



# THE YOUTH IN THE ERA OF DIGITALISATION

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## Shishir and Avijatrik: Businesses led by compassion

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### AVIJATRIK

It has been said, "travel is the only thing you buy that makes you richer". It lets us experience new cultures, explore different places and help people in many ways.

Thanks to Avijatrik, helping local communities while travelling is now a possibility. Avijatrik was the first platform to introduce community tourism in Bangladesh, whereby local residents invite tourists to visit their communities with the provision of overnight accommodation. The practice is special because it allows tourists to connect with the local people of a community. In this process, some locals become guides, some provide shelters, some provide transportation, and some cook healthy, hygienic local food for the guests. The concept has introduced to the people of Bangladesh a completely innovative and exhilarating way of travelling and exploring the true beauty of our country.

Avijatrik was also the first to offer 'holiday homes' in Bangladesh—a unique accommodation service that comprises, among its offerings, forest



Avijatrik is the first company to introduce Community Tourism in Bangladesh, which helps local people lead better lives.

Working hand in hand with the locals, the organisation gives these hosts proper training and provides them with adequate tools needed to accommodate the guests.

bungalows, beachside cottages, riverside villas, luxurious private villas, guest houses in tea gardens and many other amenities.

Five friends established the

organisation in 2015. Nazmul Islam is the CEO of Avijatrik, while Nehar Sarwar Ayon is the COO. Their mission is to promote a responsible and sustainable tourism scene in Bangladesh, while promoting local travel experiences.

The group primarily aims to employ those who are fiscally vulnerable and currently, more than 300 families are working as hosts for Avijatrik. Working hand in hand with the locals, the organisation gives these hosts proper training, provides them with adequate tools needed to accommodate the guests, and helps them develop

facilities for food and other vital touristic activities. Their main goal is to preserve the local culture and nature, while helping the people obtain a more decent and sustainable lifestyle. More than 500 Local Tourism Entrepreneurs are in their supply chain.

Avijatrik is planning to build a massive tourism supply chain while empowering underdeveloped communities. "We want to promote and unlock remote tourists' destinations in Bangladesh, which can be done by engaging local communities," said CEO Nazmul Islam.

Clients of Avijatrik can also customise their tours. Most people in Bangladesh have a tendency not to avail the tour packages offered by tourism companies because they perceive them to be costlier. Avijatrik, however, plans on changing this perception. "Both self-planned trips and traveling with us will cost the same, but Avijatrik will ensure that there are less hassles. Travelling with us is a better option because we will provide more features at the same price," Nazmul explained.

Avijatrik offers 18 multi-day tours at locations such as the Sundarbans, St. Martins Island, Sajek Valley,

Sreemangal, Nijhum Dwip, Kuakata and six-day tours around Dhaka. People can choose between partial packages or complete packages that include all the features. Currently, the organisation is planning to launch their mobile application sometime this year, with an enhanced tracking system, safety features, detailed tour planning, and virtual tour guiding features.

Talking about their next ventures, Nazmul shared, "We are working on the next phase of the platform,

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