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NEXT STEP

KICK START A CODING CAREER IN BANGLADESH

As the rest of the world gets in on what is called the Silicon Valley fever, the demand for programmers and coders is only increasing. Whether it is to create simple programmes for your office or to relate to coders in your workplace so that you know how your office computer system is being operated, coding can be a very important skill. In fact, with the world surging towards technology, you can even build up a freelancing career as a developer if you get really good at it.

So what exactly is coding? Well, it is basically a set of instructions that tells a computer what to do. From games to software to even the apps in your phone—almost every sophisticated technology (and even simple ones in certain cases!) requires coding. Even though most of the programming languages share similar basic features, they are often used for different purposes. For example, you might prefer C for graphics-heavy applications, but JavaScript may be better for the web.

HOW TO GET STARTED

Yes, coding can seem overwhelming, which is why it is very important to start simple. Whenever you do find a problem, don't just directly start solving. Good coders don't just find solutions; they focus on finding the most appropriate method to solve the problem, thoroughly understanding the problem first. Only then will you have a competitive edge over other programmers.

Beginners should start with object-oriented languages as it has a common basic principle—making objects and doing things with those objects. There are also other types of languages, such as functional languages that are more suited to manipulating data, and procedural languages which perform low-level system tasks. Most popular programming languages to start with include python, java and C/C++.

Soon enough, you will start enjoying changing numbers and deleting lines in your code to see what happens. After you learn the basic concept of one programming language, with a little reading, you can easily figure out the other languages. In fact, the first language you learn might not be the one you stick to. As you explore, you can switch between languages, and enjoy all their perks and quirks.

FOR A FREE KICK START

Being one of the top engineering universities,



MIT open courseware from MIT is naturally a top choice for any beginner. Straight from MIT classrooms, the OCW is a collection of their course material and contains extensive information on programming. Besides general courses on concepts and programme-specific courses, they also have follow-up courses such as those on algorithm and software construction for those wanting advanced knowledge.

Another top choice for beginners is Codecademy. Containing all things code and nicely organised categorically, Codecademy allows you to be more specific in your learning. Whether you want to learn programming languages such as JavaScript, PHP, Python, Ruby or HTML + CSS or focus on web development, data analytics or even API, Codecademy excels in helping you find exactly the right course for you.

You could either opt for Khan Academy with its easy-to-follow course sections and step-by-step video tutorials or go to the king of online education, Coursera. While Khan Academy is a great place for those aiming to learn JavaScript, Coursera offers free classes from many universities from USA, and also contains recommendations to make your learning journey easier.

Finally, the Google project HTML5 Rocks

has also been a massive success, with Google pro contributors bringing you the latest updates, resource guides, and slide decks for extensive knowledge on HTML5. More suited to those with some previous experience, it is the ultimate stop for anyone willing to learn HTML5.

PAID CODING COURSES

For a more comprehensive learning, it is better to opt for paid courses especially after you are done with the basics. Paid courses also provide some kind of expert support that is helpful for beginner developers or when you have questions.

One great source to jumpstart your coding journey is Udacity. The first thing the site asks is what you want to be. That way the site knows exactly the kind of courses you would require, and would suggest courses accordingly. The site also includes a personal coach to help you develop your skills.

With videos and quizzes, Treehouse is another website with plenty of contents to keep you busy. Once again, the site functions by helping you pick a learning track which you can easily follow through. Treehouse also includes contents on freelancing and business strategies so you can make the most of your new education.

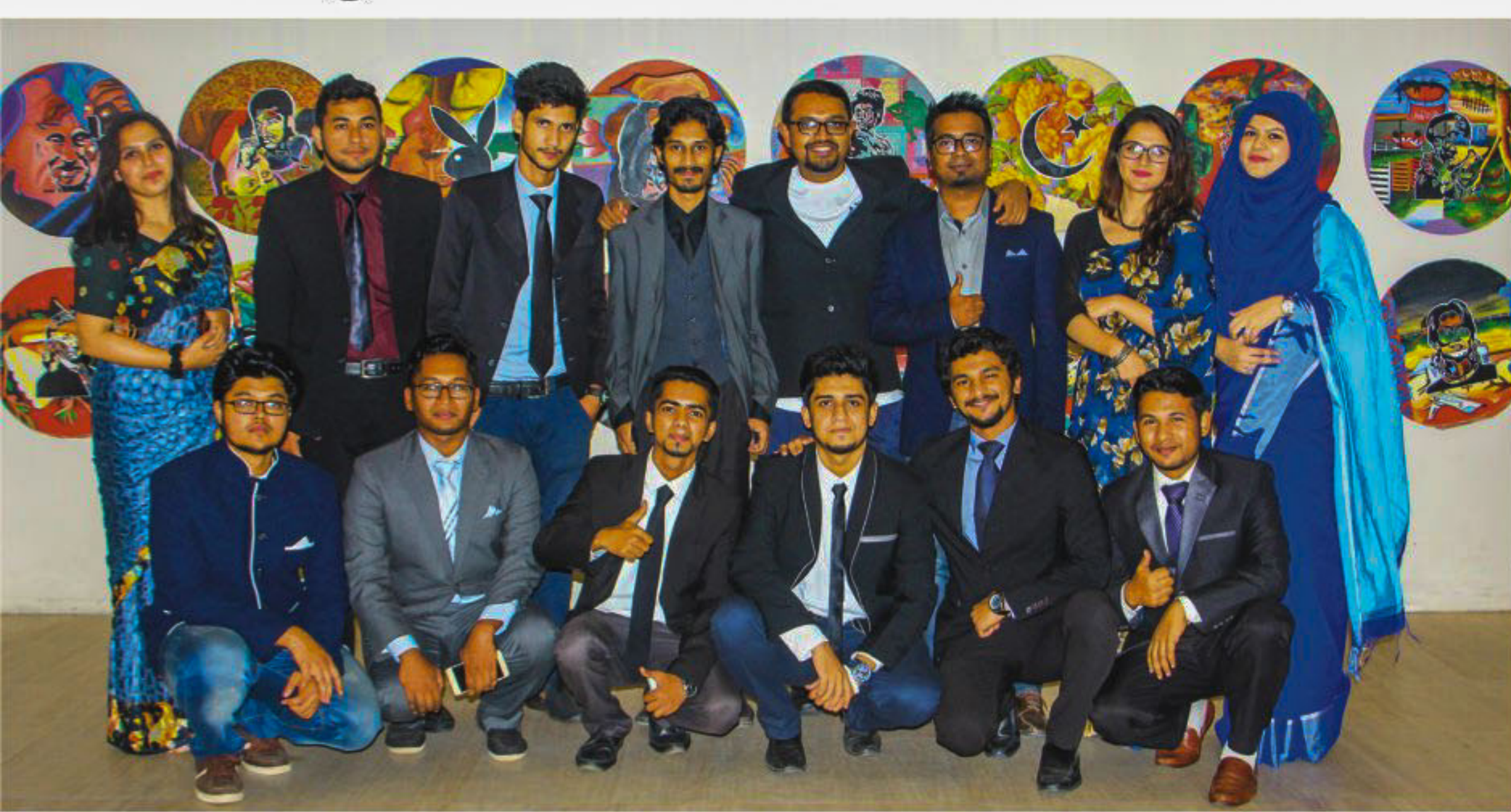
Finally, Code Avengers also provides step-by-step instructions while guiding you through over sixty hours of course material. With a free trial version, the site helps you learn with challenges and games, only requiring payment for level 2 and 3. It will also allow you to build a portfolio of all your coding, so that you can show your skills off to your employers.

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SOCIAN

Turning customer reactions into business leads



In the context of Bangladesh, social media is essentially dominated by Facebook. With a new account being created every 10 seconds, businesses have lunged in numbers to take advantage of this massive opportunity. Companies are using social media to get closer to their customers, either by promoting their brand or directly selling their products to millions of users.

Amidst the sea of posts, comments, reviews and other priceless data that social media holds, it becomes extremely difficult for companies to determine what their customers are actually demanding, what problems they are facing and whether the reactions are positive, negative or just neutral. Coupled with the lack of skilled social media managers in the market, this ends up being a serious hurdle for a company's digital growth. Tahsin Sourov, Co-founder and CEO of Socian, wanted to eliminate this problem once and for all.

Socian is an Artificial Intelligence (AI) based social media analytics platform. By using Socian, businesses can gain insights from social media, online portals and blogs to easily understand the overall customer perception about their brand. It does not just extract page based data, it

works with individual posts as well, making it a handy tool for marketers. Starting from \$100 monthly packages, Socian allows companies to compare their social media performance with local and international competitors in a relatively cost effective way.

Moreover, its existing expertise makes Socian scalable for international clients.

After graduating from GP Accelerator Program's second batch, Socian has received its fair share of success and positive feedback from numerous avenues. However, the lack of resources when it

Social media has turned into a powerful business hub for companies across the world. By carefully analysing customer reactions, a business can significantly improve its performance. However, interpreting so much online data can prove to be a gruelling task. Socian, an upcoming startup that began its journey in mid-2016, simplifies this process with the click of a button.

the cause. At the same time, getting the idea of Socian as a lead generating platform for businesses across to the consumers is the biggest test the team is facing today.

When asked about Socian's future plans, Tahsin Sourov said, "By the end of 2017, we want to become a multi-million dollar company with as many as 500 clients. Secondly, we want to make sure that our platform has data of all forms, so that queries and information regarding advertising, marketing, target customer, competitors, etc. can be handled without any complications."

Considering its unique set of services, Socian definitely stands out from the crowd. The startup not only makes life simpler for marketers, it helps Bangladeshi businesses thrive in the local as well as international arena, making way for new opportunities. With Socian's diverse team of 18 talented individuals, the future of Social Media Analytics in Bangladesh looks very promising.

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Project Kombol hosts Charity Gala

Project Kombol, a major clothing distribution platform in Bangladesh, held its 2016 Charity Gala on December 25, 2016, at Amari Dhaka. The evening was dedicated to the spirit of charity, with a photo exhibition of its work and an honorary award ceremony. The Charity Gala ended with a live auction in which the highest bidders won some very special prizes.

Since its inception, Project Kombol has helped over a thousand schools, clubs, corporate houses and volunteer groups donate over 30,000 blankets to the needy in 34 districts of Bangladesh. The goal of the Charity Gala is to raise awareness about the relief distribution network of Project Kombol. Its network comprises of reputed local NGOs that provide full logistical support to various organisations that wish to partake in the charity drive, be they



schools, corporate houses or other voluntary organisations. Current users of the network include Grameen Uniqlo, Charity Rights Bangladesh, Light of Hopes, BRAC University, University of Dhaka and many more.

The auction was composed of an online auction and an on-the-spot auction. Prizes of the auction included a meal at Madchef; a radio jockey stunt at FM 101.6; two hours at a Warfaze jamming session; a ride to and from a concert with Tahsan; snacks with Ayub Bacchu at your home; a two-night stay at Nazimgarh; a Volkswagen; one of Bassbaba Sumon's guitars; a dinner date with cricketer Taskin; and an opportunity to visit Mostafa Sarwar Farooki and Tisha at their home.

To find out more about Project Kombol, visit www.projectkombol.com.