



BY THE WAY

Corporate comfort and creativity

When we think of the corporate world, we see images of suits and big offices. This world is anything but welcoming, and definitely not a place for children. Having a reputation for being completely void of human emotion and sentiment, the corporate world is indifferent towards anything other than itself.

Taking such stereotypical notions one might have regarding the corporate world into account, the Executive Vice President and Manager of Dhaka Bank, Md Fakhru Abidin, is taking matters into his own hands to make changes. The most appreciated change he has brought into his workspace is providing a safe space for children of all ages. He argues that if children must come to the bank with their

parents, it is better that they use their time creatively and productively instead of restlessly sitting around.

He says, "I want children to think that going to the bank does not mean being bored— instead it means to draw pictures."

Reflecting on his own childhood experiences, Md Fakhru Abidin strongly relates with the monotony of spending hours waiting in offices or bank queues. In his recent years, he has also noticed how the corporate world tends to treat people as though they are wearing cloaks of invisibility. Even if these issues seem trivial, Abidin feels this lack of soul to be suffocating.

To remove the emotionless ambience and make bank visits more comfortable, he now provides his clients with refresh-



ments. The small gestures do not initially seem like a big deal, but what other banks provide you with such hospitable services? However, this is not the main attraction.

Other than the corporate coldness, Fakhru is also shaken at his core because of recent events which prove the city to be a dangerous place for children. He worries that children are having to grow up fearing society and surrounded by negativity. So, to combat

his worries, he decided to create "positive news" himself.

With the intention of spreading positivity, about two months back, he introduced an art corner in his bank for children of all ages where they are provided with hardboards, crayons, markers and paper to be able to draw their hearts out. He makes sure that the children are within their parents' sight, constantly being supervised and attended to by one of the customer service officers. He takes all necessary precautions to ensure their safety.

If you think that these drawings are later discarded, you would be wrong. Fakhru believes in the strength of memories and considers these drawings to be treasures, to which he plans to hold on to. Furthermore, he hopes to arrange an art exhibition displaying the creativity which took birth in a corporate setting.

His initiative has sparked a sense of emotion and amiability in the corporate realm of the bank and has had great impact in a short period of time. If nothing else, Md Fakhru Abidin wants his clients and their children to know that he does truly care for them.

By Puja Sarkar
Photo courtesy: Dhaka Bank



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BIG MEDIUM

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CLEAR MEN

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CREATIVE VISUALISATION