

CELEBRATING HUMAN STORIES a journey through the seasons of Grameenphone's Lumière

Grameenphone's Lumière has emerged as a platform that transcends the conventional celebration of success. It illuminates the human stories behind remarkable achievements, resonating with the youth of Bangladesh while amplifying the nation's narrative on the global stage. Through its two seasons and special episodes, the platform has brought inspiring tales of resilience and achievement to the forefront, resonating with audiences in Bangladesh and beyond.



A TRANSFORMATIVE BEGINNING: SEASON 1

Season 1 of Lumière began with a compelling promise—to unearth and celebrate the untold human stories behind success. The series kicked off with Rubaba Dowla, a distinguished figure in Bangladesh's corporate world, offering a deeply personal glimpse into her journey. Her narrative set the tone for the series, blending professional insights with intimate reflections.

Following this, the platform featured Miti Sanjana, a passionate advocate for equal rights, whose story shed light on the challenges and triumphs of her activism. The season further explored diverse themes through episodes featuring Md. Touhidur Rahman Rad, whose work in corporate leadership was interwoven with his passions for youth empowerment and photography, and Bibi Russell, whose contributions to sustainable fashion have placed Bangladesh on the global map.

The season concluded with Kawshar Ahmed, a trailblazer in technology and entrepreneurship, whose story served as a fitting end to a series that celebrated ambition, creativity, and social impact.

REACHING NEW HEIGHTS: SEASON 2

Building on the foundation of its inaugural season, Lumière's second season expanded its horizons, featuring a more diverse array of stories. The season opener introduced Shehzad Munim, former Managing Director of British American Tobacco Bangladesh, who shared his perspectives on leadership and his enduring love for cricket.

Other episodes spotlighted Rezwana Choudhury Bannya, a musician whose work exemplifies the transformative power of art, and Navidul Huq, co-founder of Bongo, whose entrepreneurial journey highlighted the dynamic tech landscape in Bangladesh. Shusmita Anis, celebrated for her evocative vocals, offered insights into her creative process,

while Korvi Rakshand, founder of the JAAGO Foundation, shared his mission to revolutionise education.

CELEBRATING CULTURAL AND ENVIRONMENTAL SUSTAINABILITY: SPECIAL EPISODES

Lumière also presented two noteworthy special episodes. One featured Kanak Champa Chakma, whose artwork celebrated indigenous cultures, fostering understanding and bridging communities often divided by misconceptions. This episode concluded Lumière's annual offerings, symbolising unity and cultural celebration.

The other special episode highlighted Shafiqul Alam Selim and his eco-friendly factory, Karupannya. As a leader in Bangladesh's handicraft industry, Selim showcased sustainable development inspired by local traditions and village architecture. His story reintroduced Lumière to the youth of a free Bangladesh, emphasizing innovation rooted in cultural heritage.

A PLATFORM FOR AUTHENTICITY AND CONNECTION

At its core, Lumière stands out for its commitment to humanising success. The platform brings forward stories that delve into the universal struggles, dreams, and achievements that shape us all. Available across Grameenphone's LinkedIn, Facebook, and YouTube channels, the episodes foster connections between the audience and the luminaries by showcasing their resilience, authenticity, and humanity.

This initiative aligns with Grameenphone's broader vision of fostering innovation and excellence, not just in technology but in narrative-building. Through Lumière, the company reinforces the idea that every achievement is rooted in deeply personal journeys, encouraging audiences to find inspiration in their own stories.

