

IN PURSUIT OF EXCELLENCE

ELITA KARIM
PHOTO: PRABIR DAS

Jesmin Ehsan is yet another young professional working in Dhaka who has completed the strategic level of CIMA, becoming the top scorer in Malaysia for 6 papers, including all 3 papers in the strategic level. "In pursuit of a career in finance, I joined Ericsson in 2007," says Jesmin, the Chief Financial Officer of LM Ericsson Bangladesh Limited. "My then manager emphasised the importance of enhancing knowledge and skills through a professional qualification in finance & accounting. He was the first person to tell me about CIMA."

Having completed an MBA from IBA, Dhaka University, Jesmin believes that CIMA is a necessity for professional progress. "CIMA is a global qualification. So it is quite exclusive," says Jesmin. "In Bangladesh CIMA is considered as a highly demanding qualification and rightly so. This perception also adds to the uniqueness of CIMA. So having a CIMA qualification is, in fact, an achievement. CIMA curriculum is greatly aligned with the needs of the corporates. It is thus, very useful for career advancement when utilized, complementing the organizational requirements."

There are various steps to be taken by companies in order to encourage employees to take up CIMA. "First of all, corporates should highlight the importance of

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continuous learning in all aspects of the industry ranging from strategy to operations," she says. "Within that, corporates should identify a specific skillset that are enhanced and complemented by professional qualification such as CIMA. Corporates also need to ensure that CIMA qualification is backed up by

Chartered Institute of Management Accountants



Jesmin Ehsan

incentive and is utilised within the job scope. So for corporates, it's important to identify the right people to be certified and rewarded complementing strategic business needs."

ENDEAVOUR

OPINION

EVERYTHING BEGINS AT HOME

RUBAIYA MURSHED

She tried to balance the 3-year-old on her hips. He was so heavy. He was wriggling ferociously to get out of her grip. She just couldn't control him enough to carry him to his mother who was shouting continuously to bring him to her. She forced herself with all her strength to move quickly but fell. As they toppled, she made sure the baby would be shielded from hitting the floor. In the attempt, she herself bruised her arms.

The baby boy was screaming. Before she knew it, 'Madam' came hurriedly in and slapped her across the face. The little girl was merely 2/3 years older than her son and didn't have the physical capability yet to tend to him. But that didn't occur to 'Madam' at all.

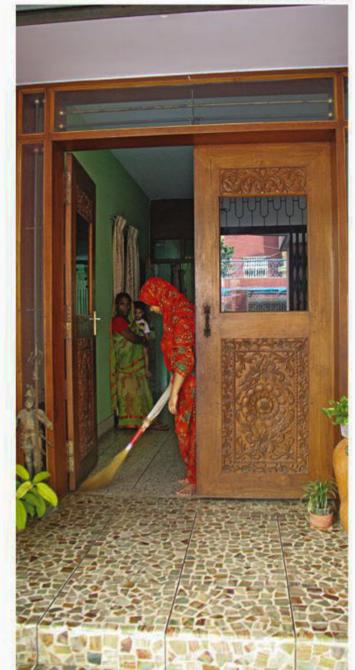
The above is one of many incidents the helping hands of our community have to bear with. The general behaviour towards these domestic help (buas, baburchis, drivers etc) is one of condescend. Most of us treat them more like slaves than employees. There's no limit to their hours of work each day. We don't give them even a day's leave per week. Many sleep on kitchen floors and they rarely have any scope of entertainment or relaxation. Moreover, the number of reported deaths since independence of helping hands through abuse has approximated to be around 79-89; and there are countless unreported incidents that never made it into the statistics.



PHOTOS: STAR FILE

We need to change our attitudes, refine our mentalities. Maybe in that hope Humayun Ahmed portrayed a scene of helping hands eating lunch at the dining table with family members in his natok

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'Bohubrihi'. And knowing how important these little things are in shaping our characters, Sister Pauline at HolyCross College used to threaten us with punishment if we let our drivers carry our college bags.

It all matters. To revolutionise our society, we first need the evolution of our homes. 'Shomman' is an organisation dedicated to the betterment of helping hands. It's about to take its first footstep today through paying tribute to the helping hands who lost their lives to abuse since Bangladesh's birth. Join 'Shomman' in spirit by assuring your helping hands that they are safe under your care. Let your bua watch *Ittyadi* with you. Buy your

driver lunch when you're out with your friends. At the end of the day, these 'Cinderella's in our homes will be the true reflection of the morally distorted people we are; regardless of how established we are in our society.

The author is co-founder of the organisation Shomman. ■

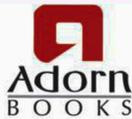
RIGHT TO VOTE!

TEXT: NAZIBA BASHER PHOTOS: PRABIR DAS



As citizens of Bangladesh, one of the few privileges we have is to vote. Every election morning, people all across the nation get ready to make a difference. We get ready to finally matter in a country where political wars cloud our presence all year around. On this day, everybody knows that if there is change for the good, then their vote had something to do with it. With that in mind, we should know that as citizens of Bangladesh, we need to preserve our right to vote, we need to make sure that our words and choices matter, because only through that, will we know that our lives matter too.





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