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CAMPUS

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The obstacles and opportunities:

CAREER PROSPECTS FOR ENVIRONMENTAL SCIENCE GRADUATES

ILLUSTRATION: **SALMAN SAKIB SHAHRYAR**

MOVIES

RETURN OF THE KING OF POP IN MICHAEL

PHOTO: COLLECTED

AFRA ANIKA NAWAR KHAN

This review contains spoilers.

I have often wondered how someone you have never met or do not know can ever have an impact on you through a television screen. More so if you are considering Michael Jackson's level of fame. Even the Yawalapiti tribe in the Amazon jungle knew who Michal Jackson was. He was that big.

This year, when *Michael*, directed by Antoine Fuqua, was released, every MJ fan knew that they would be getting the first ticket to the first screening in the theatres. The movie was met with a lot of criticism from critics. However, that didn't stop the fans from running to the theatres multiple times, making it the most successful biopic ever made, with the current record of making USD 217 million at the box office for its global opening, securing the biggest worldwide debut ever for a musical biopic.

The movie begins with Michael (Jaafar Jackson), the global pop star, walking onto the stage—as if the real-life embodiment of Michael himself graced the audience with his presence. And why wouldn't it feel that way when Michael's own nephew played him in his biopic? If anything was excellent about this film, it was Jaafar Jackson's debut performance.

Michael Jackson, the youngest of his brothers, began as the lead vocalist in their family band, The Jackson 5. The movie showcased how difficult it was for the siblings to protest against their father, Joseph Jackson (Coleman Domingo). Raised in fear at home, as The Jackson 5 rose to fame, a softer side of Michael was shown in the movie.

The film in itself has met with a lot of backlashes, with Fuqua's direction said to be all over the place and one that wasted no time in capitalising on the musical rights he acquired on MJ's music, which seemingly happens to be the director's saving grace. The film perhaps fails to show more of what made Michael who he is, limiting his complexities to only overcoming parental abuse and loneliness.

Despite its loose ends, *Michael*'s success is a living testament to who MJ was and still is. His story will definitely continue, because, as it was once said to Michael when receiving an award, "Immortality will cradle you gently in its arms, and you will forever be known."

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PHOTO: **ORCHID CHAKMA**

Happy Mother's Day, ammu!

Today, we take a little bit of time to say a few words of appreciation for our mothers, who are the wind beneath our wings.

My mother has taught me a lot. But I think the lessons that have moulded me into the person I am today are the ones that were not imparted deliberately. They are the ones I learnt from by trying to make sense of the person that she is. Parts of it still remain a mystery to me. However, the one thing that I am absolutely certain of is her resilience – a quality that she had to adopt rather unfairly and quite early in life. Despite the many constraints that she has had to endure, she extends liberty and support to her children, the kind that she was deprived of. While I am grateful for it, I can't help but wonder how her life could have turned out had she not been forced to forego so much. - ***Abir Hossain***

If anything beyond concrete and brick makes a house stand, it's *maa*. She's the soul of every wall and each carefully decorated room, alive in her frivolous, wild garden and the beating heart of a home. There's music to her footsteps, and without it, can any place be called home? - ***Zara Zubayer***

My mother and I are like two pages of a newly bought book, stuck together and tricky to separate. This is an incredible improvement. In my teen years, we were more like the first and last pages of a battered paperback. I am, annoyingly, her sequel: her temper, her generosity, her peculiar laugh that comes early and leaves late, and her courage. She solves crosswords like a blood sport and calculates like the suave anime protagonist whose glasses are so reflective that I don't see their eyes (which explains why she is in the banking sector). I love my *ammu*, and seeing her is the best part of my day when I return home after a long day away from her. - ***Azra Humayra***

Sometimes I want to meet the girl you once were—full of dreams, wonder, and energy. Then I came along, and your whole life became me. My dreams became yours, my laughter yours, my pain yours. I know I can never repay you, but I will spend my life trying to do so. Thank you, *ammu*. - ***Irfan Hossain***

Mother, teacher, prankster, friend – you have so many names in my mind, but my favourite thing to call you will always be "*ammu*". From the time I was just a baby, nothing else mattered as long as we were inseparable. Love you, *ammu*. - ***Sheikh Fabiha Amreen***

She believed in me when no one else did, not even I. She is joy embodied in one soul – when she's away, there is no laughter in my home. My mother has taught me all I know about love and peace. She is my greatest gift. That's who my mother is. - ***Elma Tabassum***

My mother probably doesn't realise it, but of all the great things she wants me to be, I only wish to be as wonderful as her. - ***Afra Anika Nawar Khan***

I appreciate my mother for her endless love, patience, and energy in keeping our home together. Her ability to find things I lose in seconds is truly a superpower! I'm grateful for the delicious food and life advice. Life without her would be a mess that I wouldn't be able to ever fix. - ***Nabiha Bint Haroon***

I don't see my mother as flawless. Due to conflicting personalities, we've often butted heads. But she still suits me in ways I don't think another person could. A quote from *Young Sheldon* best expresses how I feel: "There are five billion people on this planet, and you're the perfect mom for me." - ***Tasfiah Liakat***

My *maa* has been my no. 1 supporter, letting me pursue my dreams, never letting me give up. Even though we sometimes disagree on things, at the end of the day, she understands and accepts me for who I am. I love her. - ***Sabrina Sazzad***

As a child, I'd worry endlessly every time she flew for work, counting the moments until she returned. That anxious love taught me how deeply she anchors my world — her feet on the ground meant my heart could rest. - ***Nuzhat Tahiya***

I have a paradoxical relationship with my mother. I think that if I ever had to deconstruct my personality, it would mostly be reduced to fragments shaped by my efforts either to be like her or to be nothing like her. Still, I owe everything to her endless support. Happy Mother's Day, *ammu*! - ***Fariha Lamisa***

ILLUSTRATION: ABIR HOSSAIN

COVER STORY

The obstacles and opportunities

Career prospects for environmental science graduates

SHOUMIK ZUBYER

"The public sector has too few positions, academic or otherwise, too much politics, and the universities have too little money to retain their best people."

Sharnali Akhter is currently spending the better part of her sixth year at Dhaka University (DU) building a bacteria-powered desalination cell, exploring the potential for salt removal from brackish waters. Her undergrad in soil and environmental studies led her to a graduate programme in renewable energy technology. The research would focus on implementation in coastal ruralities — communities that spend their years on borrowed land, and where the land is slowly disappearing with climate change. The pilot was good. Her supervisor at the Bangladesh Council of Scientific and Industrial Research (BCSIR) said so. However, what nobody mentioned, at any point across her undergraduate degree, was what she was supposed to do with it after convocation.

"I finished my toils with my undergrad, not knowing a single recruiter in the field," she says. "We are trained to understand what is breaking, how it's breaking, but not how to insert ourselves into fixing it. That gap is just how the degree is designed."

She describes herself, with dry self-awareness, as "a standard issue of hopefuls".

It is an apt phrase for an entire cohort. Every year, Bangladesh's public and private universities produce hundreds of graduates who have studied, on paper, precisely what the country most urgently needs: flood modelling, arsenic remediation, soil diagnostics, coastal resilience, and climate policy. The syllabi across universities in Bangladesh read like catalogues of national emergency. And yet, graduate unemployment among tertiary-educated youth has climbed to 27.8 percent — nearly triple the figure from a decade ago, according to the World Bank.

Environmental science graduates occupy no privileged corner of that statistic.

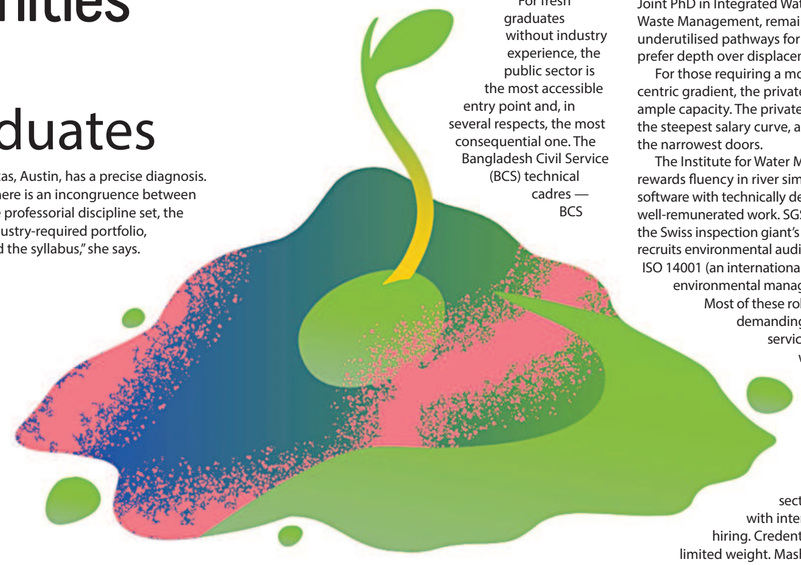
Nafisa Tasnim, a former student of Bangladesh University of Engineering and Technology (BUET), now completing a PhD in environmental engineering at the University of Texas, Austin, has a precise diagnosis. "There is an incongruence between the professorial discipline set, the industry-required portfolio, and the syllabus," she says.

The syllabus, the industry requirements, and the faculty expertise are engulfed in what can only be termed a three-body problem. "With its inception in the British colonial era, the structure is no longer apt for the modern workforce. Retool the degree or accept that you are training people for a job market that existed 15 years ago, when there was no looming threat of the great dismantling by AI," she adds.

Her supervisor at Dhaka University (DU), Prof. Dr Muhammad Ashraf Ali, traces the failure further upstream. "The public sector has too few positions, academic or otherwise, too much politics, and the universities have too little money to retain their best people," he says. "We are not losing graduates because Bangladesh has nothing to offer them. We are losing them because the institutions that should be fighting to keep them are not organised enough to make the case."

The students absorbing this reality are doing so in real time. Sifat Yamin, an undergraduate in the Department of Soil, Water, and Environment at DU, has been doing the arithmetic on his prospects since his second year. He is not dismissive of Bangladesh as a destination. "I want to work here. The problems are here. But if the choice is between a position that does not exist and a scholarship abroad, the scholarship wins — not because I want to leave, but because the system has not made a persuasive case for me to stay," he explains.

Their uncertainty is rational. The entry-level positions that do exist frequently demand two to five years of prior experience. "If they want two to five years of experience for a position they are calling 'entry-level', it is a tremendously unfair offering — to which most of us opt for opportunities overseas," Sharnali says.



For fresh graduates without industry experience, the public sector is the most accessible entry point and, in several respects, the most consequential one. The Bangladesh Civil Service (BCS) technical cadres — BCS Agriculture and BCS Forest — require only a qualifying undergraduate degree and a cleared tumultuous examination.

The Department of Environment (DoE ECC) recently opened internship tracks for the first time, a development that assistant professor Md Bayazid Hossain of DU considers significant. A former scientific officer at the Soil Resource Development Institute himself, he points beyond BCS jobs to a constellation of adjacent institutions: the Bangladesh Agricultural Research Institute for irrigation and crop science, and the Bangladesh Atomic Energy Commission for the more specialised intersection of pollution monitoring and radiation sciences. Availing them may mean the graduates of today will grossly change the outcome for environmentalists yet to come.

"Stop treating the BCS as a fallback and start treating it as infrastructure," he advises. "The graduates who succeed in the public sector are the ones who started preparing three years before they think they should have — who read gazettes, who applied wherever even a minutia of opportunity arose."

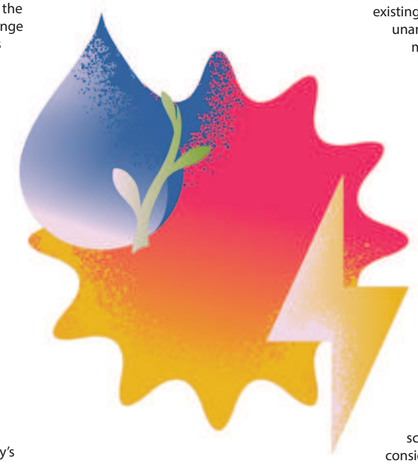
The academic route remains the most demanding entry and the most politically complicated to hold. Lecturer positions at private institutions require a master's and a publication record; a dean's award suffices for public ones. North South University's Department of Environmental Science & Management programme, developed with the University of Manitoba under World Bank funding, and the UN University's Joint PhD in Integrated Water, Soil and Waste Management, remain the two most underutilised pathways for graduates who prefer depth over displacement.

For those requiring a more nine-to-five-centric gradient, the private sector provides ample capacity. The private sector offers the steepest salary curve, albeit through the narrowest doors.

The Institute for Water Modelling rewards fluency in river simulation software with technically demanding, well-remunerated work. SGS Bangladesh, the Swiss inspection giant's local arm, recruits environmental auditors requiring ISO 14001 (an international standard for environmental management systems). Most of these roles are incredibly demanding, but a year of service returns you with considerably greased pockets. The honest caveat here is that the corporate sector is riddled with internal and opaque hiring. Credentials alone carry limited weight. Mashiyat Semonti, a social compliance auditor at SGS, knows within the first 10 minutes of an interview whether a candidate has spent time in the field or only read about it.

"The strongest candidates come in having already done something unglamorous," she says. "A soil survey for a union parishad. An effluent audit for a factory nobody has heard of. Something that required them to show up somewhere inconvenient and produce a document at the end of it."

What eliminates most applicants, she adds, is a CV that is academically immaculate and professionally empty.



"A good CGPA tells me you can follow instructions. It does not tell me you can manage a non-compliant factory floor at seven in the morning." Her advice to anyone approaching graduation is blunt: stop waiting for a formal opportunity to accumulate experience. "Volunteer for the fieldwork your seniors are avoiding. Learn to write in plain language. A degree with no artefacts attached is only a badge of an institution. It is not the horses you should bet on solely."

Multinational NGOs and intergovernmental organisations constitute a third pathway — often misrepresented, frequently underestimated. Entry-level work begins with unglamorous, geographically demanding field assignments, but the institutional mobility is genuine. WaterAid Bangladesh runs a Young Professional programme targeting fresh graduates willing to travel extensively. Club experience and community engagement, programme officers say, go further than most applicants expect.

"Their work involves travelling to low-income communities to help with hygiene training and water access," says Fazla Zawadul Arabi, a seasoned project officer at WaterAid. He states that if applicants seek to help the disenfranchised, there is no better avenue, advising them to have substantial references and basic field experience under their belt.

The most technically demanding opening in this corridor is the Regional Integrated Multi-Hazard Early Warning System (RIMES), headquartered in Bangkok, of which Bangladesh is a key signatory. RIMES recruits climate professionals for disaster monitoring across cyclone, flood, and landslide forecasting — work requiring demonstrable fluency in remote sensing and AI.

Ibrahim Risat did not arrive at RIMES through a straight line. He arrived through Jahangirnagar University (JU), through professional restlessness and the determination of someone who kept enrolling in new degrees because the existing ones kept leaving questions unanswered. After completing his master's in data science at JU, he joined as an AI and machine learning intern, and later as an engineer, building predictive numerical flood models for one of the most disaster-prone regions on earth. He is now simultaneously pursuing a second master's in disaster science and resilience at DU.

"Nobody at MNCs cares about which university you attend. They care whether you have built something substantial, broken it, fixed it, and understood why it broke. I have seen first-class graduates from many reputable universities fail our screening because they were only considered booksmart," says Ibrahim. "Build something that fails, and fail until you find the crux of what it means to have succeeded. Be on an active lookout for opportunities that reward that way of systems thinking."

The window for building domestic environmental capacity is narrowing on one side and widening on the other, and the graduates standing in that aperture are better trained than the system deserves credit for producing. The opportunities simply require a map that nobody has thought to hand out at convocation.

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Daffodil International School Uttara achieves prestigious Cambridge Early Years Centre registration

Daffodil International School, Uttara has achieved a significant milestone by becoming a registered Cambridge Early Years Centre, marking its entry into a globally recognised framework for early childhood education under Cambridge University Press & Assessment.

The certification was formally handed over by Sarwat Reza, Country Lead for Bangladesh, Cambridge University Press & Assessment, who presented the official recognition to the school's principal at the Uttara campus. The event marked an important step forward in the school's commitment to providing high-quality, internationally aligned education from the foundational years.

Education experts consider the Cambridge Early Years programme a major advancement for institutions aiming to align with international standards from the foundational stage. The programme emphasises a holistic, child-centred approach that integrates play-based learning with structured development in literacy, numeracy, communication, and social skills. It is designed to nurture curiosity, creativity and critical thinking competencies widely regarded as essential for success in the 21st century.

With this approval, Daffodil International School, Uttara will implement globally respected teaching frameworks, assessment standards and educator training systems designed to nurture confident, engaged, innovative, reflective and responsible learners.

"This recognition is not just an achievement—it is a responsibility," said the principal of the school. "We are committed to upholding the standards of Cambridge and ensuring our students receive an education that prepares them for a rapidly evolving global landscape."

IUBAT achieves international accreditation for all engineering programmes

International University of Business Agriculture and Technology (IUBAT) has achieved a significant milestone as all four of its engineering programmes have been awarded international accreditation by the Board of Accreditation for Engineering and Technical Education (BAETE).

The accredited programmes include electrical and electronic engineering (EEE), computer science and engineering (CSE), civil engineering, and mechanical engineering. According to university sources, this accreditation has been granted for a period of six years.

University authorities stated that a total of four programmes were submitted for accreditation this year, and all of them successfully met the required standards. IUBAT has become the first university in Bangladesh to receive international accreditation simultaneously for all of its engineering programmes.

This accreditation formally recognises that the academic programmes meet international standards of quality and excellence. As a result, students will benefit from increased global recognition when applying for higher education abroad, enhanced opportunities for scholarships, and stronger competitiveness in multinational job markets. Furthermore, continuous monitoring of curriculum and teaching quality under the accreditation framework will ensure sustained academic improvement.

The accreditation also strengthens the potential for future alignment with global agreements such as the Washington Accord, which will further facilitate international mobility, professional recognition, and employment opportunities for IUBAT graduates worldwide.

NSU hosts dialogue on media freedom to mark World Press Freedom Day 2026

North South University (NSU) organised a high-level discussion marking World Press Freedom Day 2026, titled "Measuring Media Freedom in Bangladesh: A Tripartite Framework for Resilient Information Ecosystems" at its Syndicate Hall on May 2.

The event brought together distinguished guests, including Information and Broadcasting Minister Zahir Uddin Swapon; Matiur Rahman Chowdhury, President, Bangladesh Newspapers' Owners' Association, and Editor, The Daily Manabzamin; Dewan Hanif Mahmud, General Secretary of the Editors' Council and Editor of Daily Bonik Barta; Aziz Al Kaiser, Chairman, Board of Trustees, NSU; M A Kashem, Member, Board of Trustees, NSU; Benajir Ahmed, Member, Board of Trustees, NSU; Rehana Rahman, Member, Board of Trustees, NSU; Yeasmin Kamal, Member, Board of Trustees, NSU; Prof. Abdul Hannan Chowdhury, Vice-Chancellor, NSU; Dr Susan Vize, UNESCO Representative to Bangladesh; Prof. Nasar U Ahmed, Pro Vice-Chancellor, NSU; Prof. Abdur Rob Khan, Treasurer, NSU; and AHM Bazlur Rahman, CEO, BNNRC, alongside policymakers, academics, and media professionals to reflect on the state of media freedom and chart a collaborative path forward for a resilient information ecosystem in Bangladesh.

The discussion concluded with a consensus to strengthen cooperation among stakeholders to enhance transparency, accountability, and resilience in Bangladesh's media landscape.

AIUB inaugurates AI supercomputing lab

The American International University–Bangladesh (AIUB) inaugurated its state-of-the-art AI supercomputing lab on May 3, 2026, at its permanent campus. The lab was officially inaugurated by Nadia Anwar, Founder Member and Chairman of the Board of Trustees (BoT), AIUB; Dr Hasanul A Hasan, Founder Member, BoT; Ishtiaque Abedin, Founder Member, BoT; and Dr Carmen Z Lamagna, Former Vice-Chancellor and Member, BoT. Prof. Dr Saiful Islam, Vice-Chancellor, and Prof. Dr Md Abdur Rahman, Pro Vice-Chancellor, were also present at the inauguration.

This cutting-edge facility features advanced NVIDIA DGX Spark systems, delivering up to 1 petaflop of AI performance. The lab enables researchers and students to work with large-scale AI models, including large language models and diffusion systems, fostering hands-on innovation in AI engineering.

The initiative places strong emphasis on developing "Sovereign AI" tailored to the Bengali language and local context, ensuring culturally relevant technological advancement. It will also support research in key sectors such as healthcare, agriculture, smart cities, and the textile industry. Through this initiative, AIUB aims to strengthen Bangladesh's AI research ecosystem, promote ethical AI development, and empower future innovators with world-class computational resources.

BEYOND THE CLASSROOM

How the UIU Mars Rover Team is building a robotics ecosystem

What started in 2022 as a small university rover initiative at United International University (UIU) has quickly grown into one of Bangladesh's most active student-led robotics platforms.

Since its rookie year in 2022, the UIU Mars Rover Team has consistently remained the highest-ranked Mars rover team in Asia across international competitions such as the University Rover Challenge (URC) and Anatolian Rover Challenge (ARC). The team secured fifth place globally at the URC 2024, followed by sixth place at the URC 2025, along with the "Best Science Team Award". At the ARC 2025, the team achieved third place globally while also receiving the "Best Science System Award" and the "Best Autonomous Drive and Control System Award", reflecting the team's belief that growth in robotics is not just about sustaining momentum; it's about continuously pushing boundaries through innovation, collaboration, and hands-on engineering.

Now, the UIU Mars Rover Team is preparing for the URC 2026 finals, scheduled to take place from May 27 to 31, where the team will once again represent Bangladesh on an international stage.

But for the UIU Mars Rover Team, rover competitions have gradually become more than just rankings and awards. Over the last few years, the team has expanded its focus toward building a stronger robotics culture through mentorship, technical collaboration, and hands-on engineering education.

One of its major initiatives is ARIES, a robotics bootcamp launched in collaboration with the Center for Development of IT Professionals (CDIP), UIU. Designed as a practical learning programme, ARIES introduces students to robotics fundamentals, autonomous systems, 3D design, simulations, and real engineering workflows commonly used in advanced robotics projects and international competitions.

Alongside in-person training, the team also runs an online STEM awareness initiative called "2 Minute Robotics", aimed at introducing younger students to robotics and encouraging curiosity around science and engineering through short educational content.

The team has also started contributing beyond the university ecosystem. It is currently providing technical support and consultancy to the Bangladesh Military Museum, while several members have begun working on robotics-focused startups inspired by their experiences in autonomous systems and rover development.

Mentorship has become another growing part of the team's activities. The UIU Mars Rover Team is currently supporting "Project Poseidon's Code", a young college student team working on Unmanned Underwater Vehicles (UUVs) for the international RoboSub competition. The mentorship includes technical guidance, engineering support, and access to resources for underwater robotics development.

The team also maintains technical collaborations with companies such as SOLIDWORKS, RFDesign, and DFRobot, helping students gain exposure to tools and technologies widely used in modern robotics engineering.

In a field where many student projects remain limited to competitions, the UIU Mars Rover Team has been steadily evolving into something broader – a community focused on learning, collaboration, and long-term innovation.

PHOTOS: **COURTESY**

ILLUSTRATION: **RAKEEB RAZZAQ**

CAREER

The rise of wedding content creators

TINATH ZAEBA

Most people want to remember how their wedding felt. They want to remember how it looked, how it sounded, and ultimately, how it happened, not just for themselves but also for their guests. It's an important occasion where documentation matters.

Wedding photography, of course, has existed for decades and has evolved into a form of storytelling; different photographers bring different aesthetics in how they film and photograph a couple's day.

Somewhere between attending one too many weddings, I began to notice something new: the wedding content creator. Despite being a fairly new concept that I hadn't even heard of last year, it had suddenly become common enough that I saw one at nearly every wedding event I attended this year.

"We chose a wedding content creator because we wanted the real, in-between moments captured as they happened," says Naila Ahsan, 25, operations coordinator at Sol Health Technologies. "Parents' raw, unfiltered reactions, quick hugs, happy tears, funny comments, little traditions, the dance floor energy, even the food and all the thoughtful details we put so much planning into. These moments come and go fast, and we didn't want them to be missed."

She explained her reasons for opting for this specific service. "I wanted short videos I could rewatch anytime without digging through long footage. The clips are created as quick reels, making them easy to save, share, and revisit. Because they're in portrait mode, they fit perfectly on Instagram and Facebook stories, reels, and TikTok."

She also highlighted the relative quickness of delivery of these short-form videos. She adds, "Another big reason is timing—content creators usually deliver videos much sooner than traditional cinematography. I wanted something fast that I could post while the excitement was still fresh."

Despite it being a new thing, it makes sense. With the rise of reels, wedding content is nowadays all over the algorithm, so it begs the question: who's filming these and editing them, and what weddings are they from? If there's demand for it, supply rises, as is expected.

Disha Hossain, 23, a student at North South University and founder of Wedding Content Creator Bangladesh (WCCB), shared her thoughts on what goes on behind the scenes. "As the first person to introduce this concept in Bangladesh, there was immense curiosity around it, and that curiosity quickly turned into demand. In my very first season, 61 brides booked our service, proving that this shift was not temporary but transformational," she states.

She elaborated on the usage of a smartphone, which allows her to capture moments instantly and edit them in real time. She explains, "I love to focus on raw and natural moments rather than perfectly posed shots. Professional photography is more structured and cinematic; it's something you preserve in albums and frames."

She shared that the content she makes is made for instant sharing and repeated viewing. It captures behind-the-scenes emotions, spontaneous reactions, the exciting side of weddings and small in-between moments that often get missed. "It's less about perfection and more about authenticity. I now have three dedicated teams working under WCCB to manage the growing demand," she says.

Even though it might seem like an easy job, just filming on a phone, there's more to it than that. The reels must feel natural but still intentional, need to follow trends without looking forced, have to be in the moment, and also be of good quality. It's a balance between not interfering and still being present enough to catch what matters.

"Wedding content creation is different from any other content creation, such as food or photoshoots. The moment that happens only happens once; there are no retakes. You also have to be observant to catch the moments right before they happen." Ayesha Afrin Ahona, 23, a digital content creator, explains.

She pointed out another sensitive aspect: the wedding content creators have to make sure that they don't overwhelm the couple; they're already very busy with photoshoots, guests, and the feelings. Hence, they must be intuitive and understand what their clients want before they ask.

She elaborates, "The most interesting and fun thing is that every couple has their own aesthetics. Some love reels that capture the emotional side; some couples prefer the fun ones, while others enjoy a storytelling one. So, I love trying to understand how to curate content that specifically is what they're looking for."

Part of this rise is also about how weddings are experienced now. They're no longer just private family events; they're shared digitally almost in real time. Guests post stories before the event even ends, and also, couples want something they can look at the next morning, while everything still feels fresh. Traditional wedding films are still valued, but they take time, so wedding content fills that gap.

However, Naila Ahsan referred to the financial aspect of hiring wedding content creators. She says, "It can be expensive, especially since wedding content creators are still relatively new in Bangladesh, and the service can feel premium. Not all team members' work may match your exact taste, and sometimes you still need to give direction on what you specifically want captured. Some parents or older family members may not fully understand why you would want both a cinematographer and a content creator, so it can feel like double coverage."

Regardless, if a prospective couple chooses to have someone dedicated to capturing these moments, there's the appeal of convenience. Guests don't have to hold up their phones all night; friends and siblings can stay present instead of worrying about getting the perfect clip, and the couple doesn't have to rely on receiving several videos from different people. Everything is organised, edited, and ready. And in a world where people love posting and viewing stories, not having to worry about this is another box ticked off for the bride and groom.

It's important to note that while this doesn't replace photography or cinematography, there is a possibility that it exists alongside them. One preserves the wedding as a polished story, and the other captures how it felt in between. In the end, maybe it isn't surprising at all because weddings have always been about holding onto something that passes too quickly. The only thing that has changed is how we choose to hold onto it.

Tinath Zaeba is an optimistic daydreamer, a cat mom of 5 and a student of Economics at North South University. Get in touch via tinathzaeba25@gmail.com.