



Unilever

## IN CONVERSATION WITH

# Mr. Rashedul Quayum

Legal Director and Company Secretary,  
Unilever Bangladesh Limited

— Interview by  
Barrister Ashique Sadman Bin Saleh

We are delighted to feature an insightful conversation with Mr. Rashedul Quayum, Barrister-at-Law a prominent figure in Bangladesh's legal corporate landscape. Unilever Bangladesh Limited (UBL), a leading multinational and FMCG company, has consistently demonstrated a strong commitment to ethical business practices and Responsible Business Conduct (RBC). In this interview, Mr. Quayum offers a compelling overview of UBL's initiatives in sustainability, transparency, and social responsibility, while also sharing valuable reflections from his leadership experience and vision for the future.

### How does the legal department contribute to embedding Responsible Business Conduct (RBC) in an FMCG company's operations?

At Unilever we have our own Responsible Partner Policy (RPP) and its Fundamental Principles embody our commitment to responsible, transparent and sustainable business. Our RPP describes what Unilever requires of business partners so we can do business together responsibly. The RPP covers commitment to protect human rights fighting corruption, protecting and preserving the environment.

At Unilever, Legal Team operates at the heart of the business and is involved in developing the RPP, its implementation and compliance. Our team works closely with procurement and supply chain functions to ensure that all third-party engagements reflect such commitments. Moreover, we actively support the implementation of policies aligned with global and local regulations—such as the Plastic Waste Management Rules (PWMR), labour laws, and environmental standards. We partner with HR, SHE, and sustainability teams to develop and enforce frameworks that promote fair labour practices, workplace safety, and social security benefits. The legal department also leads advocacy efforts and engages with regulatory bodies to shape responsible business policy and ensure compliance.

In essence, our role is not just to protect the business, but to enable it to grow responsibly ensuring that our operations are not only legally sound but ethically grounded.

### How do you ensure compliance with both local laws and international standards on human rights, labor, and the environment?

We do this through a structured approach that combines policy development, governance, risk assessment, and continuous engagement with internal teams and external stakeholders. Legal team works closely with board and management of UBL to ensure all our activities are in full compliance with local law and international standards on human rights, labor, and the environment.

### Supply chains in FMCG are vast and complex. What steps do you take and can be taken to promote responsible practices across suppliers and contractors?

In a business like ours, where the supply chain is vast and interconnected, promoting responsible practices is both a legal and ethical priority. At Unilever Bangladesh, we take a proactive approach to ensure that our suppliers and contractors operate in line with our values and legal obligations. These expectations are built into our contracts and onboarding processes, so every partner understands what responsible conduct looks like from day one. We also carry out regular checks and assessments to make sure these standards are being followed. Importantly, we encourage our suppliers to apply the same standards with their partners, helping to build a culture of responsibility throughout the supply chain.

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### Regulators, investors, and consumers increasingly demand transparency. How is this shaping your approach to RBC?

We strongly believe it is no longer enough to simply comply with laws and internal standards—there is a clear expectation to demonstrate accountability, openness, and ethical leadership across every aspect of our operations. At Unilever we always stay ahead of the curve and set stronger standards for us to exceed expectations.

### What emerging areas of Responsible Business Conduct should companies operating in Bangladesh prepare for in the next 5 years?

RBC is an evolving issue and companies operating in Bangladesh and across the globe need to continue to work to meet such expectations. Going forward, I believe the below areas will need special attention:

- ▶ Safeguarding Information & Intellectual Property
- ▶ Freedom of Association and Collective Bargaining
- ▶ Reflecting equally, respect and dignity without any form of discrimination
- ▶ Protecting, preserving and regenerating the nature (including biodiversity)