



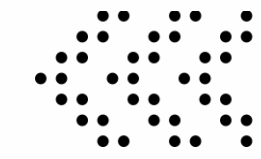
PURBASHA TRADING

Presented by: MD. SHEKH SADI SHUVO

www.purbashafood.com



COMPANY PROFILE



Purbasha started its rice business in 1981 with a traditional husking mill. Over time, it upgraded to a modern auto rice mill, improving efficiency and quality.

PURBASHA is an association of India & Bangla collaboration with the strength of supply, sourcing & manufacturing. 16 years of vast experience in the Agro food & multi products sourcing house. Since 2010 we are running our business with remarkable growth along with customer's satisfaction.

BUSINESS AREA



MANUFACTURING

We manufacturing essential commodities such as-Puffed Rice, Rice, Spice item, Mustard oil, Dry Fruit, various type of pickles, etc.

Services:

The Business Running with some multinational company's like- PRAN-RFL Group, Basundhara Group, Akij Group, ACI Food Ltd. Squar, Meghna Group, IFAD Group, C.P Group , TK Gropu.

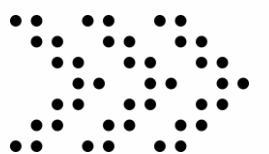
EXPORT

Purbasha Trading is adding value to the daily life of consumers through its Foods like-Puffed Rice, Rice, Basmati Rice, Dry Fruit etc..

We exported products all over the world. Our exported markets are Japan, South Africa, UK, Australia, United Arab Emirat etc.

Import (Sourcing):

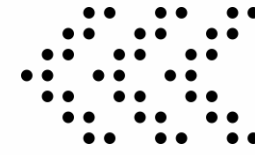
we import some products like -Rice, Basmati Rice, Maize, Cumin, Clove, Cinnamon, Cardamom, Royal Cumin, Bay Leave, Pepper, Jayatri, Stone, DORB, Wheat Bran, Mustard Cake etc.



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PRODUCTS





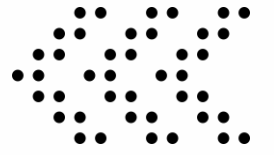
WFP VOUCHER PROGRAMME

OUTLET-1 : BMS2

OUTLET-2: LAMBASHIA



Overview of the Monthly Operation

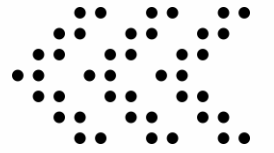


- From the very first day of April, we were fully prepared to run operations with all products available. However, due to a reduction in beneficiary allocations, there was low turnout, and beneficiaries did not visit the shop for the first 2–3 days. Despite this initial situation, operations continued smoothly thereafter.
- As per the Mobilization Plan, we have been serving customers effectively from the beginning and continue to do so consistently to date.

Although some minor challenges arose, they were effectively managed with the support of:

- WFP Retail Units
- Catchment Focal Point
- Profiling Supervisor





Overview of the Monthly Operation

- **We sincerely appreciate the dedication and hard work of our staff, who ensured timely completion of all transactions despite the heavy workload.**
- **We also express our gratitude to the WFP Retail Team, Catchment Focal Point and Profiling Supervisor for their continuous guidance and support in managing the high caseload efficiently without any major issues or supply interruptions.**

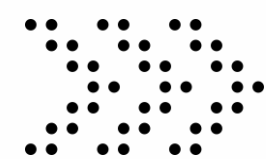


Monthly Business



Ratio with WFP

Outlet Location	Monthly Targeted HH	Monthly Targeted HH (Percentage)	Monthly Achieved HH	Percentage
Balukhali, Camp-09	13,818	45%-55%	6309	45.66%
Lambashia, Camp-1E	20189	45%-55%	8492	42.11%



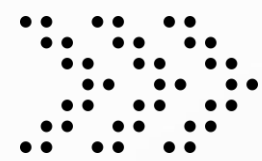
Although beneficiary services were slightly impacted at certain stages, we ensured the completion of the program with dedication and commitment.



Challenges we Faced

- However, due to the prevailing situation in Bangladesh, we faced several challenges, particularly in sourcing essential commodities like oil.
- There were also multiple difficulties related to product availability and supply.
- For International Issue Due to fuel constraints for transportation vehicles, we were unable to deliver products on time, which created operational challenges.
- Due to insufficient training of sorting labor, some substandard products reached the retail shop, creating quality control challenges.
- Even after fumigation of lentils, some live insects remained, which posed a quality control challenge during our shop operations.
- The current warehouse has limited space, which restricts our ability to maintain sufficient EPR stock levels. However, initiatives to expand the storage capacity are currently underway.
- Fungus-infested items: Some fungus-related quality issues, handled with improved storage and inspection

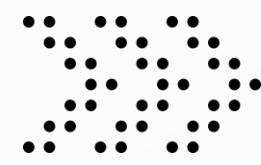




Improvement & Action Points



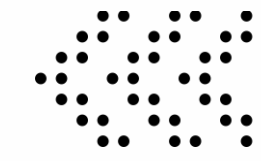
- To ensure proper quality control and maintain product standards, we have appointed a skilled QC Officer.
- To ensure smooth operation and proper quality control in the sorting area, we have appointed a Supervisor also.
- Enhanced coordination with supply chain teams to ensure timely replenishment of stock and smooth operational flow.
- We have already contacted the oil and sugar suppliers and they have assured that next time they will ensure smooth and timely delivery.
- To ensure a smoother and more efficient transport system, we have added a new 2 own & 4 rental vehicle to our fleet.



Improvement & Action Points



- Continued staff training to improve operational efficiency and service quality
- Optimized staff deployment and ensured better teamwork and time management
- Maintained close collaboration with WFP teams for guidance and continuous improvement



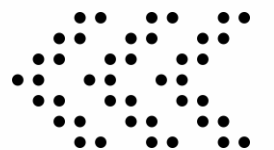
Success Stories

- Successfully served 14801 households in April 2026 without any major issues.
- Completed all transactions ahead of schedule despite as per mobilization plan.
- Consistently maintained WFP-mandated EPR stock since the start of operations, ensuring readiness and compliance.



Initiatives for Smooth Operations

- New 2 vehicle added in next months.
- Enhance warehouse space for EPR Stock.
- Strong communication with Corporate vendors and make a good relationship with district level dealers for more supply.
- At the Lambashia outlet exit point, the existing structure will be upgraded into a tin shade for better durability, weather protection, and improved operational efficiency.

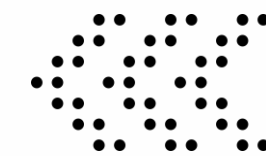




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Q & A





**THANK
YOU**

