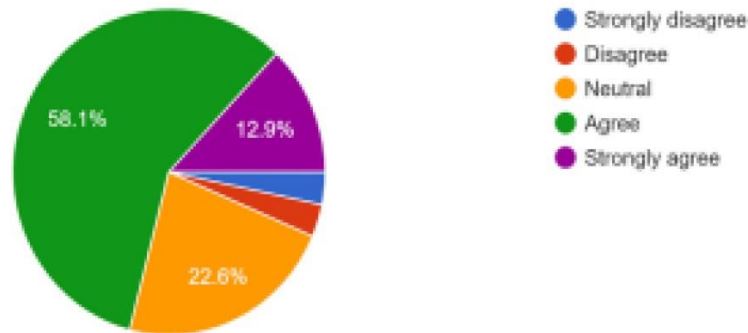


Whether HRM technology would match the competence of an HR professional was a subject on which 45% of respondents were unsure. However, a more significant proportion of people have negative views of the phrase than positive ones.

7. Could an individual's entire capacity be realized by using Human Resource Management Technology to preserve his identity methodically?

An employees full potential can be unleashed by systematically maintaining his profile through Human Resource Management Software

31 responses

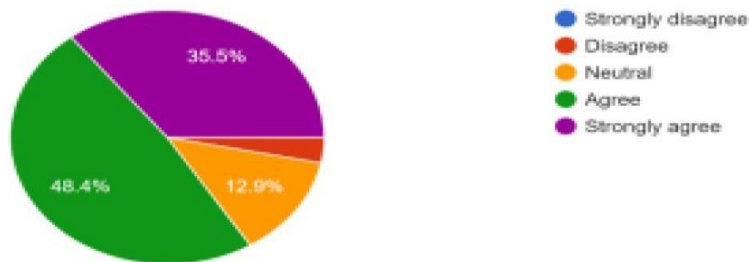


Thirty-one participants, or 58.1 percent, agreed that HRM technology could help employees perform to the best of their abilities, and roughly 13 percent strongly agreed. However, just a small percentage disagreed with this statement, and 22.6% of participants were unsure.

8. Would the HRM technology's automatic chart depend on worker productivity aid and simplify the worker assessment procedure?

The automated generated graph from the HRM software based on employee performances will help and ease the employee evaluation process

31 responses

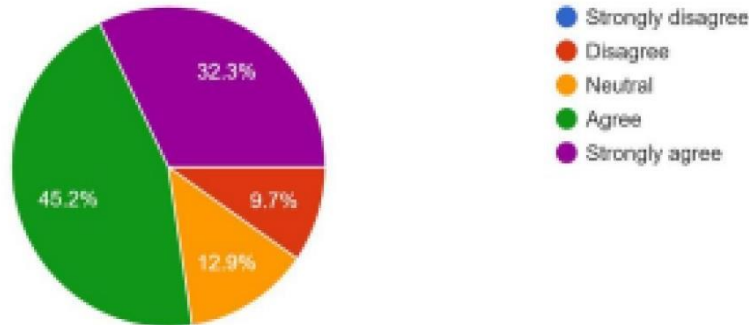


More than 80% of respondents said that using HRM technology would make it simpler to evaluate employees. A small percentage of people agreed with this statement, while 13% were unsure.

9. HR tasks would operate more smoothly if the system could be accessed from any place.

If the software can be accessed from anywhere then HR functions will run smoother

31 responses

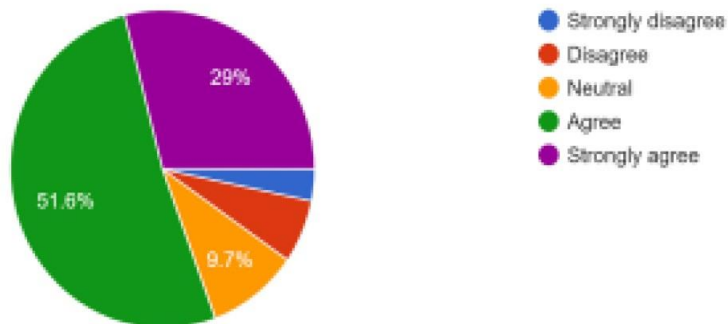


The availability of HRM technology via an application from any location will make things easier for HR duties to function smoothly, according to approximately 80% of respondents who accept or definitely believe this. 9.7% of those surveyed hardly ever challenged this claim.

10. Would HRM technology allows us to devote extra attention and energy to additional critical areas of the business?

HRM software will give me liberty to invest time and money in other important sectors of the organization more

31 responses

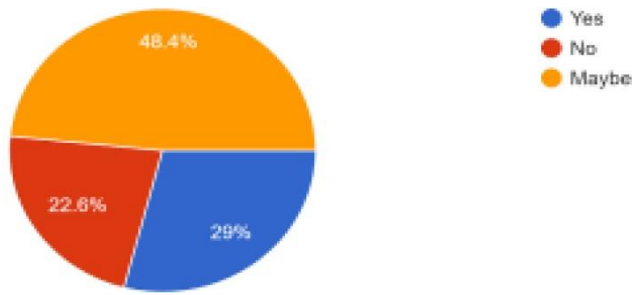


The majority of the 31 employees surveyed (80%) believe that HRM technology will free up funds for other business investments. The remaining respondents, who made up the remaining 93.3%, were all unbiased.

11. Do you believe that purchasing HRM technology will lower the expense of hiring an HR professional on a frequent basis?

Do you think the cost of buying a HRM software will reduce regular cost of paying an HR employee?

31 responses

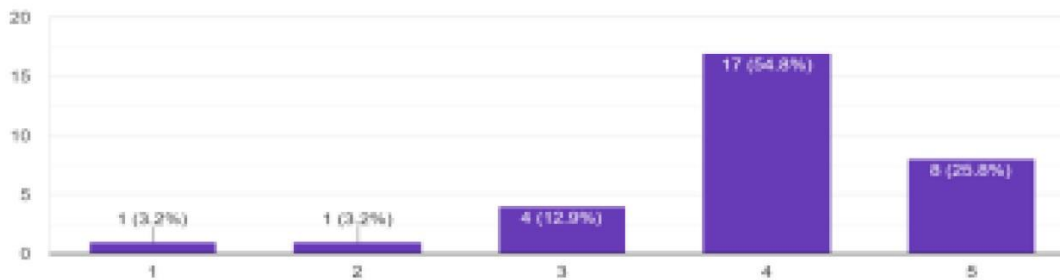


A little more than half of the respondents weren't sure whether investing in HRM technology upfront will reduce the continuing cost of paying HR personnel. 22.6 percent of respondents indicated no, compared to a 29.3% affirmative response.

12. How probable is HRM technology to reduce effort on a level of 1 to 5, with 5 representing the most favorable?

On a scale of 1 to 5 where 5 being the highest, how likely a HRM software is going to save time ?

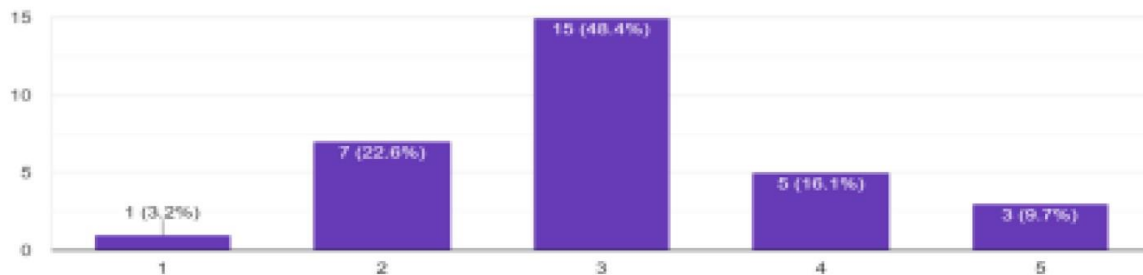
31 responses



Eighty percent of respondents are confident that HRM technology will lessen effort, compared to only 6% who think it might not. In addition, 13% of respondents were undecided about their position.

13. How difficult is it to acquire how to utilize a Human Resource Management program on a level of 1 to 5, with 5 representing the most difficult?

On a scale of 1 to 5 where 5 being the highest, how tough is it to learn the use of a Human Resource Management software?  
31 responses

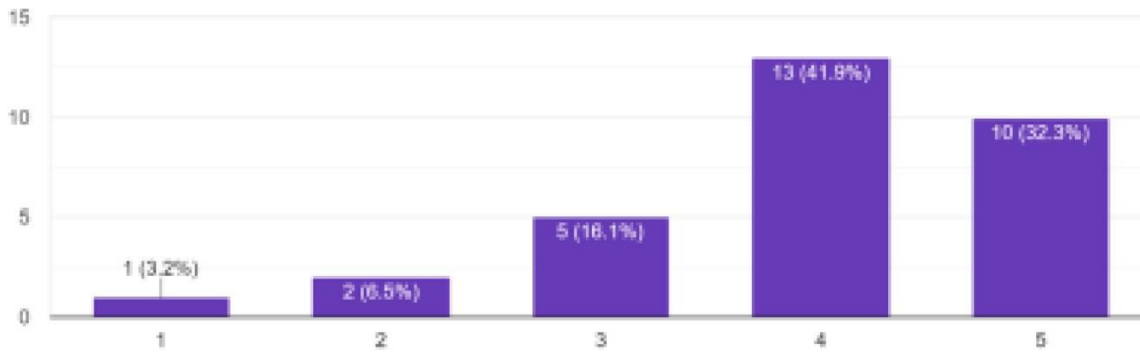


According to over half of those surveyed, learning how to use HRM technology is neither complex nor straightforward. However, 25% of respondents claim it is challenging, while 25% believe it to be straightforward.

14. How often are you to suggest a company trying out Human Resource Management technology for development on a level of 1 to 5, with 5 representing the most probable?

On a scale of 1 to 5 where 5 being the highest, how likely will you recommend an organization to try out Human Resource Management software for their improvement?

31 responses

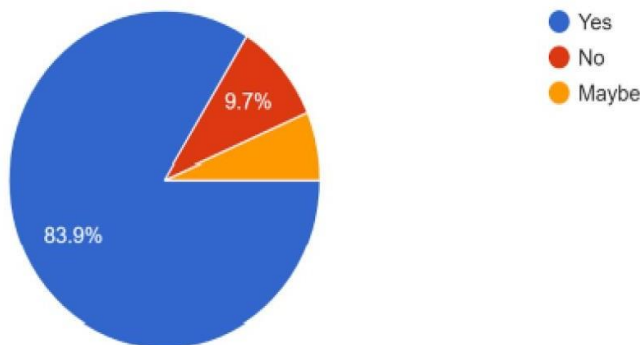


In order to assist other organizations to grow, more than 80% of respondents indicated they would recommend HRM technology to them.

15. Do you believe that incorporating innovation into the management of human services would alter individuals' perceptions of HR?

Do you think the introduction of use of technology in managing Human Resources will change the perspective of people's view on HR?

31 responses





According to 83.9 percent of respondents, incorporating innovation into HR management will profoundly change how HR is viewed. The remainder were unsure which side to support in this argument, with 9.7% of respondents answering no.

- **Face-to-face Interview**

In-person, I spoke with Kaiser Rajib Sherpa, the senior HR manager, and asked him some questions.



*Figure 3.3.2.: Business Card*

I addressed him with the following inquiry:

1. Which HR system is mostly followed by your organization?

Option	No of Participants	Percentage (%)
HRIS	19	24.1%
HCM	9	11.4%
HRMS	16	20.3%
APS	8	10.1%
Payroll System	17	21.5%
HRD	8	10.1%
IHRM	7	8.9%
GDS	1	1.3%
Total	79	100%

Table 3.3.2.: numerical representation of most followed HR system.

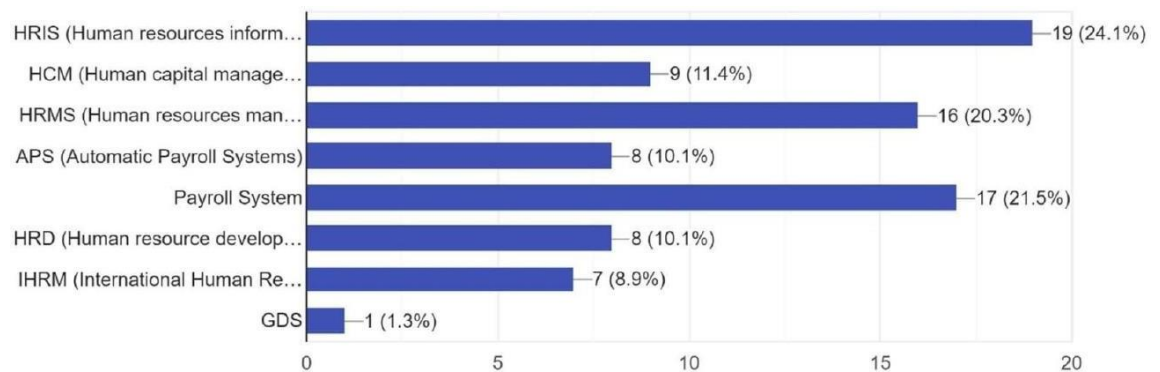


Figure 3.3.3.: Graphical presentation of most followed HR system.

According to the poll, 20.3% of employees stated that HRMS had been practiced in their company, 21.5% of employees said that PS had been practiced in their company, 10.1% of employees said that HRD had been practiced in their company, and 8.9% of employees said that IHRM was known to their firm. Additionally, 24.1% of employees said that the HRIS system is used in their organization, 11.4% of employees said that HCM is used by their organization, and 21.5% of employees said that PS had

So, based on the survey, we can conclude that the majority of local Bangladeshi businesses use the HRIS, HRMS, and payroll systems.

Human resources software, also referred to as HR software, is software that automates formerly manual human resources tasks. HRMS, HRIS, and HCM are just a few of the different types of HR software available. There may be considerable changes to the focal points and characteristics of these groups. Wherever possible, HR software should increase a company's productivity and performance.

An HRIS is a programming framework that links individuals through technological advancements. It is also frequently referred to as an HRMS or personnel management. This makes it possible for HR procedures to be automated.

In layman's words, an HRIS is a piece of software that is integrated into an operating system that enables both big and small businesses to carry out a range of tasks, including managing and remunerating employees as well as managing finances. Without spending a lot of time and energy on them, an HRIS enables a company to effectively organize, assess, and manage its human resources expenditures.

### **Software used by ACI Limited**

In ACI, they always wanted to convert its HRM system into a digital form. The Human Resource Management technology of the company includes the following software system:

HR Functions or Systems	Software Name	Vendor Country or Company	Installed on
Recruitment & Selection System	Zoho recruit	Zoho Corporation Pvt. Ltd.	July 2016
Applicant Tracking System (ATS)	Zoho recruit	Zoho Corporation Pvt. Ltd.	July 2016
Biometric Attendance Systems	uAttend	Processing Point Ltd. USA	January 2015
Payroll or Compensation management Systems	Paybooks	Paybooks Technologies India Private Ltd., India	June 2016
Leave management systems	PlanMyLeave	Expert Outsource Pvt. Ltd., India	N/A
Training & Development Systems	Manual or outsourced	Bangladesh organization for learning and development	Not Required
Capital management System	MiHCM	DNV Company	February 2022

*Table 3.3.3.: List of Software used in ACI Limited*

### 3.4 Summary and Conclusions

This study's goal is to examine the effects of ACI Limited's use of digital HR software both before and after it was implemented.

The previous research and observations allow us to make the following assumptions with confidence:

- You can save on expenses and labor with the use of digital software.
- More benefits than drawbacks can be found in digital software.
- Digital software has increased the effectiveness of HR.
- It makes staff communication and the employee evaluation process simpler.

### **3.5 Recommendations/Implications**

- **Training and Development**

The organization should utilize HRIS in its training and development initiatives. Using HRIS will enable adequate training to be given to the right person. The management will be assisted in determining if employees require training by the system's ability to record records of the training that has been given to staff.

- **TNA**

The HRIS should be used to determine the need for training. By keeping track of each employee's details, including their current position, educational background, talents, and abilities, as well as their past training and other relevant information, the TNA system will assist in providing training to the right person.

- **Performance Evaluation**

The HRIS system has a significant potential impact on performance evaluation. It will be very simple to assess employee performance through HRIS and compare the performance of each employee.

- **Benefits Management**

In order to help the company make future investment decisions, the HRIS can be used to record how much benefit has been received and in which industry.

- **Health & Safety**

HRIS can be used in matters of health and safety. It will be recorded in the information system which employees routinely update their physical status and which ones do not. All safety-related equipment, such as fireboxes, should be noted in HRIS when dealing with safety-related issues. Every safety tool needs to be checked after a specified amount of time, and this information will be entered into the HRIS to allow for timely, accurate inspection.

- **Enhancing decision-making**

HRIS maintains records of past events, such as an organization's gains or losses, which will aid in proper decision-making. By analyzing the documents, it also aids in forecasting the future.

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