

Seminar on GenNEXT Leader Program, 2017



“It is your job and my job to create the customers need” quoted by visionary entrepreneur Mr. Kamal Quadir, CEO, bKash Ltd in a seminar entitled “GenNEXT Leader Program-2017” on November 28, 2016 at North South University. The seminar was organized by Career & Placement Center (CPC), NSU. Whereon Mr. Kamal Quadir, CEO, bKash Ltd. attended as key-note speaker. Mr. Ferdous Yusuf, Chief Human Resources Officer, bKash, Dr. Mohammad Mahboob Rahman, Professor & Dean, SBE, NSU were also in the speaker panel on the event. Mr. Faisal Wali, Director, CPC, Ms. Shahnaz Islam, Senior Job Counselor, CPC along with a number of graduating students of NSU were the attendees of the seminar.

Throughout the session Mr. Kamal Quadir shared his admirable genesis as an innovator and entrepreneur in making electronic market place for the first time in our country through CellBazar later on bKash, a financial mobile service company which had also received phenomenal success in nationwide within a short span of time. He also talked about how digital platforms are consistently becoming accessible in poor countries like Bangladesh through a mobile phone at a reasonable cost; whereas 75 percent population has the cell phone with 98 % mobile network coverage. Mr. Kamal also said that “The purpose of bKash was to make the unbanked people assured that they are already well armed with a mobile phone to take part in the digital expedition of this age”. He also termed a mobile phone with basic functional program a powerful tool resembles with NASA computer has an immense impact to empower millions of

unbanked population in our country. The integral function of bKash is to deal with sending or receiving money, making payments, mobile balance recharge via a mobile phone from everywhere across the country.

Mr. Ferdous Yusuf, CHRO, bKash also shared his 16 years' long experiences focusing on the different dimensions of core HR practices in different MNCS'. He also encouraged the graduating students of NSU to apply to their GenNEXT Leader Program for the next intake MTO position in bKash in 2017. He was also talking about the preparatory technique for the program, company policies and others prospects of the program.

Mr. Kamal Quadir applies technology to allow people to advance economically, which in its wake bring about social progress. Currently, Mr. Kamal is the CEO of bKash, a leading mobile money service owned by BRAC Bank, Money in Motion, IFC and Gates Foundation. Earlier he founded CellBazaar, a communications company that has introduced electronic marketplace in Bangladesh. Under Kamal's leadership CellBazaar reached 4.5 million users and won the Best Use of Mobile for Social and Economic Development Award 2008 from GSM Congress and Asia Telecom's Innovation of the Year 2008 Award.

At the end of the seminar Mr. Faisal Wali, Director, CPC handed over the token of appreciation to Mr. Kamal Quadir, CEO, bKash on behalf of NSU community.