



#EVENTS

The Flow Fest spotlights mental health and wellness support in Bangladesh

A two-day gathering event titled, “Wellness Festival @ GC 2026” was organised by The Flow Fest, bringing together cultural leaders, clinicians, and medical experts to address the pressing challenges in navigating mental health and wellness support in our country. Powered by Apex Footwear, the event was held at the capital’s Gulshan Club on 22 and 23 May, 2026.

The festival was aimed at rejuvenating the participants with vigour through lively activities including, but not limited to, zumba, meditation, self-defence training, yoga, and cardio. Other sessions included burnout and balance, comedy, Salsa, community building, and a concert.

Ridy Sheikh, a professional dancer, choreographer, and digital creator, led a dance session at the event where many participants of different ages joined her choreography and dance steps, indulging in the vibrant music and dance beat.

These sessions made the event even more interactive, moving beyond formal speeches and giving participants space to engage more directly with wellness through activities, expression, and conversation.

“The Flow Fest is not just festivals and yoga classes — it is the bridge between the people building the Bangladesh we want, and we are only just beginning,” shared



Shazia Omar, founder of The Flow Fest.

In his speech, Dr Ahmed Armaan Siddiqui, CEO of Shukhee, a digital healthcare platform, highlighted the scale of the gap and the urgent need for affordable counselling infrastructure.

“One in four people in this country will face a mental health challenge in their lifetime, and the vast majority will face it without access, without language, without support,” warned Siddiqui.

On the other hand, a discussion titled “Burnout to Balance” featured counsellors

and doctors as speakers, where they advocated for healthier lifestyles and better work-life balance.

On the same note, Marilyn Ahmed, the founder of Shono, a hearing care and speech therapy centre, emphasised that employee wellbeing is no longer separable from business performance.

“For a long time, wellbeing was treated as a private matter, something employees figured out on their own time. That thinking is finished. The companies that will define the next decade in Bangladesh are the ones

who understand that how their people feel is not separate from how their business performs, it is the foundation of it,” argued Ahmed.

Mahira Habib, the founder and CEO of Alight in Zen, an online platform for seeking counselling for mental wellness, addressed the issue of the lack of certified therapists in Dhaka and expressed concern about the culture of stigma surrounding seeking help for mental health in our society.

In the discussion titled “Her Body, Her Health,” speakers talked about the lack of cultural encouragement for women to care for themselves and the need for safer spaces to speak about trauma and abuse.

Farzana Lyzu from Incepta Pharmaceuticals Ltd raised the importance of HPV vaccination in preventing cervical cancer.

Whereas, Fatema Rizvi, executive director of PEB Steel, spoke about the importance of postpartum care and childcare support for working mothers.

The event was supported by United Healthcare, Medix, Incepta Pharma, Shukhee, EC Organic and other partners including Mark’s, Lifestraw by OMC, Mark’s, Seylon, and Ama Coffee.

By Minhazur Rahman Alvee
Photo: Courtesy

ম্যান্ডালিনা সোপ
এখন নতুন রূপে

স্বপ্নের ছোয়ায়, তোমার উপমায়,
বদলে দিলে যে আমায়...

KOHINOOR CHEMICAL

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রূপচর্চায় আদ্রিজাত্য...

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