

# Diversity Campaign by FlexBiz

In its continuous effort to promote diversity and inclusive marketing, FlexBiz, an online platform that promotes start-ups, established businesses, and myriad endeavours and projects, recently held a 'diversity campaign'—a photoshoot—that included people of various genders, body types, and complexions.

The campaign was about embracing and celebrating gender inclusivity and social equality, where models came together from different professional backgrounds (such as doctors, bankers, etc.) to support the theme of empathy, collaboration and unity—hence a representation of implementing inclusive marketing as a strategy for a developing nation like Bangladesh.

Members of FlexBiz see the platform as an informative and effective networking hub for artists, entrepreneurs, and people from all occupations. It has become a close-knit community where members share their work and ideas, while forming connections with allies for potential career-building

opportunities. The platform has also provided free telemedicine and free legal aid services to the members throughout this ongoing pandemic.

FlexBiz also provides social help like facilitating for blood donation and access to mental health counselling. Philanthropists have found resources to help them organise research for charitable purposes.

Zainah Habib, the founder of FlexBiz, thanked and congratulated her co-partners in the platform, Chowdhury Sharaf Shams and Fahim Rahman, along with the group's moderators, on the success of the campaign.

She said, "At FlexBiz, we rejoice as a community, irrespective of one's gender, class, ethnicity, and age. And while we promote each endeavour, FlexBiz also strives to tackle social issues. Therefore, we hope to bring more of such unconventional projects in the future, because we aim to transcend beyond the stereotypical notions and taboos of society."

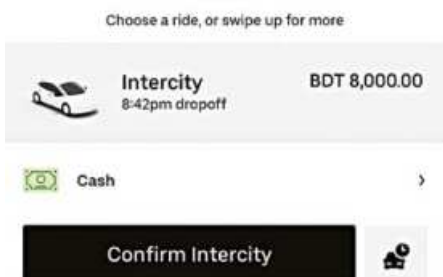


The wardrobe sponsors of the photoshoot were Luxe Lifestyle by Parsa Fatema Nabi Ismail, Broqué by Mahenaz

Chowdhury, The Brown Gentleman by Hussein Ahmed and Pink Stitches by Ramisa Hossain. The makeover sponsors were Sparkle by Lamia, Makeup Fusion by Anfisa, Makeover by Segufta, GlamBook by Kontho, Touch by Fatema, and Beautification & Education by Rukaiya Mosharof Suchona.

The jewellery sponsor was Anbaar's by Sumaya Sultana and the venue sponsor was Jomjomat Cafe by Chandana R Dewan (where a part of the campaign was held on 29 August). The versatile photographer Rean Rahman, also a TEDx motivational speaker, was behind the lens for the campaign.

Last but not the least, the models who participated in the photoshoot were Sarah Alam, Urmi Rahman Mishti, Debosrie Antara Roy Chowdhury, Prothom Mahzabeen, Ankita Islam, Rasna Masud, Jummi Saima, Arisa Enayet, As-aad Shehrin, Sumaiya Zaman Mim, Piya Nilanjona, Morshed Mishu, Hasan Marufi, Dr Samit Shariar, and Srabonti Srabon.



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## How social media helps a young entrepreneur

Papri's Dream is an online catering service based in Dhaka. Nishat Tasmin, the founder, won the "Best Young Entrepreneur" award in 2019, organised by Homechef, a homemade food delivery company, for being the highest seller as a new entrepreneur.

"My mother and I have gone through so much financial struggle and we are grateful

that we have now progressed in our lives. Taking that leap of faith by starting up a Facebook Page featuring my mother's delicious home cooked meals had proven to be one of the best decisions we had ever made," said Nishat.

To order delectable deshi cuisine, find them on social media, <https://www.facebook.com/PaprisDream>

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## Infinix Note 7 now available in Bangladesh

For those who love taking pictures on smartphones, the new Infinix Note 7 is an ideal choice. The 48MP Quad Camera allows users to create ultra-high-resolution images under a diverse range of lighting conditions. Whether it is a beautiful sunset, a backlight street view, a selfie, or even highlights from a night out, the camera is able to take images with crystal-clear clarity and lifelike beauty.

The much-anticipated Infinix Note 7 series, comes in mesmerising Forest Green, Aether Black, and Bolivia Blue colour with reflective glass. It is priced at Tk 15,990.

For more information, please visit: [www.infinixmobility.com/bd](http://www.infinixmobility.com/bd). Follow them on social media — [www.facebook.com/InfinixBangladesh](https://www.facebook.com/InfinixBangladesh); [www.instagram.com/infinixbangladesh](https://www.instagram.com/infinixbangladesh)



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