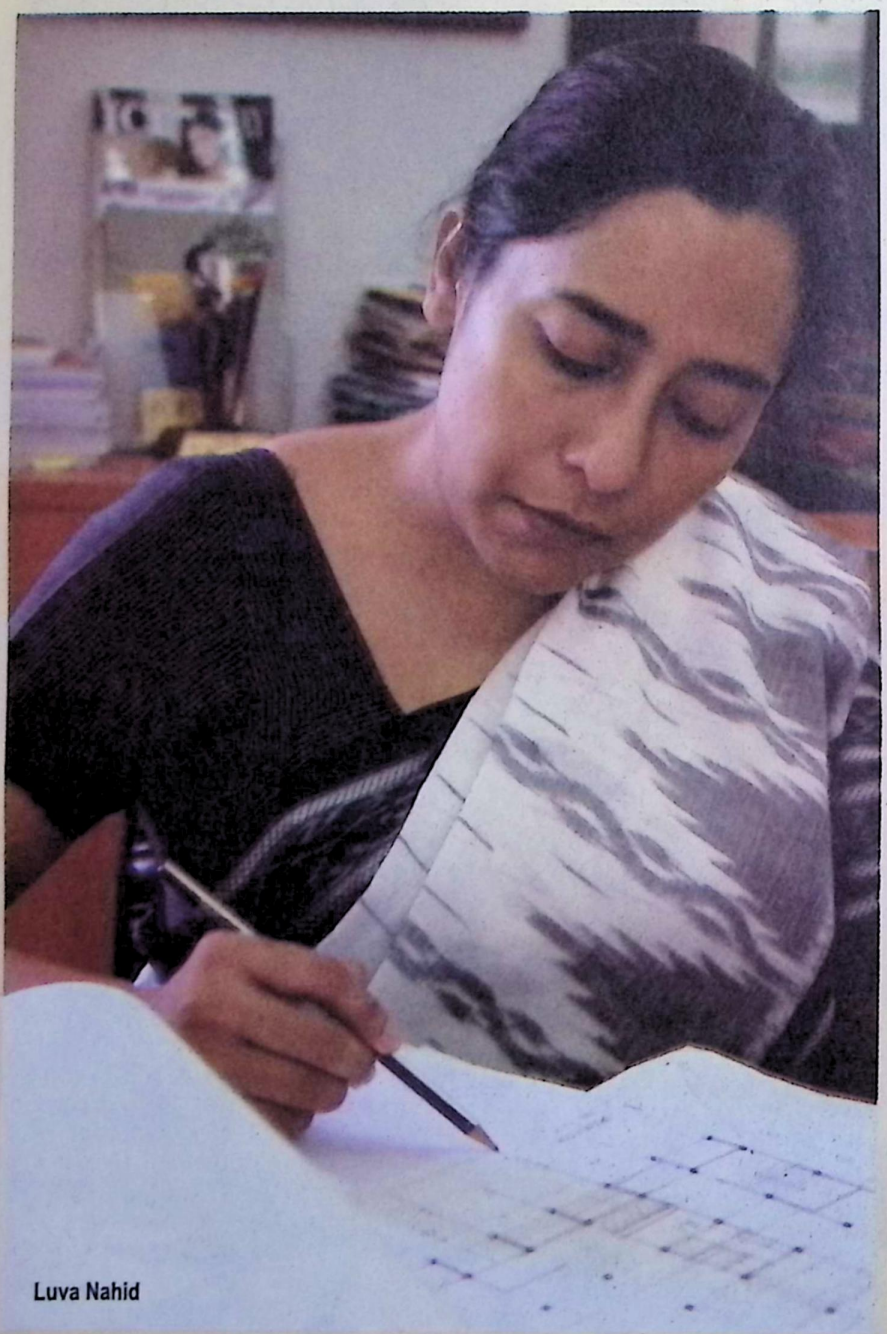
"Men are still confused about how to respond to a female colleague"

--Luva Nahid Choudhury



Luva Nahid

She joined the Bengal Group in the year 1998 after leaving ten years of government service. Graduating from BUET in architecture with flying colours, the obvious decision for Luva Nahid Choudhury was to work as an architect. "The good part about being in the government service is that you learn to appreciate things more in life," she says. "A private service holder would never realise it, since he or she has almost everything to his or her beck and call, unlike a government service holder who sometimes has to go through the ordeal of having no chair or a stapler in the office." This, according to Luva, not only makes her appreciative as a human being, but also helped her grow as a woman in the society.

In-charge of glitzy and trendy publications - Ice Today, Jamini and Kali o Kalam, Luva balances out her options in life and makes choices according to her own judgement.

"If we talk about a woman's plight in society, then we would have to take some time and gaze out of our windows at the women who work at constructions sites, garment factories and at people's homes," she says. "Most of them are very young and already single parents. One can just imagine the everyday ordeals they have to face in order to survive the world." A single parent herself, Luva has a teenaged son. "At least an hour a day with your child would make all the difference in the world," she exclaims. "One just has to figure out a way to do it between work and home," she smiles.