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Business

## Focus on more than one facet of doing business

### Brac chief urges entrepreneurs

Star Business Report

Fazle Hasan Abed, founder and chairperson of Brac, yesterday urged the entrepreneurs to focus on more than one facet of doing business.

“One bottom-line of doing business is maximising profit, the second bottom line could be the satisfaction of employees, and the third could be the satisfaction of consumers,” Abed said at a programme styled 'Meet the Best Social Entrepreneur, Fazle Hasan Abed'.

Entrepreneurship Development Forum, a student platform of the Business School of Brac University, organised the programme at Brac Centre Inn in Dhaka.

In the function Abed also said that he does not consider himself the best entrepreneur of the world, as there are other more skilled and qualified social entrepreneurs.

He said, “Besides, Bangladesh Brac is also working in Afghanistan alongside five other countries in Africa and in all those countries Brac is the largest non-governmental organisation.”

He added that in the current year Brac would disburse \$1.2 billion among the poor people of the country.

“Our duty is not only to disburse loans, but we also have to work to create a market for the products that the borrower produces,” said Abed.

“If the micro-credit borrower buys a cow to produce and sell milk, and if the product does not have a local demand, then Brac collects the milk and markets it to an appropriate place,” he said.

Iftekhhar Gani Chowdhury, dean of Business School of Brac University, and Saleh Uddin Ahmed, pro vice chancellor of Brac University, also spoke at the function.