

NSU Hosts Book Launch Ceremony for “Roots and Routes: Business Pathways in Bangladesh”

Dhaka, 12 February 2025: The South Asian Institute of Policy and Governance (SIPG) at North South University (NSU) recently hosted the launch of its new publication, “Roots and Routes: Business Pathways in Bangladesh”, at the Syndicate Hall. The event brought together academics, industry leaders, entrepreneurs, and aspiring professionals to discuss the evolving business landscape in Bangladesh.



The ceremony was honoured by the presence of Prof. Abdul Hannan Chowdhury, Vice-Chancellor of NSU, who underscored the importance of bridging academic research with industry practice. The program opened with a brief address by Dr. Rizwan Khair, Associate Professor & Chair of the Department of Political Science & Sociology (PSS), who explained, “This book’s concept was born during an EMPG class when Mohsin suggested compiling local business case studies. With the support of a CTRG grant and a team of young researchers, this initiative has now come to life.”



Author Syed Shahnawaz Mohsin remarked, “As a business student, I questioned why we focused solely on international models. This book emerged from a desire to spotlight Bangladeshi business success.” Distinguished speakers added their perspectives: Rehana Akhter, Founder and Owner of Clay Image, emphasized that featuring real local cases offers practical insights to inspire future entrepreneurs, and Mr. Akhter Matin Chaudhury, Independent Director of Walton Hi-Tech Industries PLC, pointed out that Walton’s evolution from a family business to a market leader is a case well worth studying. Prof. Abdur Rob Khan, Treasurer & Pro-Vice Chancellor (IC), stated that the book’s case studies promise invaluable insights for both students and researchers. In his closing remarks, Prof. Abdul Hannan Chowdhury added, “I am delighted to see an initiative that fuses academic inquiry with practical business insights, paving the way for a stronger local business ecosystem.”



A special painting presentation in honour of the Vice-Chancellor and guests, led by Prof. Sk. Tawfiq M. Haque, PhD, Director of SIPG, added an artistic touch to the proceedings. The event reaffirmed NSU's commitment to fostering a knowledge-driven business environment in Bangladesh by blending academic research with industry insights for sustainable economic growth.

