

Take your next step to connect to us. Email us if you have an interesting story to share related to career.

facebook.com/  
thedailystar.nextstep  
Download the  
PDF version  
from our  
website.  
Email: nextstep@thedailystar.net

The Daily Star

DHAKA, FRIDAY, JULY 11, 2014

e-mail: nextstep@thedailystar.net

# NEXT STEP

## Youth and social business The next big thing

On July 2, Social Business Youth Network (SBYN), a youth organization, which serves and promotes the ideology of social business arranged the Social Business Youth Summit 2014 for the first time in Bangladesh. Over 450 university students and young professionals from the country and across the border participated in this summit. The idea was to teach the youth about the dynamics and impacts of social business as well as the necessity of it in the current world.

The summit was divided in four major parts - the keynote speech, the first and second panel discussions, and the innovation session. The morning started at the registration booths, where hundreds of youngsters gathered to register for the summit from different universities and organisations. The summit began with the opening speech by SBYN's CEO Shazeeb M Khairul Islam who welcomed the students and the delegates. After the opening speech it was time for the keynote speech, which was given by the father of social business himself, Nobel Peace Laureate Professor Dr. Muhammad Yunus. In his speech he emphasised on his famous quote, "We are not job seekers, we are job givers." He explained how social business can make the world a better place by changing the capitalist money-making world we live in and how it can put poverty in the museum. In his speech Dr Muhammad Yunus said to the social business enthusiasts, "It's your chance to live in your dream world and say, 'Yes! We did it.'" After his



"We are not job seekers, we are job givers" – Professor Dr. Muhammed Yunus in his keynote speech



Participants brainstorming for social business ideas in the innovation session



From the left, Joana Kimczak, Mustafizur Khan, Alaab Habib, A K M Shahidul Islam, and Ujal Ibrahim in the panel on 'Social Business and Youth'.

speech there was a Q & A session where Dr Muhammad Yunus answered various questions about social business from the participants.

After the keynote speech it was time for the panel discussions. The first panel was about 'Social Business and Youth' where the panellists talked about how social business concerns the youth and how they can get involved. The panellists consisted of Ujal Ibrahim, Lecturer at the Business School of North South University; Mustafizur Rahman Khan, Founder and CEO of Startup Dhaka; A K M Shahidul Islam, CCO at SBYN, and Joanna Klimczak, Founder and CEO of MyVision Global. Addressing the participants of the discussion, Ujal Ibrahim said, "Social business is all about making yourself and other people happy. And happiness comes from solving a problem." The session was moderated by Alaab Habib of Yunus Centre's Social Business Team. In the second discussion, social

business entrepreneurs showed how they are conducting their social businesses and how it is affecting the society. The panellists for this discussion were Duncan Power, Executive Director of Grameen Foundation in Australia; Asir Ahmed, Director at Global Communication Centre; Ahad Bhai, Founder of Panther Social, and Tafsir M Awal, Director of Multimode Group. The session demonstrated the entrepreneur's viewpoint of how social business can change the whole structure of everything we know as business and how it is the next big thing. They talked about their own side of social businesses and how they are trying to make a change in this world. This session was moderated by Labib Tarafdar, Program Officer at Yunus Centre.

The best was saved for last – the innovation coordinated by Joanna Klimczak. Her enthusiasm towards this session put everyone in an excited mood. She explained how every one of the participants can start their own social businesses and asked them to do just that in the ensuing brainstorming session. The participants all came up with a social business idea of their own in under 20 minutes time.

The summit proved to be one of the biggest successes for the Social Business Youth Network. After the summit, the SBYN core management team said, "Our aim was always to bring the youth and social business together. We think this summit dispelled most of the participants' misconceptions about social business and we hope they will follow through with this ideology. As a lot of people said in the discussion, this is definitely the next big thing!"

APURBA JAHANGIR

## The working man's Ramadan How to stay productive while fasting

For students and professionals alike Ramadan is a trying time. A time of extremes; numerous transitions from being hungry and tired to feeling full and lethargic, grip almost everyone. This leads to periods where even writing a simple article such as this turns out to be a massive chore. Working at the office or going to classes is even worse and if you are not careful, you might end up feeling truly wretched and getting no work done at all.

That being said, here are some tips to help make the coming month easier to handle while not affecting your CGPA or getting on your boss' bad side.

### Be careful what you eat

The most important constituent of a person's well being during Ramadan is food. It has the most profound effect on how you feel and how well you can work or study. To a lot of people, it is extremely easy to overindulge in eating like a glutton during Ramadan, losing oneself amidst mountains of *piyaju* and lakes of *haleem*. This can lead to feelings of intense lethargy before and after Iftaar and may lead to indigestion during the day. This is to be avoided. Doctors recommend that it is imperative to watch what you are eating during Ramadan, more so than other times of the year, as the body is taxed more heavily during Ramadan. They recommend that people should take smaller, more frequent meals during the hours between Iftaar and Sehri while drinking plenty of water. It is very easy to get dehydrated during Ramadan especially when stuck in one of the legendary traffic jams Dhaka is famous for. Students and professionals alike should drink plenty of water during Sehri and avoid drinking soft drinks during Iftaar. While thirst quenching, soft drinks do the opposite and end up dehydrating you even further, leading to nausea and headaches.



**Hide the remote**  
Avoiding lethargy is vital during Ramadan as it is easy to lie in bed binge watching a television show and getting nothing done. For students, this is especially to be avoided otherwise the homework and term papers will no doubt pile up. Thus it is good to do some light exercises during Ramadan; anything as simple as a 20 minute walk or stretches and jumping jacks, while not taxing, are enough to keep one active. Saif, a student of North South University, goes

for a fifteen minute walk thirty minutes after Iftaar before coming home and getting ready for Taraweh. "It helps to keep me from being lazy," he says.

Spending the interim time before Sehri is especially difficult to do in a productive way. Instead of watching TV, it is a great time to do some light non-strenuous work. Things like reading a book, writing an article (like this one), or emailing are apt. Surely more productive than salivating over pictures on Foodbank.

### Make the most of office time

For those at work, it is best to avoid online distractions. Social media can wait while at the office. Instead use whatever time you are away from the comfort of home to do as much work as you can to keep your boss happy. Planning each day the night before has been known to make one more efficient. It is best to focus on three important tasks each day for office and to do those as early in the morning as possible, when energy and willpower levels are high and

unencumbered. It is important to be goal-oriented. Having a clear list of things which need to be done acts as a boost to morale and helps keep one's mind from wandering to thoughts of Iftaar. Finally, when you are hungry or worn out and it is not yet quitting time, it is best to do routine administrative tasks. Even something as simple as cleaning up one's desktop is enough to keep one from slipping into an unproductive state of mind.

### Rest your body and mind

It is important to keep track of one's sleeping and eating habits during the month of Ramadan. With the World Cup falling in the midst of Ramadan, it is even more tempting to stay up half the night and wait for Sehri. However, sleep deprivation will make working or studying even more difficult and so care must be taken.

Similarly, to keep oneself from becoming too overwhelmed, praying is a necessity. After all, Ramadan is a time for quiet introspection and prayer. Prayer is a great way to make the most of Ramadan and is one of the most effective ways to stay productive

### Make your own tricks

Finally it is important to experiment and work things out for yourself. Everyone is different and what works for person A will not be the best for person B. Some people are suited for working late at night while others are early risers. Sakib, a student from the Institute of Business Administration, stays up all night during Ramadan, working and studying before sleeping after Sehri. On the other hand, some people prefer going to sleep immediately after Iftaar and waking up at Sehri, using the early morning solitude to work uninterrupted.

Whatever your method, keep these ideas in mind and hopefully you'll be on your way to a productive and prosperous Ramadan.

ZUBIER ABDULLAH