

The inspiration behind Bangladesh's first pet ambulance

In a pioneering move to enhance animal welfare in Bangladesh, Susthota has introduced the nation's first-ever pet ambulance service. This initiative aims to provide timely medical assistance to pets in need, ensuring that no animal suffers due to a lack of transportation during emergencies.

Star Lifestyle spoke with Mezbaul Amin, the co-founder and CEO of Susthota, to delve deeper into the motivations and aspirations behind this groundbreaking service.

What was the primary inspiration behind launching a pet ambulance service?

If I take you back to the beginning, last year, around May, we started working on ambulance services across Bangladesh. Over time, we noticed a major issue — many animals, especially stray dogs and cats, were dying simply because of a lack of proper transportation during emergencies.

The biggest inspiration for us was our chairman, Angelo Afnan Hamid, whose pet dog died due to lack of transportation. We wanted to change that. Every life is valuable, and we believed that if we could contribute in any way, we should. Our goal has been to ensure that no pet suffers — or worse, loses its life — just because help could not reach them in time.

However, one of the biggest logistical challenges we faced was that traditional ambulance providers were not willing to take on this kind of service. So, we had to find those who were willing and start working with them. While there are a significant number of ambulances available nationwide through various platforms, the number of pet ambulances is still extremely low.

Many hesitate to take bold steps due to logistical challenges. What gave you the

confidence to make this idea a reality?

The confidence came from our mission, ensuring that no pet is left untreated simply due to lack of transport. We realised that pet owners needed a service they could rely on at any hour, especially during critical emergencies.

Additionally, the response from the community has been overwhelming. The growing concern for pet healthcare and welfare in Bangladesh encouraged us to move forward



with this initiative. We saw a gap, and we wanted to bridge it. Overall, it was a team effort that made it a reality.



If someone's pet falls sick in the middle of the night, how quickly can your ambulance respond? What's the booking process like?

Now, imagine this scenario — it's 2 or 3 AM, and suddenly your pet falls critically ill. That's where we come in. Our goal is to provide an immediate response, 24/7.

The booking process is simple and efficient. Pet owners can request an ambulance through our hotline, ensuring that help is dispatched as quickly as possible. Time is crucial in emergencies, and we are committed to minimising delays.

Do you plan to extend your service to street animals in the future?

Our ambulance service is not just limited to pets; we actually provide emergency medical transportation for stray animals as well. We are absolutely committed to supporting animals in every way possible.

Long-term, our vision is to build a comprehensive healthcare solution for all

animals in need. We want to ensure they receive the proper medical attention they deserve. Every life matters and we are determined to create a system where no animal suffers due to a lack of emergency care.

Right now, the service is groundbreaking — but what's next? Are there any expansion plans?

Absolutely. This is just the beginning. While our pet ambulance service is currently operational, we are exploring expansion plans to cover more cities across Bangladesh.

Our ultimate goal is to create a nationwide network of animal healthcare solutions, ensuring that emergency and routine medical care is accessible to all.

Pet owners can access this vital service by calling the hotline at 09601 222 777 or by visiting Susthota's official website at www.susthota.com.

By Ayman Anika
Photo: Courtesy

Humayun Ahmed: Still captivating Bangladesh, one book at a time

"I finished Nondito Noroke in one sitting while sobbing a bucket of tears. Reading his books never felt like work. He depicts the reality in motion of words. Even now, whenever I find myself struggling with a heavier read, I open one of his books. His words save me from reader's block," Jemim concludes.

While his admirers are countless, some critics argue that his work leaned too heavily on "entertainment" rather than literary depth. Yet, perhaps that was precisely his strength. He brought literature out of the hands of intellectual elites and placed it in every household, making us all feel seen! His writing was deeply personal yet universal. He portrayed family dynamics, love, and tragedy in ways that made readers laugh, cry, and



reflect — all in a single sitting.

"His stories may not have been about grand revolutions, but they made us feel something real," says Raihana, an aspiring writer. "And isn't that what great literature is supposed to do?"

Muhammad Rafiul Islam, another devoted reader, beautifully captures the essence of his impact on readers, especially at the Boimela.

He says, "If you just observe the Boimela, you will realise what Humayun Ahmed was and what we have lost. A big bunch of young people still come just to buy his books. He may not have written deep philosophical novels, but he touched the hearts of millions with his simplicity. Even someone who does not read often could easily finish

20-30 pages of his books in a single sitting, that too without getting bored. That's how captivating he was."

Humayun Ahmed, indeed, has undoubtedly shaped the cultural consciousness of an entire generation. From his humble beginnings as a writer to becoming a literary icon, his legacy is felt in every corner of Bangladesh, and it shows no sign of fading. Just like now, may every February continue to remind us of his legacy!

By Jannatul Bushra
Photo: LS Archive / Sazzad Ibne Sayed
In frame: Impersonification of Humayun Ahmed's famous fictional character Himu.