



How personal fitness trainers are changing local health trends

Personal fitness trainers had the reputation of being reserved for the elite and the affluent. In recent times, they have quietly slipped into the everyday lives of many Bangladeshis, shedding their once-exclusive reputation. One might believe it to be another passing trend. However, given the trajectory of fitness culture in the country, it's a clear sign of how people are starting to rethink their priorities, placing health and wellness at the forefront, in a world where urban chaos often takes its toll.

FITNESS GETS PERSONAL

For years, gyms in Bangladesh were places you went to use some equipment, maybe jog on a treadmill, and then leave. Guidance was not a part of the package.

Nuran Durdana is a trainer at CrossFit Assemble. She, along with many others,

of their unhealthy routines.

FROM STRUGGLE TO PASSION

For most trainers, their work stems from their fitness journeys. Durdana remembers seeing people struggle and feeling the urge to help.

"They didn't know where to start," she says. "I realised that someone needed to step up and provide the guidance they were looking for."

Anan Izar shares a similar motivation. "I'd watch people trying hard at the gym but missing out on results because they lacked proper guidance. That's what pushed me to take on this role," he says.

"I've worked with people from all walks of life over the years. Their stories, their progress — that's what keeps me going," says Biswas, whose journey goes

back even further.

He began working part-time at Techno Fitness Limited in Chattogram before moving on to Radisson Blu Dhaka.

For all three trainers, it's clear that the reward lies not just in their clients' transformations, but also in the connections they have built along the way.

The social media factor

Social media's role in the rise of personal trainers in Bangladesh cannot be ignored. Platforms like Instagram and Facebook have turned fitness into a cultural movement.

"People want to look good and feel strong," says Durdana. "Social media makes fitness visible and inspires others to take it seriously."

It's not just about appearance. Events like marathons, trekking trips, and adventure sports are nudging people towards fitness. "These activities require preparation and that's where trainers come in," Biswas explains.

The growing interest in personal training has also been fuelled by the increasingly sedentary lifestyles of people. Long work hours and relentless commutes have left many searching for structured fitness solutions to break out



THE PRICE TAG PROBLEM

While personal training is gaining popularity, it's still not cheap. "It's expensive for most Bangladeshis," admits Durdana. She suggests group sessions or online training packages as cost-effective alternatives.

Izar believes that flexible pricing could make a big difference. "We need to find ways to make training accessible without cutting corners," he says.

Biswas has an even broader vision. "Community-led health initiatives like free fitness sessions in parks could be a game changer. Corporate wellness programmes could also make fitness more accessible to working professionals," he suggests.

However, accessibility is not just about money, it's also about reaching people outside of major cities. Expanding virtual training options could bring fitness solutions to rural areas.

Beyond Physical Fitness

The definition of fitness is being redefined by today's personal trainers. Izar asserts that physical training is only one piece of the puzzle. One also needs to consider mental and nutritional health.

Durdana strongly supports this all-encompassing strategy. "Your physique isn't the only aspect of fitness. To bring about long lasting change, it's about bringing your body, mind, and behaviours into harmony."

Customising his programmes to each client's needs, Biswas often works with those recovering from injuries. "A one-size-fits-all approach is not feasible. Everyone's journey is different," he says.

This broader focus on wellness is transforming trainers into mentors, guiding their clients through challenges that go beyond the gym floor.

LOOKING AHEAD

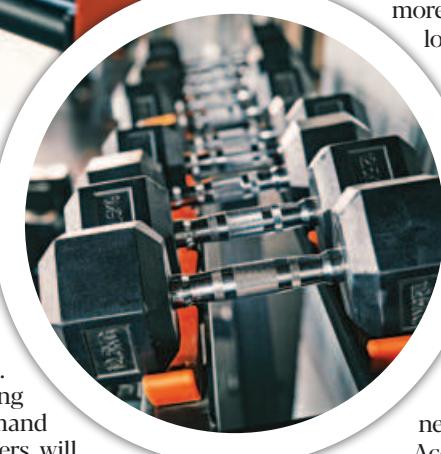
So, what does the future hold for personal training in Bangladesh?

Izar is optimistic. "With increasing awareness, the demand for personal trainers will keep rising," he predicts.

Durdana believes that this growth will also inspire more people to become trainers. "It's exciting to see so many individuals stepping into this field," she says.

Biswas, meanwhile, has his sights set on global opportunities.

"Bangladeshi trainers have the talent to compete internationally. Certifications are the key to unlocking that potential," he explains. Developing local certification programmes aligned with international standards could turn Bangladesh into a regional hub for



ADVICE FOR NEW TRAINERS

Everyone agrees that the best advice for anybody thinking about a career in fitness training is to never stop learning.

According to Nuran Durdana, "You need a solid understanding of anatomy, nutrition, and exercise science."

Biswas adds that this sector is constantly changing. "Remain informed on the newest trends and technologies," he says.

As the concluding remark, Izar emphasises how crucial it is to establish trusting bonds with clients.

"It goes beyond the technical aspects. You have to establish a personal connection with people," he explains.

In Bangladesh, the emergence of personal fitness coaches signifies a profound cultural change. The sector is expected to continue expanding as individuals begin to place a higher value on their health than they did previously.

Leading trainers like Nuran Durdana, Anan Izar, and Mitun Biswas are demonstrating that fitness is a way of life rather than only a fad. Personal training in Bangladesh is paving the way for a healthier, more active future for all by embracing innovation and tackling issues like accessibility and affordability.

By K Tanzeel Zaman

Photo: Courtesy

In frame: Nuran Durdana; Anan Izar; Mitun Biswas

