

CIMA: THE GLOBAL PASSPORT

ELITA KARIM

Clancy Peiris, ACMA, CGMA, is Attorney at Law and Study Support & Learning Manager - CIMA, UK. With decades of experience in teaching and training students, teachers and learners, Peiris feels that CIMA is probably one of the best ways to see the 'big picture'. "When I was in the legal practice, the problem solving, analytical evaluation skills I developed through my CIMA qualification helped me enormously in my legal practice to come out with creative and unconventional solutions to the complicated and varied issues of my clients," he says. "CIMA has empowered me to see the 'big picture' of an organisation through numbers and relate the organisation to the environment it relates to. This enormously helped me in setting up and directing Wisdom Business Academy in Sri Lanka to be the world's largest single-location CIMA tuition provider with 6,000 annual student intake, by the time I left Sri Lanka in 2008."

CIMA is not just a qualification, it is a 'life-changing' experience," he says. "This is the key theme I heard from the thousands of students I met in the last decade: not only in the South Asia, but around the globe. The necessary competencies and confidence acquired through the CIMA qualification have opened doors in the world of employment both in accounting and non-accounting careers. CIMA has given the students both economic prosperity and social recognition, making a drastic difference in the way we see and interact with the world."

Today, CIMA Members are driving successful organisations around the world, and powerful contributions by CIMA graduates can make it both in the corporate world of Bangladesh and in the wider society. "I constantly encourage young professionals to expose themselves to different work practices and cultures in other countries so that they could reach the best they could be in their career. CIMA qualification will give our students and members a 'global-passport' to realise their best potentials," he adds.

There are so many professional qualification programmes. Clearly, CIMA stands out from all. "CIMA is not just another accounting or finance qualification, training

people to record transactions and report 'what has already happened'! The carefully designed competency-based syllabus enables CIMA graduates to put the numbers into the context and come out with innovative solutions to complex and varied business problems, so it's a forward-thinking qualification," he says. "The CIMA computer-based assessments simulate the 'world-of-work' and certify that our students are 'business-ready' management accountants. This enhances employability in the international business. The operational, management and strategic levels in the qualification are designed to give knowledge and competencies required to perform the tasks required at each respective level in an organisation, hence each time our students complete a level by exams, it's a 'promotion' to the next level with more capability – this means a potential promotion in the career prospects too." ■

Chartered Institute of Management Accountants

CIMA



Clancy Peiris

PHOTO: COURTESY

HERITAGE

THE PERSIAN CANDY

M H HAIDER

The independent sultanate of Bengal was 200 years (roughly 1338-1538) of glory. Trade and commerce flourished. Muslim enjoyed an immense fame. Travellers who visited Sonargaon, an extremely vital city during the period, were awed by its splendour. Arts and literature thrived.

One of the greatest patrons was Sultan Ghiyasuddin Azam Shah. Legend speaks of the brutality and ambition with which he overtook his father's throne. Despite that, he came to be known as a benevolent ruler. Sultan Ghiyasuddin's influence went way beyond Bengal.

A testament to that lies in a Persian poem, written by none other than the legendary Hafiz of Shiraz.

Khwaja Muhammad Shamsuddin Hafiz Shirazi was a mystic and romantic poet. Till today, he is one of the ambassadors of Persian literature. His tomb in Shiraz is a tourist destination.

Sultan Ghiyasuddin once composed the first line of a poem and gave it to the poets at his disposal to complete it. But when none of them impressed him, the line was sent to the great Hafiz (along with Muslims as imperial gifts). The poet was in fact invited to Bengal, but most probably the long and arduous voyage had deterred him. Nevertheless, he completed the poem and sent it to Bengal:

Saki! The cypress, rose, and tulip our



*gay discourse inspire:
With brimming cups that thrice are emptied, the topic fails to tire.
How happy in their sugar-pecking these Indian Parrots all,
Who banquet on this Persian candy transmitted to Bengal!
Behold how times and climes are traversed, when Song pursues her flight,
For on a year-long journey ventures this infant born to-night!
At the first reading, the poem appears to*



'INDIAN PARROTS' ARE THE POETS OF GHIYASUDDIN, AND THE 'PERSIAN CANDY' IS NOTHING BUT THE PERSIAN POEM ITSELF! IT IS ALSO REFERRED TO AS THE 'SONG' AND THE 'INFANT': THE WORK HAD TO TRAVEL MUCH ACROSS THE WORLD ('TIMES AND CLIMES') TO REACH BENGAL.



PHOTOS COURTESY: WIKIPEDIA

KAYMU MAKING ZAKAT EASIER

BULLETIN

UMAILA YAKUB

This Ramadan, Kaymu.com.bd, Bangladesh's leading online shopping community is joining hands with four notable charitable organisations to make the act of Zakat simpler for those who want to pledge. In partnership with Jaago Foundation, Teach for Bangladesh, Charity Right and One Degree Initiative, Kaymu has



launched a dedicated Zakat page through which anyone can contribute their Zakat to the four partner organisations.

And all anyone has to do is click a button.

Throughout the campaign, Kaymu Zakat page will display 'bundles' of products that consumers can choose from including clothing, stationery and



PHOTO: COURTESY

books. Consumers can then select customized bundles/products to donate to any of the four participating organisations. Once the consumer clicks 'buy now', the product will then be delivered directly to the relevant organisation. Kaymu will then pick up

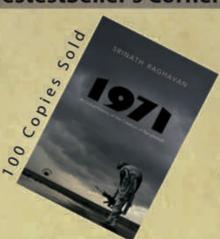
the consumer's contribution. The products listed have been sourced in consultation with the charities and will help them realise their respective mandates. The campaign was initiated during an event at the Kaymu Bangladesh office in Banani recently.

Kaymu's 'Zakat Made Easy' campaign seeks to provide a platform for Zakat givers to connect with creditable organisations working with the less fortunate and contributing to their beneficiaries with meaningful, relevant products.

BestSeller's Corner



1. In the Light of What We Know
By : Zia Haider Rahman
Price : 1,200 + Vat

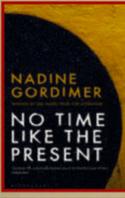
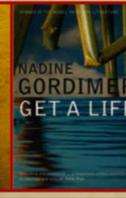


2. 1971 A Global History of the Creation of Bangladesh
By : Raghavan S
Price : 1,600 + Vat



3. Dusk, Dawn and Liberation
: A HISTORICAL FICTION ON THE LIBERATION STRUGGLE OF BANGLADESH
By : Masud Ahmed
Price : 1,300 + Vat

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be describing the beauty and grandeur – with flowers and parrots and so on – of the sultan's court. Dig deeper and a more profound meaning emerges: the poem has a back story to it.

The sultan had once fallen grievously ill. It might have been the end of him. In those times, three of his favourite concubines had nursed him with the utmost devotion. Ghiyasuddin used to affectionately call them Cypress, Rose and Tulip. The three used to wash his body during his illness.

Fortunately, Ghiyasuddin survived the malady and consequently, to the envy of the other women of his court, the three ladies were in a superior state.

The cypress, rose, and tulip in the poem are in fact the three women. Hafiz, being the creative and divinely inspired

genius he was, had used metaphors and symbols.

'Indian Parrots' are the poets of Ghiyasuddin, and the 'Persian candy' is nothing but the Persian poem itself! It is also referred to as the 'Song' and the 'infant': the work had to travel much across the world ('times and climes') to reach Bengal.

Lavish in his praises and humbled by the sultan, Hafiz of Shiraz had produced a work that reflects the glory of the Bengal sultanate.

*O HAFIZ! For the love thou bearest!
Sultan Ghiyas ud-Din,
Break silence; for complaining only
Can make thy lot serene.*

This version of translation has been written by Herman Bicknell. The poem is much longer, and is available online.