



#PRESS RELEASE

Aspire to Inspire by KrayonMag

Shireen Rahman, a woman in her mid-thirties, has chosen to stay single and focus on her career. A deliberate choice she made to satisfy her long-term vision of excelling in the professional field.

To an idealist, this decision, would entirely be a personal preference; a choice that any grown-woman or man could make whenever they wanted; unfortunately reality seems to be quite the contrast for Rahman.

Her very personal life-choice, agitated the entire family,



people she considered as her loved ones and triggered havoc in her private life. She is considered a disgrace by the near and dear, who expect her to be married at her age, embracing motherhood instead, causing her to naturally suffer from bouts of depression even though her career graph was rising in leaps and bounds.

"Aspire to Inspire, a campaign initiated by KrayonMag, a social storytelling platform, has been specifically developed to give courage to people like Rahman, to be able to prioritise their dreams and passion without any impediment or compromise. It's about time that young people in

our country realised that it is ok to be unconventional, and that the imaginary clock that people keep speaking about does not exist at all," said Tanzirah Dilshad Ditan, Founder and CEO at KrayonMag.

The first edition of Aspire to Inspire speaks about the life stories of six avant-garde women, who have had to struggle continuously in their personal lives before reaching a state of tranquillity — a point where they were happy, both personally and professionally.

"These women fought continuously to establish their rights and didn't succumb to the imaginary rules and regulations set by the outside world," Ditan added.

She also believes that sharing their stories could encourage other teen girls, ready to embark on the journey of life, to stay motivated, and not be intimidated by the random oddballs hurled at them, as life progressed.

So, the next question that comes to mind is the identity of Ditan, and what made her 'inspired enough' to initiate such a thoughtful campaign.

"I am a storyteller. Most of my inspiration comes from my mother, who has herself been a painter, singer and writer; a storyteller in other words. Maybe all these creativity in the formative years inspired me to work in the field of advertising, events and PR for the longest time. At the very moment I am involved as the agency lead and director at Backpage PR, where we deal with corporate story telling.

"I have always been meaning to work for the society at large, mainly supporting the youth

to make better choices in their personal lives. Since, storytelling is my forte, I realised why not utilise this ability or 'gift' to spread the stories of special people, like survivors, winners and fighters to the masses. Why not tell them the stories as it truly is, that's when KrayonMag was formed. This is the platform through which I want to motivate those who need it the most. I can't sing, dance or start a movement, but I can surely tell stories and that's definitely one of the most effective ways to put a message across and hence the initiative," Ditan reflected.

On the first edition of the campaign, 'Aspire to Inspire,' Star Lifestyle has collaborated with KrayonMag, to bring out the stories of six special women to the world, and spread the message of positivity and accomplishment shared by them to the young girls of our society.

For no matter how tough the journey maybe, an unfaltering commitment to values, goals, beliefs and vision will most certainly bring success at the end and that is the message we want to jointly put through.

Keep a lookout to our Facebook and Instagram pages to learn more of the treasured stories.

By Mehrin Mubdi Chowdhury
Photo Courtesy: Sheikh Suraiya Rehnuma
Location: LenzKraft Studio
Participants: Meher Afroz Shaon, Azra Mahmood, Sohana Saba, Bulbul Tumpa, Syeda Samara Mortada, Ayreen Khan
Wardrobe: Costumiere by Zubaiba Ahbab
Campaign Supervisor: Tazrin Binny

করোনা কে ভয়, এখন আর নয়

ব্যাকট্রল সাবান অথবা হ্যান্ড ওয়াশ
দিয়ে প্রতিবার অন্তত ২০ সেকেন্ড* হাত ধুয়ে নেই

এখন প্রতিটি ব্যাকট্রল হ্যান্ড ওয়াশ পাম্প ২০০ মিঃলিঃ
এর সাথে **১টি ফেস ফ্রি! মাস্ক**

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