

Grameenphone Launches Latest Episode of Lumière Featuring Navidul Huq

Grameenphone has launched a new episode in its acclaimed Lumière series, this time spotlighting Navidul Huq, the visionary co-founder of Bongo. Known for his groundbreaking contributions to the digital content industry in Bangladesh, Huq's episode provides an engaging and personal look into his entrepreneurial journey, background, habits, and philosophies.

Navidul Huq, a prominent figure in the realm of digital entertainment, is celebrated for his role in establishing Bongo, the premier streaming service in Bangladesh. The Lumière episode delves into Huq's life story, tracing his formative years, the creation of Bongo, and the principles that have fuelled his success. This episode transcends a mere recounting of achievements, offering a heartfelt narrative of his commitment to transforming how Bangladesh consumes digital content.

Lumière, an initiative by Grameenphone, aims to highlight individuals who have significantly impacted Bangladeshi society. The series focuses on their personal and professional journeys, the obstacles they have overcome, and their unique stories. The objective is to inspire the youth and provide an in-depth look at the lives of



those who have shaped the nation's cultural and social fabric.

Now in its second season, after a successful first run, Lumière continues its tradition of featuring influential figures and demonstrating Grameenphone's dedication to motivating the youth of Bangladesh. The format, featuring candid conversations with a personable host, allows for deeper storytelling and the revelation of lesser-

known aspects of these remarkable individuals.

The latest episode, hosted by Nabila Khalid, remains true to the series' commitment to presenting intimate and insightful discussions. Huq shares personal anecdotes from his upbringing, his entrepreneurial ventures, and the philosophies that drive his work.

Viewers get a chance to connect with

Huq on a personal level, understanding his motivations, inspirations, and the philosophy that underlies his endeavours. Through his story, viewers gain insight into his passion for digital content, his relationships, and his lasting influence on the entertainment landscape in Bangladesh.

Photo: Courtesy

#FYI

Are you being Fired Silently? What employees need to know

Companies, to some extent, ranging from e-commerce platforms to the RMG sector in Bangladesh, have been "trimming the fat." Today, with skyrocketing inflation, employees feel their backs have hit the wall without any contingency plan. Taking advantage of such instances, many companies adopt a subtler approach in such dire circumstances: quiet firings rather than outright firings or layoffs. With the rate of downsizing and employees getting the axe on the rise locally and worldwide, the sentiment around working hard has taken a dip.

Farzana, a manager at an MNC, says, "I can deal with pressure; it's what you do as a professional. But coping with targeted ignorance inflicted on you by your superiors is very hard." She continues to say, "They deliberately want you to fail; not recognising your hard work, setting up an unrealistic goal, and being downright condescending is just the cherry on top." Studies have revealed that most employees who quit did so due to low pay, lack of growth opportunities, or feeling disrespected. Employees may find themselves burdened with new policies or responsibilities, transforming their jobs into something unrecognisable until resigning seems the only option. Unfortunately, many employees do not



even understand quiet firing, let alone how to recognise or respond to it. An IT expert, Sharif, explained that he had witnessed several colleagues endure this ordeal. "At first, you question your competency. It is a horrible process. It disintegrates your confidence. For the sake of making the financial quarters, my colleagues were treated in ways that did not align with professional etiquette by any means. They were called 'redundant.' This behaviour motivated me to look for opportunities in other companies."

After speaking to several service holders and professionals, it was clear that this culture existed even before the global pandemic or before it was dubbed "silent/quiet firing." Their responses identified several common indicators suggesting an

employer might be trying to "motivate" workers out the door.

Quiet firing warning signs Changes Related to Work Responsibilities —

Reassigning essential job duties to others.

Demoting employees or altering their job descriptions.

Withholding promising new opportunities.

Setting unreasonable performance targets.

Assigning undesirable or misaligned responsibilities.

Blocking well-deserved promotions or raises.

Changes related to supervisor communication —

Neglecting career discussions or performance feedback.

Unfair evaluations or excessively harsh criticism.

Frequent cancellation of meetings ("ghosting").

Withholding critical information.

Not crediting employees for their work or giving credit to others.

What can you do if you're being quietly fired?

Communicate openly: Have honest conversations with your supervisor about

your concerns. Focus on specific, tactical ways your manager can improve the situation.

Quietly quit: Disengage from work and do the bare minimum while determining your next steps. This can alleviate some stress.

Take legal action: Although quiet firing makes legal recourse difficult, it's possible. You must prove unfair alterations to your work conditions and demonstrate tangible damages.

Negotiate before quitting: If you decide to leave, negotiate your exit terms. Offer to leave voluntarily for severance, a favourable recommendation, job placement support, or other benefits. Leverage your position to secure favourable terms.

Implementing these recommendations can be challenging. Most service holders and professionals in various corporate trades try to ignore the problem, avoiding conflict. But recognising the warning signs and knowing how to address them equips you to tackle the issue. Whether you decide to quit or stay, remember that you deserve appreciation and value in your job.

By K Tanzeel Zaman

Photo: Illustration by K Tanzeel Zaman