



SHELTECH

NEWSLETTER

MARCH, 2025



Reviving Dhaka's Water Bodies: Path to Sustainability

by, TANVIR AHMED



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REVIVING DHAKA'S WATER BODIES: A PATH TO SUSTAINABLE URBAN GROWTH

Image Source: The Business Standard, 2024

MR. TANVIR AHMED

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

Dhaka being one of the world's most densely populated and rapidly urbanizing megacities, is facing an alarming decline in its natural water bodies. From 1978 to 2009, the water bodies in the Dhaka Metropolitan Area (DMP) shrank from 29 square kilometers to just 10.28 square kilometers (The Daily Star, 2024). This loss, driven by unplanned urban expansion, illegal encroachment, and pollution, has contributed to severe environmental and infrastructural challenges, including waterlogging, rising temperatures, and declining water retention capacity (Dhaka Tribune, 2024).

The Crisis: Shrinking Water Bodies and Pollution

Dhaka generates an immense volume of solid waste daily, yet nearly 45% remains uncollected, often finding its way into rivers, canals, and lakes. This pollution exacerbates the degradation of these crucial water bodies, reducing their ability to act as natural drainage and water retention areas (RDRC Study, 2024). Additionally, a study by the River and



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Delta Research Centre (RDRC) found that Dhaka's canal and river systems, once covering 565 hectares, have lost 55% of their area to illegal encroachments and land conversion (The Daily Star, 2024). Today, many of these water channels are either stagnant wetlands or have completely disappeared.

DAP (2022-2035): A Vision for Restoration

Recognizing the urgent need to restore Dhaka's water bodies, the Detailed Area Plan (DAP) 2022-2035 has proposed an ambitious framework. It includes the development of a 544-kilometer-long

waterway network to revitalize the city's urban lifeline (Dhaka Tribune, 2024). Furthermore, 72,000 fruit trees and 36,000 wood-producing trees will be planted to enhance environmental and waterbodies' sustainability.

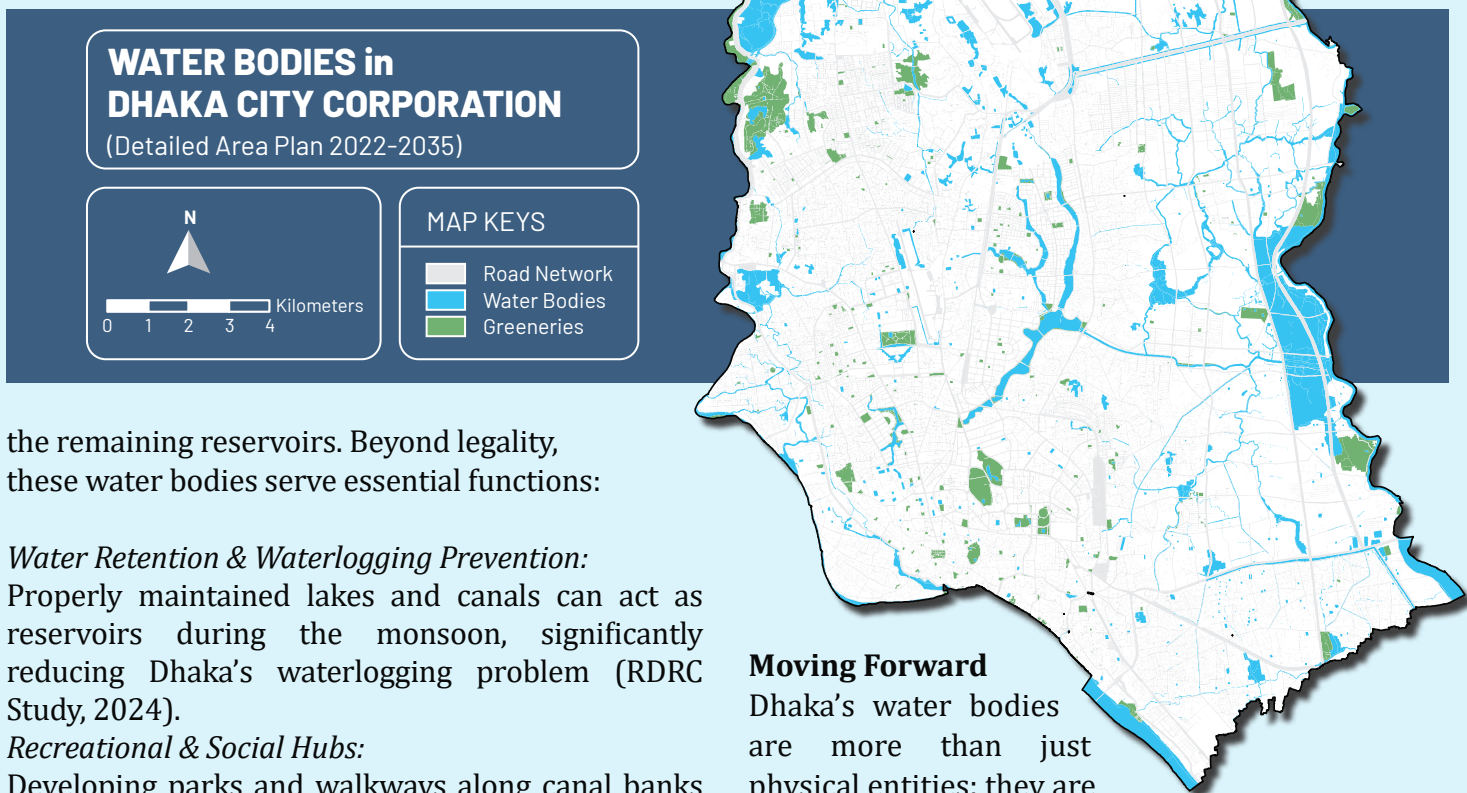
Additionally, the DAP designates 7.96% (30,000 acres) of the DMP area for water bodies, with central Dhaka alone preserving 9.84% (7,400 acres). This allocation aims to restore natural reservoirs, mitigate urban heat and enhance microclimatic conditions.

Legal and Functional Importance of Water Bodies

Under the Natural Water Reservoir Conservation Act of 2000, landfilling of natural water bodies - such as ponds, canals, and rivers - is illegal (Dhaka Tribune, 2024). Enforcing this law is crucial in preserving

Community Engagement: The Key to Restoration

Experts highlight that restoring just 15 key canals could resolve nearly 80% of Dhaka's waterlogging issues (The Daily Star, 2024). However, achieving this requires active community participation and strong political commitment. Local engagement in conservation efforts, combined with strict enforcement of environmental laws, can ensure the long-term sustainability of these initiatives.



the remaining reservoirs. Beyond legality, these water bodies serve essential functions:

Water Retention & Waterlogging Prevention:

Properly maintained lakes and canals can act as reservoirs during the monsoon, significantly reducing Dhaka's waterlogging problem (RDRC Study, 2024).

Recreational & Social Hubs:

Developing parks and walkways along canal banks can transform these spaces into community centers, enhancing the quality of life (The Daily Star, 2024).

Alternative Water Source for Fire Hazards: With an increasing number of high-rise structures in Dhaka, water bodies can serve as vital emergency water sources (Dhaka Tribune, 2024).

Establishing a 'Blue Network': Connecting lakes, canals, and rivers can create an integrated water management system, improving urban resilience against climate change (RDRC Study, 2024).

Moving Forward

Dhaka's water bodies are more than just physical entities; they are vital to the city's ecological balance and urban functionality. Restoring and preserving them is not just an environmental necessity but also a step toward building a more livable, resilient, and sustainable megacity. With a comprehensive effort from policymakers, urban planners, developers, and the community, Dhaka can reclaim its lost waterways and ensure a better future for the upcoming generations.

SHELTECH PROMOTES COMMUNITY & YOUTH ENGAGEMENT THROUGH SPORTS AND INNOVATION

Sheltech proudly upholds two dynamic events, reinforcing its commitment to community building and youth empowerment. As the title sponsor of the Baridhara Badminton Tournament (Jan 31 - Feb 1, 2025), Sheltech celebrated sportsmanship with 60 participants competing in intense matches. Senior citizen teams also joined, proving that passion for sports knows no age. Terra Bistro from Platinum Hotels, Sheltech's hospitality wing, added to the excitement with delightful savories.



Furthering Sheltech's dedication to youth leadership, Sheltech participated as the Platinum Sponsor of the JCI Bangladesh Carnival 2025 on February 7, 2025. The event gathered young leaders, entrepreneurs, and professionals for networking, innovation showcases, and musical performances. Sheltech's interactive stall was a highlight, engaging visitors and promoting forward-thinking as well as sustainable initiatives.



Sheltech Management and Officials along with Guests at the JCI Bangladesh Carnival 2025



Sheltech Management and Officials, Participants, and Guests at the Vibrant Baridhara Badminton Tournament 2025

SHELTECH (PVT.) LTD. SIGNED AN MOU WITH BERGER PAINTS TO FORGE INNOVATION

Sheltech has signed an MOU with Berger Paints Bangladesh Ltd. to elevate industry standards through innovation and excellence. The agreement was signed by Md. Sharif Hossain Bhuiyan, Executive Director (ED), operations of Sheltech (Pvt.) Ltd., and Mr. Abul Kasem Mohammad Sadeque Nawaj, Chief Business Officer (CBO) of Berger Paints Bangladesh Ltd., marks a significant collaboration in advancing real estate quality through knowledge and technology exchange.

The MoU signing ceremony was held at Dr. Toufiq M. Seraj Lounge at Sheltech Corporate Headquarter in Panthapath, Dhaka on February 12, 2025. Mr. Naushad Choudhury, Advisor of Sheltech Group, and Mr. Shajahan, Chief Operating Officer (COO) of Sheltech (Pvt.) Ltd., along with senior officials from Berger Paints and Sheltech were present during the ceremony. This partnership reinforces Sheltech's commitment to delivering superior real estate solutions to its clientele.



Sheltech Management and High Officials from Sheltech and Berger Paints at the MoU Signing Ceremony at Dr. Toufiq M. Seraj Lounge in Panthapath

SHELTECH TECHNOLOGY LTD. SIGNED AN AGREEMENT WITH BREB

Sheltech Technology Ltd., an associated company of Sheltech Group has signed an agreement with the Bangladesh Rural Electrification Board (BREB) to execute a turnkey project for the design, supply, construction, installation, upgradation, testing, and commissioning of a 33kV AIS switching station at the Muradnagar 132/33kV substation for Comilla PBS-1 under BREB.

The agreement was signed on January 15, 2025 which marks a significant step in enhancing rural electrification infrastructure. The project is set to reinforce Sheltech Technology Ltd.'s expertise in power solutions and commitment to national development.



Installed 132/33kV Substation at Comilla

SHELTECH CERAMICS EXTENDS SUPPORT TO COMMUNITIES IN NEED

Sheltech Ceramics remains committed to corporate social responsibilities through impactful initiatives. On January 18, 2025 Sheltech Ceramics distributed blankets to underprivileged individuals at its factory premises in Bhola, Barishal, providing warmth during the harsh winter.

Continuing its efforts, on February 12, 2025 Sheltech Ceramics facilitated the construction and handover of homes to homeless villagers in Sadurchar, West Elisha (Ward No. 9), Bhola Sadar Upazila, under the Ashrayan Project. This initiative ensures a safer and more dignified living environment for beneficiaries.

Sheltech Ceramics remains dedicated to sustainable community development, reinforcing its commitment to corporate social responsibility.



Blankets Distribution in Bhola, Barishal



Homes Handover to Homeless Villagers at Bhola

SHELTECH CERAMICS HOSTS ANNUAL SALES CONFERENCE 2025

Sheltech Ceramics Limited arranged Annual Sales Meetup on January 10-11, 2025 at its Bhola factory plant, uniting sales and marketing professionals for strategy, reflection, and celebration. Mr. Tanvir Ahmed, Managing Director of Sheltech Group and senior officials emphasized the company's vision for sustained growth and excellence in the ceramics industry.

The event featured sports activities, including cricket and football tournaments, fostering team spirit. A factory visit provided insights into the manufacturing process, while sessions reviewed past achievements and discussed future expansion strategies.

The day concluded with a raffle draw and cultural performances, making the gathering both productive and memorable. The meetup reinforced Sheltech Ceramics's commitment to innovation, teamwork, and continued market leadership.



Mr. Tanvir Ahmed Giving Valuable Speech at the Annual Sales Conference 2025



Employees Receiving Awards & Crests from Mr. Tanvir Ahmed at the Annual Sales Conference 2025

PROJECT HANDOVER: SHELTECH SHREYA

Sheltech proudly handed over its brand-new residential project, Sheltech Shreya (182nd Project of Sheltech), located at Isha Khan Avenue, Sector-06, Uttara, Dhaka. The project handover ceremony was held at Dr. Toufiq M. Seraj Lounge at Sheltech Corporate Headquarters in Panthapath on February 20, 2024. Md. Sharif Hossain Bhuiyan, Executive Director (ED), Operations, and Mr. Shajahan, Chief Operating Officer (COO) of Sheltech (Pvt.) Ltd. along with engineers, architects, and other professionals of Sheltech (Pvt.) Ltd. as well as the apartment owners of the project were present during the ceremony. Our clients were very happy to be able to move into their dream homes.

Sheltech Shreya is a 10-storied (G+9) residential building spanning over 5.26 katha land, featuring nine spacious 2270 sft. apartments-one per floor-ensuring privacy and exclusivity. Each unit includes four bedrooms, modern amenities, and designated parking spaces. With industry leading elevator, fire-protected staircase, and premium security features, the project offers a safe and comfortable living environment. Situated within the calm neighborhood of Sector 6, Uttara, the project features excellent connectivity, top-tier educational institutions, healthcare facilities, and commercial hubs, making it an ideal choice for urban living.

Sheltech remains committed to delivering quality homes, shaping the future of real estate with excellence. Contact our sales hotline at **16550** to explore upcoming projects!



*Sheltech Shreya-a Modern Residential Project
at Sector- 6, Uttara*



Scan the QR Code to
watch the project video
of **Sheltech Shreya**



Handover Ceremony of Sheltech Shreya

GIFT VOUCHERS FOR READERS



Gift VOUCHER

BUY1 GET2 FREE

Iftar & Dinner Buffet

AT TERRA BISTRO IN PLATINUM GRAND

Here's how to grab this deal:

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

🕒 Iftar Time - 6:00 PM - 10:30 PM

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

Prior Reservation Required - ☎ 01922110976

*Terms & Conditions apply **Subject to availability
*** Offer Valid for RAMADAN only





Gift VOUCHER

BUY1 GET2 FREE

Sehri Special Buffet

IFTAR SET MENUS FOR 2
AT TERRA BISTRO IN PLATINUM GRAND

Here's how to grab this deal:

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

🕒 Sehri Time - 2:00 AM - 05:00 AM

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

Prior Reservation Required - ☎ 01922110976

*Terms & Conditions apply **Subject to availability
*** Offer Valid for RAMADAN only





Gift VOUCHER

BUY1 GET2 FREE

Iftar & Dinner Buffet

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

Here's how to grab this deal:

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

🕒 Iftar Time - 6:00 PM - 10:30 PM

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

Prior Reservation Required - ☎ 01922110975

*Terms & Conditions apply **Subject to availability
*** Offer Valid for RAMADAN only



☎ 16550

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