

WEEKEND TECH

LET'S EAT A GUIDE TO FOOD IN BANGLADESH

MD SHAHNAWAZ KHAN CHANDAN



Numerous restaurants, food joints and kiosks are serving a range of cuisines all over the country for our foodophiles. From spicy Mexican to Malaysian masalas, all the tastes of the world have found its place in this country of food lovers.

Many people face problems finding an appropriate eatery. Multimedia Content and Communication (MCC), one of the country's leading mobile app development companies, has come up with a solution. It's newly launched free mobile application, called 'Let's Eat,' is a comprehensive guide to restaurants not only for Dhaka but across the country. Ikram Hossain, a regular user of the app, says, "I was travelling to Bogra from Dhaka. I did not know where I could find the best dishes of the district. Let's Eat helped me find the best place for my desired taste."

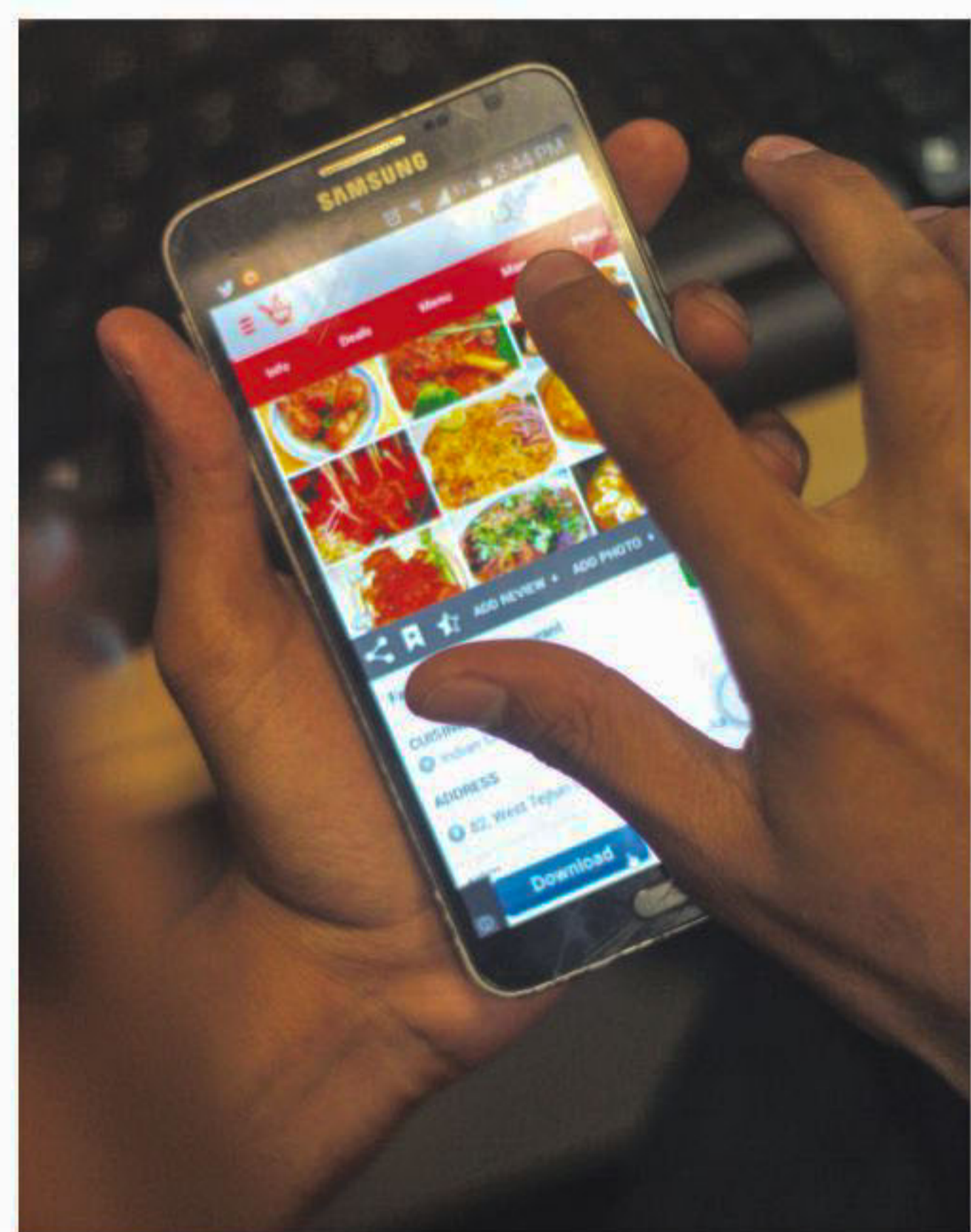


PHOTO: KAZI TAHSIN AGAZ APURBO

This app divides restaurants all over the country by location and cuisine. Each restaurant's profile presents location, menu and different offers by the restaurant in the users' android Smartphone. The option 'highlights' in the app gives special information about the places, like whether they have Wi-Fi or a kids corner in the establishment. Samia Alam, a university student says, "I find the search option of the app very useful. When I want to eat biriyani, I type the word biriyani and the location, and detailed information of all the biriyani joints in that location appear in my phone. The exact locations of the restaurants also pop up through Google map. The app is awesome and very user-friendly."

The app also allows its users to create a personal profile in it. In the profile, a user can gain followers, upload photos, statuses and comments on his/her food experiences. Users can also post reviews and ratings of the restaurants.

The CEO of MCC Ltd., Ashraf Abir, says, "Let's Eat is not just a mobile application; it is a virtual restaurant guide. We are working to improve the usefulness of the app by expanding its scope to the international arena." "Very soon, we will release listings of restaurants in Kolkata, Kathmandu, Kuala Lumpur, Bangkok, Singapore and London, so that Let's Eat users travelling abroad will be able to find information about restaurants nearby," he elaborates.

This free android app can be downloaded from Google Play (its download link: <http://goo.gl/ZQwhGv>). Immediately after its official launching this month, the app has already created a buzz among the foodies of our country. Simply put, after downloading the app, anyone will find it to be a very useful guide to find any food corner in Bangladesh. ■

STAR

GRAMEENPHONE STAR PRIVILEGES NOW BEYOND BORDERS

Grameenphone STAR Customers can now enjoy amazing discounts, offers and other privileges in Malaysia while roaming on Digi Network

TO AVAIL, FLASH MOBILE SCREEN & SHOW DIGI NETWORK AT PARTICIPATING MERCHANT OUTLETS

dining shopping health & beauty leisure

PHOTO: KAZI TAHSIN AGAZ APURBO



> Only GP International Roamers shall avail Digi Merchant Offers > To know about GP STAR offers visit www.grameenphone.com/star-program > To know more about Digi Merchant offers visit <http://digi.my/rewards> or call Digi Hotline: +60162211800



STAR PEOPLE

CONQUERING THE DIGITAL WORLD

ELITA KARIM

When Riyadh started his company 2 years ago, he would try to do everything! "Inherently, I used to get myself engaged into every little operation of the business, which in a way is good, but has its downsides," he says. Eventually, he managed to attract the right people into the company who have made it possible for him to concentrate on his own work.

Riyad Shahir Ahmed Husain, the CEO of Magnito Digital, is not only known for his unique digital marketing service, but also his exclusive training sessions and skill development courses.

After completing high school in Scholastica, Dhaka and accomplishing a Bachelor's Degree in Business Administration from Richmond University, UK, Riyad got into a graduate management trainee programme at Arcadia Group Limited. "Six months into my programme, I was selected in the top 20 candidates among 500+ graduates for the prestigious Arcadia Scholarship Programme," he says. "After a rigorous set of activities and workshops, I was a finalist and was interviewed by Robert Peston (Editor of BBC Business), Patience Wheatcroft (Editor of Wall Street Journal Europe) and Sir Philip Green (Chairman of Arcadia Group)." In early 2007, Riyad returned to Dhaka and started a marketing communication firm, ROOT Marketing Services. After working in the communication field for 6 years, he finally began Magnito Digital in early 2013.

Magnito Digital is a full service digital marketing agency, which was

formed in 2013 with a vision to empower brands and companies in Bangladesh to embrace the new era of marketing. It works throughout the digital spectrum, offering services in search, social, web and mobile marketing. "We are the dedicated digital marketing agency of Grameenphone and a2i (Access to Information) Programme, a project of UNDP and USAID at the Prime Minister's Office," adds Riyad. "Apart from that, we work with clients such as City Bank, Marico, Symphony, Maximus, Mobil Bangladesh, Nitel Group, Ejab Group, Sajeeb Group, Unilever and Telenor Digital, Norway."

Choosing entrepreneurship right after school was definitely a difficult choice, especially during a time when his contemporaries were opting for banks, telecommunication firms and other multinational companies. "I always wanted to create an impact and bring a change into whatever I am doing," he says. "I see entrepreneurship as the gateway that has allowed me to experiment such a philosophy." In the next five years, Riyad sees Magnito operating

in at least 2 different countries. "To me, the most important factors of succeeding in business are integrity, hardwork and vision," he says.

According to Riyad, anyone can come up with great ideas. "But not everyone can execute," he says. Thus his advice to all bubbling with ideas inside would be to stay focussed and go into action rather than merely talking.

Riyad Shahir Ahmed Husain
PHOTO: KAZI TAHSIN AGAZ APURBO



Daring to Dream

NAZIBA BASHER



Jabir Abdullah Masum is a 21 years old engineer, with an interest in electronics from a very young age. He went on to becoming a Research Assistant Engineer in Pi Labs Bangladesh Ltd, a teacher in OBAT Helpers and a trainer for Renewable Energy Innovation Hub – a project by the US Department of State. "I studied in a Madrasa, in Narsingdi- Jami Quasemia Quamil Madrasa- where my father was a teacher," says Jabir. "The Madrasa education system is very different compared to other educational

Jabir Abdullah Masum
PHOTO: KAZI TAHSIN AGAZ APURBO

institutes. I never could learn about my actual interests," he shares. He would collect scrap material, like broken antennas, put them together and receive different channels on his radio. "I would use my common sense and try and find out more." There was even a time when Jabir would go to different electronic shops and read instruction manuals for hours.

After completing his HSC examinations, he went on a different path. After travelling to Dhaka, he took his chances with Dhaka Polytechnic Institute and was admitted. "When I got in, I did not even know that there was an electromagnetic pull from the centre of the Earth! Everyone else knew things that I never learned," says Jabir. When the time came to end his four year diploma, Jabir was the one who won everyone's hearts during the practical finals. "I was weak in written exams, and also doubtful. When the practical exams came, I used my experience and aced them!" he shares. He made

quite a name during his time at the institute by winning group competitions.

After completing his four year diploma in Mechanical Engineering, Jabir applied for a training course at Pi Labs Bangladesh Ltd for training in electronics. Soon after he completed the course, he was hired by the institute. "During that time, my father had just gone into retirement and I was desperately looking for a job. It was an absolute blessing getting the opportunity to work with the people I was so inspired by," shares Jabir. Shortly afterwards, he was approached by Sajid Iqbal, founder of CHANGE, to be a trainer for a project by the US Department of State. "The one thing I am most proud of is that for both the jobs I got, I did not need to show a degree or any piece of paper to prove my worth. Any time I got recognition, it was purely because of my skills, which too have stemmed from my common sense," says Jabir.