

JOB-MAKERS IN THE MAKING

AUTHOR: MD. SABUR KHAN

REVIEWED BY DR. BINOY BARMAN

As a nation, regrettably a bitter truth, we are not entrepreneurial. We love to seek job, being subordinate to others, rather than provide it, with upper status. But the situation needs to be changed. We have to create entrepreneurs, who will provide jobs to others, which eventually would invigorate our economic engine when we are on a course of being a middle income country. Such an urge has been made by Md. Sabur Khan, who has recently come out with the book *A Journey towards Entrepreneurship* published by Scholars Publications. It is an essential guide for the people who want to become entrepreneurs. The book makes an urgent call for transformation—the transformation of society and social attitude—transformation from job-seeking to job-giving culture, for economic uplift of the nation on a par with MDGs.

Being an entrepreneur holds multifarious advantages for the individual as well as society. An entrepreneur not only contributes to the personal wellbeing but also to social wellbeing, creating employments and eradicating poverty. An entrepreneur enjoys freedom of work unlike the employees in an office or factory. An entrepreneur makes decision on business affairs and leads the team from an authoritative position. He/she is like the captain of a ship. If he/she is a good captain, with a vision, high morale and moral-

ity, earning respect of the colleagues, the success in business is inevitable.

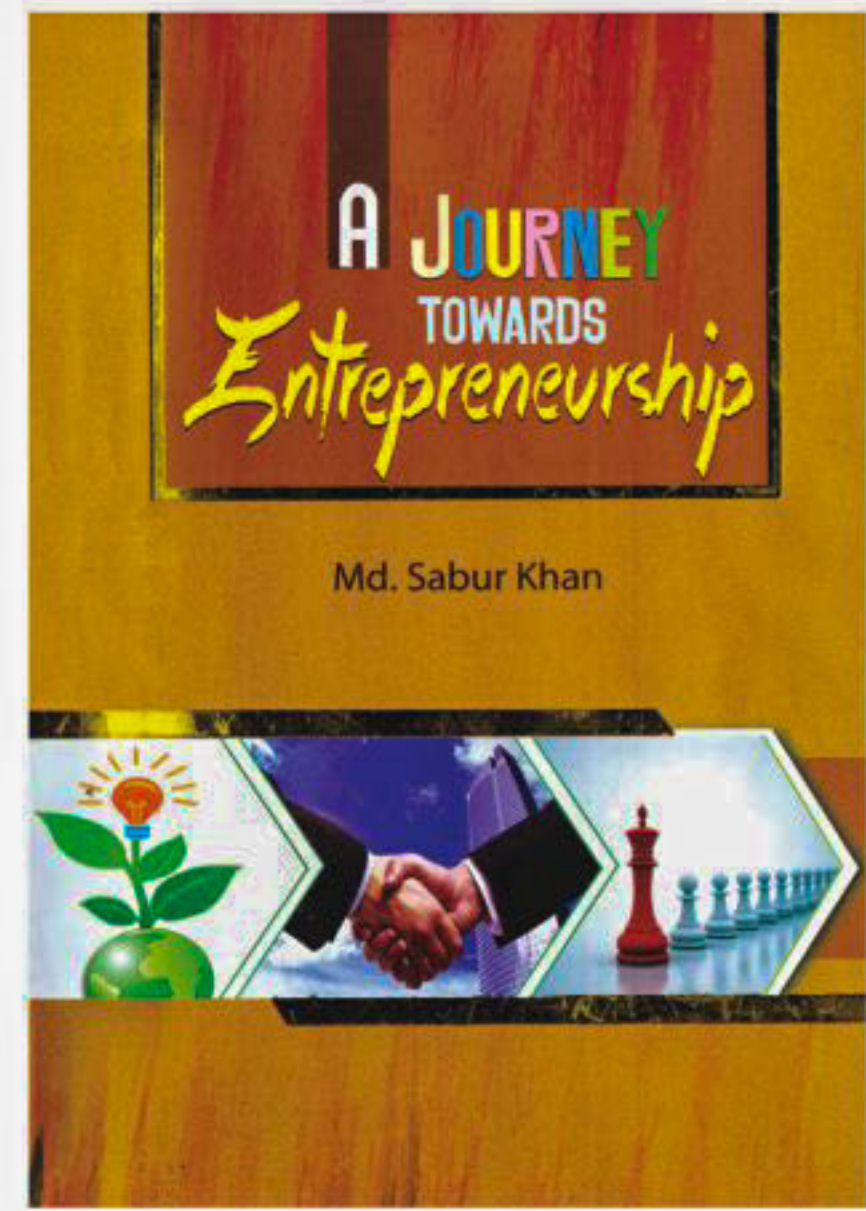
The book outlines clearly how to become a successful entrepreneur. It delineates the leadership qualities, history of entrepreneurship, business strategies and rules, and combating business problems. It explains, with sufficient elucidation, value and brand, business plan and operation, marketing and customer dealing, networking and communication. The writer distinguishes between 'entrepreneurship' and 'intrapreneurship', vis-a-vis external and internal matrix. An 'entrepreneur' is someone who invests and runs his/her own business making policy decisions; an 'intrapreneur' is an executive within an organization who performs like an entrepreneur with plans and actions to develop innovative products, services or experiences. The joint forces of 'entrepreneur' and 'intrapreneur' would elevate an enterprise to the pinnacle of success.

The book provides many a practical advice for the entrepreneurs in the making. Chapter three is entirely dedicated to the procedure of becoming a successful entrepreneur. There are 23 tips starting from 'Plan before action' and ending with 'Maintaining awareness'. Any business needs capital for initiation and its proper utilization for subsequent growth. Chapter six elaborates on the business plan and budgeting, crucial for any business. The elaboration includes, among other things,

application for IPR (Intellectual Property Rights), source of financing, necessary legal documents, trade license, business registration, credit application, etc.

The book pays particular attention to the startups, the new initiatives of business. A favorable environment supported by the national policy is necessary for startups to flourish and sustain. Chapter seven exclusively touches on the startup-related affairs. It suggests how startups can attract venture capital and utilize it for laying foundation and expansion of business. There are many models available for the startups to follow. Of special importance is the Blue Ocean Model. It entails a market strategy which focuses on terminating competition by creating new uncontested market space and by capturing new demand. For this, one has to conduct market research, find out the new demand, innovate a suitable idea and turn the idea into a product. But in reality, it is very difficult to start a new business and succeed as there are a lot of risks involved. Often an entrant into business has to start just from scratch. He/she may feel frustrated looking around the complexity of business operations. Can he/she make it at last? He/she needs inspiration. And the best inspiration comes from the dictum: "Every count starts with zero."

One of the spectacular features of the book is that it recounts the mag-



nificent stories of some successful businessmen in Bangladesh to inspire the new entrepreneurs. The list includes such big shots as Latifur Rahman, Chairman of Transcom Group, M. Anis Ud Dowla, Chairman of ACI Group, Syed Manzur Elahi, Chairman of Apex Group, Sufi Mohamed Mizanur Rahman, Chairman of PHP Group, Abdul Matlub Ahmad, Chairman of Nitol-Niloy Group, Aabul Kalam Azad, Chairman of Ha-Meem Group, Alhaj Md. Mozibar Rahman, Chairman of BRB Group, Alhaj Anwar Hossain, Chairman of Anwar Group of

Industries, Rokia Afzal Rahman, President of Bangladesh Federation of Women Entrepreneurs, Abul Kalam Azad, Proprietor of Azad Products, and Niaz Rahim, Director of Rahimafrooz Limited. Their success stories show how with determination and proper strategies one can go forward to fulfill the dream in life.

The book, board-bound and illustrated, provides all the information and knowledge required for a would-be entrepreneur. Sabur Khan himself is a successful entrepreneur. He is the Chairman of Daffodil Group that includes about twenty concerns including Daffodil International University. He was the President of Dhaka Chamber of Commerce and Industry (DCCI) and the President of Bangladesh Computer Samity (BCS) and currently he is the Director of World Information Technology and Services Alliance (WITSA) and Chairman of Global Trade Committee of WITSA. *A Journey towards Entrepreneurship* has been written in the light of his own experience as a businessman. It is a wonderful gift out of his business wisdom for the graduates who aspire to be entrepreneurs. The book will show them the way.

The reviewer is Director, Daffodil Institute of Languages (DIL), and Associate Professor, Department of English, Daffodil International University.



A girl's passage from tears to happiness

AUTHOR: CHARLOTTE BRONTE

REVIEWED BY MAHFUZ UL HASIB CHOWDURY

JANE Eyre is one of the finest novels by the English fictionist Charlotte Brontë (1816-1855). This novel tells us the story of an orphan girl who grew up in her aunt's house. The novel is named after its focal character, the protagonist who is found in the story leading a very painful life. She never received any love or care from her aunt Mrs. Reed's family. Nobody in that house ever talked to her in an affectionate way. Even she had to face physical assaults by her cousin John Reed several times. Confronting humiliation was a part of her daily experience from the words of the Reed family.

After some days Mrs. Reed sent Jane away to a school called Lowood School. When Jane shifted to that boarding school leaving her torturous aunt and cousins, a new episode of her life opened up. She felt relieved to have got rid of the repressive manner of the Reed family. One pleasant thing happened to her in that school that she found a student named Helen Burns who was a very polite, soft-hearted girl. At last Jane Eyre came across someone who would talk to her in a loving way. They made friends very quickly. But this happiness in Jane Eyre's life proved very ephemeral because Helen Burns died of a bronchial disease after the outbreak of typhoid in that area. Helen's death came as a bolt from the blue to Jane as she lost her only friend.

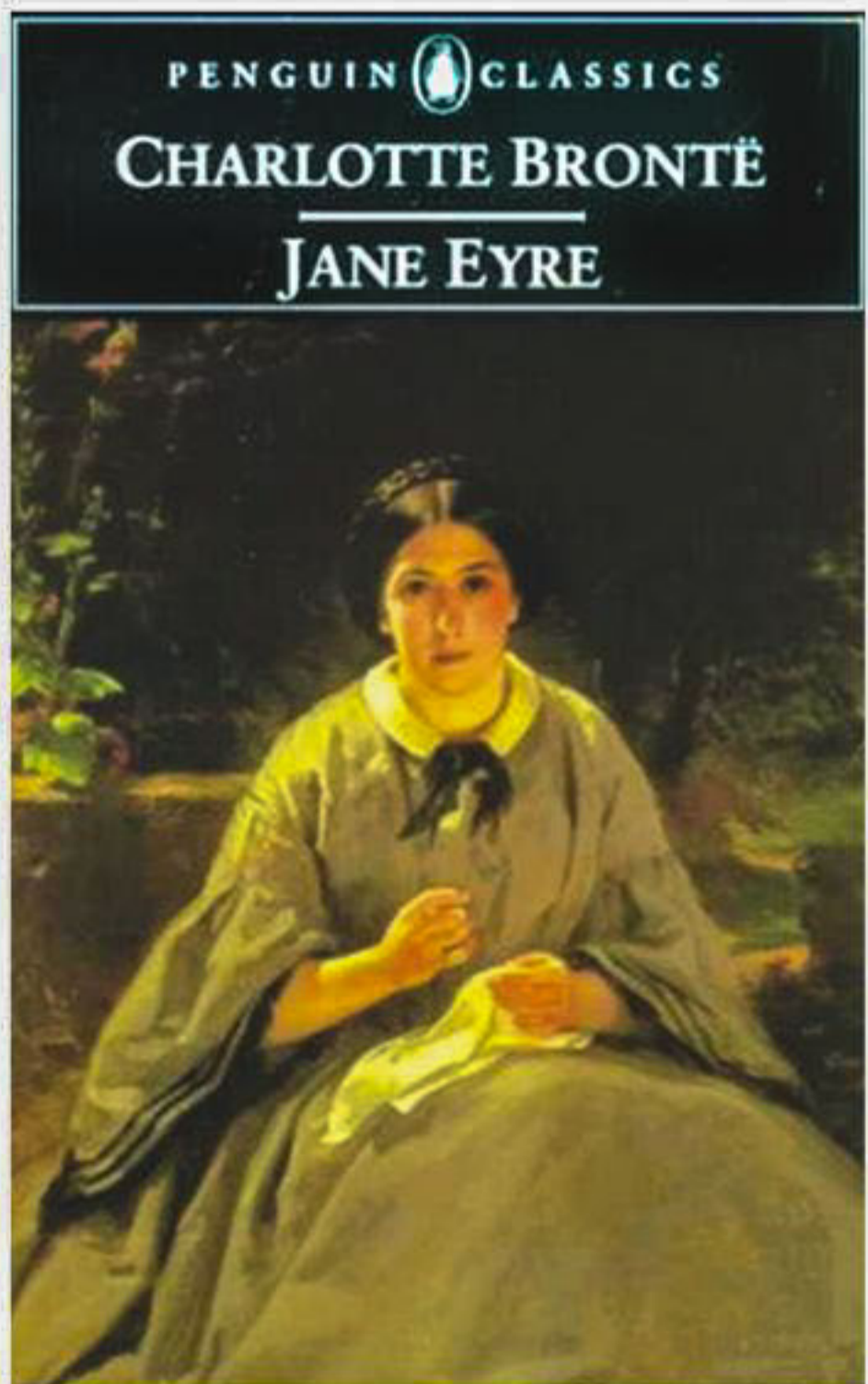
We find Jane Eyre to be a self-motivated girl. After passing six years in Lowood School as a student and another two years as a teacher, she became rather restless. She was tired of living inside the confinement of the school where the outer world was totally unseen to her. So, she decided to leave that school and go out to stand on her own feet. With this thought in mind, Jane resolved to find a job. She sent an advertisement in a local newspaper seeking a job. That advertisement was spotted by a lady called Mrs. Fairfax who called in Jane for an interview at a place called Thornfield. She offered Jane the job of taking care of a girl child called Adele who was adopted by the owner of that household Mr. Rochester. Jane soon reached very friendly terms with that child and made adjustment to that place. But she didn't yet meet Mr. Rochester. Later on she came to know from others in that house that Mr. Rochester used to stay away from Thornfield most of the time because he was not happy in his marital life. His wife Bertha was mentally imbalanced. However, one day Mr. Rochester came back to Thornfield and got introduced to his adopted child's governess Jane Eyre. Gradually Mr. Rochester started to develop a soft corner for Jane Eyre. One day he

proposed to marry Jane Eyre. Jane Eyre was rather surprised at this proposal because while she was about twenty years old, Mr. Rochester was around forty. However, as Jane had been lonely all her life, she accepted the proposal. But their marriage was hindered by Mr. Mason who was Bertha's brother. He informed the priest that since Mr. Rochester was already married and had a wife, he would not be allowed to remarry. That incident was another blow to Jane's life. She left Thornfield soon after this happened.

Jane once again went through a lot of sufferings when she moved away from Thornfield. She passed her days with almost no food and shelter. One day she was found by a gentleman called St. John and his sisters Mary and Diana. They took her into their house. St. John was a clergyman by profession and he was planning to leave for India to preach Christianity there. He soon fell in love with Jane and proposed to marry her. But Jane Eyre declined the offer as she still had some love in her heart for Mr. Rochester. However, St. John placed Jane in a job at a charity school in Morton. One day St. John told an exclusive secret to Jane. It was that Jane's uncle John Eyre had left for her an amount of 20,000 pounds through a will before he died. This news astounded Jane Eyre as a highly pleasant surprise and she proved herself to be a noble-hearted woman by sharing the money equally between her and St. John and his two sisters. Jane Eyre recalled her affair with Mr. Rochester and it forced her to go back to Thornfield. But she was shocked to find that Mr. Rochester's mansion was all burnt down to ashes by Bertha. Bertha also died in the fire. Mr. Rochester managed to escape with his servants but lost his eyesight in that mishap. He had shifted to another place called Ferndean. So, Jane Eyre hurried to that place and found Mr. Rochester. Soon they got married. The novel ends with a note that Mr. Rochester gradually recovered his eyesight. Jane further informed the readers she had been married with Mr. Rochester for ten years then and had a son.

Charlotte Brontë was a Victorian author. Through her novel *Jane Eyre*, we get to know about the status of women in Victorian England. This novel further recalls the importance of the humanitarian urge that people should have an affectionate attitude towards orphan children. All small boys and girls irrespective of social classes deserve to be loved by everyone.

The reviewer is a columnist for different English newspapers and magazines.



In the face of death

AUTHOR : ALBERT CAMUS

REVIEWED BY RAISUL SAIKAT

THE Plague, a philosophical novel, written by Albert Camus is considered one of the greatest novels of 20th century. Camus was an extremely handsome and bachelor French philosopher and journalist whose notable contribution in the arena of philosophy was Absurdism. He won Nobel Prize in literature in 1957. This talented philosopher writer died at the age of only forty six in a car accident.

The *Plague* tells the story of an Algerian coastal city called Oran, where deadly plague epidemic breaks out in 1940's. Due to this epidemic the authority of the city was compelled to open quarantine centers to separate the relatives of the infected. But the deadly paw of the epidemic stretches over time in the hot weather of summer claiming hundreds of lives every day. The book, more than a novel, tells us how death can be fearful and the panic of death whirling around the air always changing the life of the people of the city. How it feels to see someone very near dying of pain, fever and breathlessness in front of one's eyes.

Dr. Bernard Rieux, who is the main character and narrator of the story, fights plague and tries to protect the towns people risking his life with the help of some friends. Rieux devoted his life to helping people without meeting his ailing wife who remains in a sanatorium. At the end of the book one will find the answer; did Rieux really win his battle against plague, what happened to his ailing wife? Jean Torrou was an old man who helped Rieux being a friend of him, feeling the same urges of social responsibility and fought plague. But while fighting plague at one stage he got infected

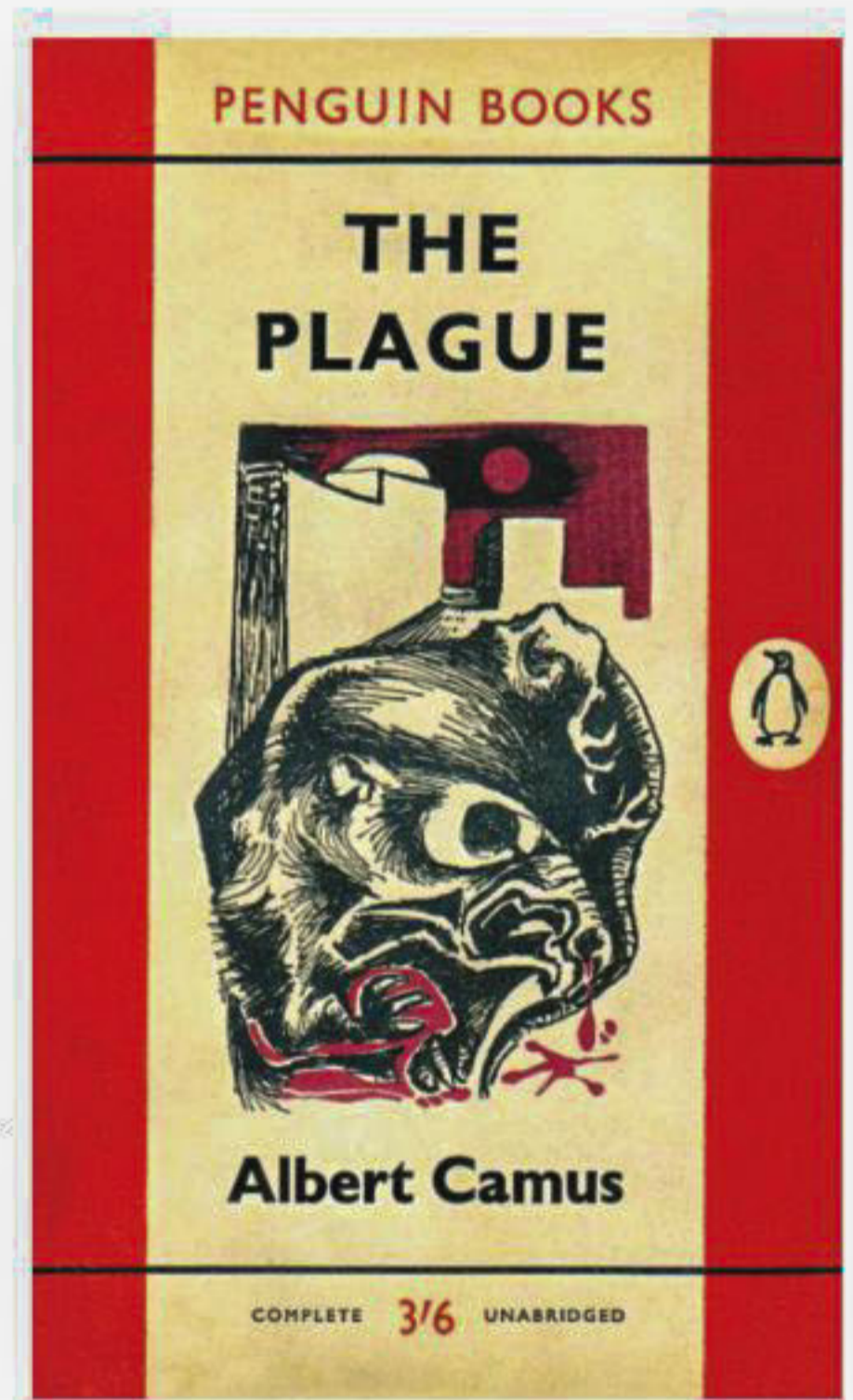
with the deadly disease. Before his death Torrou told his old friend Rieux "I don't want to die, and I shall put up a fight. But if I lose the match, I want to make a good end of it." Torrou's life time wish was to be a saint. Did he know he was a real saint?

Another very influential character was Rambert who was a journalist from Paris but trapped in the quarantined city of Oran. He was desperate to go out of the city and meet his beautiful wife in Paris. But here is the taste of Absurdism. He says "You are capable of dying for an idea; one can see that right away. Well, I have seen enough of people who die for an idea. I don't believe in heroism; I know it's easy and I've learned it can be murderous. What interests me is living and dying for what one loves."

Willing to die and live for what he loves, will Rambert go out and get rid of the plague afflicted city after getting the opportunity for which he had been craving for many months? Or is there something called 'idea' what he never believed in, deterring him to do so and forcing him to give his hand for humanity?

Through the whole course of reading one will be traumatized with the deadly face of plague and relentless endeavor of Rieux and Torrou; which gives us an essence of the philosophy of life. Not only the bubonic plague has been duly portrayed here but it also implies the plague from psychological, social and political perspective. Plagues like skepticism and escapism are around us. No one in this world is free from plague of one sort or the other.

The reviewer is an MSS student, Development Studies, University of Dhaka.



NEW BOOKS

Akshata Ayna

AUTHOR: HUSSAIN AZAD
 Publisher: Desh Publication, 2017
 Book cover page: Limon Mehedi
 Price: 150 BDT

Akshata Ayna by Hussain Azad is a book of poetry published by Desh Publication in 2017. As literature portrays the human culture and lifestyle, poetry also reverberates life experience of a poet. This book also depicts intense feelings, emotion and represents human relationship that usually reflects in the mirror of human society.



Komchena Boro Manush

EDITED BY ASHIK REZA AND EMRAN MAHFUZ
 Publisher: Kaler Dhoni, 2017
 Book cover page: Monon Morshed
 Price: 400 BDT

Kom Chena Boro Manush: Abdul Kadir published by Kaler Dhoni is a book on the life and works of Abdul Kadir who was a poet, essayist and at the same time researcher on National Poet, Kazi Nazrul Islam. This book includes 71 articles, 111 letters, some interviews and reminiscences of eminent personalities about Abdul Kadir. It is edited by Ashik Reza and Emran Mahfuz.

