



SPECIAL FEATURE

# Jaatra's future by Anusheh Anadil-- A new road to commerce

In conversation with an modern and innovative powerhouse of talent, a lady who continuously strives to promote traditions, crafts, talents and the uniqueness of Bangladesh; all through a dream-project famously known as Jaatra.

Dressed in her usual attire of cotton dhuti and kurti, Anusheh Anadil gave out an aura of purity and simplicity. From our conversation, we also learned that she was an exceptional multitasker excelling in many fields. A loving mother to two children, vocalist to a



famous musical band - Bangla, dedicated cultural activist and last but not the least the creative director and owner to one of Dhaka's most popular 'deshi' stores – Jaatra.

"I have always tried to pursue my passion; my simple belief is that if you love

something you must work towards it, in order to see it materialise before your eyes." said a gleaming Anadil.

Her venture with Jaatra began on a straightforward note; Anadil wanted to work with the craftsmen of Bangladesh and



promote the local products to the urban population of the country and the foreigners, who were mostly unaware of the hidden flair of the nation. "Bangladesh is full of talented individuals creating unique products. When I go abroad, I get to witness