

PRAN-RFL DMD speaks on “The Inspirational Journey of PRAN: From Local to Global”

On June 1, the Center for Enterprise and Society (CES) at the University of Liberal Arts Bangladesh (ULAB) arranged for Mr. Ahsan Khan Chowdhury, Deputy Managing Director, PRAN-RFL Group, to present a talk entitled “The Inspirational Journey of PRAN: From Local to Global.”

The talk held at ULAB Campus-A Auditorium was a part of ULAB’s ongoing initiative known as the CES Leadership Talk Series. The talk was attended by Mr. Imran Rahman, Vice Chancellor ULAB; Lt Col Md. Foyzul Islam (Retd), Registrar ULAB; Mr. Sajid Amit, Director Center for Enterprise & Society; as well as Heads of Various Departments, Business School Faculty, Business School Students; external guests and media personnel.



Mr. Ahsan Khan delivered a highly informative, insightful, and inspirational account of PRAN’s journey from being merely a dream of his father, the late Major General Amjad Khan Chowdhury, to now being one of the largest conglomerates of Bangladesh and a household name in processed foods, not only in Bangladesh, but in over 100 countries across the world.

Mr. Ahsan Khan called PRAN’s journey an appropriate example of the Bangladesh story. He highlighted the values that govern PRAN’s operations and the importance of dreaming big. The five elements crucial to PRAN’s success, according to Mr. Khan, are big dreams, hard work, human resources, brand promotion and distribution network.

He narrated stories of how PRAN employees all over the world, even during the ebola virus outbreak in Africa or the earthquake in Nepal, remained resilient, optimistic, and committed to delivering the highest quality of products that has come to be associated with PRAN in numerous markets.

Mr. Khan also discussed how PRAN is currently focusing on converting their export markets to manufacturing markets. They are increasingly manufacturing large quantities of their products in Nepal and India and looking to establish factories elsewhere. Mr. Khan closed his presentation by stating how proud he is to be able to contribute to the agricultural development of the country; creating employment in rural areas; and flying the Bangladesh flag high across the world.

Mr. Ahsan Khan’s talk was part of the Center for Enterprise and Society’s (CES) Leadership Talk Series. The Center seeks to advance understanding of the opportunities and challenges to business and societal development in Bangladesh through objective, academic study. For more information, please visit: <http://www.ulab.edu.bd/CES/home>