

# Fight Back or Walk Away?

SHREYOSI ENDOW

*Sexual harassment, or it's more common but somewhat misleading euphemism "eve-teasing", happens to be something that we are all well aware of now, given the recent rise of such cases in the subcontinent. Often the victim is left with the option to either fight back against the oppressor (which might, in some cases, land her into nastier situations) or to walk away with the trauma of the incident. We asked a few people what they thought the victim could do in these cases. Here's what they had to say.*

**“**In a situation like this, I feel that the girl should look him in the eye, stand her ground and confront him. These men aren't brave enough to go further when the girl actually takes a stand. They back away. She should ask him why he called her what he called her. There is never an answer to 'why'. So the point is to make the situation equally uncomfortable for the guy. Make sure a crowd gathers and that she isn't daunted and is heard, as she should to be heard. I think she can actually make her point and still not get into a worse situation, if she's calm and smart enough.

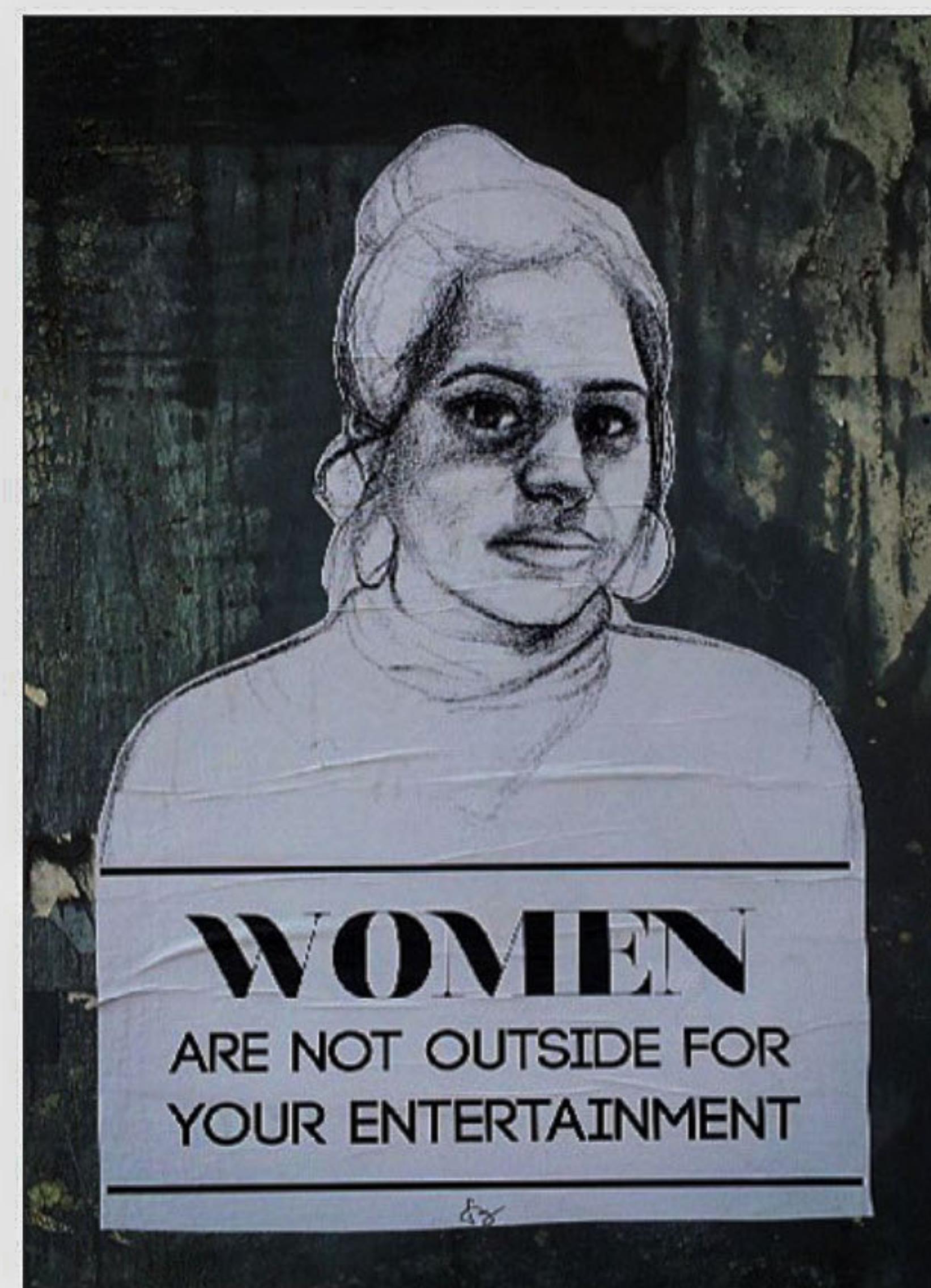
– *Chowdhury Sumaiya Ishra, 18*

**“**It's very difficult to just face away from the harasser and pretend like nothing happened; I certainly wouldn't like it if my dignity was played with and I was made to feel like a woman 'who was asking for it'. But how far could you go to protect yourself? Curse the guy? Punch the harasser in the face? Seek help from the authorities? You'd still be looked down upon, for dressing in a way which must have provoked him. Moreover, you never know what might happen to you for standing up for yourself; a girl against 5-6 other hungry low-lives – we don't need another rape case. I'm not saying you should not fight back. Of course, you should but in a way that embarrasses them. Stare back if they stare at you, yell at the top of your lungs, and scare the living hell out of them! Fight back in a way that still upholds your dignity.

– *Maisha Maliha, 18*

**“**Given the fact that there are people around who will help the girl if she decides to respond, yes, she should definitely fight back. I mean, these guys need to face the consequences of the crime that they commit. The scene does get messy but it makes sure that other people with such lowly intentions know where they'll end up if they harass a girl. But if there aren't people around, she should walk away and try to get out of that area as soon as possible because her response in that scenario might put her into deeper troubles.

– *Afiyah Fahmida Rahman, 17*



**“**If it's a question of fight or flight when it comes to eve teasing, then I say fight. The problem is way more prevalent than we think. What's surprising is that some people are not even bothered by it, they're 'used to it'. As a nation, it's high time we realise that the more we turn a blind eye to such problems, the more we're encouraging it.

– *Afiat Maishah, 17*

## INNOVATION

# Going Viral in the Era of Consumers

RUHULLAH RAIHAN ALHUSAIN

Do you know how the global companies dominated the market in a different Era? Do you know how the sources of competitive advantages have changed over time? As a fresher or a young entrepreneur, you need to know what will work best for your company. What should be your approach while formulating product and service roadmap for your startups?

In every era, great marketers dominated the world with their innovative strategies. In the era of manufacturing (1900 to 1960) Ford, GE, P&G and Sony dominated the market; in the era of distribution (1961-1990) Walmart, Toyota, UPS dominated the scene. Then came the era of information (1991-2010): Dell, Google, and Microsoft are the players; and finally came the era of customer (2010 and beyond).

This is the first installment of my series on "Innovation" in which I'll be discussing how innovative strategies have changed over time and now focusing on just customers, and how companies are going viral with excellence in customer service.

One of the eyeglass makers in India is providing the option to the customers to upload their picture and then try on different glasses virtually just to see how



they look. A salon in USA called "Gabriel Logan" is now offering virtual personal stylist for their consumers. On the company website of the salon, their clients first upload their pictures; they can try different looks, hair colours, makeup even before visiting the venue. This is how great companies across the globe are stepping into the next era – the era of excellence in customer service, through service-centric

innovative strategies.

Another example would be Airtel's mCommerce Short Code. Through a single short code, Airtel Bangladesh was able to connect all mobile financial service (MFS) providers/ banking partners, and customers can easily dial \*400# code to get to the menu offered by the MFS partners. Customers do not have to remember every single short-code of each

MFS partner; they can just remember one single code \*400#. Recently Airtel Bangladesh won the Mobile Money Global Award for this innovative approach towards customer service excellence in the Collaboration Commendation category.

The latest example would be "MeerKat", a live video streaming app connected to Twitter account. The beauty of this service is that while you are broadcasting video tweets; your connections will not only be able to watch the video in real time but also will be able to respond to, like, share your tweet. This is a great opportunity for marketers to showcase their new products and services. According to Fortune, Meerkat made it to the top 100 social network apps in the US in the first two weeks since its launch.

In this era of customers, companies are shifting their focus. They are working constantly to make their customers more empowered and active.

In the next installments, I'll discuss the innovative strategies of Amazon, Alibaba, Air Asia and how they are dominating the market with their innovation in the era of customer service excellence.

*The writer is a professional with over 11 years of experience in mobile banking and digital marketing and is currently the Head of mCommerce Operations at Airtel Bangladesh Ltd.*