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PHOTO: PRABIR DAS

"Autumn...the year's last, loveliest smile."
— William Cullen Bryant [Indian Summer]

SNAPSHOT

| CELEBRATION |

We Bangalis tend to fall head over heels for mouth watering proteins and carbohydrates. A city like Dhaka, where there are so many choices of restaurants, and so little option for recreational activities, that food has become a huge part of our culture. In a busy, not to mention jam packed city like ours, it's quite hard to find time or the energy to go out these places. That's where Hungry Naki.com makes an entrance to make us Dhakaites life a little bit easier. With a very straight forward service and a simple website, they have won the hearts of many food enthusiasts and have been the most popular food delivery system in the city. And this October they will be completing their two years in the market.

Founded by Ahmad A D, Sazid Rahman, Rifat Nabi and Tausif Ahmad the website first began operating from October, 2013. "Like everyone else, we used to meet up after office hours and used to brainstorm business ideas," says A. N M Saiful Imam, senior marketing executive. "These meetings used to take place for a very long time, and food was a must. When we struggled to order food from various places at once, we thought if there's any way to simplify this process.

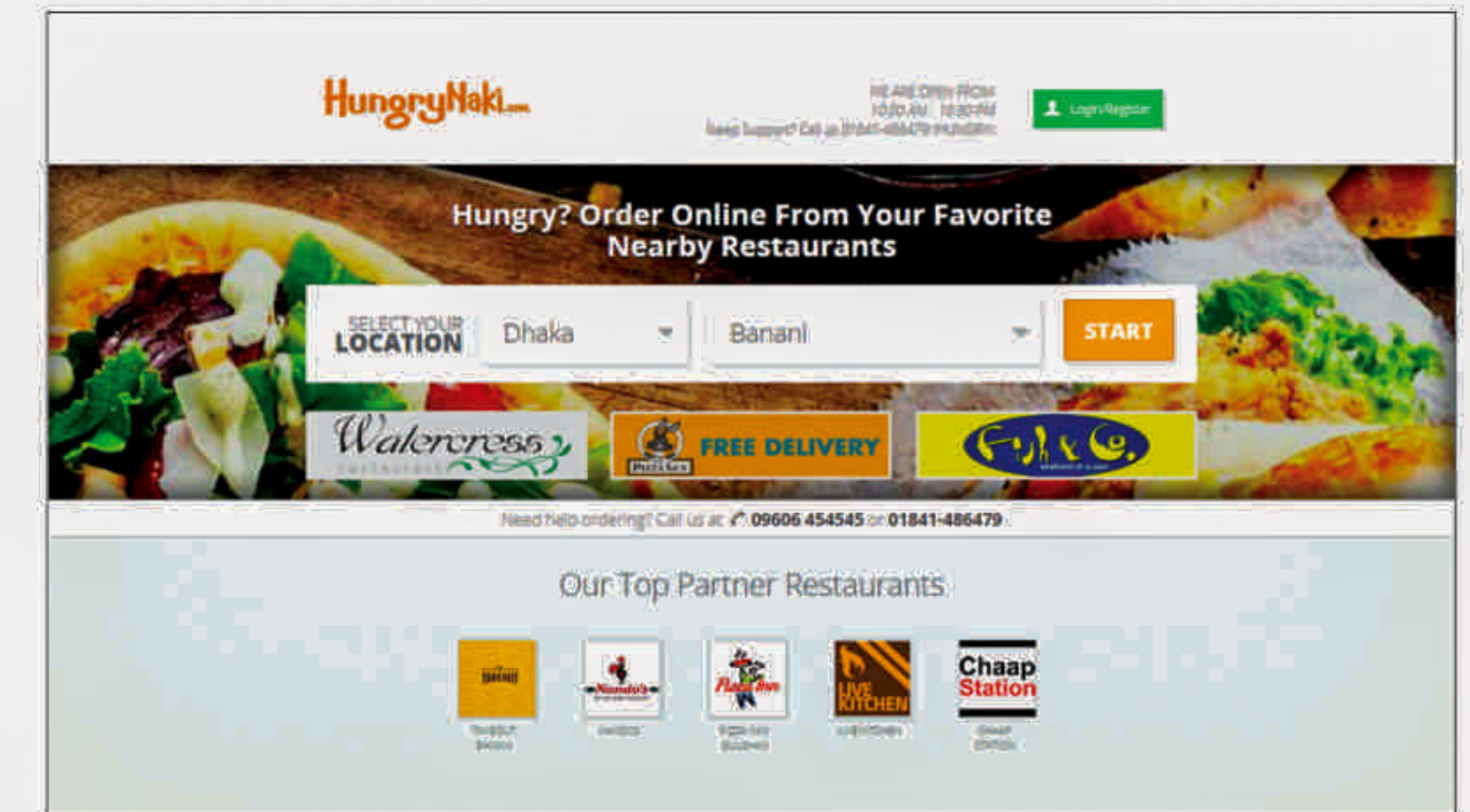
FOR THE LOVE OF FOOD

APURBA JAHANGIR

And so we forgot every other idea and focused on what we love the most— food!" Hungrynaki started its journey with just two developers, four executives and one delivery man, catering to the need of

Gulshan and Banani residents. "When we started to approach the food joints, we had a hard time convincing them of how this service can widen their revenue stream, especially with the owners who are from an older age-group. But we kind of knew it was coming, because online businesses is something which is still new in our country," says Modasser Ahmed Amit, digital strategist. "But as we are growing, the restaurant owners now understand how it is helping them make

more profit." Now Hungrynaki has over 60 people working for them including delivery men, and operates in Dhaka, Chittagong and Sylhet. In two years their annual turnover has been 1.2 billion taka. "When the start-up trend first started in Bangladesh, Hungrynaki was one of the firsts to establish their grounds. "Customer service was our number one priority from the very beginning. People usually think expanding business should be their main focus, but we would rather take baby



MAILBOX

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PHOTO: ORCHID CHANGMA

"In search of Art, Humanity and Beauty"

Regarding this week's cover story (published on September 18, 2015) of the *Star Weekend*, I think it is very promising that young artists and art practitioners have come forward to organise such an international art festival in the Cox's bazaar. Although I was staying in a hotel in Cox's bazaar during the festival, I could not visit the festival as I did not know a word about it. Just for a suggestion, if the organisers could reach the hotels and tourist spots in the Cox's bazaar with their leaflets and posters, they could have attracted a lot of enthusiastic people to the event and the festival would have been more vibrant and lively.
Habib Tajwar
Tejgaon, Dhaka

Art, By the Shore

International Art Biennale Cox's Bazaar 2015 (IABC 2015) wants to thank the *Star Weekend* for the cover story on the biennale (published on September 18, 2015). We also want to thank the reporter for covering the event in Cox's Bazaar.

The report mistakenly mentioned Oriental Painting Study Group as a key organiser. The event was co-organised by Aranya Sharma and Sabyasachi Mistry. Amirul Rajiv was one of the core organisers of the event but his official designation was "Curator of IABC 2015." The Oriental Painting Study Group assisted to organise the event. The *Daily Star*, Prothom Alo, Depart, Oriental Painting Study Group, Open Art, DAP LS, Nitya Upohar, Agami Prokashoni, Dainik Cox's Bazar, Cox's Bazar Sangskritik Kendra and Digital Hospital had also assisted the event by providing media partnership, printing and participants.
Amirul Rajiv
Curator, International Art Biennale Cox's Bazaar



PHOTO: PON CHAKMA

A Note of Thanks

Only art can unfold the inner thoughts and the sense of aesthetics of human being. The international Art Biennale Cox's Bazaar brought an opportunity to many local artists and art practitioners. It was a unique platform to know the culture of neighbouring countries. It was very encouraging that no sponsor was needed to organize such a big event. We should arrange this type of festival more to inspire young artists and to make a society of healthier entertainment and environment. We wish Cox's Bazaar would be 'Paris' of South-Asia one day. Thanks to the organisers and the *Star Weekend* for making it a cover story.
Joyonto Mukharjee
Farmgate, Dhaka

The opinions expressed in these letters do not necessarily represent the views of the *Star Weekend*.



PHOTO: COURTESY

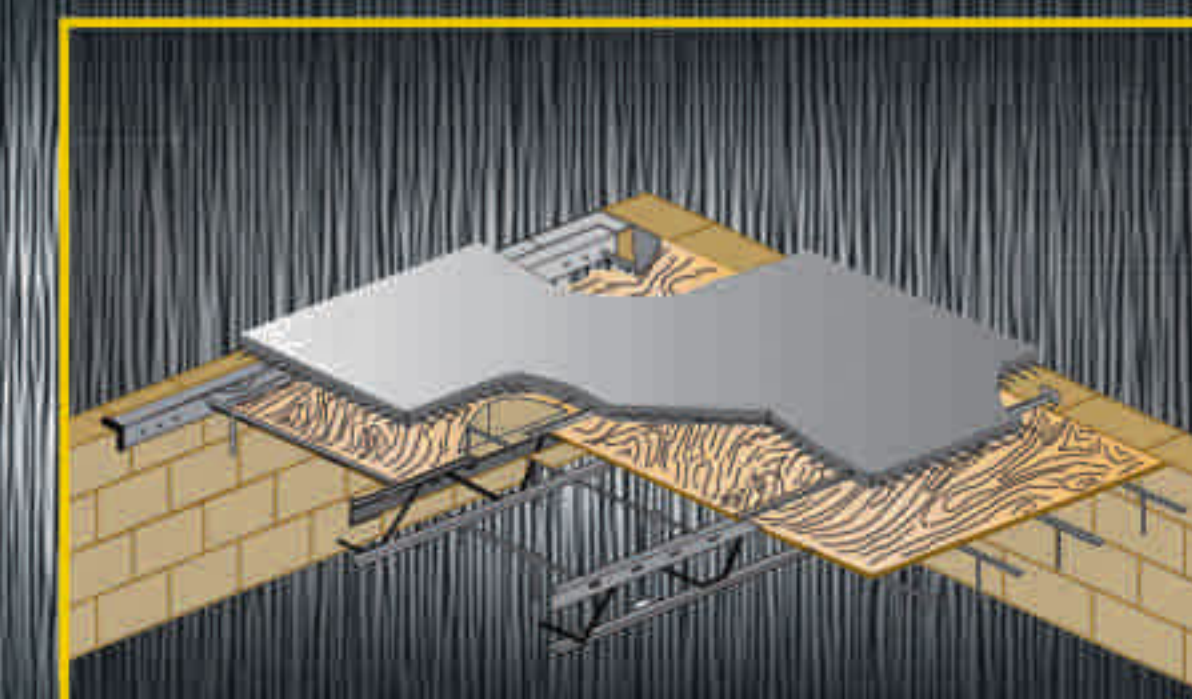
steps and prioritise the customers we already established," says MD Ehsan Ali, manager of customer experience and operations.

Other than feeding the hungry Hungrynaki's aim is to establish the ground work for future E-Com start-ups. "Internet has always been a scary place to the people in our country and we wanted to break that. People still hesitate to use their debit or credit cards to buy anything online. This is one of the problems we face and it is also one of our priorities is to make the transaction as simple as possible," says Mustahid Ul Islam, business development co-ordinator. People might think it is quite hard to manage a food delivery business in a traffic packed city. Hungrynaki team takes it as a blessing. "Because of the traffic, people order from us rather than going to the restaurant, so it is actually quite good for business," says the team.

For their two year celebration, Hungrynaki is planning an event for all of their well wishers. "So far it has been quite an interesting journey. There have been moments where we were on top of the world, and somewhere we were totally lost. After two years we want to share this story," says the team. The details will soon be uploaded on their website.

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