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**JOURNAL**

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# **Prime University Journal**



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# **Prime University Journal**

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## Editorial Note

Prime University Journal (PUJ) is a scholarly half-yearly peer-reviewed journal. It encourages researchers and academicians locally and globally to disseminate their professional knowledge and research activities in the fields of, literature, business, arts, social sciences, law, ICT, engineering and technology. The objective of PUJ is to bridge the research community through publishing their research-based papers, articles, case studies, reviews on books and various topics of current interest in different disciplines. The PUJ has an editorial board consisting of national and international scholars of different disciplines.

Seven research articles on different disciplines along with one book review have been selected in the current issue.

The *first* article tried to explore the impact of micro credit programs as well as social entrepreneurship and poverty reduction programs for poor people initiated by NGOs working in Bangladesh.

The *second* article focuses on the impact of smart devices on family relationships in Bangladesh.

The *third* article tries to find out the relationship between human capital efficiency and capital employed efficiency on financial performances in food and allied sector of companies of Bangladesh.

The *fourth* article studied and analyzed enlightened inherent sense of Nazrul's poems that have significant contributions to human security and global peace in the 21st century.

The *fifth* article attempts to analyze the strategies adopted by e-grocery stores of Bangladesh during COVID-19 to provide best services for the costumers.

The *sixth* article has studied the infringement of copyright protection law and its implication in the Bangladesh context and provided suggestions to ensure the protection of copyright.

The *last* article aims to explore the covert and overt oppression of a woman and how society attempts to control any kind of feminist change detrimental to patriarchal beliefs.

The book review section covers the review of a book 'Post-Rana Plaza Developments in Bangladesh: Towards Building a Responsible Supply Chain in the Apparel Sector' written by Khondaker Golam Moazzem and Abeer Khandker.

Finally, I would like to pay sincere thanks to the Patrons of the Journal, as well as all the members of the Editorial Board and the authors for their contribution. I hope that the students and the researchers concerned will be benefitted from this issue.

**Prof. Dr. M. Jahangir Alam**  
Chief Editor



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Md. Mamin Ullah	

## Role of Social Entrepreneurship in Poverty Reduction: Evidence from Studies in Bangladesh

Shariful Islam<sup>1</sup> and Md. Motier Rahman<sup>2</sup>

**Abstract** : Poverty is a global concern as it causes many problems like illiteracy, unemployment, malnutrition, diseases, depression, mental stress, etc. Like other developing countries, it is a great challenge for Bangladesh to eradicate poverty. Government of Bangladesh, as well as different INGOs/NGOs have taken several initiatives to eliminate poverty from Bangladesh by 2041. The most prominent microcredit formula had been successfully working in Bangladesh that was initiated by Grameen Bank and is now replicated all over the world. There are different views on micro credit as a powerful development tool regarding its success in developing the lives of the poor and sometimes these views are contradictory. This study tried to look at the impact of micro credit programs as well as social entrepreneurship program initiated by NGOs on the lives of the poor people in Bangladesh. The study followed the qualitative research method. The data were mainly collected through semi-structured interviews and document analysis. The study found some significant factors like education and training, clean water and hygienic environment, nutrition and adequate food, accommodation, income and savings, etc. highly influenced the poverty reduction. The study also found that these factors are directly concerned with the outcome of different social business programs as well as microcredit programs. Thus, the findings of the study indicate that the growth and expansion of microcredit and social entrepreneurship programs over the last decade had been impressive in terms of poverty reduction in Bangladesh.

**Keywords** : Social entrepreneurship, microcredit; poverty reduction, Bangladesh

### Introduction

Perhaps Bangladesh has been the most important hearthstone in the contemporary world of micro finance providing organizations. In the last decades, micro credit or in its wider dimension micro finance, has become a much-preferred intervention for poverty alleviation in the developing and least developed countries in the world (Ali, 2021). It is assumed that worldwide 25 million populaces are now using micro-credit to commence income generating or self-employment activities. (Chavan & Ramakumar, 2003). Recognizing the importance and predominance of the problem of poverty, the government of Bangladesh has given top priority to poverty alleviation in the target of achieving Sustainable Development Goal (SDG) plan for the country.

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Micro-credit refers to programs that are poverty focused and that provide financial and business services to very poor persons for generations of self-employment and income. Nowadays, micro-credit program is playing a vital role in reducing poverty throughout the whole world. Governments, donors & development agencies, banks, universities, consultants, philanthropists and others have increased interest in it now-a-days. Micro-credit has attained a new distinctiveness, a new denotation, and a place in development literature with the emergence of Grameen Bank and other such programs. Beyond a mere concept, it is now a worldwide movement. The credit creates opportunities for self-employment rather than waiting for employment to be created. It liberates both poor and women from the clutches of poverty. It brings the poor into the income stream. Given the access to credit under an appropriate institutional structure and arrangement, one can do whatever one does best and earn money from it. Bangladesh achieved a remarkable feat in terms of poverty reduction in the last decade of the 20th century but the absolute number of unprivileged people is still a matter of great concern for Bangladesh. Bangladesh has yet to do a lot in ensuring zero poverty throughout the whole country.

Nowadays, social entrepreneurs have become an extensively discussed theme in the third world countries. Bangladesh is no exception. The social entrepreneurs have appeared as the savior of countless number of people without food, cloth, education and basic health facilities. Bangladesh is one of the top thirteen underprivileged countries. With the record of being the most densely populated country on earth and feeble manpower competency, it's a huge challenge for Bangladesh to meet the demand of her ever-increasing population. Agriculture sector, being the key source of revenue for this rural-agro based country has completely failed to produce satisfying employment opportunity for the landless. Considering these overall situations, the social entrepreneurs are working on poverty eradication by directly involving the poverty-stricken population. Their target groups are basically the poor and vulnerable ones with hardly any possessions. The social entrepreneurs intend to organize those people through creating awareness and making them development oriented. These organizations are working on the basis of the assessed needs of grass root level beneficiaries by direct involvement. This study investigated the role of social entrepreneurship programs regarding poverty alleviation as well as the impact of microcredit program in Bangladesh perspective.

### **Objectives of the Study**

The general objective of this study is to recognize the role of microcredit and social entrepreneurship operating in Bangladesh regarding poverty eradication. The specific objectives of the study were:

- i. To identify the impact of microcredit programs in poverty reduction in Bangladesh;
- ii. To denote a comparative analysis between the role of Grameen Bank and other social entrepreneurs to poverty alleviation;
- iii. To recognize the prospects of social entrepreneurs towards poverty alleviation.

### **Significance & Rationale of the Study**

The State of the Microcredit Summit Campaign Report (2009) stated that about half of the world population, in other words 3 billion people, lives on less than 2 US \$ per day and approximately 1 billion people live on less than 1 USD per day. As fighting against poverty has come on the scene as a global issue, the key aim of a national strategic plan of Bangladesh (Vision 2041) issued by Honorable Prime Minister Sheikh Hasina is to eradicate extreme poverty from Bangladesh by 2041. The Government of Bangladesh has taken a lot of initiatives, like modern power grid, blue economy, skills development, urban development, recognition of freelancing, etc. to implement the vision 2041. Along with the Government, different NGOs have also taken some initiatives to reduce poverty from Bangladesh like microcredit programs, social entrepreneurship, social business startup, etc. leading to create opportunities for employment and development of livelihood. Today, microcredit implementation, which is applied in many countries successfully, is one of the permanent solutions to poverty. On the other hand, different social entrepreneurship or startup social business also plays significant role to implement solutions for social, cultural or environmental issues as well as job placement for unemployed young population. According to existing literature, it is hard to find the quality research specifically on social enterprise in Bangladesh. Studies have found these programs effective in eradicating poverty. For instance, Shahidur et al. (2016) found that microfinance institutions (MFIs) had sustained paybacks over two decades in Bangladesh in reducing poverty and increasing incomes. However, there is a gap in the literature about the role of specific programs like microcredit and social entrepreneurship in reducing poverty in the perspective of Bangladesh. Thus, the study shed light on investigating the role of initiatives operated by NGO patronizers regarding poverty reduction of Bangladesh.

### **Literature Review**

Microcredit a term now broadly used to mean very small-sized supervised loans without any collateral. Amounts of microcredit in Bangladesh vary from Tk 1000 to Tk 10,000 per beneficiary and are provided mainly by micro-finance institutions/programs and also banks for poor people with

less than half an acre of land to undertake employment and income generating activities. Micro-finance institutions (MFIs) developed various tools to provide the poor with access to financial services so that they can increase their income and productivity. Microcredit programs aimed at poverty alleviation cover a large number of borrowers with the objective of substantially removing socioeconomic imbalances, especially in rural areas.

As a significant branch of Microfinance, the concept of Microcredit involves an extremely small loan given to an individual to help them become self-employed or grow a small business (Adam, 2020). In Bangladesh, the poor have been empowered somewhat more and some have been able to exit poverty, building up their future using microcredit as their starting point. Many studies mentioned microcredit as an important instrument in fighting poverty. According to the statement of Nader (2008) that micro credit has a significant positive impact on the socioeconomic welfare of women. Although in consistency with the literature a high correlation was found between children's education, income, and assets, the idea that micro credit increases the health and harmony in the family was rejected. Mahjabeen (2008) also found that in Bangladesh micro finance institutions increase the consumption and income level of households, increases welfare and decreases the inequality in income distribution. However, Bakhtiari (2006) found micro credit as an important instrument strategy aimed at fighting poverty that contribute to the development of resource allocation, support of markets and adoption of better technologies, they promote economic growth and development. In addition, the fact that micro credit users allocate resources to better nutrition, health, shelter and education will have a positive effect on development.

Beyond Ending Poverty, a new book published by the World Bank reported that Microcredit accounted for a 10% reduction in rural poverty in Bangladesh over those time-meaning MFIs lifted some 2.5 million Bangladeshis from the ranks of the poor (Khandker et al, 2016). When Bangladesh's microfinance sector was first established in the 1970s, its main goal was to decrease rural poverty by providing microcredit loans for non-crop activities such as trading, and raising livestock and poultry. These loans were mainly funded by the government of Bangladesh and bilateral donors through group-based savings and lending programs. Modern microfinance in Bangladesh has expanded its scope from home-based activities and self-employment to include savings and insurance, micro-enterprises, and productive employment. However, Microcredit also helped to diversify borrowers' economic activities, boosting incomes in the process. Better access to credit was found to be a key factor in promoting this shift.

Some of the literatures related to social entrepreneurship focused on the characteristics and biographies of Bangladeshi entrepreneurs who mainly had profit motives for starting a business. These entrepreneurs are called Business/Economic Entrepreneurs. But in recent years, another type of entrepreneurs got attention worldwide and these people are called social entrepreneurs or civic entrepreneurs. According to Seelos and Mair (2005), primarily the common feature of social entrepreneurship is the social mission and social entrepreneurship. It is seen as a field of experimentation and innovation that has the potential to contribute to the wider social context as well as nationally with new insight.

The state of social enterprise in Bangladesh reported that there has been a recent surge in social enterprise startups in Bangladesh. BRAC started in 1972 and Grameen Bank in 1976, yet the majority of the social enterprises surveyed (77%) started operating at least two decades later, with almost a quarter opening in 2015 (the year of the survey). A report by The Bangladesh Enterprise Institute (BEI, 2010) stated social enterprise as a means of the private sector addressing poverty, making a number of policy and ecosystem development recommendations. In this connection, a commissioned report of the British Council on social enterprise in Bangladesh presented the social enterprise ecosystem and existing policy support context (Darko & Sultana, 2016). Ullah et al.(2015) also evidences the increasing contribution of social entrepreneurs in a market economy. Social business has been creating a new model of business enterprises in order to create business as well as employment opportunities for social, economical and cultural backward and underprivileged group of people. The investigation of Banerjee et al. (2009) reported the impact of microcredit in urban 104 slums in Hyderabad, India and observed no robust evidence of the positive impact of microcredit on poverty.

Whatsoever, Bangladesh has made commendable progress in respect of eradication of poverty and hunger. It has sustained a GDP growth rate in excess of 6 per cent in recent years that has played a positive role in eradicating poverty. The latest HIES 2016 data showed that the incidence of poverty rate declined to 24.3 percent in 2016, which was 40.0 percent in 2005. Bangladesh has already met one of the indicators of MDG target 1 by bringing down the poverty gap ratio to 6.5 against 2015 target of 8.0. Although Bangladesh has a significant progress in poverty reduction there still 24.3% of the population lives below the poverty line (ADB, 2019). Still million people engaged in a daily, never ending struggle to meet their basic subsistence needs; life is even more difficult for them. To progress more in poverty reduction some targets had been identified with Sustainable Development Goal 1 such as eradicate extreme poverty for all people everywhere by 2030; Implement nationally appropriate social protection systems and

measures by 2030; achieve substantial coverage of the poor and the vulnerable and so on (UN, 2015). Thus, it is no essential both horizontal and vertical expansion of micro finance to combat growing unemployment and acute poverty in Bangladesh. To this end, a strong microfinance market run on market force having proper legal base needs to play effective role of financial intermediary for self-employment and smooth enrichment of micro-enterprise as well as social entrepreneurship (Nabi, 2010).

### **Methodology of Study**

The study was conducted following the document analysis method considering both qualitative and quantitative evidences. The data were collected mainly from the document analysis including various journals and research articles, annual reports, survey reports and publications by different leading social entrepreneurs of Bangladesh such as Grameen Bank, BRAC, ASA, CARE etc. The documents as sample for the study were selected purposively. The triangulation process was applied for comparing different sources of data for both qualitative and quantitative data. Both quantitative and qualitative data gathered from secondary sources were analyzed in order to get a clear picture of different social entrepreneurs' credit management regarding poverty alleviation. Quantitative data were analyzed through statistical analysis and the data-driven thematic analysis (Braun & Clarke, 2006) were incorporated to analyze the qualitative data to provide context within the study.

### **Findings**

#### **Microcredit and Social Entrepreneurship in poverty reduction in Bangladesh**

The implementations of Microcredit programs in Bangladesh are mainly led by different NGOs, state-owned commercial banks, private commercial banks, and specialized programs of some of the ministries of Bangladesh government. The total number of clients in the microfinance sector is 33.73 million (including 8.62 million clients from Grameen Bank) that accelerates the overall economic development process of the country. As of June, 2014, total loan outstanding is around BDT 403 billion (including Grameen Bank, 10 Government project and Commercial Banks) savings BDT 237 billion in this sector. The credit services are mainly categorized into six broad groups, like

i) general microcredit for small-scale self-employment, ii) microenterprise loans, iii) loans for the extreme poor people, iv) agricultural loans, v) seasonal loans, and vi) loans for disaster management. Loan amounts up to BDT 50,000 are generally considered as microcredit; loans above this amount are considered as microenterprise loans.

Social entrepreneurship has become an important economic phenomenon at a global scale nowadays (Mair & Marti, 2006; Zahra et al. 2008). It deploys pioneering business skills and technologies to address the needs of the poor people that initiate practical social changes. The main focus of the social entrepreneurs is to transform the existing systems and practices that leads to poverty, marginalization, environmental corrosion, and accompanying loss of human self-esteem. At present, it is a upward and dynamic sector of the economy of Bangladesh which is helping to create jobs for underprivileged groups, empower women, and address social exclusion across the country.

Bangladesh has been a global pioneer in social enterprise. In recent decades, Bangladesh has made noteworthy stride in terms of social sector development. This has been widely captured in the literature on social development with much appreciation that with relatively low per capita income countries can improve their social indicators.

While Bangladesh's success in social development has widely been emulated in many parts of the world reflected in Grameen, ASA and BRAC's global expansion the country stands to benefit in many ways banking on the ideas that are emanating from its social sector. Some of the existing social businesses in Bangladesh are uphold below:

### *1. Grameen Bank*

Grameen Bank is a Bangladeshi microfinance organization and community development bank founded in 1976. It provides microcredit, a small amount of loan money to the penurious without requiring collateral. As of December 2018, the total borrowers of the bank number 9.08 million and 97% of those are women (*number of microcredit loans & amounts at Figure 2*). The Bank dispenses its services through 40 zonal, 239 areas and 2,568 branch level offices. The bank's network now encompasses 81,677 villages i.e. over 93.49% of the country's 87,362 villages and at least 100 countries of the world. Grameen Bank's "Low-cost Housing Program" won a World Habitat Award in 1998. Moreover, the bank and its founder, Muhammad Yunus, were jointly awarded the Nobel Peace Prize in 2006.

In 2009, the Grameen Creative Lab formed the Global Social Business Summit as the main platform for the social businesses worldwide to foster discussions, actions and collaborations develop effective solutions to the most pressing problems plaguing the world. This organization also created diversified different applications of the microcredit program in order to meet the solution of different dimension of social problems. These programs are *Housing Loans* brings the total number of houses built with the housing loans to 734,991 since inception; *Village Phone Programs* facilitated women entrepreneurs can start businesses to provide wireless



payphone service in rural areas where more than 55,000 phones are currently in operation, with more than 80 million people benefiting from access to market information, news from relatives, and more; *Beggars as members programs* resulted 20,775 beggars have left begging and are making a living as door-to-door sales persons; *Higher Education loans* has distributed 54,143 loans worth BDT 3,809.15 million; *GB Scholarship Program* ensured 50% of the scholarship money must go to girls and the remaining 50% will be given to both boys & girls at overall BDT 571.98 million to 332,528 students; *Life Insurance for each 197,777 GB borrowers family* collectively received a total amount BDT 341.93 million; In *Struggling (Beggars) Members Program*, BDT 180.64 million has been disbursed and BDT 155.01 million has already been repaid. The Struggling members' saving balance stood BDT 9.37million (GB Annual Report, 2018).

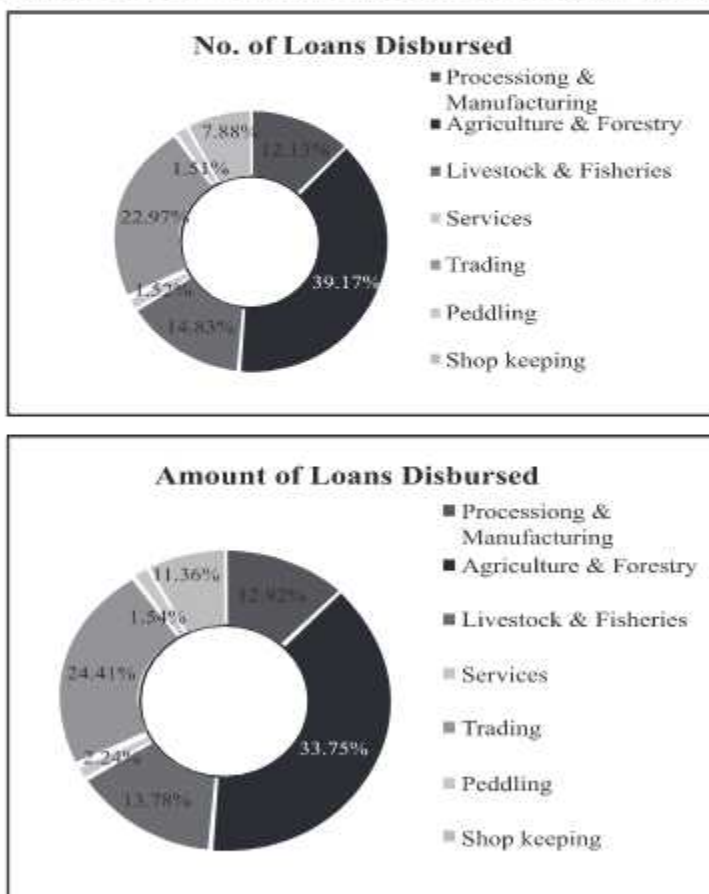


Figure 1 & 2: Distribution of microcredit loans of GB during January to December 2018

## 2. BRAC

BRAC was set up in 1972 by Sir Fazle Hasan Abed as a small-scale relief and rehabilitation project aimed at repairing some of the devastation caused by Bangladesh's war of liberation. However, the multitude of social problems led BRAC to adopt a new strategy of combined development by 1974 based on the twin objectives of poverty alleviation and empowerment of the poor through bringing the rural poor into the mainstream of development with a focus on institution building. Thirty years later, BRAC's outreach covered 78 percent of the country's villages and it employed more than 93,000 people, making it the nation's second-largest employer after the government (*engagement in enterprise initiatives Table 1*).

BRAC has been a committed partner of the government with its women-centred Graduation approach which, over the last 17 years, has already helped more than 1.9 million families to break free of the cycle of ultra poverty, and unleashed their inner potential to play an active role in the market economy. A microfinance program of BRAC supports women in accessing financial services to gain equal control over economic resources, and become key players in the economy. To illustrate, in 2018 alone, 7.1 million clients accessed financial services through this program, 87% of whom were women. They launched a five-year strategic plan (2016-2020) to be even more relevant, efficient & effective to ensure everyone's opportunity to utilize their potential. The focused eight programs of the five-year strategic plan are *eliminating extreme poverty, expanding the choice of people living in poverty, employable skills for decent work, climate change and emergency response, gender equality, universal access to health care, nutrition, water and sanitation, pro-poor urban development, investing in the next generation* (BRAC Annual Report, 2018).

**Table-1: Engagement of BRAC in Microcredit & Social Enterprise Initiatives**

SI No.	Name of Initiatives	Engagement of Beneficiaries
1	Aarong	✓ A vast network of <b>65,000 artisans</b> across Bangladesh in rural production centres and independent producers
2	BRAC Artificial Insemination	✓ Over <b>680,000 cattle farmers</b> to boost productivity of higher-quality cow breeds ✓ <b>2,600 trained service providers</b> across the country
3	BRAC Dairy	✓ Over <b>50,000 dairy farmers</b> across Bangladesh ✓ Production of average <b>130,000 liters of milk</b> every
4	BRAC Salt	✓ Reach to <b>1.5 million consumers</b> ✓ <b>380 dealers</b> and around <b>40,000 community health workers</b>

SI No.	Name of Initiatives	Engagement of Beneficiaries
5	BRAC Seed & Agro	<ul style="list-style-type: none"> <li>✓ Employing <b>7,000 contract farmers</b></li> <li>✓ <b>20 production centers</b> across the country</li> </ul>
6	BRAC Sanitary Napkin and Delivery Kit	<ul style="list-style-type: none"> <li>✓ Income generating opportunities for almost <b>40,000 community health workers</b></li> <li>✓ Production of over <b>1.2 million safe and affordable sanitary napkins</b></li> <li>✓ Production of more than <b>73,000 delivery kits</b> to facilitate safer births</li> </ul>
7	BRAC Silk (Charka)	<ul style="list-style-type: none"> <li>✓ <b>3,700 rural women</b> to engage in individual 'charka' spinning</li> <li>✓ <b>19 production centers</b> across Bangladesh</li> <li>✓ Production of <b>900,000yards of silk</b> every year</li> </ul>
8	BRAC Nursery	<ul style="list-style-type: none"> <li>✓ Provides access to high-quality seedlings promoting tree plantation across the country</li> <li>✓ Operates <b>15 nurseries</b> across Bangladesh</li> </ul>

### 3. Association for Social Advancement (ASA)

ASA is the second largest micro-finance NGOs in Bangladesh. It was started in 1978 with various types of development programs for the socioeconomic progress of the distressed rural poor. ASA provides personal and group based micro-credit and had made a successful women entrepreneur in Dhaka and a role model in her group by started with a loan of Tk 10,000 from ASA in 2001. Now it has a significant impact in increasing women entrepreneurs such as boutiques and fashion houses in Bangladesh.

The microfinance program of ASA brought in success within a few years of its inception turning it into a leading MFI of Bangladesh as well as in the world. In 2000, the ASA attained an entirely donor-free status. In the following years, ASA received many appreciations. It was chosen as the most efficient MFI of the world by the renowned US magazine Forbes in 2007. It was also awarded with the "Banking at the bottom of the Pyramid" prize by the Financial Times, London and International Finance Corporation (IFC) jointly. In 2018, ASA emerged as the top MFI of the country with the highest loan outstanding amounting to BDT 296.81 billion and highest number of branches 3042. It has now 7.5 million active members (ASA Annual Report, 2017-18). The achievement highlights of ASA are at *Figure 2*.



*Figure 3: Achievement highlights of ASA (2017-18)*

#### *4. JITA (Care)*

ITA Bangladesh is an independently operated social enterprise that is supported by CARE Social Ventures (CSV), a subsidiary of CARE USA. CARE piloted the Rural Sales Program (RSP) on informal rural marketing and distribution system of Bangladesh in 2004. This program gives deprived poor access to many important products, information and income generating opportunities. The project started with 25 poor women selling BATA shoe door to door in the northern region of Bangladesh and later expanded across the country with the revolutionary idea of creating 'product basket' for sales. Thus, the project got larger with time and more women got engaged in the project as they gradually started to get products from different companies like Square, Grameen Phone, Lalteer Seeds, Grameen Danone Foods Ltd., etc. for sales. As a consequence, RSP ladies 'Aparajitas' got wider range of product to sell in the communities thus started attaining sustainability in their door to door business. In 494 active Hubs across 47 districts and 255 Aparajita is actively engaged. The Aparajita women now generate a supplemental income of \$7.60 USD in addition to their average income of \$9.50 USD every month, increasing their cumulative earnings by 80% to around \$17.10 USD (*Figure 4*). Since inception, a total of 3,000 women have received training on basic business acumen and entrepreneurial skills, of which currently 470 are actively working as door-to-door sales agents. Currently, the key aim of JITA is to reach a far more sustainable and successful position in the social business arena.

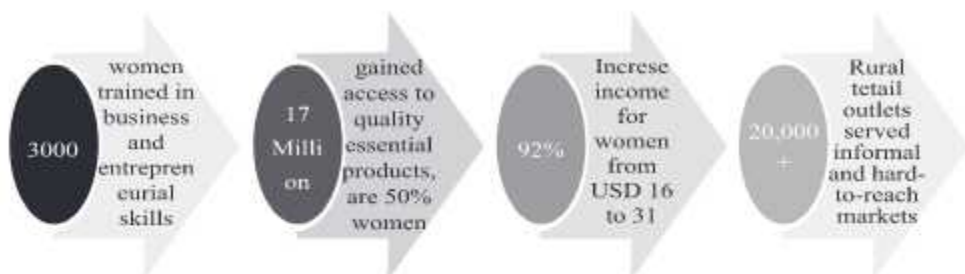


Figure 4: Engagement of Aparajita as social enterprise

### Comparative Analysis of Different Social Entrepreneurs in Bangladesh toward Poverty Alleviation

Table-2: Impact of Different Social Entrepreneurs in Poverty Alleviation

Name or Institution	Head-quarter & Status	Type of Organization	Social Entrepreneurs related Activities	Impact regarding Poverty Alleviation
<b>Grammen Bank</b>	Dhaka, Bangladesh National	Impact Investor	Provides credit to the poor in Bangladesh, without any collateral.	- 9,084,503 Beneficiaries -97% are women -The aggregate amount of disbursements reached to USD 26.55billion -The cumulative amount of savings deposited by its members reached about USD 1,87billion. (Annual Report, 2018)
<b>BRAC</b>	Dhaka, Bangladesh International	NGO	Operates social enterprises funded by DFID aims to empower people and communities in situations of poverty, illiteracy, disease, and social injustice.	- 7.1 million total clients reached with microfinance -87% are women -USD 4 billion disbursed in loans -43,682 households graduated from ultraproverty (Annual Report, 2018)
<b>ASA</b>	Dhaka, Bangladesh National	NGO	mission for poverty alleviation and welfare of the common people to establish a Poverty free society.	- 7.5 million active members -Loan amount to USD 3,54 billion -Accumulated savings amount of the clients to (USD 968 million) (Annual Report, 2018)
<b>JITA (CARE)</b>	Dhaka, Bangladesh National	Social Enterprise	Seeks to empower women through a network of enterprises, creating employment opportunities	- Cumulative earnings around \$17.10 USD -3000 women trained in business and entrepreneurial skills -17 million gained access to quality essential products.

## **Prospects of Entrepreneurship Development in Bangladesh**

As a third world country, a considerable number of entrepreneurs are yet to be developed in Bangladesh. Nevertheless, there is a great possibility of developing entrepreneurship in this country. The prospects and opportunity of entrepreneurship development in Bangladesh are as follows:

- *Availability of human resources:* Bangladesh might be a suitable country in terms of promoting entrepreneurship through developing entrepreneurs due to its vast population of more than 160 million and other available resources.
- *Industrial innovative sensation:* The people of Bangladesh has the potentials along with ample industrial innovative sensation to get involved largely in industrial initiative if they get favorable opportunities and proper resources.
- *Mobility of profession:* A considerable number of villagers have now replaced their agriculture-based profession into petty businesses and many other small and cottage industries.
- *Large number of educated unemployed:* In our country, there are many educated unemployed people, but there is a limited scope of employment. Therefore, it will be a great opportunity for the educated unemployed people to take initiatives for doing something new themselves.
- *Tendency toward industries work:* Industrials work bears more salary, status, facilities for living in the city area and so on. This is why many people tending towards industrial work. As a result, the industrial sector is getting enlarged day by day. Thus, this kind of mentality and tendency is surely helpful in developing entrepreneurs.

## **Discussion**

There are diversified social impact had been involved with micro-credit. In general, the concept of micro-credit increased the quality of life of poor people and it had developed leadership roles for the women that given facilities. Mostly in Bangladesh, women are treated as housewife and only responsible for the household. Consequently, the loan system of Grameen Bank brings additional social benefits.

Micro-credit also gives a significant impact to the poor people to fight against poverty in their life. It has amplified due to its special features on loan giving process in order to start up social or small businesses. Besides, micro-credit institutions provide different financial services along with savings, credit, and insurance facilities for marginalized people of the soci-

ety. All these programs taken by different social entrepreneurs have also had an impact on the choice of economic activity among borrowers. There is a shift from wage employment in agriculture and domestic service and household work in favor of trading, livestock rearing and domestic processing and manufacturing. The dependence on wage labor was much less among the Grameen Bank clients, as more of them turn to be an entrepreneur. The flexible policies of Grameen Bank made it most suitable for most of the poor people. There are three policy areas such as Adherence to the ultimate goal; Favorable methodology with flexibility; and Empowerment. However, The Grameen Bank approaches place people in the mainstream of social development through microcredit program. These approaches helped women in taking part in socioeconomic, cultural and political areas as well as in every stage of their own social development.

Bangladesh, being a third world country has so many obstacles instead of ample facilities in terms of developing entrepreneurs. These are mostly accessed to debt finance, lack of social enterprise awareness and cash flow constraints as well as improper publicity of government facilities, lack of required financing, scarcity of raw materials and other factors of production, lack of proper training, lack of package help, lack of knowledge regarding technology and management. To overcome these obstacles, some way outs are also suggested such as specific & effective policy making, offering package help for industrial sector, providing formal training for workforce, increasing government facilities and its extensive publicity, establishment of supplementary industry, increasing loan facilities, exhibition of industrial product, reduction of tax and duty when required.

### **Limitations of the Study**

The presence of remarkable portion of data in the study is derived from the secondary sources is one of the limitations of this study. In sample selection many of other Microfinance and social entrepreneurship Non-Government organizations were not possibly incorporated in this study is another limitation. In analyzing and interpreting data, there also secondary data were more emphasized than primary data. Besides this, some limitations in preparing this paper have been faced as follows:

- Confidentiality is the main problem; as a result, some confidential facts were not sufficiently disclosed by the respective organization
- Lack of available up-to-date information

### **Conclusion**

The social enterprise discourse is still in its early stages of development (Nicholls & Cho, 2006). Many countries still require further academic and financial scrutiny of the field. Social enterprises and its leaders are so young

in Bangladesh. A survey indicates that 77% of the social enterprises in Bangladesh were registered between 2009 and most leaders are under 35 aged. The aim of this study was to find out the contribution of the microcredit program, very specially, the contribution of Grameen Bank and other social enterprise to the poverty reduction of rural Bangladesh that causes national development.

It is anticipated that the micro-loan will contribute to our economy by eradicating poverty in a real sense. This paper highlighted how micro-credit works for the poor by giving a small amount of money and how they benefit from the Grameen loan. Development should be grounded by the cultural, social and economic growth of the country. This paper gives the clear idea about micro-credit loan and structure of the Grameen Bank as a social entrepreneur. This paper also studied with the growth of other social business in Bangladesh and how they are helping enormously to eradicate poverty.

The study has facilitated to establish the fact that the young people and women play a prominent role in the mainstream enterprises of Bangladesh. Thus, Social enterprise is creating jobs, with most social enterprises anticipating more staff and higher turnovers next year.

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## Impact of Smart Devices on Family Relationship: An Analysis in the Context of Bangladesh

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**Abstract** : Smart devices are the medium through which we do our daily activities with spirit. Although it's a blessing for us, there are many limitations to the application of smart devices. How smart devices are changing and controlling the status of family relationships is the main purpose of the study. Family bonding and attachment are declined due to the excessive use of smart devices. This study is conducted in quantitative nature. The multiple-choice questionnaire has been prepared to collect the data from 261 respondents through the check system using Google format and fastening in the simple arbitrary slice fashion. Here, data were analyzed through Microsoft Excel handmade calculation. The research found that respondents' family status and relationships are highly negatively affected by smart devices than a positive way. Smart devices regulate us and separate us from the attachment to family bonding. People from all walks of life will be profited by this research. They will understand how relationships of the participants with their family members has declined.

**Keywords** : Family relationship, change, control, habit, smart devices.

### Introduction

Technology has a miracle spirit, people use this spirit to do their tasks easily. In the modern age of information and communication, computer and IT infrastructure is not new incidentally, but the application of smart devices is a new and fast-growing sector (Yasmin & Hossain, 2021). With smart devices, we can easily communicate and find family members. And transactions can be made from one place to another very easily. In addition, their research suggests that mobile devices have been influencing family activities such as eating together and watching television (Holz et al., 2015). People also benefit a lot from the proper use of smart devices in every aspects of their lives. However, we are less inclined to use smart devices properly (Anderson Janna and Rainie, 2018). Besides the benefit, there are many negative sides of the smart devices for family purpose. Family interaction is shaped by the technology present in the home. The use of technology is common in families, for example, American households have an aver-

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age of five Internet-connected devices at home (OLMSTEAD, 2017). Concerned in the public mind about the impact of mobiles that affect family time. The pervasive view is that both parents and children are spending too much time on using these devices (Mullan & Chatzitheochari, 2019). Our phones are not only an integral part of our lives, but also smart phone can become an addiction or at least a strong habit. For example, some estimate that the average users check their phone about 80 times a day (Miler, 2018). Now we will see through this research how smart devices are destroying and causing various problems in family relationships, or this study will also show whether smart devices are strengthening family ties in our public lives.

### **Background of the Study**

In family life, technological innovations have created positive and negative effects of equal measure (StudyCorgi, 2022). A new study suggests that, like many technological advances (when moderation is used), a large majority of American households have seen a growing presence of digital devices which have a net-positive effect on home life and interfamily relationships (Dool, 2019). Eighty-six percent of respondents said they use "regular" technology to communicate with other members of the household, with nearly two-thirds (64 percent) indicating that the technology has given them more leisure time at home (Trusted Media Brands, 2020). Cell phones are an invaluable technology that has fundamentally changed the way we communicate and receive information. However, like anything good, too much of it can be problematic (Lee, 2021). Using a cell phone for work purposes during family time can increase stress and strain in the family. When using their cell phones, parents talk less to their children, respond more slowly, and respond more to interruptions (Uniformed services University, 2017). The effects of technological change on relationships declined in face-to-face interactions. Sherry Turkel, a professor of social studies in science, coined the famous term "alone together" - which is the title of her book. The notion of spending time on a "lonely" device holds the neglect of communication with those who are physically close (Chatzitheochari & Mullan, 2019). Moreover, mobile phones detached the relationship between parents and children, as both children and parents were using mobile devices during family meals, watching television, and others. In addition to ubiquity and usage tracking - 90% of Japanese parents and teens own a smartphone and spend hours every day on it - the study examined feelings of addiction, confusion, and conflict between teens and parents (Communication and Marketing Staff, 2019). Recent studies estimate (Panache, 2018) that parents use television, computers, tablets, and smartphones for nine hours per day, on average this interrupts the attachment and close relationships among parents, family, friends, and relatives. Parental intervention seems to be the most challenging for the relationship between a teenager

and a parent (Sophie & Ortner, 2018).

Another study found that the longer friends use their phones, the lower the value of their interactions (Brown, Manago & Trimble, 2016). A review of the above data shows that smart devices are inextricably linked to our lives. The person sometimes uses the smart device for good deeds and sometimes for bad deeds as per his wish. The people who contributed to this study use smart gadgets for family-related purposes, which is the primary motivation of the researchers. That means how smart devices are affecting family relationships is the main area of this study.

### **Objectives of the Study**

Each study needs to prepare a plan with some objectives. This is the main part of the study for the readers to understand the main concept of any research work. The salient objective of this study is to determine what types of changes and influences are existing in the human's family relationship through smart devices. The questionnaires' have been prepared on how smart devices affect family relationships.

The objectives of the study are:

- a) To analyze the ways in which smart devices are changing how parents and kids connect.
- b) To determine what types of changes are taking place between parents and others family members through smart devices.
- c) To identify the change that smart devices are causing in children's interaction with other family members.

To figure out the answer to the above mentioned aims, different questions were presented to the respondents. What they use the smart device for, for how long, and why are the main concerns. They utilize smart devices at specific times of the day; thus, the inquiry is also posed at such times. They were also questioned about such things as their family situation, personal situation, level of education, and more.

### **Operational Definitions**

#### **(a) Smart Devices**

Smart devices mean electronic devices which are powered and run by electricity. This is shortly known as e-devices. In essence, smart devices are connected through networks with the help of different wireless protocols like; Bluetooth, Zigbee, Wi-Fi, NFC, LiFi, 5G, and so on. This smart device consists of several devices. Television, CD, DVD, computer, laptops, smartphone, smart watch, notepad, tab are the notable types of smart device-

es and Instagram, Imo, Facebook, WhatsApp, Google, LinkedIn, Email, Gmail, Yahoo, Messenger, Twitter, Viber, SHARE it and different types of apps are the popular programs of smart devices. The application of these is taking our lives to the modern world. This study indicates how these are changing and controlling human beings.

#### **(b) Affect, Change and Control**

Affect, change, and control mean something that shapes in a positive or negative way one's movements, attitudes, and whole aspects of lifestyle. In this study, affect, change and control refer to the process through which our family relationship status adapted to smart devices.

#### **(c) Family Relationship**

The pattern of relation and bounding among the parents, children, and other members of family is the family relationship in this study.

### **Methodology of the Study**

A research methodology can be considered as a spirit that plays an important role in shaping research studies. Considering the complex epidemic period of Covid-19, the quantitative research design using Google form for this study is found to be the most suitable design. The sample size of the study is 261. In total, 261 respondents of both male and female are selected through random sampling of probability technique and data are collected under survey method. Here, a link to the questionnaire consisting of 14 sections is shared with the target population. Most of the questions are close ended, limited to 5-7 or more options. This research study is relied primarily on preliminary data collected directly from selected areas of the study. This area is Bangladesh. Additionally, some secondary data were used to emphasize the conscience of the study for better interpretation and this data is collected from various journals, books, research publications, and other documents. One thing is that it is not possible to go out and talk to the respondents because of the terrible epidemic. Therefore, online media has been used for data collection purposes. The first part assigned the demographic factors of the respondents such as (Gender, age, and educational qualification of the respondents). Then, the other parts are linked to the family relationship pattern with the use a of smart devices. The relationship of dependent and independent variables of this study with the introduced methodology is given below in Figure-1.

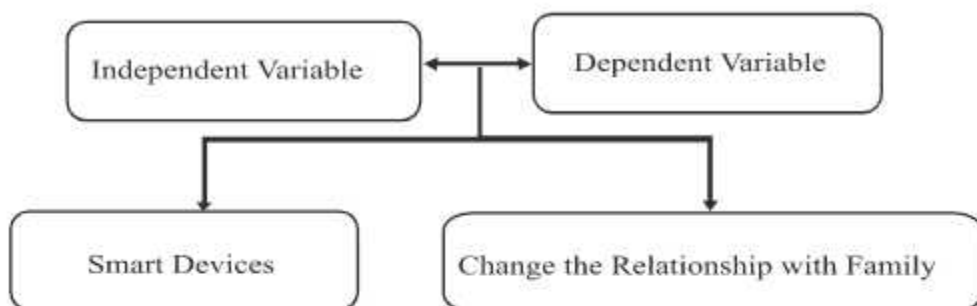


Figure- 01: Relationship of dependent and independent variable of the study

**Conceptual Framework**

Smart device has created new dimensions for all aspects of life. There are many positive and negative impacts of the smart device that has changed and control the daily lifestyle of a human beings. A conceptual framework is used to explain the several (positive and negative) influences under three major dimensions of smart device applications. In this research, we define three relationships like parent and children, parent and other family members, and children’s and other family members. The conceptual framework is given below in Figure-2. In the framework for all types of relationships are constructed with positive and negative consequences.

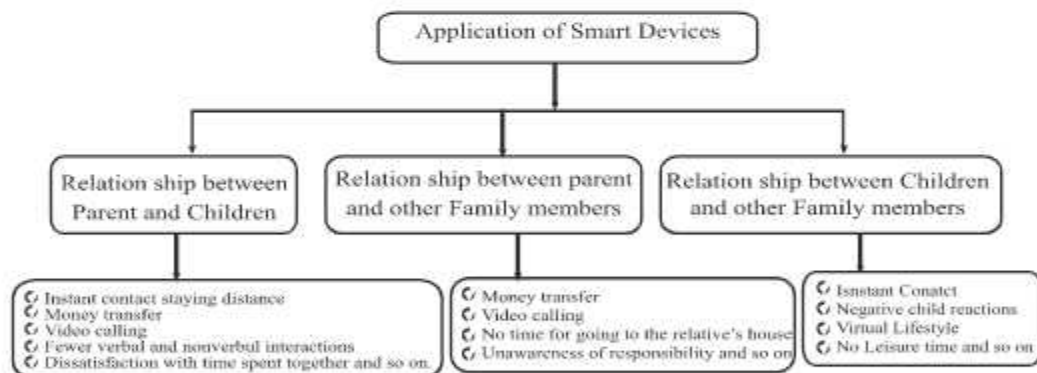


Figure-2: Conceptual Framework (Relationship between parents, Childrens, and other Family Members)

**Data Analysis and Interpretation****Table-1: Demographic Status of the Respondents**

Type		Frequency ( <i>f</i> )	Percentage	Cumulative Frequency
Gender	Male	188	72.031	188
	Female	73	27.969	261
	Total ( <i>n</i> )	261	100.00	261
Religion	Islam	151	57.85	151
	Hindu	91	34.87	242
	Others	19	7.28	261
	Total( <i>n</i> )	261	100.00	261
Age	Under 20	32	12.26	32
	21 - 25	91	34.86	123
	26-30	85	32.57	208
	31-35	21	8.05	229
	36-40	15	5.75	244
	41-45	9	3.45	252
	Above 45	8	3.06	261
Total( <i>n</i> )	261	100.00	261	
Education	SSC	21	8.05	21
	HSC	26	9.96	47
	Graduation	101	38.70	148
	Post- graduation	93	35.63	241
	Others	20	7.66	261
	Total( <i>n</i> )	261	100.00	261

Source: Processed by Researchers (2022)

**(a) Demographic Status of the Respondents**

Table-1 shows the demographic status of the respondents. Total sample size (*n*) of the study is 261. About 73% respondents are male that's frequency (*f*) is 188 and 27% are female that's frequency (*f*) is 73. Here, 12.26% respondents are under 20 years of age, 34.86% between 21 and 25 years of age., 32.57% respondents are between 26 and 30, 8.05% respondents are between 31 and 35, 5.75% respondents are between 36 and 40, 3.45% respondents are between 41 and 45 years of age. Only 3.06% respondents are over 45 years of age. From this statement, the participation of respondents aged 21-25 years is the 1st higher group with a frequency (*f*) of 91, and 26-30 years is the 2nd higher age limitation that's frequency (*f*) is 85 of the study. The percentages of Muslim and Hindu are 57.85% and 34.87% and only 7.28% are followers of other religions among the respondents in the study area. The percentage of Muslim is recorded higher than Hindu and other religions that's frequency (*f*) is 151. The fourth portion of the table indicated the educational background of the respondents. Most of the respondent's educational qualification is graduation. They are about 38.70% and 101 in number. The second highest is post-graduation. They are



about 35.63% and 93 in number. Then 8.05% respondents' educational achievement is SSC and 9.96% is HSC. The rest of the respondents are from different educational background such as vocational, madrasah and children under class five etc. They are almost 7.66% and 20 in number.

**Table-2: Browsing Status of the Respondents**

Type		Frequency ( <i>f</i> )	Percentage	Cumulative Frequency
Smart Device	Yes	261	100.00	261
	No	0.00	0.00	261
	Total ( <i>n</i> )	261	100.00	261
Using Smart devices (Year)	Below 2005	3	1.15	3
	2006-2010	33	12.65	36
	2011-2015	135	51.72	171
	2016-2020	81	31.03	252
	Above 2020	9	3.45	261
	Total( <i>n</i> )	261	100.0	261
Using Internet (Year)	Below 2005	1	0.38	1
	2006-2010	59	22.61	60
	2011-2015	125	47.89	185
	2016-2020	69	26.44	254
	Above 2020	7	2.68	261
	Total( <i>n</i> )	261	100.0	261
Using Smart devices (Hour)	1-3	41	15.71	41
	4-6	97	37.16	138
	7-9	47	18.01	185
	10-12	69	26.44	254
	Others	7	2.68	261
	Total( <i>n</i> )	261	100.0	261

Source: Processed by Researchers (2021)

### (b) Browsing Status of the Respondents

Table-2 explained the browsing status of the respondents. Here, all respondents use smart devices. Of these, only 1.15% respondents have been using smart devices since 2005 and 12.65% have been using since 2006 to 2010. Most of the respondents have been using smart devices since 2011 to 2015 and that's percentage is 51.72%. Then, 31.03% has been using since 2016 to 2020 and only 2.68% has been using after 2020. In the 2nd section of this table, we viewed that all respondents use internet. Of these, only 0.38% respondents have been using the internet and then 22.61% have been stated to use the internet from 2006 to 2010. Most of the respondents have started from 2011 to 2015 that's percentage is 47.89%. After that, 26.44% has been using from 2016 to 2020 and only 2.68% has been using after 2020. In the 3rd section of the table indicates the time duration of the use of smart devices. Here, 15.71% of respondents spend 1 to 3 hours a day behind on smart devices. Then 37.16 % respondents spend 4 to 6 hours, 18.01 % respondents spend 7 to 9, 26.44% respondents 10 to 12 hours, and only 2.68% spend

understood that the use of the online world increased between 2011 to 2015.

**Table-3: Technology-Based Routine of the Respondents**

Time	Activities
8:00 am to 10:00 am	Waking up & check social media
9:00 am to 11:00 am	Completing breakfast
11:00 am to 1:00 pm	Watching movie on TV/ browsing social media
After 2:00 pm	Taking lunch
About 3:00 pm to 5:00 pm	Online Gaming and other activities
5:00 pm to 6:00 pm	Taking snacks
6:00 pm to 10:00 pm	Scrolling Facebook, Instagram and chatting with friends
10:00 pm to 12:00am	Completing dinner
After 12:00 am	Again, mobile scrolling and go to bed for sleeping

**(c) Technology Based Activities Regarding Family Relationship**

Household's activities depend on smart devices. This dependency is raised due to the pandemic situation. Daily routines are shaped by the smart devices. Analyzing the respondent's daily activities, we designed a technology-based daily routine. That is given above.

**Table-4: The influence of smart device on the relationship between parents and children in the positive sense ( $m = 73$  over  $n = 261$ )**

Relationship between parents and children members		
Positive Sides of Smart Devices		
Types	Frequency ( <i>f</i> )	Percentage
Instant contact staying distance	22	8.42
Money transfer	21	8.06
Video calling	30	11.49
Total	73	27.97

Source: Processed by Researchers (2022)

**Table-5: The influence of smart device on the relationship between parents and children in the negative sense ( $m = 188$  over  $n = 261$ )**

Relationship between parents and children member		
Negative Sides of Smart Devices		
Types	Frequency ( <i>f</i> )	Percentage
Fewer verbal and nonverbal interactions	44	16.86
Dissatisfaction with time spent together	40	15.33
Less coordinated parenting and co-parenting	28	10.72
Negative parent reactions	36	24.14
Lower awareness and sensitivity	40	15.33
Total	188	82.38

Source: Processed by Researchers (2022)

#### (d) Smart Devices Influence the Relationship between Parents and Children

The total number of responses is 261, according to tables 4 and 5. Among them, 27.97% opined that smart devices influence the relationship between parents and children in the positive sense and 82.38% out of 100.00% seemed that smart devices influence the relationship between parents and children in the negative sense. Limited verbal and nonverbal communication, dissatisfaction with time spent together, less coordinated parenting and co-parenting, negative parent reactions, and lower awareness and sensitivity are the negative consequences of the use of smart devices in the family life.

**Table-6: The influence of smart device on the relationship between the parents and other family members in the positive sense ( $m = 61$  over  $n = 261$ )**

Relationship between the parents and others family members		
Positive Sides of Smart Devices		
	Frequency ( <i>f</i> )	Percentage
Instant contact	35	13.41
Money transfer	26	9.96
Total	61	23.37

Source: Processed by Researchers (2022)

**Table-7: The influence of smart device on the relationship between parents and others family members in the negative sense ( $m = 200$  over  $n = 261$ )**

Relationship between the parents and others family members		
Negative Sides of Smart Devices		
Types	Frequency ( $f$ )	Percentage
Unawareness on the responsibility	14	5.36
Less verbal communication	66	25.29
Limited Communication	40	15.33
No time for going to the relative's house	45	17.14
No interference	35	13.41
Total	200	76.53

Source: Processed by Researchers (2022)

**(e) The influence of smart devices on the relationship between parents and others family members**

There were 261 responders overall, according to tables 6 and 7. Among them, 23.37% seemed that smart devices influence the relationship between parents and others family members in the positive sense and 76.53% out of 100.00% seemed that smart devices influence the relationship between parents and others family members in the negative sense. Unawareness of responsibility, verbal communication, limited communication, no time for going to the relative's house, etc. are the negative consequences of the use of smart devices in the family life.

**Table-8: Smart device's influence the relationship between children and other family members in the positive sense ( $m = 80$  over  $n = 261$ )**

Relationship between the children and others family members		
Positive Sides of Smart Devices		
Types	Frequency ( $f$ )	Percentage
Instant Contact	45	17.14
Video Calling	35	13.41
Total	80	30.66

Source: Processed by Researchers (2022)

**Table-9: Smart device's influence the relationship between children and other family members in the negative sense ( $m = 181$  over  $n = 261$ )**

<b>Relationship between the parents and others family members</b>		
<b>Negative Sides of Smart Devices</b>		
<b>Types</b>	<b>Frequency (f)</b>	<b>Percentage</b>
No leisure time passing	36	13.79
Less attachment with relatives	56	21.45
Virtual lifestyle	27	10.34
Negative child reactions	37	14.18
Less verbal communication	25	9.58
<b>Total</b>	<b>181</b>	<b>69.34</b>

Source: Processed by Researchers (2022)

#### **(f) Smart device's influence the relationship between children and other family members**

According to tables 8 and 9, among 261 responders, 30.66% opined that smart devices influence the relationship between children and others family members in the positive sense and 69.34% out of 100.00% believed that smart devices influence the relationship between children and others family members in the negative sense. No leisure time passing, less attachment with relatives, virtual lifestyle, less verbal communication, and negative child reactions are the negative consequences of the use of smart devices in the family life.

### **Results and Discussions**

Smart device has become a part of our living organism. Whole aspects of our life are starting to be controlled and changed through smart devices. That means smart devices influence and change our family life. However, this change and control is happening both in a positive and negative way. That is mentioned below in the context of the research objectives of this study. Firstly, the relationship between parents and children is largely shaped by smart devices in the negative way than the positive way. Only instant contact (8.42%) and money transfer (8.06%) and video calling (11.49%) are the positive consequences of the application of smart devices in the family life. On the other hand, the total negative consequences are 82.38%. Secondly, the relationship between parents and other family members is largely shaped by smart devices in the negative way than the positive way. Only instant contact (13.41%) and money transfer (9.96%) are the positive consequences of the application of smart devices in the family life. On the other hand, the total negative consequences are 76.53%. Thirdly, the

relationship between children and other family members is largely shaped by smart devices in the negative way than the positive way. Only instant contact (17.14%) and video calling (13.14%) are the positive consequences of the application of smart devices in the family life. On the other hand, the total negative consequences are 69.34%. Therefore, it is painted that smart devices influence our lifestyle and habits negatively than positively. Related, the evidence suggests a link between parenting and child outcomes such as low awareness and sensitivity, less verbal and nonverbal interactions, less integrated parenting and co-parenting, dissatisfaction with the time spent together, and negative child responses (e.g., problem behavior). The problem is complex, however, many factors can force parents to use devices around children, such as strong habits, device notifications, work/social stress, parental stress, and loneliness. Ultimately, parenting is affected by the displacement of time for children, the difficulty of multitasking between the device and the child, and the emotions and stress that come from using the device (McDaniel, 2019). In fine, it is concluded that currently smart devices (smart phones, TVs, computers, and so on) are the permanent friends that influence our social, economic, and cultural lifestyle and habit. Analyzing the data, it is also proved that these devices controlled our family life not only positively but also negatively. However, the portion of positive influence is higher than negative influence.

### **Conclusion**

At this juncture, this study investigated the changes and shapes of the lifestyle and status of the family and its members through smart devices. In this study, researchers found that people are still using smart devices positively or negatively for the purpose of social, economic, and cultural activities. However, it greatly is damaging family bounding and attachment to relatives. From the review, the confusion of parents with the phone and other devices has become a common occurrence when children are nearby. In this sense, growing data points to connections between parenting, scattering, and child outcomes. For example, we have less awareness and sensitivity, less verbal and nonverbal child interaction, less integrated parenting and co-testing, dissatisfaction with the time spent together, negative child's reactions (E.g., problem behavior), and much more. Parent distraction is not only associated with parenting behavior, it is associated with the quality of family interactions and relationships. Parents encounter technical barriers in their interactions with romantic partners, children, and co-parents, and greater frequency of these barriers is associated with perceptions of lower-quality couple and co-parent relationships.

In fine, this study aimed to analyze how smart devices influence our relationships among parents, children, and other family member's lifestyle, experiences, and habits. Our family status and relationship are not only

influenced but also controlled by the smart devices. In this study, it is proved that smart devices declined our attachment to family, relatives, and friends.

### **Limitation and Study Forward**

Nevertheless, it is important to acknowledge the limitations of the study. Again, a small sample size means that decisions cannot be widely generalized to other countries and groups.

The design of our research, however, is ideal for manual labor in this circumstance. The mathematical survey approach is used to support and validate estimations. For all of these reasons, researchers are assured in the selection of our research methodology and believe that the findings of their studies will be reliable (McCauley, Minsky & Viswanath, 2013).

By doing this research more in-depth, it is possible to bring up a lot of subtle issues on this topic. The reasons why the importance of family relationships is declining could be found out. And the way out of this situation could be researched in the future.

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## The Impact of Intellectual Capital Efficiency on Firm Performance- Evidence from Food and Allied Sector in Bangladesh

Shahima Jabin<sup>1</sup>

**Abstract:** This paper aims, first of all, to explore the connection between intellectual capital efficiency and the food and allied sector's firm performance in the emerging economy of Bangladesh. Data have been obtained from 15 listed food and allied companies from 2015 to 2019. Pulic's Value Added Intellectual Coefficient (VAIC) has been used to ensure intellectual capital efficiency and firm performance has been measured through Return on Assets (ROA). Descriptive statistics, correlation analysis and multiple regression have been undertaken for the research. Firm size and leverage are control variables. The finding indicates that VAIC has a significant positive impact on ROA. Among VAIC components, human capital efficiency and capital employed efficiency have a significant positive impact on ROA. The analytical research also revealed that Capital Employed Efficiency (CEE) has the most significant effect on the performance of the businesses during the study period. In this respect, the author concludes that intellectual assets at the organizational level play a growing part. Therefore, the significance of intellectual capital is increasing enormously nowadays.

**Keywords:** Intellectual capital efficiency, firm performance, food and allied sector, emerging economy, return on assets.

### Introduction

### Background

Nowadays, good businesses prefer to be active innovators, dependent on emerging technology and concentrating on their workers' expertise and experience instead of physical properties like plants or equipment. Innovation, workers' knowledge and expertise are considered intangibles in a business. Though they are not always expressed in the financial statements, prospective companies have discovered that they are parts of a complete picture of their profitability (Mondal & Ghosh, 2012). Innovation, workers' experience, customer knowledge, brand identity, the credibility that corporate culture is known as intellectual capital. Therefore, the intellectual capital is, thus, composed of (1) implicit workforce information and creativity, (2) human resources, infrastructures, and structural capital improvement systems, and (3) external relations with customers. These are the core drivers of corporate success and the formation of future assets. A more significant effort should be made to develop intellectual resources for achieving the ambitions of a set and competitive financial market and the ability to expand to a knowledge-based economy (Tayyem & Al-Mawali, 2020).

Human capital's position is vital to the growth of the capital market. The food and allied sector are now at the forefront to be more creative, focusing on emerging technology and stressing workers' expertise and experience

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than properties like equipment or installations. This is because of the intense strain from competition resulting from developments in the market, innovations in technology and market expectations for product quality (Tayyem & Al-Mawali, 2020). The food and allied sector must also foresee these requests and demands and respond to them. Highly trained professionals are also necessary to promote the distribution of goods and services of high added value and expertise to develop customer interest and trust. It is an extensive industry with high expertise, skills and partnerships. The success of food and allied institutions will rely critically in an increasingly diverse and liberal climate on the quality of human intellectual resources and how much business will exploit these talents (Firer & Stainbank, 2003).

While Bangladesh does not have a knowledge-based economy, it has several factors that push Bangladesh towards a knowledge-based economy, including globalisation, the increased use of information technologies, and the appearance of digital media. It is a modern concept and emerging issue in Bangladesh.

### **Research Question**

The purpose of this study is to determine the effect on the firm performance of the Food and Allied sectors of intellectual capital efficiency in Bangladesh. Its industry setting is the originality of this analysis. The research has been undertaken on the Bank, Pharmaceutical, Apparel and Textile sector in Bangladesh. However, this analysis is not carried out on the food and Allied sector, which in Bangladesh is also a prominent sector. Treating it as a research gap, this study would expand the body of the literature and strengthen the current hypotheses of materials. Therefore the research question is given below:

Has intellectual capital efficiency impact on firm's performance among Food and Allied sector in Bangladesh?

### **Research Objectives**

#### **Main Objective**

The principal objective of this study is to investigate the impact of intellectual capital efficiency on the financial performances of the Food and Allied sector in Bangladesh.

#### **Specific Objectives**

- To examine the financial performance of the food and allied sectors in Bangladesh as a result of human resource efficiency.
- To evaluate the effect on the performance of the Food and Allied sector in Bangladesh of structural capital efficiency.
- To assess the impact on Bangladesh's organizational performance of the

food and Allied sectors of employed efficiency (physical capital efficiency).

### **Research Limitations**

This research has some limitations. First, some observations were excluded due to unavailability of data. Secondly, private food and allied companies are operating their business in Bangladesh. Therefore, small sample size is the limitation of this research.

### **Context**

#### **Overview of the Food and Allied Sector in Bangladesh**

The food and allied industry in Bangladesh is rapidly growing and employs a large proportion of the nation's workforce. Between 2014 and 2019, the Bangladesh food and allied industry is averaged 7.9% per year. The Bangladesh Economic Census 2016 showed that some 246 medium-sized food and beverage firms provide jobs for 19% of Bangladesh's mechanical assembly workers, or 8%, overall workforce of the country. The food industry uses 2.45% of the total labour-power of the country, and in 2017 it had a GDP effect of 2.01%. There are also different small factories and local food and beverage units throughout the country. According to industry analysts, in Bangladesh, the food and drink market is a US dollar industry of 4.5 billion. In 2017, Bangladesh sent packaged foods and beverages in a volume of over \$700 million, with more than 60% comprised of shrimp and fish (Finance Division, Ministry of Finance, 2020).

As Bangladesh undergoes a growth cycle in 2018, the food and beverage industry is really changing. Both the companies engaged in the handling of raw materials for cooking, manufacturing and dissemination are the food and drink sectors. New foods as well as processed foods and alcoholic and non-alcoholic drinks are included in this process. Despite the medicinal products, this component is encountered by every expected factor for human use. There is a distinction in the food and allied market. The output is split between a few different companies in this sector but as far as possible, none of them has an adequately wide market share to detect areas or values (Finance Division, Ministry of Finance, 2020).

Traditionally, Bangladesh has a limited selection of food and drinks. Local or private businesses use simple management to safeguard and handle crude agricultural goods like food. The use of modern technologies for wheat and rice production, mustard seed squashing, and highly restricted bread and treatment methods in the region's growth, was evidenced by the business-scale handling of foodstuffs in the 1960s before the energy standard was introduced in 1980. Since then, the characteristics of the industry have increasingly prepared various products to meet Bangladesh's evolving

demands. The real subdivisions for food preparation are Bangladesh's milk, edible oil, sugar, corn, wheat, soil goods, tea, poultry and hamburgers, cardiac beats, flavours, and fish processing. The food processing sector will see an improvement in the number of years in future, stimulated by the robust growth of the numerous white-collar groups in Bangladesh and by the development of demands for further use (Food and Beverage Bangladesh, 2020).

## **Literature Review and Hypothesis Development**

### **Definitional Analysis**

The one who introduced the intellectual capital in 1969 was Jon Kenneth Galbraith. There is no clarification on its meaning since an extended time has elapsed from its implementation. However, the current meanings do not vary considerably (Tayles, Pike & Sofian, 2007). The vast majority of meanings are focused on ideas related to information, expertise, experience and abilities of workers, loyalty and happiness of consumers and employees, credibility for good, corporate processes and practices, organizing cultures and building value (Bontis et al., 2000; Yalama & Coskun, 2007). IC is the analytical capacity of the organization and illustrates how effectively tangible capital and intellectual potential can be used to generate profit, or how information efficiently becomes a value. Besides, IC is the hidden capital which are not recorded in the financial statements and which can be used to increase the company's potential value as a strategic advantage as well. In general, the majority of concepts concentrate on how businesses successfully leverage information (intangible sources) to improve the strategic advantage of an organization (or to increase its value) (Mondal & Ghosh, 2012).

Intellectual capital is generally accepted as containing three elements, namely human capital, structural capital and customer-related capital. Human capital can be described as know-how which leaves an organization at leaving and includes employees' skills, abilities, experience and expertise. Structural resources include the organization's system, structure and procedures, as well as non-physical elements such as databases, market map, management processes and business strategy. Customer capital applies, however, to all immaterial assets that control and maintain an organization's relationships. It involves ties between the company and its clients, vendors, shareholders and other stakeholders (Joshi et al., 2013).

On the other hand, corporate performance is a success or outcomes accomplished in terms of supplying the organization with productivity, profitability and effectiveness by management, business and marketing. The target of an organization is therefore continuous performance. Based on the pres-

asures imposed on the business by the integrations of environmental and social concerns, businesses that can draw better human resources, build more efficient supply chains, prevent clashes and expensive disagreements with community groups and contribute to more product and service creativity to improve the rivalry (Taouab & Issor, 2019).

### **Intellectual Capital Efficiency and Firm Performance**

The first systematic research was carried out on intellectual capital by Pulic (1998), who explores IC's effect on corporate performance. Pulic (1998) has developed a new way of assessing IC and financial results using accounting methods. It has widely made a way of calculating IC productivity in banking and other sectors for researchers from many countries.

The relationship of intellectual capital to the performance of US multinationals selected was checked by Riahi-Belkaoui (2003). Either a recourse-based vision is a greater indicator of business accomplishment or the vision of persons involved, was the concept of his paper. He also used a survey of American international corporations and observed that all perspectives produce statistically relevant effects. He analysed the relationship between return on investment (stakeholder view) and intangible capital assets (resource view) and concluded that intellectual capital is favourably correlated with an organization's financial performance.

Chen et al. (2005) found that the intellectual capital of businesses has a positive effect on the valuation of markets and financial performance. In addition to the three components of efficiency (physical capital, human capital and structural) the authors have found that investors can place a different value. Finally, there is evidence that R&D spending can collect additional structural capital knowledge and have a positive impact on business value and performance.

The relationship between IC and output in terms of ROA, ROE and ATO for 65 Indian banks was investigated by Mondal and Ghosh (2012) for 1999-2008. The results revealed a close correlation between IC and company profits (ROA and ROE) and competitiveness (ATO). They also added that the importance of human capital on bank success is important. These results are parallel to Barathi Kamath (2007), which indicate that foreign banks use HC to build value to their advantages, whereas government banks rely on CE to achieve good efficiency.

Firer and Stainbank (2003) explored the potential reason for operational performance by conducting the intellectual capital of a corporation. Profitability, productivity and market value are the measurements of the company's success. A sample of 65 businesses listed on the JSE Securities Exchange (high knowledge-based sectors) has been obtained. Results from

the analytical study suggest insightful yet complex associations between the human resources of an enterprise's success and (1) profitability, (2) productivity, and (3) brand value. Empirical results indicate that the intellectual capital efficiency of a business may explain profitability and competitiveness, VAIC have been considered a clear positive relationship with firm results (Zéghal and Maaloul, 2010). The relationship between VAIC and financial results for the Malaysian financial sector from 1999 to 2007 was investigated by Wei Kiong Ting and Hooi Lean (2009) and a positive correlation was found.

Another research used the population of the study included all non-financial entities listed in the Amman stock exchange (2013-2017), the sample includes all non-financial companies listed that report required information relating to the variables. The key findings show a substantial relationship of the value-added intellectual capital model (VAIC) and the book value market with each of human capital productivity (HCE) and Systemic Efficiency (SCE) and capital-employed efficiency (CEE) (Tayyem & Al-Mawali, 2020).

Hasan et al. (2017) empirically analysed data from 2013 to 2017 to determine the link between intellectual capital and financial results private commercial banks. The selected banks were issued with annual reports for the respective year to collect secondary analytical model knowledge based on Pulic's VAIC model. For the complete survey, traditional and Islamic banks individually, step by step regression was taken. The study reveals that there are essential profitability ties between VAIC and its components. Results for traditional and Islamic banks have identified numerous VAIC components as a major profitability indicator.

Muhammad and Ismail (2009) investigated the efficiency of intellectual capital and its performance in the Malaysian financial sectors. The results were based on the data taken from 18 companies under financial sector for the year 2007. It was found that the banking sector relied more on intellectual capital followed by insurance companies and brokerage firms. It was also found that intellectual capital has significant and positive relationships with the company's performance measured by profitability and Return on Assets (ROA).

Chowdhury et al. (2019) used handpicked estimates from annual reports for five years. In the functional application of human capital, structural capital, and capital employed the connection between the optimal use of intellectual capital and organizational performance was explored. Multiple regressions have been used to analyse its financial return effect – particularly asset returns, stock returns, asset turnover and market-to-book valuation. Intellectual capital has a good impact on stock valuation and financial results

and is likely to be a predictor of potential financial performance. The authors also defined that investors could value the three elements of productivity production of value (physical capital, human capital, and systemic capital) differently. Finally, evidence has seen that research and development investment can collect additional structural capital knowledge and has a beneficial impact on business performance and valuation.

### **H1: VAIC has a positive effect on firm performance**

#### **Human Capital Efficiency and Firm Performance**

Bharathi Kamath (2008) calculated VAIC for the ten years from 1996 to 2006 for the top 25 pharmacy and pharmaceutical companies in India. The appraisal is made based on the ranking attained in the approximate VAIC index by each company. For all the variables reflecting the performance of the business and IC, the association analysis and single linear multiple regression are performed. The analytical research revealed that human capital had the largest effect during the time of research on the viability and competitiveness of businesses.

Joshi and Sidhu (2010) used data from 2005 to 2007 and concluded that HCE has a positive influence on Australian Owned Banks' results. Mention and Bontis (2013) investigated IC's relationship to banks in Luxembourg and Belgium and its components. The results indicate that human capital directly impacts banks' efficiency.

Tran and Vo (2020) explored the importance of human resource productivity to the company's performance in 12 industries for the period 2011 to 2018 in the Vietnamese economy. The GMM technique is used in this article. Empirical findings in this paper affirm the positive contribution of human capital efficacy to corporate success across Vietnamese industries.

Rahim et al. (2017) analysed the annual reports of all technology firms listed in the main sector and the Bursa Malaysia Ace market in 2009 based on accounting information. The research applied Ante Pulic methods for calculating the productivity of human capital to the value-added intellectual coefficient (VAIC). The findings revealed that the productivity of human resources between the main market and the Ace market did not vary greatly. Correlation review findings reveal that the productivity of human resources has a substantial and positive relation to the performance of the company.

### **H2a: Human capital efficiency affects firm performance.**

#### **Structural Capital Efficiency and Firm Performance**



Sharabati (2013) used a questionnaire to interview 121 managers. Statistical methods were used, such as descriptive statistics, correlation, multiple regression and incremental regression. A Kolmogorov Smirnov (K-S) test, Cronbach's Alpha and Factor Analysis have been applied to validate the suitability of the data collection system. The findings of the analysis have shown that structural capital and business performance have a good meaningful relationship. The findings have revealed that the respondents thought that only the structural capital variable impacts JPM Organizations positively and significantly.

Bontis et al. (2000) have found a favourable association between structural capital efficiency and corporate performance. Muhammad and Ismail (2009) find that VAIC has a big connection to firm achievement in the Malaysian financial sector while the only CEE has a positive output effect. On the other hand, the analysis carried out by Mondal & Ghosh (2012) found a non-important 10-year association for the Indonesian banking industry between ROA, ROE and HCE; ROA, ROE and SCE.

H2b: Structural capital efficiency has a positive effect on firm performance.

### **Capital Employed Efficiency and Firm Performance**

Firer and Mitchell Williams (2003) obtained data from a survey of 75 South African publicly traded entities in companies that depend heavily on intellectual resources. The empirical analysis shall be done through correlation and linear analyses in multiple regression. Empirical results show that there are typically restricted and mixed ties between VA performance across the core tools of an organization and sustainability, competitiveness, and business assessment. Overall, the empirical results reveal that, despite attempting to expand the nation's intellectual capital base, physical capital appears to be the key source of market performance in South Africa.

The impacts of IC components on Greek banks' efficiency are explored by Mavridis and Kyrmizoglou (2005). During the period 1996-1999, seventeen largest banks were analyzed using statistical analysis (regression). The studies have shown that value-added and human resources and physical capital contributed greatly. Similarly, the relationship between value-added and gross profit has also been significantly favourable.

Mehralian et al. (2012) used data between 2004 and 2009 by pharmaceutical firms listed on the Iranian Stock Exchange (ISE). Correlation analysis, simple linear multiple regression and artificial neural network (ANN) were used in the present study to analyse any association existing between variables. The analytical research showed that the main impacts on the company's performance over the time of the study were the physical resources

(VACA), and also established the ANN process resulted in multiple regression.

Wang and Chang (2005) found that the importance of the bank was favourably correlated with the analytical capabilities of the business and its three elements, i.e. HCE, SCE, and CEE. These figures, however, are not definitive as the country's financial sector has increased and has been affected by adverse political and economic condition up to 2005.

## Methodology

### Research Location

Data from the food and allied companies listed in the Dhaka Stock Exchange (DSE) will be gathered. Another source for collecting information is DSE.

### Sample and Sample Size

There are seventeen food and allied companies listed in DSE. Fifteen companies will be used as a sample for this study. Two companies named Shyampur Sugar Mills Ltd. and Zeal Bangla Sugar Mills Ltd.'s data is not available. For this reason, data of those companies cannot be used in this study.

### Data Collection

#### Data from the following sources will be collected:

- 5 years of annual reports of listed food and allied companies;
- Official website of the institution;
- Dhaka Stock Exchange;
- Lanka Bangla Financial Portal and
- The internal and external parties of the institution.

### Variables

**Dependent variable:** Return on Assets (ROA) is used as a dependent variable in this study. It indicates the profitability of a company compared to its total assets. ROA can provide a manager, investor, or analyst with an understanding of how effective management is in using the assets of a business to earn profits.

*Return on assets (ROA)*

$$= \text{Profit before tax} / \text{Average total assets}$$

**Independent Variable:** The independent variable ICE, as stated earlier in the study, is the VAIC coefficient model developed by the public and used

in other studies. Intellectual Capital Efficiency (ICE) VAIC may be seen as an analytical technology intended to help management, internal and external stakeholders in tracking and assessing the performance of VA effectively, with the full capabilities and components of each major resource. The VAIC calculation is outlined below;

Components of the model	Definition	Formula	Terms
The Value Added Intellectual Coefficient (VAIC)	The Company's intellectual capabilities	$VAIC = HCE + SCE + CEE$	VAIC = Value added intellectual coefficient; HCE= Human capital efficiency coefficient; SCE=Structural capital efficiency; CEE=Capital employed efficiency coefficient
Value Added (VA)	Output and input gap for a single fiscal year.	$VA = OUTPUT - INPUT$ $VA = NI + T + DP + W$	The output is the annual operating revenue generated by the company by the sale of its goods or services, while the Input refers to the operating expenses of the company except for employee wages and allocations. NI is the net income after tax; T is taxed; DP is depreciation and W is employee wages and salaries.
Human Capital Efficiency (HCE)	Human capital is described at a point in time as salaries and wages. It tests intellectual capital productivity in the knowledge economy. A low wage and high VA lead to an inefficient HC.	$HCE = VA/HC$	VA = Value-added HC = Total wages and salary costs
Structural Capital Efficiency (SCE)	The infrastructure that allows human capital to operate	$SC = VA - HC$ $SCE = SC / VA$	VA = Value added SC=Structural capital HC=Human Capital
Capital Employed Efficiency (CEE)	The company's physical and material properties	$CE = TA - CL$ $CEE = VA/CE$	VA =Value added; CE = Capital employed TA= Total Assets CL= current liabilities

**Control Variables:** In the current measurement model, there are two variables to minimize the influence of another variable which explains the relationships with corporate performance observed.

1. Leverage = Total debt / Total assets
2. Firm Size = Logged Total Asset

### Empirical Models

The models of this analysis are as follows from Pulic (2001):

$$ROA_{it} = \beta_0 + \beta_1 VAIC + \beta_2 Leverage_{it} + \beta_3 firm\ size_{it} + e_{it}$$

$$ROA_{it} = \beta_0 + \beta_1 HCE_{it} + \beta_2 SCE_{it} + \beta_3 CEE_{it} + \beta_4 Leverage_{it} + \beta_5 \text{firm size}_{it} + e_{it}$$

### Research Method

Several statistical analyses are conducted to carry out the research. They are normality, multi-collinearity and descriptive statistics. To determine the relationship of intellectual capital efficiency and its components with firm performance, correlation analysis and regression analysis are carried out. To test the hypotheses, Z test and t test are conducted for this research.

### Analysis and Findings

#### Normality, Multi-collinearity, and Descriptive Statistics

The results of normality are given in table 1. The table shows that all the variables are normally distributed, except HCE with Kurtosis value 11.65 and Kurtosis VAIC is 11.07 which, according to nature of the data across the Bangladeshi market and due to checking for normality, are greater than the agreed cut-off points. This can be justified. Moreover, the independence of the independent variables is one of the essential prerequisites of the regression test. The Variance Inflation Factor (VIF) test therefore is used for multi-collinearity. The cut-off point of VIF test is below 10. As shown in Table 1, the VIF values fell below the cut off (10) within the acceptance range.

**Table-1: Descriptive Statistics**

	VAIC	HCE	SCE	CEE	ROA	Leverage	Size
Mean	3.67	2.84	0.701	0.1320	0.0497	0.2313	9.124
Median	3.44	2.71	0.677	0.115	0.0461	0.0378	9.164
Std. Deviation	4.80	4.74	0.379	0.13	0.0952	0.3932	0.6654
Skewness	-0.989	-1.19	0.678	0.6430	-0.174	2.029	0.5206
Kurtosis	11.07	11.65	5.373	3.697	5.549	6.077	3.173
Minimum	-19.53	-	-	-.1746	-	0	8.06
Maximum	17.77	20.55	0.291	0.507	0.288	1.543	10.77
VIF	1.26	1.46	1.20	4.18			

(Source: Data has been collected from company's annual report. Results are obtained from those data by using Stata)

The descriptive statistics of the listed companies in the Food and Allied sector are provided in Table 1. In the empirical model of intellectual capital efficiency, ROA represents profitability which is regarded as a dependent

variable. ROA's deviation value is low suggesting a similar profitability scenario between the 15 Food and Allied companies. It offers a rare opportunity to research the effect of intellectual capital with homogenous profitability positions on their financial results. HCE has the highest standard deviation value among the VAIC elements, suggesting a disparity in the effectiveness of human resources across the food and allied companies. The average value of leverage (.2313) is low. It indicates that listed companies are capable to meet the financial obligation. On the other hand, firm size is large. Firm size positively affects profitability.

On average, value-added intellectual capital efficiency (VAIC) is 3.67 and the standard deviation is 4.8. It can be observed that the overall efficiency for the VAIC demonstrates differences across the food and allied industries as the minimum value is -19.53 and the maximum value of this value is 17.77. For HCE, the mean is 2.84, the lowest value is -20.55 and the highest reported amount is 16.45 over five years, from 2015 to 2019. This stipulated that the firm with a value -20.55 pays workers with no payback for their losses. The average value is poor, which indicates that most companies have the same inefficiency. The default variance value was 4.74 and confirms that the values were spread around the companies. The mean values for the SCE and the CEE were also 0.701 and 0.132 respectively. The values of standard deviations (0.379, 0.13) were all lower than the mean as a good indicator.

### Correlation Analysis

In this study, the Pearson correlation test explores the correlation between the dependent variable and the independent variable. In the case of a major correlation, the frequency of such a correlation is demonstrated; according to Cohen, the absolute correlation's ( $r$ ) value is considered to be less than 0.1; the absolute value of  $r$  between 0.1 and 0.3 to be considered medium, and last but not least the absolute value of  $r$  above 0.5 to be strong. The correlation of Pearson also suggests the orientation of the relationship.

**Table-2: Correlation Analysis**

	ROA	HCE	SCE	CEE	VAIC	Leverage	Size
ROA	1						
HCE	0.565427	1					
SCE	-0.12571	-0.08599	1				
CEE	0.889777	0.552717	-0.17948	1			
VAIC	0.573795	0.996915	-0.01099	0.560078	1		
Leverage	-0.56891	-0.18709	-0.00298	-0.48905	-0.19885	1	
Size	0.68455	0.428143	0.075903	0.769685	0.450692	-0.29742	1

Source: Data has been collected from company's annual report. Results are obtained from those data by using Stata

Table 2 revealed statistically significant correlations of all variables except for VAIC and SCE; ROA and SCE; SCE and Leverage; HCE and SCE; and VAIC and Leverage. A low coefficient of correlation between HCE and SCE = -0.08599 is observed; the coefficient of correlation between HCE and CEE = 0.552717 is strong. Besides, table 2 shows that the ROA ( $r = 0.573795$ ) and the independent CEE variable with  $r = 0.889777$  are both the most favourable relationship with VAIC. No major ( $> 0.90$ ) correlations between any of the VAIC components were shown to demonstrate that this model does not suffer from problems of homogeneity.

### Regression Analysis

To analyse the relationship between the ICE and its dimensions; HCE, SCE, and CEE and Return on Asset (ROA) as a dependent variable, with the presence of the control variables; firm size and leverage. The key and subsequent hypotheses are analysed as shown in Table.

Table 3 and 4 represent the effect of the independent variable (VAIC) on ROA. The value of R2 is 68.73%. It indicates that the change in independent variables is accounted for 68.73% of the variations in ROA. It represents that VAIC explains a large amount of variations of ROA. The overall model is significant as F-value (0.00) is less than 0.05.

**Table-3: Regression Analysis ( VAIC and Firm Performance) (1)**

Number of obs	67
F (5, 61)	46.16
Prob > F	0.0000
R-squared	0.6873
Adj R-squared	0.6724
Root MSE	.05454

Source: Data has been collected from company's annual report. Results are obtained from those data by using Stata

**Table-4: Regression Analysis( VAIC and Firm Performance) (2)**

ROA	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]
VAIC	0.0059954	0.0015711	3.82	0.000	.0028558 .009135
Leverage	-0.0919041	0.0179324	-5.13	0.000	-.1277393 -.056069
Size	0.0623813	0.0116351	5.36	0.000	.0391303 .0856322
_cons	-0.5201703	0.1051938	-4.94	0.000	-.7303834 -.3099572

Source: Data has been collected from company's annual report. Results are obtained from those data by using Stata

Therefore,

$$ROA = (-0.5201703) + 0.0059954 \text{ VAIC} + 0.0919041 \text{ Leverage} + 0.0623813 \text{ Size}$$

The effect of VAIC on ROA has been measured through OLS regression. It was found that VAIC has a positive and significant relationship with ROA. It indicates that if a company's intellectual capital is more efficient, it will improve the company's profitability. Food and Allied sector is mainly manufacturing sector in Bangladesh. Therefore, efficient intellectual capital can play a significant role to flourish the company's performance. Leverage has a significant negative relationship with ROA. It indicates that if the company has more debt, it has a negative effect on profitability. Firm size has a positive relation with ROA. It represents that a large firm is more profitable than small firms.

Table 5 and 6 represent the overall effect of independent variables (HCE, SCE, and CEE) on ROA. The value of R<sup>2</sup> is 82.72%. It indicates that the change in independent variables is accounted for 82.72% of the variations in ROA. It represents that independent variables explain a large number of variations of ROA. The overall model is significant as F-value (0.00) is less than 0.05.

**Table-5: Regression Analysis (VAIC's Components and Firm Performance) (1)**

Number of obs	67
F (5, 61)	58.39
Prob > F	0.0000
R-squared	0.8272
Adj R-squared	0.8130
Root MSE	0.04121

Source: Data has been collected from company's annual report. Results are obtained from those data by using Stata

**Table-6: Regression Analysis (VAIC's Components and Firm Performance) (2)**

ROA	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]
HCE	0.0025863	0.0012923	2.00	0.050	2.11e-06 .0051705
SCE	0.0021215	0.0146677	0.14	0.885	-.0272085 .0314514
CEE	0.4965111	0.0769837	6.45	0.000	.3425727 .6504495
Leverage	-0.0465548	0.0152557	-3.05	0.003	-.0770604 -.0160492
Size	0.0044689	0.0129401	0.35	0.731	-.0214064 .0303443
_cons	-0.0545929	0.1072812	-0.51	0.613	-.2691149 .1599291

Source: Data has been collected from company's annual report. Results are obtained from those data by using Stata

Therefore,

$$ROA = (0.0545929) + 0.0025863 \text{ HCE} + 0.0021215 \text{ SCE} + 0.4965111 \text{ CEE} + (0.0465548) \text{ Leverage} + 0.0044689 \text{ Size}$$

The impact has been measured between VAIC components and profitability. The empirical results reveal an almost significant and positive relation between HCE and profitability companies as measured by ROA. The effect on ROA of the CEE was shown to have similar effects. However, SCE has an insignificant relationship with ROA of the organization. In contrast to human and physical capital, structural capital is the least important factor. Among the control variables, leverage has a significant negative relationship with ROA.

#### Z test:

Z test was used to test the hypothesis in table 7. After conducting Z test, it



can be concluded that VAIC was discovered to have a favorable and substantial connection with ROA. Therefore, the null hypothesis is rejected. It implies that increasing the efficiency of a company's intellectual capital will increase its profitability. Bangladesh's food and allied sector is mostly a manufacturing sector. As a result, effective intellectual capital may play a vital role in enhancing the company's success. According to Z test, ROA has a considerable negative association with leverage. It demonstrates that increasing the company's debt has a detrimental impact on profitability. ROA is positively related to firm size. It denotes that large corporations are more profitable than small businesses.

**Table-7: hypothesis testing through Z test ( VAIC and Firm performance)**

ROA	Coef.	z	P> z	[95% Conf. Interval]
VAIC	0.0059954	-4.62	0.00001	.0028558 .009135
Leverage	-0.0919041	-5.51	0.00001	-.1277393 -.056069
Size	0.0623813	-4.46	0.00001	.0391303 .0856322
_cons	-0.5201703	-5.49	0.00001	-.7303834 -.3099572

The hypothesis of VAIC components and profitability has been assessed in table 8. The empirical findings show a nearly substantial and positive relationship between HCE and company profitability as evaluated by ROA. The CEE's influence on ROA was demonstrated to have comparable effects. However, SCE has a negligible link with the organization's ROA. Structured capital, in comparison to human and physical capital, is the least essential aspect. Leverage has a substantial negative relationship with ROA among the control variables.

**Table-8: hypothesis testing through Z test (VAIC components and Firm performance)**

ROA	Coef.	z	P> z	[95% Conf. Interval]
HCE	0.0025863	-4.8	0.00001	2.11e -06 .0051705
SCE	0.0021215	-4.99	0.00001	-.0272085 .0314514
CEE	0.4965111	-4.35	0.00001	.3425727 .6504495
Leverage	-0.0465548	-5.3	0.00001	-.0770604 -.0160492
Size	0.0044689	-	0.00001	-.0214064 .0303443
_cons	-0.0545929	-5.05	0.00001	-.2691149 .1599291

## Discussion

The study analysed the link between ICE and ROA among Food and Allied companies in DSE between 2015 and 2019. The current research distinguishes three dimensions of ICE; HCE, SCE and CEE, as components of the VAIC model. The study has given the presence of all the basic assumptions involved, normality and multicollinearity among all independent variables before hypotheses were tested. The HCE mean value reveals that only 2.84 per 1 taka have been spent on workers in Food and Allied companies over the five years observed. Besides, inefficiency is exploited in the mainstream of the Food and Allied companies because wages are very high as opposed to the value generated (profits from loss). This can also be argued that businesses can not generate value when they are suffering from net loss. Thus, businesses that suffer from net loss cannot handle their human resources efficiently and therefore have problems and questions about their continuity. The SCE had a negative minimum value, which suggested that the company could lack innovative resources or capital. The mean value for CEE has been as low as that for the Food and Allied companies generated low value-added from a Taka that spends on CE, as compared with the other two components of VAIC. Furthermore, the mean value of the ROA indicates that Food and Allied companies are profitable.

Consequently, the results indicate that the strongest correlation between the CEE and the ROA, implying that from physical and financial capital the highest value according to disclosed information recorded. Furthermore, it is recommended that HC should be an especially important component of IC. Therefore, Food and Allied firms benefit from their experience and knowledge, as these workers are valuable assets that should not be ignored, that should increase efficiency and stay competitive on the market.

The results from regression in the Table 4 and 6 indicate that for the food and Allied sectors in Bangladesh, the model built based on Pulic's intellectual capital components are significant. VAIC proves to be a good indicator of the profitability of Food and Allied firms. VAIC has a positive impact on firm performance in all situations ( $\beta = 0.0059954$  for ROA). This would mean a rise to one Taka of VAIC in ROA by 0.0059954 Taka. Hypothesis 1 is also accepted. For the company to exert its effect on firm performance in Bangladesh, components of the VAIC model were empirically checked. The results given in the Table showed mixed results. HCE showed a positive impact on each aspect of profitability in the food and allied industries ( $\beta = 0.0025$  for ROA). Hypothesis 2 is therefore authorized.

SCE is VAIC's second part. Table 6 regression results show that SCE's relationship with the organisational performance for the food and allied

sector is insignificantly positive ( $\beta = 0.0021215$  for ROA). These findings were unable to accept the corresponding hypothesis. The hypothesis is denied.

The study's final hypothesis was formulated to explore the possibility of a favourable relation between CEE and the profitability of the food and allied companies. Table supports the hypothesis as CEE has an important positive relationship with both profitability predictors ( $\beta = 0.4965111$ ). However, these findings provide us with ample evidence to endorse Hypothesis. This contributes to the acceptance of the hypothesis. In both models of intellectual capital, two control variables were also used. Between the two variables of influence, the leverage for the food and allied industry had a negative relationship with ROA. Firm size has a positive relation with ROA.

This study contributes by understanding the ICE principles and bridges literature gaps, confirms the positive relationship between ICE and ROA in the developing country in particular. The findings may be used to advance awareness in this area of study by future researchers. This serves as an extension to a resource-based perspective as a management framework that defines the strategic resources to enable any business to achieve sustainable competitive advantage and higher market value by bringing the comparative advantages. The findings, therefore, allow managers to control their resources more effectively.

### **Conclusion and Recommendation**

Organizations are constantly facing global competition as a result of globalization. The knowledge and experience of a company must be seen as a vital strategic resource to develop and maintain its competitive advantage.

This study examined the effect of intellectual capital on the organizational performance of Bangladesh-based food and allied companies. Consequently, Pulic's VAIC model was used to measure intellectual capital efficiency. ROA was used to measure organizational performance. Data from a survey of 15 food and allied companies were carried out for the present analysis. In total there is a strong indication that IC is a significant determinant of the food and allied company's income in Bangladesh from empirical evidence, which based on the progressive study of regression analysis between IC and the profitability of banks. It adds considerably to the current literature of intellectual capital efficiency and increases the generalizability of Pulic's VAIC model in a developing country. Statistical findings show the effect of value creation factors on financial efficiency. CEE has the greatest effect on firm performance among the components of intellectual capital. The results of the study comply with the previous study.

Intellectual capital can play a significant role to improve firm performance. Therefore, for achieving a greater degree of profitability, food and allied companies operating within Bangladesh can use their financial and physical resources. Where the regulatory authority promotes reporting and invests in intellectual capital through compulsory disclosures, tax incentives and interest rates for IC-related ventures, thereby affecting the investor's attitude in the sense of IC productivity and investment decision making, organisation's performance at a higher level may be enhanced.

For potential studies, the travel and leisure and service-related companies, as they have an extensive area of expertise, skills and partnerships, should be studied. The competitiveness of those institutions will rely critically on human intellectual capital's quality and how much the industry can draw on these talents in an increasingly complex and liberal environment. Organizations should be concerned with daily training and improvement of workers and with maintaining their favourable working places. In the end, future studies could replicate the study and broaden the sample to include the food and allied sector and lead to comparison in various countries. This enrichment not only extends sample sizes but also offers an outstanding opportunity to compare the various populations directly.

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## Human Security: A Study on Nazrul's Selected Poems

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**Abstract:** Kazi Nazrul Islam's works covering so many genres of literature e.g., poems, short stories, novels, dramas, essays, ghazals, numerous songs in addition to a lot of nationalist activisms make him the National Poet of Bangladesh, the great poet of peace and humanity on the global plane. Though many years have passed, the creations of Nazrul are estimable till today, as these are so meaningful and appealing for global peace and humanity. From this point of view, Nazrul's contribution can undoubtedly be recognized as a symbol of good lessons of humanity and human security in world politics. Besides, Nazrul may be regarded as a role-model for the global peace initiative. Therefore, this paper aims at identifying human security and global peace in literature examining Nazrul's selected poems which are significant messages for the 21st century. This paper is based on both primary and secondary data analyses through journals, books, magazines and websites related to the topic of the study. The paper reveals that Nazrul by his poems strongly accentuates human security for the common mass from all kinds of vicious forces by energizing the subjugated people to seek freedom and dignity raising stern voice against all sorts of oppressions. From this paper, the readers, it is expected, will obtain an enlightened picture of Nazrul's contribution to human security and global peace in the 21st century.

**Keywords:** Kazi Nazrul Islam, Nazrul's philosophy, equality, human security, global peace.

### Introduction

Poets use their imagination and artistic expression in discovering the newer meaning of life and the other related matters that can be very essential and influential in human life and living. The present world in the 21st century is riddled with poverty, inhumanity, political instability and conflicts for many reasons which are disadvantageous to human security. Establishing human security and peace are the growing concerns all over the world (Hoque & Uddin, 2016). Nazrul Islam raised his voice for the rights of the poor and against the anomalies and animosities, conflicts and injustices inflicted upon them, and it is in the way that he emphasized human security and global peace through his writings. Nazrul was all hatred for unfairness, injustice and oppression against humanity. Equality was the uppermost in his mind to strengthen which he has made significant contribution. He attempted to find a solution to the problem of subhuman condition of the poor. He not only railed against injustice, inequalities, oppression, exploitation, and violence faced by the people but also raised his trumpeting voice

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against all these. His poem "Bidrohi" in 1922 voiced his challenging attitude and fierce resistance to all forms of repression and suppression (Islam & Arefin, 2017). Kazi Nazrul Islam launched active initiative in motivating the general people to raise voice against the British rulers and joined the Bengal state unit of the Indian National Congress. In this regard, Nazrul organized the "Sramik Praja Swaraj Dal"--a new political party that worked for national independence and the peasant masses. Thus Nazrul's was a struggle simultaneously against foreign rule, communalism, imperialism, colonialism, fundamentalism, suppression and exploitation (ibid). He is frequently referred to as the poet of peace and humanity in the twenty-first century for his achievements (Haque & Talukder, 2019). The contribution of Kazi Nazrul Islam to promoting global peace and human security is indisputable. His poems, songs, and various other literary works are paramountly important and significant to mark his extra-ordinary contribution to Bangla literature with regard to annihilating the factors and agents antagonistic to the peaceful and secure existence of human life and security. Therefore, the findings of this research may contribute to the existing literature on human security and portray a picture of Nazrul's contribution to human security and global peace in the 21st century.

### **Research Objectives and Questions**

Taking the above prelude into consideration, the main objective of the study is to identify and explore the contributions of Kazi Nazrul Islam in the arena of global peace and human security. The two main research questions -a. what is the importance of Nazrul's contribution to global peace and human security and b. what have been contained about these two aspects in his poems may be formulated in order to examine the objectives of this study. Therefore, it focuses on two aspects in particular. First, it aims to assess the general understanding of human security, and secondly, it aims to investigate Nazrul's creation, particularly some of his selected poems, to assess his contribution to these two very indispensable and significant aspects of human civilization: global peace and human security.

### **Research Methodology**

While preparing this paper, the qualitative philosophical technique of research and both primary and secondary data are engaged. Primary data includes Nazrul's literary works while secondary data includes the various books, journals, published research works, magazines and websites related to the research topic of the study. At many places of the article indirect quotations of Nazrul's selected poems have been used from his writings translated by Kabir Chowdhury, Sajid Kamal, Mujibul Haque and others. The process of qualitative data analysis has been emphasized because it is analytical and exploratory in nature. Though majority of Nazrul's poems are concerned more or less with equality, peace, and social justice, in this



article, we have discussed some of his selected poems to elicit information about his contributions to human security and global peace.

### **Rationale of the Study**

Peace is considered as the non-existence of threats and conflicts whilst security is comprehended as the protection against these threats and conflicts. A peaceful society requires overall tranquility and security in all time. But as Jacobs noted, these “can only be achieved by a comprehensive, integrated approach that addresses the roots of violence and disharmony in all forms—political, military, economic, social, cultural and ecological” (Jacobs, 2016). Although the advancement of peace and humanity in the world during the ages is worthy due to the progress of human relations, economic development and human rights, the model of global peace and humanity are still vague and remote on the one hand, but on the other, insecurity and violence due to massive invention of nuclear weapons in the world and the ominous portends of their use constitute constant threat to social coherence. People’s fundamental and human rights as well as freedom are being infringed upon and snatched away by many totalitarian governments in many democratic states of the world. In this milieu, to eliminate conflicts, to establish human rights and rule of law, to protect humanity and human security, to promote global peace, to prevent nuclear wars and nuclear proliferation, to diminish social and economic inequality, and to safeguard the ecological balance, non-violence resolution, love and peace for all must be attained by the political leaders in the world of the 21st century –a fact rightly indicated and strongly vindicated by Nazrul many years before. Research is required to justify the propriety of Nazrul’s philosophy on global peace and human security by studying his selected poems. Therefore, the extent of the debate of this paper concentrates on Nazrul’s creations that have great inspiration in quest of global peace and human security in the 21st century.

### **Literature Review**

Hasan (2021) reveals that Nazrul, like Césaire, articulated resisting voices powerfully in his poems in the context of colonial subjugation, occupation and oppression. Haque (2016) examines that Nazrul’s writings were full of revolutionary messages that stirred up the spirit of freedom amongst the grass root level toiling masses resulting in enraging the British government against Nazrul. She reveals that Nazrul’s poetry played a crucial role in uniting the oppressed and inculcating in them an intense sense of nationalism. By examining Nazrul’s poems 'Bidrohi' (The Rebel) and Shelley’s 'Ode to the West Wind,' Haque (2019) depicts the poets’ voice against corruption and abnormalities in society. He explains that both the poets speak out against corruption, which afflicts nearly every civilization and stymies

development by compromising basic human connections. Rokanuzzaman (n.d.) discusses how Nazrul's literary works contributed to the elevation of Bengali Muslim literature in the nineteenth century. Hoque and Uddin (2016) explore how in literature Nazrul deals with poverty and begging on the basis of a true reflection of Islamic paradigms to find a solution to the problems. Islam and Arefin (2017) identify Nazrul's contributions against inequality and inegalitarianism in the society of the 20th century. They show that Nazrul's poems strongly emphasize the confluence of the roles of both sexes and their equal importance to human life. After reviewing the existing literatures, this study, however, finds that the earlier ones did not explore the role of Kazi Nazrul Islam in advocating human security in line with the perspective of the 21st century, and therefore, makes an aspiring attempt to make a humble contribution in this regard.

### **Assessing Human Security**

Human security construes protecting people from all plausible threats and situations and ensuring their fundamental freedoms. Human security combines three freedoms e.g., freedom from fear, freedom from want and freedom from indignity. "Human security entails safeguarding fundamental liberties. It entails defending people against serious and pervasive challenges and conditions while also enhancing their strengths and desires. It also entails establishing structures that provide individuals with the necessities for survival, dignity, and livelihood. It proposes two general techniques to do this: protection and empowerment. People are shielded from risks via protection. Empowerment allows people to reach their full potential and participate fully in decision-making." (UN Commission on Human Security, 2003, p. 4). Human security enhances human rights and consolidates human development (Human Development Report, 1994). In broader sense, human security means the security of people against plausible threats to the fulfillment of their basic needs. To assess human security and identify elements that undermine it, a variety of indicators are used. The UN Progress Program's Human Development Index (HDI) measures key markers of human development, such as living a long and healthy life, being knowledgeable, and having a fair standard of living (UNDP, n.d.). The Institute for Economics and Peace's Global Peace Index (GPI) includes 23 measures of the absence or fear of violence across three thematic domains. The first is concerned with the scope of continuing local and foreign conflict. The second factor is the level of perceived criminality in society, political instability, and the percentage of refugees and internally displaced people. Finally, indications spanning from military to civilian are used to determine the degree of militarization (Institute for Economics and Peace, 2019).

## **Threats to Human Security in the 21st Century**

Human security is confronted by a plethora of threats in today's society, and these concerns essentially cut across a wide range of topics. These are some of them:

### **Conflicts of Violence**

Armed conflict has posed a serious threat to many people around the world, and is thus an ominous indication of the violation of human security. The Uppsala Conflict Data Program (UCDP) reports "a state-based conflict results at least 1000 battle-related deaths in a single year" (cited in Lautensach & Lautensach, 2020). More recently Russia launched a military invasion into Ukraine on February 24, 2022, resulting in roughly 3,000 civilian casualties, displaced over seven million people, and pushed another five million Ukrainians to flee to neighboring nations. (Conflict in Ukraine, 2022). According to the Armed Conflict Location & Event Data Project (ACLED) there were 30,936 confirmed fatalities in 2020 in Afghanistan (Countries Currently at War, 2022). In November 2020, conflicts over a northern border between Ethiopian and Eritrea have erupted and spread to Sudan and Somalia (ibid) resulting over 9,000 people deaths (ibid). In the Mexican Drug War between 2006 and 2021, at least 350,000 people have died (ibid). In the Yemeni Civil War begun in 2014 more than 140,000 people have died (ibid). The border dispute between India and Pakistan, the conflict between Iran and Israel (Pettersson et al., 2019), the strained relationship between North and South Korea, and tensions over the South China Sea, have long been viewed as major causes of state-based conflicts in these areas. Besides, conflicts between the Lord's Resistance Army and the Sudan People's Liberation Movement, land disputes between the Kikuyu and Kalenjin ethnic groups in Kenya, numerous inter-rebel disputes in Syria, inter-cartel violence in Mexico, communal conflicts in Nigeria have long been contributed to increased non-state violence (Pettersson et al., 2019; Human Security Research Group, 2014, pp. 95-98, Lautensach & Lautensach, 2020).

### **Vulnerability of the State**

Barriers to political participation and bad living conditions sometimes drive people to join rebel forces in many countries (Walter, 2004, p. 385). For example, as the economic situation in Sri Lanka deteriorated in recent months, protests erupted all over the country (Abeyagoonasekera, 2012). Political complaints, such as huge protests in Iran in 2019, Egypt in 2011, Russia in 2021, and Zimbabwe in 2018 over vote manipulation in presidential elections, and in Hong Kong in 2019 against a government-proposed extradition bill, led to violations of fundamental freedoms by the states

(cited in Lautensach & Lautensach, 2020). Dissatisfied citizens battle for their rights in numerous countries, as seen in the Ethiopian war (1976-1985), the Nigerian war (1967-1970), the conflict between Hindus and Muslims in India and the conflict between Shiites and Sunnis in Iraq (ibid). The world recently watched a military assault in Rakhine State of Myanmar by the military junta. This military operation in Rakhine State has compelled the great multitude of Muslim Rohingyas (more than 742,000) to seek refuge in Bangladesh (UNCHR, 2019) leaving back their belongings, nay, homestead which is more precious than gold as upheld by the Nobel Laureate Rabindranath Tagore in his celebrated poem 'Dui Bigha Jami' (Two Bighas of Land).

### **Poverty, Inequality and Health Related Issues**

Inequality and poverty are prevalent in many parts of the world today. According to Hardoon (2015), the global divide between rich and poor is widening with only 1% of the population owning nearly half of the world's wealth. Inequality has a negative influence on the economy and social fairness in the developing nations. Poverty is a major concern in the third-world countries, which is why they are referred to as "third world." According to the Global Multidimensional Poverty Index (Global MPI), middle-income countries are home to the majority of multidimensional poor people (72 percent). According to the United Nations Food and Agriculture Organization (FAO), nearly all hungry people, 780 million, live in developing nations (Source: Internet). People became dissatisfied and rioted when their living conditions were unequal due to government favoritism and corruption (DeRouen & Heo, 2007, p. 16), for example, white farm ownership has sparked problems in Zimbabwe and South Africa. Moreover, Somalia, Syria, South Sudan, Yemen, North Korea, and Sudan have people's unrest due to the highest levels of corruption (Transparency International, 2019). Economic inequalities, the high price of food, inflation and unemployment have a negative impact on the general public's living standards, resulting in widespread unrest. For example, Sri Lanka's economy has been in decline in recent years resulting in widespread turmoil, Venezuela's economy is in collapse resulting in significant upheaval in the same fashion. The health system is at risk in low-income countries during Corona Virus pandemic that causes people's unrest everywhere in the world. For example, corona virus has a far higher death rate of more than 18%, and the total number of deaths has now surpassed 100,000 (cited in Miner, 2020). According to the World Bank, approximately 11 million people in East Asia are expected to slip into poverty with many more in South Asia (The World Bank, 2020a). Coronavirus has had an extraordinarily negative influence on the worldwide economy, global supply networks, and global markets (Covid-19 and Human Insecurity, 2021)

### **Nazrul's Thought on Human Security**

Due to political competition between global military alliances, particularly the two opposing military blocs of the United States and the Soviet Union, the United Nations Organization (UNO), as well as many other international organizations dedicated to maintaining peace, security, and ensuring human rights around the world, have slipped. The world community is concerned in the twenty-first century about the escalating tensions of several cold wars erupting in various parts of the globe as well as the growing threat posed by nuclear weapons proliferation (Jacobs, 2016). In this milieu, Nazrul offers peace and love to tackling conflict and violence to change the world. Nazrul's had a convincing realization of the situation we are in today and a strong advocacy of how we can respond to the challenges we are facing. Nazrul's poems emanate from the very core of his heart--a heart tremendously shaken at the danger looming large out of the power-game and provide the basis for what today we would call a sustainable society and way of life. Nazrul's message of peace and love holds the key to human survival in the 21st Century ensuring security of life and property. The following aspects of Nazrul's philosophy—that may be attributed to constitute human security and global peace—have been focused upon to attain the objectives of the research.

### **Nazrul's Thought on Oppression and Humanity**

Kazi Nazrul Islam's poem 'Bidrohi' (The Rebel) published in 1922 is fully impregnated with the elements of revolution against aggressions of all descriptions. It is a poem that makes bold assertions against all forms and forces of oppression around the world. In the poem, Nazrul takes the essence of Nature to learn the real essence of life, and thus, he shows love and empathy for the poor who are deprived and oppressed. Some famous lines from Bidrohi has impressed the readers forever.

I am the unutterable grief  
 I am the throbbing ten  
 I am the wild fire on the woods,  
 I am Hell's mad terrific sea of wrath!  
 I ride on the wings of lightening with joy and profundity,  
 I scatter misery and fear all around,  
 I will bring earth-quakes on this world! "(8th stanza)  
 (English translation by Kabir Choudhary, available at: [https://en.wikipedia.org/wiki/Bidrohi\\_\(poem\)](https://en.wikipedia.org/wiki/Bidrohi_(poem))).

Nazrul celebrated human creative powers in this work, asserted his beliefs in the individual human capability for heroic action, equal rights and human unity, and thus called for rebellion against all forms of oppression. He says:

Weary of struggles, I the great rebel,  
 Shall rest in quiet only when I find  
 The sky and the air free of piteous groans of the  
 Only when the battle fields are cleared of jingling bloody sabres  
 Shall I, weary of struggles, rest in quiet,  
 I am the rebel eternal,  
 I raise my head beyond this world and,  
 High, ever erect and alone! "(Last stanza)"

(ibid)

Until today, this poem has played a key role in stirring people and making them aware of society and politics. Even now, Nazrul's strong defiance and steadfast protest against all kinds and forces of oppression around the world continues to inspire youths. He writes:

"Say, Valiant,  
 Say: High is my head!  
 Looking at my head  
 Is cast down the great Himalayan peak!  
 Say, Valiant,  
 Say: Ripping apart the wide sky of the universe,  
 Leaving behind the moon, the sun, the planets  
 and the stars  
 Piercing the earth and the heavens,  
 Pushing through Almighty's sacred seat  
 Have I risen,

I, the perennial wonder of mother-earth!  
 The angry God shines on my forehead  
 Like some royal victory's gorgeous emblem."

(English translation by Kabir Chowdhury available at: <https://www.bookphat.com/2018/03/english-version-of-all-poems-of-nazrul.html>)

These eternally ingrained lines for revolution made Nazrul an extra-ordinary figure who left the contemporary beaten track to sing the rebel tune and sought to confront and combat oppression of all forms with the iconic declaration "Ami aponare chara korina kahoro kurnish" (I don't salute but myself)-what a boldly unprecedented assertion underscoring the glorification of one's conviction in the invincible strength and capacity of the self!

Following the First World War, socialist movements struck a chord with Nazrul and gave his creative sensibilities new dimensions. This poem was written when India was under the tight grip of the British colonial rule and the people desperately wanted to get rid of their hard bondage. To inspire them, to motivate them and to activate them, Nazrul fell nothing short of

making no indistinct clarion call through his writings. When Mahatma Gandhi started the non-cooperation movement to bring a cessation to the British Empire from India, simultaneously came Nazrul's poem 'Bidrohi' to make the people brave, enthusiastic and firm enough to eradicate the root of the British Raj from India (Haque, 2016). The poem is still pertinent today, when global scare tactics have silenced ordinary people's voices. During the Liberation War of Bangladesh in 1971, this poem became one of the fountain sources to reinforce and reinvigorate the Bengalis in fighting against the Pakistan regime. During the war, another poem (Karar Oi Lowho Kopat-Iron Gate of the Prison) by Nazrul was broadcast on Swadhin Bangla Betar Kendra:

Destroy those iron gates of prison,  
demolish the blood-stained stony altars  
of chain worshipping!

(Karar Oi Lowho Kopat, Translated by Sajed Kamal, available at:  
<https://www.icnazrul.com/index.php/nazrul-s-work/poems/36-poetry-lyrics/48-those-iron-gates-of-prison-karar-oi-louho-kopat>). Moreover,

The trick of wearing this chain  
The trick of wearing this chain of fashion  
After this chain  
I will make chains for you.

(Ei shikal pora chal, Translated by the authors).

His mass songs have galvanized peasants, workers, students, and the general public of the country to join the liberation struggle. There from ensued the courage to wage war, direct and unflinching, against the invading Pak-army (Rahman, 2021). His music and poems were used as a weapon in the struggle to save the lives of the hungry, naked and destitute who were deprived of their rights. Kazi Nazrul is a shining example of non-communal aura of life. He says, 'I am the glorious sign of man's victory' (The Rebel, 112). The last two lines of the poem, "Ami-chiro-bidrohi-bir--Ami bishwo charaye uthiachi eka chiro unnoto shir" (I am a Rebel, forever, I have risen beyond the world to be an ever-erected head) -is a soliloquy of a child who confronts the oppressing army in Palestine, holding up its inherent mode of protest against all forms of oppression (Chowdhury, 2021). Nazrul in his poem 'Anandomoyeer Agomone' (Coming on Anandamoyee) shows his insurmountable revolutionary spirit saying:

"How much longer will you  
Stay hidden behind a clay statue?  
Heaven today is subjugated by merciless tyrants.  
God's children are getting whipped,  
Heroic youth hanged.

India today is butchery when  
 Will you arrive, O Destroyer?  
 God's soldiers are serving terms of hard labor  
 Exiled to desolate islands.

Who will come to the battlefield?

Unless you come with your sword in your hand.

(Coming on Anandamoyee, translated by Sajed Kamal, available at:  
<http://dukhumiah.blogspot.com/2010/05/bidrohi-english-translation.html>.)

### **Nazrul's Thought on Women's Rights**

Nazrul has created a poem about the rights of women. His noteworthy poem 'Nari' (Women) shows respect to women, establishes equality and obliterates the gap between men and women as well. He advocates and proclaims:

I don't see any difference  
 Between a man and a woman  
 Whatever great or benevolent  
 That are in this world achievements  
 Half of that was by a woman  
 The other half by man.

(Translated by Sajed Kamal. The Daily Star, 24 May 2003 cited in: Haque, M. A., and Talukder, T., (2019).

In these lines, Nazrul's hearty concern about women's right on equal plane with man has been embodied. Nazrul sincerely believes that women need to have the same right as do men.

Nazrul's is a tremendous leap forward- surely an unprecedented one-in the prevailing condition of the society as captured in his poem 'Birangana' (Prostitute) by which Nazrul makes the Birangona women as a nexus of women in society by investing them with the appellation 'mother'. He considers that every woman should be respected irrespective of the station of life or vocation that is pursued by her, be she is a prostitute. His conception is quite clear, unshadowed and unambiguous as he remarks that -they are the victim or creature of the social set-up. His thoughts are indisputably appropriate regarding the prostitutes and he has championed that ideal before the world. Nazrul's respect for prostitute is expressed eloquently through his poem 'Birangona' where he says:

Who calls you a prostitute, mother?  
 Who spits at you?  
 Perhaps you were suckled by someone  
 As chaste as Seeta...  
 And if the son of an unchaste mother is illegitimate



So is the son of an unchaste father.  
 (Translated by Sajed Kamal, available at: [http://dukhumiah.blogspot.com/2010/05/blog-post\\_7965.html](http://dukhumiah.blogspot.com/2010/05/blog-post_7965.html))

This is the glorification of Nazrul's respect and compassion for the group socially ostracized as prostitutes. This poem clears that Nazrul is certainly an advocate for the emancipation of women (Haque, 2016). This is an emancipation of women in general, nay, women of the socially hated and disrespected group. There may hardly be a better illustration.

### **Nazrul's Concern for the Poor**

Nazrul writes about peasant or farmers who produce food for all, but are themselves victims of poverty. Nazrul reminds all, so-called elite of the contribution of the peasants made with the sweat of their brow. He inveighs:

Do not call a peasant ignorant  
 and scorn him so;  
 none of us survive  
 if this farm-hand were to go.  
 Scorching in the sun, drenching in the rain,  
 Day and night-all the same,  
 He gives us food to feed our hunger  
 Yet never driven by fame.  
 Peasant: (krisok)

Lower-level thieves and dacoits, according to Nazrul, are preferable to those large thieves and dacoits who steal from people's money. In the poem, Chor Dakat (Thief and Robber) Nazrul calls the lower-level thief and dacoit as his friends who steal from those big thieves and dacoits who steal from people's money and country's treasury. Those corrupt people, according to Nazrul, are horrible frauds who steal the money of ordinary people and cause poverty via their atrocious corruption. We may consider recent events in Bangladesh, such as share market scam, high price of daily commodities, bank loan scams such as P K Halder's involvement in siphoning off around Tk 10,000 crore (Sarkar and Uddin, 2021) and so on. Nazrul asserts:

Who calls you a bandit friend, who calls you a thief?  
 Bad robbery all around, the kingdom of thieves!  
 Thieves and robbers are judged by which Dharmaraja?  
 Ask, who is not a bandit around the world today?  
 (Translated by the authors, Chor Dakat: lines:1-7)

Nazrul attempted to build bridges with the people who are poor, oppressed, insulted and humiliated. He proclaims –

I am the pining soul of the lovesick,  
 I am the bitter tears in the widow's heart,  
 I am the piteous sighs of the unlucky!  
 I am the pain and sorrow of all homeless sufferers,  
 I am the anguish of the insulted heart,  
 I am the burning pain and the madness of the jilted lover!  
 (The Rebel, lines 82-87)

There can be no more comprehensive, no more pervading, no more inclusive fellow-feeling for the destitute and down-trodden of any denomination. What a heart burgeoning with love for the luckless and promiscuous multitude! Nazrul's poem 'Shahidi Eid' in 'Bhangar Gaan' is a great exponent of the safeguard that Islam provides for the down-trodden and the have-nots as it remarkably underscores the imperative of sacrifice of life and property for the betterment of the poor in negation of self-interest that obliterates one's right to the abode in heaven. The poem enshrines his firm faith in the Islamic ideology that the man propelled by personal gains is no Muslim at all, but a deceitful hypocrite because Islam enjoins on all to live and let live. He seethes with anger when he gives vent to his strong criticism that only wearing fashioned Islamic dress and saying so-called prayers will be rendered into futility if one recurses to amassing wealth close fisting oneself from helping the poor.

### **Nazrul's Thoughts on Justice and Equality**

Nazrul volunteers to take upon himself the role of the ultimate destroyer of all evils and odds of the society. He tries to establish a humanitarian society free from all kinds of injustice and oppression where everyone can enjoy the same freedom. To attain this destined goal calls for the gigantic personality of a freeman, free forehead which Nazrul did command undoubtedly.

I the great rebel,  
 I am the rebel eternal,  
 I raise my head beyond this world,  
 High, ever erect and alone!  
 (The Rebel, 147-150). (translated by Kabir Choudhary, available at:  
[https://en.wikipedia.org/wiki/Bidrohi\\_\(poem\)](https://en.wikipedia.org/wiki/Bidrohi_(poem)))

Having given vent to his unstinted determination as contained above, Nazrul makes a brilliant exposition to the seething desire burning within him for the creation of an egalitarian society based on freedom from tyranny, inequality, injustice and on universal love. In the poem Nazrul further says:

I am creation, I am destruction,  
 I am habitation, I am the graveyard,  
 I am the end, the end of night!  
 I am the son of Indrani  
 With the moon in my head  
 And the sun on my temple  
 In one hand of mine is the tender flute  
 While in the other I hold the war bugle!  
 (The Rebel, lines 45-47). (translated by Kabir Choudhary, available at:  
[https://en.wikipedia.org/wiki/Bidrohi\\_\(poem\)](https://en.wikipedia.org/wiki/Bidrohi_(poem))

In these lines Nazrul intend to break the chain of tyranny first, and then to create a new world order based upon love, sympathy, and brotherhood. Nazrul finds religious communalism on the rise during the British Raj subduing the rights of the natives based on the 'Divide and Rule' policy, Hindu-Muslim riots during the independence struggle, class within the communities, and so on. As a result, he speaks out against religion strife, social strife, political strife, gender strife, and so on. Then he talks about the equality and he uses his everlasting verses to try to keep humanity above all types of inequalities.

Kazi Nazrul Islam was preeminently vocal and active against all sorts of prejudice and social injustice by the rich towards the poor in the contemporary society. Nevertheless, he had a profound and express sympathy for the people hurdled with poverty and misery. He wielded a pen facile and strong enough to depict the life of the people afflicted with poverty and misery. People caught in the of poverty presented a perspective producing painfully unbearable experience to him. In his poem Poverty (Daridro), he says:

O poverty, thou hast made me great,  
 Thou hast made me honored like  
 Christ with his crown of thorns.  
 Thou hast given me  
 Courage to reveal all.  
 To thee I owe  
 My insolent, naked eyes and sharp tongue.  
 Thy curse has turned my violin to a sword...  
 O proud saint, thy terrible fire  
 Has rendered my heaven barren  
 O my child, my darling one  
 I could not give thee even a drop of milk  
 No right have I to rejoice.  
 Poverty weeps within my doors forever  
 As my spouse and my child  
 Who will play the flute?

(Translated by Kabir Chowdhury, available at:  
<https://www.ecrias.org/en/t/4745/poverty>)

The lines most faithfully carry the social message, and the profound love and concern for the poor people of his country. Nazrul tries to remove the gap between the rich and the poor through these immortal words. He says vehement criticism of exploitation in another poem:

Motor cars run on the highways, ships on the seas  
 Steam-engines on the rail-tracks, factories fill up the land  
 Tell me who created these! Whose blood  
 is your mansion stained with? Open your eyes, it's written on each brick.  
 (quoted from Hasan, 2018)

Nazrul, in his poem 'Omar Faruque', has poetically depicted the picture of equality where the Caliph Hazrat Omar (R) offered to share the riding of the camel by turns with his servant while on a journey to Jerusalem through the Sahara Desert. His poem 'Omar Faruque' indicates that Nazrul finds his stimulant more from Islam. Nazrul, in the poem, with Hazrat Omar tunes:

I'm nothing but your representative, I have no right  
 Of comfort and pleasure, taking service of men being a man!  
 Islam makes no discrimination between the rich and the poor.  
 (Quoted from Islam and Arefin, 2017)

Besides, Nazrul has written about the rights of coolies-laborers, weavers-porters, blacksmiths-potters, farmers-fishermen, kings-tenants, ruler-ruled, strong-weak, men and women. His principle of secularism and humanity has crowned him with immortality.

### **Nazrul's Voice against Corruption**

Nazrul shows that only love can destabilize the hurdles of society and establish an uncontaminated society free from all kinds of corruption. Nazrul raises his voice against corruption which contaminates almost every society and impedes the development process by disrupting the normal human relationships. Nazrul tries to show that only love can overcome and topple down the hurdles of society and establish a pristine society free from all kinds of corruption. Coddled and cossetted by nature, he sings the song of the common people and feels the real pain of the subalterns. In the poem 'The Rebel'(Bidrohī), he says, 'I am the rebel, the rebel son of mother-earth'. So, there must have an obvious connection (love) between the valiant and the earth, heaven and the Almighty. He says –

Piercing the earth and the heavens,  
 Pushing through Almighty's sacred seat  
 Have I risen,  
 I, the perennial wonder of mother-earth!  
 The angry God shines on my forehead  
 Like some royal victory's gorgeous emblem.

(The Rebel, lines 10-15)

Moreover, this love is fully absolute and unadulterated and as much ensures peace in society. He says, 'I embrace the enemy' (The Rebel, 38) which shows that love even with the enemy is needed to establish a good relationship with the people around who do not love. This is an attempt at establishing universal brotherhood. He further says: 'I am the pain and sorrow of all homeless sufferers' (The Rebel, 84). Such is his widening liberalizing and all-embracing love for the excruciatingly suffering humanity (Hoque and Uddin, 2016).

### **Nazrul's Thoughts on Universal Brotherhood**

Nazrul conceives universal brotherhood and humanity in the perspective of equal share of the world's resources among all in the world. In the poem, Manush (Human Beings) Nazrul proclaims:

I sing of equality.  
 There is nothing greater than a human being,  
 Nothing nobler!  
 Caste, Creed, religion -there is no difference.  
 Throughout all ages, all places,  
 We are all a manifestation  
 Of our common humanity.

(Manush, lines 1-7)

Hence, Nazrul drew upon the mixed Hindu and Muslim cultural traditions among the people of his age. He used Sanskrit and Arabic metres and referred to Persian archetypes as easily as he did traditional Bangla ones. In his poem, "Raja o Praja" (King and Subjects), Nazrul staunchly advocated for equality and fervently celebrated the subjects, not the king:

I am the bard of equality.  
 At the crossroads I sing,  
 Where pity and sympathy  
 Have made us all comrades and brothers.  
 But can you tell me  
 Why are some kings, rolling in luxury?  
 And some subjects, starving in gutters?

(The poem: Raja o Praja)  
 It is the people who create kings  
 And not the kings the people.

(The poem: Raja o Praja)

In the same poem Nazrul lashes at the inability of people who could do nothing in bringing up a change in India as if all people turned themselves to be slaves to the British King and lost their manliness to adopt themselves to eunuchs (Tajuddin, 2015). Nazrul writes in this regard:

How can we smile friend?  
 We are only coolies and servants  
 In our home and land.  
 We have given up our manliness  
 Our strength, and power.  
 And what have you got?  
 Rendered eunuchs we are guarding today  
 The lascivious harem of the tyrant king.

(Islam and Arefin, 2017)

To do away with the barriers and enmity between the Hindus and the Muslims, Nazrul plays a very vital role not only in his writing but also in his personal life. His perspective of religious harmony is nicely depicted in an editorial of the 'Joog Bani' where he says: "Come brother Hindu! Come Musalman! Come Buddhist! Come Christian! Let us transcend all barriers, let us forsake forever all smallness, all lies, all selfishness and let us feel brothers as brothers. We shall quarrel no more". There can be no better and sincerer pronouncement as well as commitment to sink all differences and discriminations and viciousness and to establish universal peace and brotherhood.

### **Nazrul's thoughts on Humanitarian Economy**

Islam has made compulsory for the affluent Muslims to give away a specified part of their wealth to the poor. This has been reflected in the poem 'Eid-er

Chand' (The Moon of Eid). Nazrul makes an eloquent expression that the joyful event of the holy Eid is associated with Zakaat and Allah's bounty to the poor on that holy occasion. In this poem Nazrul has emphasized the Islamic system of Zakaat that can solve the problem of poverty and begging. Nazrul writes in the poem 'Eid-er Caand':

Depositing lacs of money like cheapskate, those who do not give  
 Zakaat to the Allah-decided have-nots, will die.

This is not our wreath; this is the curse of Allah,  
In the name of money accumulated in your bank  
a vast amount of vice!

[(Translated by Muhammad Azizul Hoque and Md. Abu Saleh Nizam  
Uddin (Haque and Uddin, 2016, p. 45)].

Other verses such as: 'O mon ramjaner oi rojar sheshe' (Eid, at the end of fasting of Ramadan), how encouraging his appeal is to the rich for giving Zakaat:

Offer all your wealth and treasure  
for the sake of your Benevolent Lord,  
Pay zakat to awaken the dying Muslims,  
from the slumber that they can't afford.

(Translation by Dr. Mohammad Omar Farooq, 2021, p. 97, cited in: Haque  
and Uddin, 2016, p. 50)

Furthermore, in the poem "Casha Majur" (farmers-laborers) Nazrul writes:  
At the doors of the owners of staircase (buildings) have arrived today,

Casha Majur and bidiwala;  
In order to obtain our portion at Eid,  
Command is given by Allahta'ala.

[Translated by Muhammad Azizul Hoque and Md. Abu Saleh Nizam  
Uddin (Haque and Uddin, 2016, p. 44)].

Nazrul's innate passion about class violence in colonial Bengal reflects in the following lines:

On the train, I saw the other day  
A babu sahib shoved a man just because he was a porter  
I couldn't hold back my tears  
Will the downtrodden be abused like this throughout the world?  
(Translated by Hasan, M., (2018).

In the poem 'Kuli-Majur', the poet delineates the despicable figure of an ego-centric Englishman who pejoratively pushes a porter down off the train. Influenced by the Islamic view on the payment of wages to the laborers, Nazrul exhorts 'Give the workers his wages before his sweat dries', not to keep them unpaid. Nazrul asks a sahib when he exploits porters through his negligence in giving wages to them asking:

"Have you given the wages? . . .  
By paying what amount of penny how much crore have you gathered, tell  
me!"

[Translated by Muhammad Azizul Hoque and Md. Abu Saleh Nizam Uddin (Haque and Uddin, 2016, p. 45)].

Here Nazrul focuses on some Islamic economic principles namely, Sadaqa and Zakaat that expresses the ideas of equality and balanced economic systems. Nazrul draws his inspiration from and lays emphasis on Islamic economic system.

### **Nazrul and Egalitarianism**

Nazrul speaks to Bengali youth during the colonial period in British India, yet the message is universally applicable to all human beings in terms of peace. Men must live demanding the right to justice, not begging for it, and men will not bow their heads before anyone. Nazrul trumpets:

I the Great Rebel, shall be quiet on that day  
When the oppressed people's wail on the sky and air will not resound  
The tyrant's dreadful sword will not flash on the battle ground  
I, the Rebel, tired of battle, shall be quiet on that day."

(Translation by Farooq, M. O., 2021)

Egalitarian Nazrul establishes numerous linkages in his poetry. Various forms of racism and prejudice exist in today's human society, posing a serious danger to human equality. Egalitarianism and racial equality are two areas where Nazrul provides inspiration ever to the West. The poem Samyabadi (equilibrium) by Nazrul expresses the prospect of a working-class revolution, indicating communism as the source of the revolution. The poem "Samyabadi" (equilibrium) by Nazrul is an example of universal equality or balance that allows for free and fair development. Nazrul says:

Where all artificial differences are resolved,  
Where Hindus, Buddhists, Muslims and Christians  
Are brought together in loving unity,  
I sing.

(Translated by Kabir Chowdhury, retrieved from: <https://www.bookphand.com/2018/03/english-version-of-all-poems-of-nazrul.html>)

### **Nazrul's Views on Principle of Priority Basis**

Nazrul emphasizes on economy on priority basis. Nazrul, in his poem Daridryo' (Poverty) depicts the terrible misery that can be generated by poverty which creates a situation in which aesthetic faculty can only visualize nothingness or gives rise to a burning sense of deprivation and desperation. The poet writes:



Whenever I stretch  
My feeble hands  
For bounties of beauty,  
You devour, ye hungry devil,  
Leaving to my imagination  
Dreary, desert sand.

(Translation: Syed Mujibul Huq) (1988, pp.18-25 cited in Haque and Uddin, 2016, p. 45)

In the context of a country of poor economy like Bangladesh, the government's measures in term of eradicating poverty are more important than erecting aesthetic construction like Hatir Jhil in Dhaka or spending extremely lavishly and immorally taka nine thousand on a pillow purchase at the cost of hard currency resulting in exhaustion of the public money. The fund could have been better utilized for the eradication of poverty inclusive of begging. Doubtless, aesthetic grandeur is not to be despised, but given the miserable condition of the masses struggling for pittance, it takes on a merciless joke to them at a time when each penny buys bread more beautiful than the full moon. To say the least, the greater number of our population that is poor cannot have the eyes to discover architectural or aesthetic beauty.

### **Conclusion**

The above discussion makes it crystal clear that Nazrul's peace ideals are extremely relevant in the twenty-first century in order to save and protect human rights and humanity. From the discussion we can say that many countries around the world are facing difficulties that endanger human rights and security in the twenty-first century. No doubt, there has been much progress at all levels of society, but human rights violations of various hues, such as terrorism, violent conflict, unemployment, economic disparity, widespread poverty, human trafficking, child abuse, sexual harassment, gender discrimination, and so on, are common giants trampling the modern world. The world is ineffectual in resolving these issues, which result in widespread violence and insecurity among humans, disrupt the peace process, harm the entire world, and pose serious challenges to humanity. In this context, Nazrul's approach of saving humanity has become crucial in the twenty-first century. In order to avoid global nuclear conflict and enhance human security and world peace, fresh thinking and strategies are required. The current situation echoes the thoughts of Kazi Nazrul Islam, who was devoutly enthusiastic to establishing a model for global peace and human security. At a time when the world is trembling with fear and insecurity due to confrontations between major international powers, Nazrul's thoughts may be more pertinent.

Nazrul writes a series of poems imploring everyone to take right steps forward and back 'for the sake of humanity,' which features aspects of both respect and admonition. Nazrul is full of love, romance, and humanity, and he speaks out against corruption, injustice, oppression, inequity, prejudice, extremism, fanaticism, sectarianism, narrow-mindedness, and exploitation in a powerful way. He consciously reflects the generally impacted sections of society in his poetry, reshaping and refilling them with universal values such as peace, freedom, justice, equality, harmony, and cooperation. He has, thus, become one of the most effective teachers for us to find a solution to the anomaly and anarchy of the 21st century. Nazrul struggled for the liberation not only of the Indian subcontinent as a whole but also of every individual because 'mankind cannot develop globally without providing each

individual his fundamental rights and freedoms,' he understood. Nazrul is a fantastic role model for world peace and humanity. His paradigm is poetic, but it has political and global implications. The international community should create a new pattern for global peace and humanity, and it would be wise to adopt and materialize Nazrul's ideas in order to address and resolve the pressing political, economic, social, cultural, and ecological challenges that currently threaten global peace and humanity. Nonetheless, it is the demand of the day to put Nazrul's theory into practice in order to achieve global peace, which has become a major issue for all thinking people. The world is in desperate need of peaceful, harmonic coexistence; otherwise, humanity would perish, and Nazrul acts as a beacon to guide us to our intended destination.

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## Strategies Adopted by the Online Grocery Stores during Covid-19 Pandemic in Bangladesh

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**Abstract:** Covid-19 Pandemic has affected the whole world remarkably. In Bangladesh, the e-commerce industry had to adjust its strategies to cope with this new normal. In particular, the online grocery sector appeared to be the most promising during the epidemic. This sector has seen a significant upsurge in demand, while others have seen a great reduction. A new consumer habit of purchasing grocery items electronically has developed, which has resulted in e-marketers adopting different game plans to meet consumer demand successfully. This paper attempts to identify the e-grocery stores serving the market recently and to realize and understand their changing strategies to serve customers best. Qualitative research has been conducted for this purpose. Data has been collected from the available journals, newspapers, websites, and blogs. It has been found that the leading grocery stores ensure their performance through the implementation of various strategies, such as maintaining safety measures for their delivery-men, introducing q-commerce, and taking strategic partnership decisions to enhance their performance during the lockdown. Both consumers and businesses will learn how online grocery stores adjusted to the new normal by implementing several genuine strategies suggested in this study.

**Keywords:** Online grocery store, Covid-19 Pandemic, Consumer demand

### Introduction

E-commerce has become a disruptive force by bringing in huge changes in the existing business models and resulting in customer satisfaction (Bhattacharya and Mishra, 2015) worldwide. It is abruptly developing as an outstanding demonstration of globalization (Mohiuddin, 2014). In Bangladesh, as the number of internet users has been growing faster, this promising sector has been developing faster as well. Among the various types of e-commerce, business-to-consumer (B2C) is the most accepted and popular form of e-commerce in this South Asian country. People love to buy different kinds of products online, mostly clothing, jewelry, books, electronics items etc. However, during the Covid-19 pandemic, the e-commerce industry experienced a significant change in terms of both consumer demand and the offerings of the companies.

In fact, the whole world has seen a great change in consumer behavior in the e-commerce industry after the emergence of the epidemic since December, 2019. In one study conducted by UNCTAD on nine developed countries, it found that consumers suspended purchasing of big ticket items. Instead, they started buying essential products like staples, food, beverages, and medicines etc. Moreover, 64% of people tend to grocery shopping more than before the pandemic. Moreover, they are buying more of two categories of products: snacks and staples (Forbes, 2020). A similar trend has been

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observed in Bangladesh as well. People have started buying more grocery items like fish, meat, fruits, and vegetables online that they avoided before the pandemic. As a result, there was a greater than usual surge in demand for grocery items online. Accordingly, players in the e-commerce industry have to make a huge change in their business models to adjust to this changing consumer behavior. Though the country's daily newspapers regularly provided updates on the performance and strategies initiated by the online grocery delivery companies to satisfy new inflated consumer demand during the pandemic, no research has been conducted formally, to the author's knowledge. This paper attempts to analyze how online grocery firms have adapted to the evolving circumstances without any prior forecasting, in order to meet the changing consumer demands.

### **Objectives**

The main objective of this study is to explore the strategies used by the online grocery stores during the Covid-19 Pandemic to adjust with the new swollen consumer demand. Specific objectives are:

1. To identify the companies serving the online grocery market;
2. To explore their strategy changes due to changing consumer behavior during Covid-19 pandemic;
3. To make some recommendations to help e-marketers retain consumers even after the pandemic.

### **Methodology**

This research paper is qualitative in nature as it intends to explore and understand the strategies used by the online grocery stores in Bangladesh. Secondary data has been used in this case. Secondary data can help to develop an initial understanding of a situation, especially when there has not been much research done. Data has been extracted from various sources like journals, articles, daily newspapers, websites etc.

### **Literature Review**

Online essential product delivery firms and other e-stores have made it easy for the customers to purchase products with convenience. If we analyze the online food delivery process (Figure 1), all the online stores serve consumers to select products from their catalogues and order them through their apps, Facebook pages, websites, or over the phone. Customers can pay using various methods such as digital payment systems such as Bkash, Nagad, cards, and so on, or cash on delivery (COD). After receiving an order by the e-store itself or by a deliveryman employed by the firm, a

confirmation of the order is sent to the consumers and products are accumulated accordingly. Afterwards, consumers' waiting time starts. Finally, the order is delivered to the home and cash is received in the case of COD.

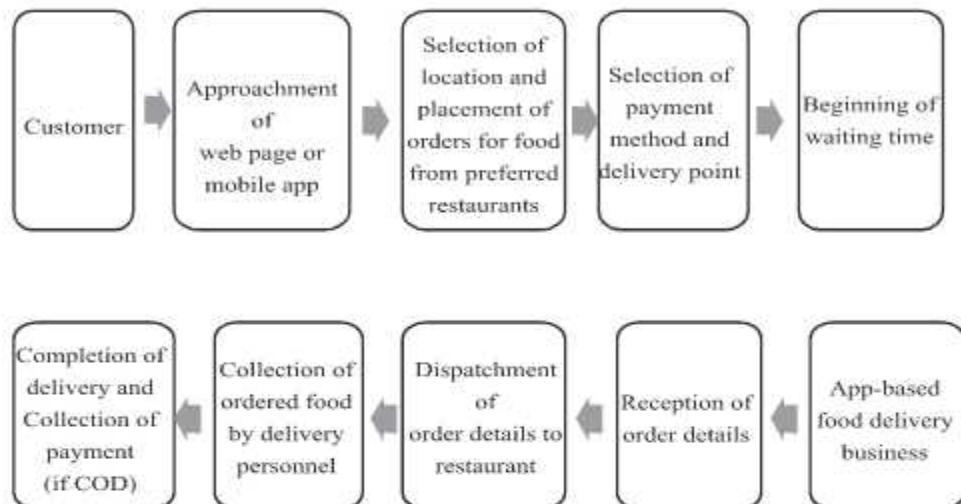


Figure-1: Akter & Disha (2021)

Before the pandemic, the online grocery sector was not so big (bdnews24.com, 2020). Only a few grocery stores would serve to a limited extent, focusing primarily on Dhaka city. Companies were not much interested in selling daily essential products using online platforms, as consumers had very little demand for grocery items to purchase online before the pandemic. However, when the lockdown was imposed for the first time in March, 2020 all over the country, people had to stay at home to control the spread of the coronavirus. From then on, people had to maintain safety measures like wearing masks, washing their hands repeatedly and avoiding crowds as much as possible. Moreover, they had the fear of being infected by the coronavirus. As a result, it has become difficult for many consumers to buy daily essential items from physical brick and mortar stores. Consequently, they had to resort to online grocery stores to manage their daily necessities. This change in behavior created an immense pressure on available e-grocery stores. (Holy, 2020). Already established online stores, such as Chaldal.com, were forced to adapt to this new consumer demand. In addition, more and more online marketers were gradually entering this market to grab this new opportunity. During this pandemic, Chaldal saw a doubling of their orders. Khas Food, a familiar online grocery store, saw their orders skyrocketing. Other large e-commerce platforms like Daraz, Ajkerdeal, Priyoshop, Bikroy, Sheba.xyz, etc. also involved in the online grocery business. Pathao reintroduced its Tong service. Swapno started its online existence in the time of the proliferation of the coronavirus through-

out the country. Meena Click, which is an online delivery service of Meena Bazar, currently collaborates with Shohoz to better serve the consumer (Holy, 2020; Haque, 2020).

## Discussion

Four online stores have been selected for this study's purpose as they are leading the industry. The following discussion will focus on online stores' adjustment strategies to the new situation.

1. **Chaldal:** Sharply, 80% market share of the country's online grocery and retail sales is captured by the largest online store, chaldal.com (Adaptive Management Leads to Agile Responses in Bangladesh, 2020). Before the emergence of the pandemic, this retail store was receiving and delivering 3000 orders daily (Haque, 2020). However, during the strict lockdown that started in March, 2020, the number rocketed to 16,000 orders daily (Haque, 2020) due to a sudden shift of consumer demand to online grocery stores rather than physical stores to avoid the rapid spread of the coronavirus. As a result, this leading online platform faced a great dilemma in increasing the supply of the product and maintaining the high quality. Chaldal.com made several strategic decisions that helped them adjust to the new normal situation and hold their position well. They partnered with the United States Agency for International Development (USAID) to develop a more agile and strong supply chain and new products. In addition, the Rice and Diversified Crops (RDC) activity, funded by USAID and executed by ACDI/VOCA, aided the e-retail store in recruiting and motivating the new delivery employees through online training during the time of the epidemic. The activity also assisted in building a strong procurement channel and maintaining all the safety measures like wearing masks, washing hands and vegetables regularly by establishing a hygiene protocol. Moreover, chaldal.com enhances the operational capacity by developing new warehouses, an expanded workforce, and additional motorcycles for delivery. Its resources, along with the RDC activity's support, helped them to adjust their performance in response to consumer demand during Covid-19 Pandemic (Feed the Future, 2021). In the first quarter of lockdown, when people started to hoard, Chaldal restricted the quantity of eggs, rice, and hand sanitizers to confirm equal supply as a part of their strategic decisions (Holy, 2020). All over the pandemic period, it has conducted various consumer promotions like providing discounts, combos, and cash back.

2. **Foodpanda:** Asia's leading food and grocery delivery platform (Foodpanda Leads New Era of Quick Commerce, 2021), foodpanda launched "Pandamart" during the Covid-19 epidemic to fulfill the consumers' unanticipated rise in demand (Foodpanda Launches Pandamart, 2020). It has



been found by Akter and Disha (2021) that 80% of consumers surveyed have purchased more from this retail store in this lockdown time than any other e-store, which indicates that it won consumers' trust successfully. According to Ambareen Reza, CEO of Foodpanda, the online platform has proactively maintained the safety measures for Covid-19. All deliverymen were given facemasks and hand sanitizers and were regularly screened for temperature before beginning work at the hub offices, which greatly increased their feelings of safety and motivation to work (Chowdhury & Haider, 2020). Moreover, to reduce the spread of the Corona Virus and consumers' fear, Foodpanda initiated contactless delivery, in which the deliverymen would leave the food at the customers' doors and payments were made electronically (Covid-19 and the F&B Industry, 2020). In this new era of e-commerce, quick-commerce (q-commerce), which is a super-local and superfast delivery of anything to the consumer's doorstep, has been introduced by Foodpanda in Bangladesh during this outbreak. The company promises to consumers to home deliver groceries and household items within 30 minutes to ensure fast, safe, and convenient distribution. In addition, it was committed to offering fresh foods and perishables to consumers amidst the stay-at-home restrictions (Foodpanda Leads New Era of Quick Commerce, 2021).

3. **Swapno:** "Swapno" started its online presence during the lockdown. Initially, it provided online services only from six stores. However, when the epidemic escalated, it integrated more e-stores. Now, it is using 32 stores to meet consumers' demand electronically. Moreover, it has connected with other online services, including Foodpanda and Pathao delivery services, to serve customers best. As a whole, it has developed more manpower, stores, and better technological infrastructure in order to cope with the new normal and to supply grocery items at the consumer level (Haque, 2020).

4. **Daraz:** Daraz, another leading online platform in Bangladesh, is now owned by global e-commerce company Alibaba. Previously, it sold only tech-based products or luxury products like electronics, clothing, jewelries, etc. However, after the advent of coronavirus, as the demand for tech-based products and luxury products dropped (Chowdhury and Haider, 2020; Hasan, 2020), Daraz decided to include and sell grocery items in its catalogues and deliver them to consumers' doorsteps to meet the new consumer demand. This digital platform builds all the necessary logistics to serve consumers. It took steps to ensure that customers could easily get basic commodities like lentils, flour, sanitizers, soaps, sugar, tea, hand washes through the internet. With the motto "stay safe, let us deliver," Daraz started providing products during the national crisis, according to a Daraz Bangladesh press release. In this pandemic, Daraz offered grocery items for all

customers in Dhaka city so that they could shop whenever they need to during the pandemic. Daraz Bangladesh attempted to deliver the ordered item within one day after confirming an order online. As all the grocery shops were shut off, people faced difficulties during this situation. To solve this problem, Daraz started to sell grocery items and vegetables along with their traditional items. Daraz would also encourage its customers to use online payment, which was secure and transparent and also ensured health safety while delivering products. But the most problematic thing is Daraz is currently not delivering any products outside of Dhaka city. Daraz also took strict measures for employee safety in the warehouses, offices, hubs, and staffs were told to refrain from physical contact, wash their hands frequently and thoroughly (Karmokar, 2020). As a result, during the prolonged lockdown, this leading online grocery store experienced a significant increase in product orders in Bangladesh (Amit, 2020).

### **Research Implications**

During the epidemic, immense research opportunities have been created in different sectors of Bangladesh. Among them, the e-commerce industry is the most promising, as it has been affected greatly. This industry has witnessed not only a massive drop in demand for some products but also a tremendous surge in demand for other products, which resulted in both voluntary and involuntary adoption of necessary strategies by the online product marketers themselves to fulfill consumers' new demand and to survive in the competition. Due to this shift in placing orders, this sector, particularly the Bangladeshi online grocery market, calls for more in-depth research on consumer changing behavior and market strategies adopted by the available online players during the pandemic time to meet consumer demand properly. However, to the author's knowledge, no such research has been conducted in this area. Therefore, more research is needed to carry on. Moreover, this paper is a qualitative analysis of the new strategies followed by the e-grocery marketers to cope with the new normal situation. This paper focuses on a few grocery stores to analyze their strategies. The author acknowledges the limitations encountered during their research, such as the unavailability of access and information. More stores are needed to be incorporated to get a wider picture.

### **Conclusion**

During the COVID-19 lockdown, the online grocery industry experienced massive consumer demand, allowing it to thrive and create an enormous opportunity for marketers. In spite of having issues, industry players well adjusted to the new normal situation through the implementation of effective strategies. They achieved a multiple-times increase in sales and, more

importantly, consumers' trust and confidence. E-retailers will have to ensure the highest convenience to make consumers stay with them after the pandemic. Several crucial measures can be implemented to stabilize the growth in post-pandemic Bangladesh. Understanding consumers' preferences and arranging products accordingly will give the consumers reason to purchase from the e-store. Using advanced analytics can help the company forecast the future demand and replenish the product appropriately. Moreover, consumers may re-shift their purchasing to physical stores once the pandemic is over. If this is the case, marketers will have to provide more benefits than brick-and-mortar stores, such as easy ordering, quick delivery, competitive pricing, and so on. In addition, suitable promotional activities will enable the company to encourage consumers to continue purchasing from their stores.

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## A Study on Compliance of International Copyright Laws in Bangladesh

Md. Ariful Islam<sup>1</sup>

**Abstract:** The issue of copyright protection in recent years is one of the major concerns for the general people of Bangladesh. Therefore, this study has focused on copyright protection in law and in practice in the present context of Bangladesh in experience of a global context. To do so, the paper has investigated on the factors that determine the reasons of non-enforcement of copyright laws in Bangladesh. The causes for non-enforcement of existing copyright laws in Bangladesh are the lack of proper knowledge of the laws of the duty bearers, lack of proper monitoring system on copyright protection, delay in disposal of cases, lack of awareness, and so on. The study is mainly based on secondary literature. The study has revealed that infringement of copyright is an extensive problem in Bangladesh which clearly defies the fundamental human rights of general people and has implications on copyrights protection. This situation demands a more widespread realization of copyright protection in Bangladesh. Therefore, this study has attempted to also provide suggestions on how to ensure copyright protection.

**Keywords:** Copyright, copyrights protection in law, copyrights protection in practice, The Berne Convention, the Bangladesh Copyright Act, 2000

### Introduction

Intellectual property (IP) relates to any original works of the human intelligence, e.g. artistic, literary, technical, or scientific innovative creations. Intellectual Property Rights (IPR) means the legal rights granted to the inventor or creator to protect his invention or creation for a specified period of time. These legal rights are the exclusive right of the inventor or creator or any other persons nominated to fully exploit the invention or creation for a specified period of time (Saha, & Bhattacharya, 2011). IP is protected in law by patents, copyright and trademark law that allow creators to get credit or monetary benefit from the works they invent or create (What is Intellectual Property?, n.d.). At the present time, it is very well settled that Intellectual Property plays a dynamic role in the expansion of the country's economy. As innovative creations are associated with the intellect and intellectual labor of a creator and as they provide safeguards for the public, proper importance and safeguard is a need in this regard. The concept of Copyright as an Intellectual Property began with an objective to encourage the development of culture, science and innovation, to provide a financial benefit to copyright holders for their works, to facilitate access to knowledge and entertainment for the public and to safeguard innovative creations in terms of copyrights and other related rights (Janke, 2003). The frequent works and innovative creations have extended the value and volume of copyright and that's why, nowadays, copyright is considered as a property of the national

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and international community. Besides, the author of copyright enjoys economic interest through authorization of its use by a third party and these have made the national and international community aware of its protection. In reality there is no concept relating to global copyright or global protection of copyright that can protect an author's original creations automatically throughout the world. Protection of copyright against its unauthorized use solely depends on a particular country and most of the time national intellectual property laws are designed in accordance with international copyright treaties and conventions to give these a global character and standard and to protect copyright against its unauthorized use domestically.

### **Statement of Problem**

Copyright law as well as intellectual property rights law protects the interests of creators by giving them property rights over their creations against those who copy, reproduce or otherwise take or use the form in which the original work was expressed. The nature of these rights is very human and is inserted in article 27 of the Universal Declaration of Human Rights (UDHR). The UDHR talks about the individual right to protect moral and material interests in any scientific, literary or artistic production of which he is the author (Islam, 2020). For governing copyright, different international agreements like the Berne Convention for the Protection of Literary and Artistic Works' etc. which formally assigned several aspects of modern copyright law. But in Bangladesh there is limited protection of copyright that cannot keep pace with global copyright protection. A lot of work has been done on intellectual property; intellectual property rights, infringement of intellectual property rights and remedies for international and domestic aspects, and so on. After reviewing the relevant literature, there is a little work relating to the topic I have chosen. Therefore, this paper has tried to take a practical scenario of the Bangladesh Copyright Act, 2000 with a context of the experience of global copyright protection after analyzing its different provisions, drawbacks, infringement and the obligation of international laws on copyright protection. After all, by this study the researchers, policy makers and others will benefit who are concerned about the issue.

### **Conceptual Framework**

Copyright refers to the act of copying an original work which may be done only by the author or with the permission of the author in the case of literary and artistic creations (Understanding Copyright and Related Rights, 2016). Copyright is actually a legal term used to describe the rights that creators have over their literary and artistic work. The International Federation of Library Associations and Institutions (IFLA) defines copyright as "the exclusive right to authorize certain works related to the core work of an

author, such as reproduction, publication, public performance, adaptation, etc. (Source: Internet). Copyright is a special right granted by the government to the creator of original literary or artistic works such as books, articles, drawings, photographs, musical compositions, recordings, films and computer programs (Barua, 2021). According to section 14 of the Copyright Act, 2000, the term 'copyright' includes any right to do or authorize the doing of any of the acts in respect of a work or substantial part, namely: (1) regarding a literary, dramatic or musical work, except a computer program, (2) regarding a computer program, (3) regarding an artistic work, (4) regarding a cinematograph film, and (5) regarding a sound recording (The Copyright Act, 2000). Moreover, the use or making of copyright-protected material without the authorization of the copyright holder is copyright infringement (Kenton, 2022). The right granted to the copyright holder, such as the exclusive use of a work for a certain period of time, is being violated by a third party is copyright infringement. Section 71 says when any person, without a license granted by the owner of the copyright or the Registrar under this Act or in contravention of the conditions of a license so granted or of any condition imposed by a competent authority under this Act does anything or permits for profit shall be considered as infringement of copyright (The Copyright Act, 2000). Copyright protection is a mechanism to safeguard various works where copyright subsists. In section 15, the Copyright Act, 2000 has been clarified as the works namely; original literary, dramatic, musical and artistic works, Cinematographic films and sound recording where copyright protection is available (ibid). Copyright laws safeguard only the form of expression of the creator's ideas, not the ideas themselves. It protects the owner of property rights against those who copy or otherwise adopt and exploit the form in which the original work was published by the author (Uddin, 2013). Copyright protection gives the copyright owner certain exclusive rights in respect of a work such as the right to reproduce the copyrighted work, the right to prepare derivative works based on the work, the right to distribute copies of the work to the public, the right to perform the copyrighted work in public, the right to publicly display the copyrighted work (Rights Granted Under Copyright Law (BitLaw, 2022). There is a difference between these special rights and any right granted to anyone who only possesses a copy of a work that means the owner of a work enjoys a monopoly right over copyright-protected work.

### **Literature Review**

Susy (2015) has emphasized the need for reformation regarding copyright laws at both the national and international level because many authors, owners, distributors, users, and consumers are unhappy with the present system where remedies are not available. In his work, he has analyzed

different international copyright conventions and their role and he has finally emphasized effective interpretation of international copyright agreements with the purpose of achieving a practical and sustainable solution to the global copyright problem.

Saha, et al. (2011) have explained different features of intellectual property protection, like patent recognition for an invention which satisfies the criteria of global novelty, non-obviousness, and industrial application), copyright, trademark, etc. They have emphasized that each industry should develop its particular Intellectual Property Rights policies, management style and strategies and so on depending on its area of specialty that the pharmaceutical industry currently has developed in the coming era.

McKeough (1996) has discussed the accessibility and relevancy of intellectual property protection for designs and research, especially copyright, patents, confidential information and industrial designs. They have revealed that national law should be developed depending mainly on globally approved standards of protection to gain legal protection of all categories of copyright works.

Okediji (2006) has showed the incapability of developing countries to provide the environment, doctrinal apparatuses and basic educational tools due to some constraints. He has mentioned that the poor and developing countries are facing severe discrimination as a challenge of the intellectual property system.

Kaldun (2006) has given importance to the necessity of encouraging and protecting cultural variety throughout the world. He has mentioned copyright protection, as an important tool for encouraging creativity and innovation and for the development of culture as per the mandate of UNESCO. He has shown that the rapid development of human society, scientific and technical growth has had great encouragement to the improvement of copyright. Besides these, he has also mentioned the need for a perfect framework to cope with the digital revolution of copyright that can bring changes in the economic and socio-cultural fields safeguarding fundamental rights and liberties in the present and upcoming digital world.

Fang, et al. (2017) argued in their study from the Chinese perspective that state-owned enterprises Intellectual property Right protection makes private enterprises' incentives stronger to invent ideas in recent times. They have suggested that though technological advancement happens in the private sector, but China's innovation should be led by the SOEs through more healthy institutions for economic change and benefit.



Hosen (2017) has emphasized having sufficient laws and public awareness to protect rights over intellectual property. He has argued in his study for the creation of a strong enforcement agency. He identified different stakeholders, like the authors; the governmental institutions should come forward to enforce the rules and regulations. He finally identified some common barriers to the proper enforcement of existing copyright law in Bangladesh.

Mahmud (2016) has emphasized the automatic protection of copyright after the creation of an original work like literature, music, choreography, pictures, movies, software, architectural works etc. He has tried to draw up the present legal structure of the Copyright Protection System (CPS) and its significance for economic progress in Bangladesh. He has focused on the importance of proper enforcement of the present legal mechanism for protection of copyright.

### **Objectives of the Study**

The objective of the study is to find out the consistencies or inconsistencies of the Copyright Act, 2000 of Bangladesh in the context of global protection of copyright. The other objectives of the study are:

1. to examine different provisions of International Copyright Laws;
2. to analyze the Bangladesh Copyright Act, 2000;
3. to show how copyright protection is maintained globally and in Bangladesh;
4. to identify different causes for non-enforcement of copyright laws in Bangladesh; and
5. to show some ways to overcome the situation.

### **Limitations of the Study**

As there has been no sufficient research work on the problem till now, there are no satisfactory materials which the author could have gone through and use some supportive materials. Though some relevant articles on the topic are available on the internet, the author could not get them for free of cost and the author could not address all points of the study strongly. This is a short study and it was almost impossible to conduct a fieldwork because of lack of an opportunity for materials.

## **Methodology**

While preparing this paper, both the primary and secondary data were used. The primary data includes international laws, conventions, statutes and the secondary data includes various books, periodicals, national and international journals, research reports and news reports collected from different websites related to the topic of the study. The collected data has been processed and prepared in the present form in order to make the study more educational, analytical and convenient for the readers. The process of qualitative data analysis has been emphasized because it is descriptive and analytical in nature.

## **Copyright Protection in International Laws**

### **1. The Berne Convention for the Protection of Literary and Artistic Works (1886)**

The Berne Convention talks about the protection of literary and artistic works and rights for 50 years and minimum 25 years for applied art and photographic works. It is concerned with three basic principles and the determination of minimum protection for the developing countries and these are: a) Principle of national treatment: works arising in one of the treaty states must be given the same protection in each of the other treaty states as subsequent grants for the work of its own citizens, b) Principle of automatic protection: protection must not be conditional upon compliance with any formality, and c) Principle of independence of protection: protection is independent of the existence of protection in the country of origin of the work (The Berne Convention, 1886). The minimum standards of protection relates to protection of the following works and right: (a) as to works, protection extends to every production in the literary, scientific and artistic domain, whatever the mode or form of its expression (Article 2); and (b) as to rights with allowable limitations, protection extends to authorization of translating, making adaptations and arrangements of the work, performance in public dramatic, dramatico-musical and musical works, reciting literary works in public, communicating to the public the performance of such works, broadcasting (with the possibility that a Contracting State may provide for a mere right to equitable remuneration instead of a right of authorization), right to use the work as the basis for audiovisual work to reproduce in any way or form and to reproduce, distribute, perform in public or to communicate with the public and the moral right to reproduce audiovisual work (Article 2). However, the Convention allows certain exceptions to economic rights called free use of protected works. These are the reproduction in certain special cases, quotation and use of works by way of illustration for teaching purposes, reproduction of newspaper or similar articles and use of works for the purpose of reporting current events and

temporary recordings for broadcasting purposes. The Convention allows developing countries to engage in educational activities and in some cases to implement voluntary licenses for translation and reproduction of work. In this case, the defined use is permitted without the consent of the right holder, subject to payment of a fee prescribed by law.

## **2. Universal Copyright Convention, 1952**

The Universal Copyright Convention seeks to provide adequate and effective protection of the rights of authors and other copyright owners, including literary, scientific and artistic works and paintings, carvings, sculptures and sculptures, including writing, musical, dramatic and cinematographic works, and appropriate copyright protection for all nations. It sets a minimum duration for copyright protection as 25 years and 10 years photographic and applied arts work (Article IV). According to article V of the convention, copyright shall include the exclusive right of the author to make, publish, and authorize the making and publication of translations of works protected under this Convention. The convention also recognizes the economic rights of the author to authorize reproduction, public performance, broadcasting etc.

From appropriate authority, the state may achieve a non-exclusive license to translate the work (Universal Copyright Convention, n.d.). The convention also recognizes that published and unpublished works of nationals of any or each contracting state and works first published in that state shall enjoy in each other contracting state the same protection as that other state accords to works of its nationals first published or unpublished work in its own territory (Article II) and the contracting states shall provide the same cover to foreign published works as they do to their own citizens. States that require formal registration should consider the actions of foreign states that are registered in the state as signatories to the Convention, provided that they carry a notice bearing that sign © and mentioning the owner's name (Article III). The UCC, like the Berne Convention, provides flexibility in order to find out specific aspects of the convention, it should be read in unification with national copyright laws. This Convention shall not apply to acts or rights which, on the effective date of the Convention in the Contracting State where protection is claimed, remain permanently in the public domain in the Contracting States (Article VII).

## **3. The Rome Convention for the Protection of Performers, Producers of Phonograms and Broadcasting Organizations (1961)**

The Rome Convention, like the Berne Convention, provides protection over 25 years recognizing the national treatment that a state grants under its

domestic law to domestic performances, phonograms and broadcasts (Article 2(1)). However, National treatment is conditioned to the minimum level of protection specifically guaranteed by the Convention and with the limitations set forth in the Convention (Article 2(2)). National Treatment under the convention is given in the following form, like (1) Performers are protected against unauthorized acts, such as broadcasting a live performance and communicating with the public; live performance fixing; reproduction of the fixation if the original fixation was performed without the consent of the performer or if the reproduction was performed for a different purpose than the consent was given (Article 4); (2) producers of phonograms have the right to authorize or prohibit the direct or indirect reproduction of their phonograms. A phonogram published for profitable purposes gives rise to secondary use for broadcasting or communicating with the public in any form, the user must pay a single fair fee to the performers, the producer of the phonogram or both (Article 5); and (3) broadcasting organizations have the right to authorize or prohibit certain acts, namely the re-broadcast of their broadcasts; Stabilizing their broadcasts; Reproduction of such fixations; Communicating with the public on their television broadcasts if such contact is made in a place accessible to the public as opposed to paying an entrance fee (Article 6). The Convention guarantees minimal protection of (a) performing certain acts performed by performers without their consent. Performers get the chance to resist recording, reproducing and broadcasting live performance to the public (Article 7); (b) producers of phonograms have the right to approve or prohibit direct or indirect reproduction of their phonograms (Article 10); And (c) broadcasters have the right to approve or prohibit simultaneous re-broadcasting, stabilizing, reproducing of unauthorized stabilization or illegal stabilization and communicating to the public of their television broadcasts (Article 13). The Convention allows for some exceptions in personal use, the use of short passages in reporting current events, the temporary fixation of a broadcaster at its own convenience and for its own use, for educational or scientific research purposes only, and in other cases where national law in literary and artistic works provides copyright exceptions.

#### **4. The 1971 Paris Act of the Berne Convention**

The 1971 Paris Act of the Berne Convention brought a uniform system of protection; the first international agreement for protection of the rights of authors in the literary, scientific and artistic domain, whatever may be the mode or form of its expression, over 50 years and 25 years in some works (Article 7). In addition to works based on other works, such as translations, adaptations, musical formats, and other modifications to literary or artistic works are also preserved. Furthermore, the act allows states to require that works must be fixed in some material form in order to be protected (Article

2). The countries which adopted the convention formed the Berne Union to ensure and protect the rights of authors in all member countries. The Convention is hosted by the World Intellectual Property Organization (WIPO). The Bern Convention contains two basic elements of protection: (a) national treatment, "according to which the functions arising in one of the member states must be protected in each member state in the same way as such states protect their own citizens; their own citizens; (b) minimum rights, which means that the laws of member states must provide the minimum levels of protection established by the convention without conditioning any compliance with any formality. The law provides protection for authors who are citizens or residents of the state party to the Convention (i.e., a country that is a member of the "Bern Union"); Authors who are not citizens or residents of such countries are protected if they first publish their works in a member country, or at the same time in a non-member and member country (Article 3). The act also protect the following rights, namely: (i) right of translation (Article 8); (ii) the right of reproduction "in any manner or form" (Article 9); (iii) the right of public performance of dramatic, dramatic-musical and musical works (Article 11); (iv) the right of broadcasting and communication to the public by wire, by re-broadcasting or by loudspeaker or any other analogous instrument of the broadcast of the work (Article 11bis); (v) the right of public recitation (Article 11), (vi) the right of adaptation (Article 12), (vii) the right of making cinematographic adaptation and reproduction of works; (viii) right of distribution of the works thus adapted and reproduced (Article 14); (ix) economic rights to independently of the author; and (x) moral right, right of the author to claim the authorship of his work and to object to any distortion or other change or other slanderous action connected to the work which may be injurious to his honor or reputation. The Convention permits certain constraints on economic rights, in which case the protected works may be used without the consent of the copyright owner and without compensation. These limitations are commonly referred to as "free uses" of protected works in (a) reproduction; (b) quotations and use of works by way of illustration for teaching purposes; (c) use of work for the purpose of reproducing newspapers or similar articles and reporting current events; and (d) transient recording for broadcasting purposes. The convention also provides no voluntary licenses in respect of the right of broadcasting and communication to the public by wire, by re-broadcasting or by loudspeaker or any other analogous instrument for the broadcast of work and in respect of the right of sound recording of musical works, the recording of which has already been authorized. The Convention of Appendices gives developing countries the possibility to (i) grant non-voluntary licenses for translation for educational, scholarship or research purposes and (ii) reproduction for use with systematic instructional activities protected under the Convention; Regular educational activities including out-of-school or non-formal education. These licenses may be granted

under certain conditions to any national of a developing country which has duly availed itself of one or both of the facilities.

### **5. The Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement), 1994**

The Trade-Related Aspects of Intellectual Property Rights (TRIPS) Agreement was approved as part of the Uruguay Round of negotiations under the former General Agreement on Tariffs and Trade. Trade-Related Aspects of Intellectual Property Rights (TRIPS) is the main universal law dealing with different kinds of intellectual property rights but it has distinct attention to copyright protection (Islam, 2016). The minimum standards maintenance and basic application standards included in the TRIPS Agreement make it flexible for member countries, applying the basic standards outlined above; Two, to implement a high level of internal security so that members have 'Trips Plus' laws and regulations (Singh, 2015). Under the TRIPS agreement, member states are obliged to provide strong protection for intellectual property rights. The TRIPS Agreement talks about the automatic protection of Literary and Artistic Works over 50 years (Article 9, 12). The TRIPS Agreement specifically mentions that computer software and compilation of databases are protected by copyright, subject to originality requirement (Article 10). The agreement grants a right to the commercial rental of copies of computer programs and audiovisual works; the right does not apply to subsequent work, however, unless rental practices lead to widespread copying that "materially weakens" the exclusive right to reproduction (Article 11). The agreement imposes a restriction on intellectual property laws that will not offer any benefits to local citizens which are not available to citizens of other TRIPS parties under the principle of national treatment (with certain limited exceptions, Article 3 and 5). The TRIPS also has a Most Favored Nation Clause. The Agreement provides that no rights or obligations in respect of moral rights. It also says that copyright protection extends to expressions, not to ideas, procedures, methods of operation or mathematical concepts.

#### **Copyright Protection in Bangladesh**

Bangladesh has enacted the Copyright Act of 2000 to protect copyright that guarantees the rights of the original author. Section 15 of the Copyright Act, 2000 talks about the works that will get copyright protection. According to this section, copyright protection shall subsist in the following classes of works- (i) original literary, dramatic, musical and artistic works; (ii) cinematographic films; and (iii) sound recording. The law stipulates certain conditions for copyright protection, such as: The work must first be published in Bangladesh, if the work is first published outside Bangladesh,

the author of the work must be a citizen of Bangladesh on the date of publication. The work, in the case of unpublished work, the author is a citizen of Bangladesh or living in Bangladesh on the date of doing the work. There is an exception to architectural work. In the case of an architectural work of art; the work should be located in Bangladesh. The Period of copyright protection (section 24 to 32 of the Copyright Act, 2000) depends and varies according to the nature of the concerned work. These are given in the following:

- Copyright shall subsist during the lifetime plus sixty years from the year of the death of the author for any literary, dramatic, musical or artistic work (other than a photograph) when published within the lifetime of the author, (Section 24).
- In the case of joint author work, 60 years from the year of the author's death to the end will be counted.
- The Period of copyright protection for subsequent works is 60 years from the date of its publication (Section 25).
- In the case of a cinematograph film, copyright shall subsist until sixty years from the year of its first publication (Section 26).
- In the case of a cinematograph film, copyright shall subsist until sixty years from the year of its first publication (Section 26).
- In the case of a sound recording and photograph copyright shall subsist until sixty years from the year of its first publication (Section 27)
- Section 28A of the said Act stipulates that, in the case of computer related programs, the copyright shall subsist for sixty years from the year of its first publication.
- For a literary, dramatic, musical or artistic work (excluding a photograph) which is anonymous or pseudonymous, the copyright will remain for sixty years from the beginning of the calendar year following the first publication of the work.
- In the case of a work, where a public enterprise is the first owner of the copyright, the copyright will remain for sixty years from the beginning of the calendar year following the first publication of the work (Article 31).
- For a work where a public undertaking is the first owner of the copyright therein, copyright shall subsist until sixty years from the beginning of the

calendar year next following the year in which the work is first published (section 31).

• Article 32 states that in the case of a work of an international organization where section 41 applies, the copyright shall be 60 years from the beginning of the calendar year following the first publication of the work.

The Act also provided three types of remedies for Infringement of copyright, namely: civil remedy, criminal remedy and administrative remedy (Narayanan, 2013). Civil remedies like injunctions, or damages, are given by the District Court. Criminal remedy suggests starting a criminal proceeding against the person who has committed an offence under the provisions of this act and finally, administrative remedy is given by the copyright board.

### **Assessment of the Copyright Act, 2000 of Bangladesh with international compliance**

From the above discussion, it can be tuned with Meek (1953) that the most absolute inadequate aspect of Bangladesh copyright laws is that part which relates to the international protection of literary and artistic property. This paper has also discussed different analytical points of different international treaties and conventions that provide protection for creative works that are the subject matter of copyright in Bangladesh. But reality tells another story as follows:

- ▶ The Berne Convention for the Protection of Literary and Artistic Works as a vital global convention addresses international copyright protection and Bangladesh has acceded to that treaty as well as the Universal Copyright Convention. An important feature of the Berne Convention as well as others discussed in this study prohibits member states from imposing formalities on copyright protection, meaning that only the country of origin can impose any formalities on the enjoyment of copyright and not others. Bangladesh is not maintaining this policy (Kabir, 2017).
- ▶ Besides, national treatment and minimum standards are other main characteristics of the Berne Convention. Minimum standards are the baseline that all nations must provide for non-domestic claimants. Under the national treatment policy, authors get the same protection for their works in other countries that countries approve of their own authors. Hence, a country that is a member of the Burn Union must provide copyright protection to foreign nationals without the need for formalities (such as the use of a copyright notice or a registration requirement). Foreign nationals must be granted the same rights and conduct as a domestic copyright holder. Bangladesh has inserted different sections



like 68, 69, and 70 in the Copyright Act, 2000 to give effect to these principles (Alam, 2006). As a result, a Bangladeshi writer is automatically a member of the Berne Union and is entitled to protection against violations of his work under foreign jurisdiction and vice-versa. There are some benefits of working registered in an overseas jurisdiction. However, the infringement case for infringement in a foreign country must be brought to the court of a foreign country and will be tried under the provisions of copyright law of foreign jurisdiction, not under the terms of the Copyright Act, 2000.

► Moreover, the TRIPS Agreement (Articles 41-61) states the prosecution responsibilities, establishing a complete basis for the progress of civil, administrative and criminal procedures and remedies necessary for effective enforcement of copyright. The Copyright Act, 2000 of Bangladesh has maintained the obligation of the provisions of the TRIPS Agreement through this agreement three kinds of remedies are available against infringement and piracy of copyright in section 76, namely: a. civil remedies, claiming compensation for infringement of copyright and loss of profits as well (The Copyright Act, 2000); and in sections 82 to 93, namely: b. criminal remedies, initiating criminal proceedings against the alleged infringer according to the provisions of Copyright Act, 2000 of Bangladesh (ibid) and in section 74, namely: c. administrative remedies, seeking ban on the import of infringing copy into Bangladesh (ibid).

► The problem of copyright in Bangladesh is the balance between rights of owner and unauthorized use. In Bangladesh, copyright controls the dissemination of works in order to provide incentives for authors everywhere and copyright gets global or international protection. Actually, there is no automatic protection of copyright throughout the world. Protection against unauthorized use in a particular country depends on the national policy of the country where a violation takes place that means national copyright related laws can protect unlawful use globally. Nonetheless, most countries provide protection to foreign works under certain conditions that have been greatly simplified by international copyright treaties and conventions. Even if a particular country is not obliged to defend copyright violation by global copyright treaties or conventions, defense may still be possible under certain provisions of the country's national law. While the copyright can be registered with the Bangladesh copyright office, registration of the work is entirely permissive, and is not a precondition to holding or maintaining the copyright in the work. However, registration of the copyright is a precondition to filing infringement litigation in Bangladesh.

- Globally, there is no requirement that the author place the copyright notice on the work. The copyright notice is a form of the word 'copyright' or the copyright symbol, year of first publication, copyright owner. However, it is good practice to place a copyright notice on a published work and this can be done regardless of whether the copyright is registered with the copyright office in the country.

### **Causes for Ineffective Copyright Protection in Bangladesh**

There is a scenario of non-enforcement of copyright law in Bangladesh. In this study, different factors are identified behind this picture. The common people of Bangladesh are not so conscious about intellectual property as well as copyright. They do not know more about infringement of rights, though there is a strong provision of law to punish an infringer. For providing better copyright protection here, the role of law enforcing agencies is so important. Actually, they are not so conversant with the provisions of the copyright laws. And consequently, they don't feel the significance of intellectual property as a whole. Sometimes their dishonesty can even free a criminal after a raid. The copyright board and other concerning authorities also fail to play their role in this regard. Moreover, due to special knowledge of copyright law, sometimes, their operation becomes frustrated. The following factors may be held more responsive for ineffective copyright protection in Bangladesh.

- In Bangladesh, we don't have special courts on intellectual property issues and the existing ordinary civil and criminal courts fail to ensure exemplary judgment.
- The author of a work deprived himself from adequate administrative supports due to the strict provisions of the Act. Even infringers do not fear infringing copyrights as the implementation mechanisms are ineffective and inefficient.
- There is a lack of up-to-date technical tools like e-registration, e-complaint, delayed progression of copyright registration, obsolete search amenities and tools and lack of digital data and networks also.
- Delay in disposal of a case is also a barrier to better enforcement of copyright laws in Bangladesh. Owners of copyrights lose their reliance on judicial positivism when the infringer gets undue advantage because of delayed disposal of proceedings.
- As a whole, the Copyright Act, 2000 is not as friendly as we desire. It is sometimes liable to lose the creativity of the authors. It provides

protection for a limited period of time, not endless.

- ▶ According to Hosen (2017), in Bangladesh, copyright law protects a specific expression of an idea (as in images, words or sounds) but it does not safeguard the idea or concept itself.
- ▶ In absence of required laws for the protection of copyright makes the existing authors or owners of a work disappointed and they lose their enthusiasm to enhance creations.
- ▶ The Copyright Act, 2000 provides very limited protection for the owner or the creator of a work. For example, if someone draws a particular picture of a new type, others will be prohibited from copying the drawing, but they are not prohibited from using the basic idea to draw the particular picture.
- ▶ The existing copyright laws of Bangladesh often fail to achieve financial gain for the author.
- ▶ In section 41 of the Copyright Act, 2000, Bangladesh inserted the provision regarding the establishment of a copyright society as per Berne and other international conventions, but this has not been established yet.
- ▶ In Bangladesh the present laws of copyright fail to draw public attention to copyright law. The Copyright board is mostly liable here.

### **Recommendations**

In Bangladesh, the existing laws of copyright are made with a compliance of international laws or agreements. Nevertheless, the piracy rate is the utmost in Bangladesh amongst the world. Lack of awareness and proper implementation of the laws are mainly responsible for this scenario. As copyright is a commercial interest as well as others the government should give proper concentration. In this study, the author recommends some proposals in this regard as follows:

- ▶ Primarily, Bangladesh needs to develop a proper copyright protection system that can promote the creativity of people and the economy as well as the social development of a country.
- ▶ The government and concerned authorities should take necessary actions to ensure copyright protection in Bangladesh. The government should establish an anti-piracy security force with adequate professional.

training to work and make movements against book piracy at photocopy shops and those who engage in offset printing and against extensive CD, DVD, CD-R, DVD-R and CD-ROM piracy.

- ▶ Establishment of special custom cells at different ports to seize infringed import and export items in Bangladesh. Bangladesh immediately needs to establish copyright society to monitor copyright-related issues and infringements.
- ▶ The Copyright Act, 2000 should have provision to give effect the protection of computer software, otherwise we will lose our foreign clients. Existing legal systems should be furnished with suitable examples and instruments to handle the exclusive litigation over the ownership of copyright in computer software.
- ▶ There should be a development in mechanisms to ensure quick and inexpensive resolution of disputes and litigation by infringement. The study has strongly affirmed the suggestion of Hyder, (2016) that there should be specialized Intellectual Property (IP) tribunals with special judges so that they can ensure cheap and speedy relief.
- ▶ There should be public awareness regarding the significance of copyright-related laws and the effects of violation. Different academic organizations should announce some essential knowledge to its students concerning copyright protection for its economic advancement in Bangladesh. Copyright law may be included not only in undergraduate programs but also in graduate programs of Bangladesh education. The copyright board should organize seminars, symposiums and national workshops regularly to make all classes in the country conscious.

## **Conclusion**

From the findings, it can be concluded that copyrights are being infringed in Bangladesh everyday due to the absence of a robust legal framework, which clearly violates the protection of human rights. Furthermore, it is clear from the finding that the existing laws alone are not enough to face the growing challenges of copyrights protection in today's Bangladesh. Although Bangladesh enacted the Copyright (Amendment) Act, 2005 and the Copyright Rules 2006 to protect the rights of creators and authors of copyright by complying with international aspects such as WIPO and TRIPS and the Berne Convention, its implementation is not good enough in practice (Azam, 2008). Before these enactments, there was no provision for

copyright protection to the computer software; there were no illustrations that would be considered contravention of the copyright in computer programs. This study has found that the copyright protection in Bangladesh is not satisfactory. However, the current laws confirm safeguard to the computer database along with some quest order or interlocutory commands. It may be noted that the existing copyright law in Bangladesh upholds the standard level in respect of copyright protection. Nevertheless, we have to go a long distance by this time in terms of consciousness, usage and practice of copyright. In our country, it continues the work of our neighboring countries like China, India etc., who are the leading countries of software piracy in the world. To reinforce copyright protection or reduce the importation of pirated works, it is essential for every sophisticated citizen to be aware and have basic consideration of thought about copyright. It is noteworthy that citizens' perception of copyright is believed to support the growing distinctive traditional activities in any country of the world. The root causes of the violation of copyright protection are non-implementation of existing laws of the country, lack of awareness, corruption, piracy, lack of copyright movement, lack of the people's confidence in the law agencies of the country and other factors. The copyright holder can use the works as he desires and no one else can use the work without the author's permission (Maswod, 2014). To strengthen copyright protection or reduce the importation of pirated works, it is essential for every educated individual to have awareness and an easy understanding of copyright concepts. Incorporating cyber laws into the copyright laws and increasing esteem for copyright need to carry cultural and economic development in Bangladesh. It may be said that the perception of individuals about copyright supports the emerging monopolistic cultural activities in the country. The existing laws of the country for copyright protection as well as the prevalent systems regarding copyright protection may be occasionally frustrating, but it is the surest approach of guaranteeing copyright ensuring equity and fairness. When the existing laws get proper implementation and the government and other concerned organizations work properly, then the situation of copyright protection will be improved and changed. Future research should investigate the effects of the violation of copyrights on Bangladesh's socio-economy and political history.

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## Treatment of Women in Stephen King's *Carrie*

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**Abstract:** Literature can be a window into the issues that are prevalent in a society; it is also a space to dissect and analyze societal problems. It is, therefore, essential to think about literary texts critically and analytically, in order to unearth its underlying implications. The study aims to explore the covert and overt oppression of a woman and how society attempts to control any kind of feminist change detrimental to patriarchal beliefs. This paper focuses on exploring stigma encompassing female sexuality. Issues such as, menstruation, marital rape, religious fanaticism and premarital sexual relations have been explored. An extensive qualitative study has been conducted on Stephen King's *Carrie*, which hyperbolically presents American society with all its flaws and frivolities, to achieve the research goals. Two contrastive characters, Carrie and Margaret, whose activities effectively expose the glossy exterior of an American society, have been the focus point. However, King's universal use of basic human anxieties surrounding death, nightmares, childhood, sexuality, etc. is not only limited to its American settings. Findings show that female sexuality is pursued as taboo in society. Besides, the oppressive experience of peer pressure and sexual violence make things harder for women. In fine, this paper has rummaged through the numerous ways that society stigmatizes the natural phenomena of female's health and sexuality.

**Keywords:** Fanaticism, Marital Rape, Menstruation, Premarital Sex, Stigmas, Telekinesis.

*Carrie* tells the story of an adolescent teen girl with a special telekinetic power. She is raised by an intensely rigid and hyper-religious mother amidst constant taunting from her peers. King's use of telekinetic power and its manifestations is symbolically used to showcase oppression and rage in the adolescent female. Moreover, Carrie's mother, Margaret White, is stigmatized to the point of insanity due to explicit female sexuality. Her hysterical attitude is also indicative of how females are oppressed in society. King's use of such extreme rage and violence in the female characters of the novel is worth exploring because it uncovers various oppressive attitudes inflicted on females.

This paper addresses the questions of Carrie's and Margaret's problematic treatment as well as the social stigma of menstrualism and female sexual oppression. The purpose of this paper is to study the stigma of women's sexuality and to focus on the dangerous effects of stigma on the mentality of women and finally, the study examines different forms of extreme female revolt.

Mufidah (2016) in "Hyper-Parenting Effects Towards Child's Personality in Stephen King's Novel *Carrie*," focuses on the hyper-parenting technique of

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Carrie's mother, Margaret. Carrie is portrayed as a dependent child and Margaret as a dogmatic parent. The novel shows that hyper parenting is done because of trauma faced by the mother of the child. Margaret's past trauma arose from fornication and miscarriage. To overcome her guilt, she developed an enhanced super ego that gave herself to her dogmatism. She believed that anything outside of religious supplication was a sin, and that sin was to be burned and destroyed following ecclesiastical process. She chose this dogmatic parenting technique so that her child might not repeat the same mistake she did. The study carried out is helpful in understanding a fanatic parent's psychology and how it led to Carrie's monsterization.

Nikam and Biraje (2019) specify the elements of horror in the novel in their research work titled "A Face of Horror in Stephen King's Carrie." The researchers have specified King's use of unconventional horror techniques to invoke terror and anxiety. One of the specific elements of horror is the "feminist anxieties about power and gender" (Nikam, p. 48), mentioning the patriarchal system to which the females try to conform. Apart from that, the researchers talk about bullying, shame surrounding menstruation, hyper-parenting of Margaret as a horrific experience for Carrie, which transform her into a "monster" that in turn destroys the town. However, the researchers have failed to clarify exactly how the patriarchal system lays its footing on the females of the novel.

Dymond (2013) in "An Examination of the Use of Gendered Language in Stephen King's Carrie," takes a look at the use of gendered language in the text. According to him, Stephen King has failed to enter into the feminine world because his initial intention of understanding females is obsolete. The researcher points out that this is because King narrates the female experiences in a very "masculine" nature using masculine diction. The only way in which the author can paint the picture of a strong woman is by imagining her as male. This viewpoint is commendable and is used in this paper to explain how society as a whole attempts to create a masculine image of women for acceptance and the horrific treatment those females face as a result.

Newhouse (2010) in "A blind date with disaster: Adolescent revolt in the fiction of Stephen King," identifies that the adolescent characters in King's novels, growing up in an unstable and destructive environment, often take resort to violence because they lack social acceptance. He has highlighted Carrie's intense peer pressure and unrealistic parental expectations. According to Newhouse, Carrie's ultimate rage is more indicative of a glorious revolt because she is a "doomed victim."

Wicaksono (2015) in his article titled "Book Review of Novel Carrie by

Stephen King,” states that the main theme of the novel centers on bullying and the frustrations ensued by Carrie due to constant harassment. While the strengths and weaknesses of the novel are pinpointed by the researcher, the article, however, fails to dive into the deep psychological makeup which causes bullying. He is over sympathetic towards the protagonist completely sidelining the bully, which Chris and Carrie’s mother have been subjected to. This paper explores the oppressive instances of the seemingly antagonistic characters as well.

In her paper titled “Susan Snell’s perception on Carrietta White’s revenge in Carrie by Stephen King,” Pradityana (2018) wrote that it was Susan’s decision that prompted Carrie to exact retribution on the entire community. The paper demonstrates that Susan was motivated to send Carrie to the prom to mend her status as a marginalized girl and subvert the constant mockery she received from her. This paper sheds light on Susan’s previously constructed societal ideology and her subsequent ultimate transformation into a new perspective.

Aji (2017) in “Repression Shown by Carrie White in Stephen King’s Carrie,” made a contrast between normal and monster. In this context, the high school that Carrie goes to and the people surrounding her is considered as the “norm,” wherein Carrie is the “monster.” The horror element is generated by the relationship between normalcy and the monstrosity. Carrie exhibits repression on two fronts: the repression of her sexual desire and the suppression of her telekinetic power.

Hibtiyah (2018) took a psychoanalytic stance in analyzing the personality of the protagonist, Carrie, from Carl Jung’s theory of archetypes. According to the research, Carrie develops multiple archetypal personas to cope with her environment as a result of excessive parental and peer- pressure. So, for example, she takes on the role of the obedient girl in front of her mother, so as to shield herself from her mother’s torturous activities. The study demonstrates how Carrie’s unconscious “shadows” emerge in stages from the lowest to the highest, which concludes that Carrie’s “self” analysis is established in three stages.

The inhabitant of a small town called Maine, Stephen King was increasingly aware of the change in the female populations’ conditions, and wanted to understand the said phenomena. Until the 1960s, women were adamant on establishing their political powers and the right to vote. From the 1960s to the 1980s it was termed as “The second wave of feminism.” The second wave focused on family, women’s sexuality, and women’s reproductive rights (Burkett 2020). In 1963, Betty Friedan came out with the revolutionary publication, *The Feminine Mystique*, where she talked about the bore-

dom that women faced due to the myth that family and housework were a woman's source of fulfillment. Stephen King understood what female liberation could mean for him and others of his sex. The book is steeped in anxiety surrounding this liberation and the events that have led up to it. He writes in *Danse Macabre*: "Carrie is largely about how women find their own channels of power, and what men fear about women and women's sexuality . . . which is only to say that, writing the book in 1973 and only out of college three years, I was fully aware of what Women's Liberation implied for me and others of my sex" (Talafuse, p. 49). Through Margaret, we see the shattered illusion of the homely chaste woman, while Carrie is a representative of the feeling of women fighting for liberation and of their apparent fury for the underlying society. There is a lot of confusion surrounding the feminine aspects in the book; even the females themselves are confused about their subjective experiences. While contextualizing the novel against the backdrop of 1970's America, it is clear to see why a change in the feminine condition was brewing and it created anxiety in society and an almost elusive fear. The topics of female sexuality, sexual repression, menstruation, marital rape, miscarriage, and religious fanaticism have all been placed within this anxious surrounding of 1970's Maine.

Stephen King's *Carrie* is a hyperbolic portrayal of adolescent experiences, particularly for someone who is about to enter the perplexing world of adolescence. The story ties together concepts of menstruation, bullying, body shaming, religious fanaticism, and sexual stigma in an intricate weave of magic and mystery. The microcosm of the novel is almost entirely made up of women. Carrie's first experience with menstruation is in an enclosed girls' locker room where she is belittled, bullied, and ultimately rescued by Miss Desjardin. Even the traditionally masculine role of gym teacher has been assigned to a woman. The experience of menstruation, childbirth, and miscarriage will always be exclusive to women, and thus it will always be shrouded in mystery.

Because it is written by a man, the entire novel shares the quiet anxiety of feminine rage directed at patriarchy. Even though there are no defining men in the story, it is very evident that the structure of Carrie's society is established by patriarchy. There is no evidence of a strong feminine bond in any of the characters, whether mother and child or friends. This stems from patriarchy's insistence on pitting females against one another in order to gain the upper hand. What Carrie does so well visualizes the uncomfortable sensation that females experience in a society that is constantly attempting to police them. It is an excellent commentary on male anxieties about female sexualities. Much of the novel's imagery is stark and gory, which is appropriate for the subject matter.

The setting of the novel is that of a high school, and like any other human society, there are superstitions, hierarchies, traditions, and peer pressure within the microcosm of this society. As Carrie differs so much from her peers, she stands out from them all; additionally, as challenging as high school is, Carrie's singularity makes it even harder. The setting provides a great backdrop for the surrounding in which adolescent females grow up and experience their formative years.

The topic of menstruation is largely unexplored, which is surprising given that the female population experiences it once a month until menopause. This is not understood by the society and hence menstruation threatens the structure of the patriarchy. The subject of menstruation is, therefore, strongly vilified in order to tame it. For a woman, however, menstruation may prove to be a great tool and leeway into feminine sexual transition. Carrie is the menstrual scapegoat, embodying the experiences of menstruating female while suffering at the hands of those who have stigmatized this situation.

In many cultures, a menstruating woman cannot eat certain food, handle anything in the kitchen or go outside her house. This form of social confinement stems from the thought that menstruation is impure and must be contained. Menstruation marks are gasped at and are almost treated as a criminal offence. Stephen King beautifully mirrors this derogatory stance through the line, "plug it up." Any kind of mark is taken as a "stain" on the menstruating person's character since through proper products she should have been able to cover or conceal the stain up (Johnston et al, p. 183). It also marks a formative time in a girl's life in which she is not a child anymore, but rather a woman. This suggests that she now possesses sexual agency, yet society imposes restrictions on it as well. Carrie's mother immediately associates a sinful relationship with her daughter's biological state. Since menstruation causes a woman's organic shift, society looks upon the menstrual girl with distrust, almost as if she were a wild figure out of control. As a result, it attempts to marginalize the menstrual female.

With menstruation and puberty, girls' physical appearance changes, such as pimples, acne, newly grown breasts, and weight gain. It is tough for the young woman to acclimatize to her new looks. Societal stigma contributes to this uneasiness by criticizing all females who do not conform to the ideal of the socially attractive. Because there is always an unwritten requirement of females to appear in their best; society condemns anyone it deems "ugly," which is why Carrie is presented in animalistic pictures throughout the book. Stephen King's Carrie fits into the stereotype of the "mad delusional woman." She transforms into what society has made her out to be and unleashes her vengeance on society. Furthermore, menstruation was also

viewed as otherworldly, poisonous and magical because men could not fathom how an uninjured woman could bleed up to a week (Johnston et al. p. 183). In *Carrie*, we see how her telekinetic abilities grow stronger when her menstruation begins. The stigma surrounding menstruation is set in stone through un-acknowledgement and silence, where it is avoided and not discussed in details (Johnston et al. p. 186). Because discussing it would normalize this supposedly taboo subject, it is regarded as an unpleasant topic by both males and females in society. We see a clear instance of this in Margaret, who avoids educating her daughter on menstruation and sexual health. Besides, as Miss Desjardin discusses the horrific locker room incident with his male colleague, she sneers and thinks, "He did not understand women and had no urge at all to discuss menstruation" (King, p. 20). In the locker room scene, we are told, "There was a cluster of acne on one shoulder. At sixteen, the elusive stamp of hurt was already marked clear in her eyes" (King, p. 7). King adopts a third-person narrative style, emphasizing society's brutality to a menstrual girl.

Carrie, the "frog among swans" (King, p. 4) is mentioned as the "sacrificial goat" (King, p. 4) and a repeated allusion to animal imagery is made. Her name is associated with that of a pig, as it is stated that Carrie is another term for "pig poop." She is sometimes referred to as "a hog in a slaughtering pen" (King, p. 9). These allusions to animal imagery dehumanize Carrie, and allude to how society tends to marginalize menstruating girls by implying that they are alien. This estrangement is further implied in Carrie's case because she has no prior knowledge of period and does not know how to deal with such an occurrence. A stab at her appearance is taken frequently, because society is very intolerant towards socially unattractive creatures, which is evident from the "goat" and "frog" imagery. The "slim, non-breasted" (King, p. 5) gym teacher, on the other hand, approaches Carrie with irritation, further isolating her. As a result, the protagonist is ostracized because she does not belong to any of the groups.

In the locker room scene, as the other girls are throwing tampons at the naked and wet Carrie, we are reminded of a caged zoo animal and how humans throw food scraps at barred creatures. Even Sue Snell, who is later guilty of throwing tampons at Carrie, does the same. In the book, she is described to be taken in disenchantment because everyone else around her prompts her to do so: "Sue was throwing them too, throwing and chanting with the rest, not really sure what she was doing- a charm had occurred to her mind and it glowed there like neon" (King, p. 8). Sue Snell's mentality and behavior exemplify how dangerously addicting stigmas may become. Many others, including Sue Snell, fall into the slot of conforming to their circumstances at the expense of others.

The interesting thing to be noticed is that none of the bullies in the locker room are male. They are all females, so one would expect that they would be more empathetic to someone with whom they may share menstrual experiences. This demonstrates how easily stigmas applied in a patriarchal society delude people and strip them off their basic moral conscience. Patriarchy pits women against one another in an attempt to subjugate them. As we see in the narrative, two entities that have caused the most chaos in Carrie's life are her mother and her bully.

The imagery of blood appears frequently throughout the novel and has a wide range of implications. Numerous feminists have attempted to reclaim monthly blood loss by creating landscapes using menstrual blood as a media. Such instances are an attempt to de-stigmatize the subject. Advertisements show period-blood in a much concealed manner where it is shown as blue instead of red. Observers felt a mixture of "hate, revulsion, exasperation, and pity" (King, p. 6) when they saw the blood-splattered Carrie. This is how society perceives the blood-stained woman: impure and condemning. The imagery of blood, as seen through the character Carrie, represents all of the various shades of mockery and humiliation to which she has been subjected. We see how she is born into the world by her mother, butcher knife in hand: "The bed was drenched in blood, and a butcher knife lay on the floor" (King, p. 13). Chris, Carrie's bully, slaughters a pig and drenches Carrie with it on her prom night. She draws a symbolic connection: "pig blood for a pig" (King, p. 114). This is absolutely typical of how a significant portion of society regards menstrual blood; once again, there is an animalistic connection. However, it is also through blood that she ultimately achieves her liberation. As apt as the epithet "bloody liberation" is, Carrie had to literally shed blood to soar above the dark web of mockery. It is recounted: "She kept looking at her hands and rubbing them on her dress, trying to get the blood off and thinking she'd never get it off and how she was going to pour blood on the whole town and make them pay" (King, p. 178). This bloody episode is a revolt against the ongoing stigma that she has been exposed to.

Female sexuality, particularly appreciating one's own sexuality, is one of society's most taboo subjects. From mutual sexual intercourse to masturbation, anything having to do with a female's sexual health is widely condemned. Margaret White represents the sexually repressed female. She is an extreme parody of the "Angel in the house" (Coventry Patmore 1854). Religious fanaticism is endorsed as a tool to repress sexuality in society. Margaret believes everything that is natural is a sin. She assumes the role of the society's looking glass, which condemns women's sexuality. In connection to her daughter, Carrie, it is obvious to understand the perilous consequences of severe sexual restraint.



The stigma surrounding women's sexuality has a very deep connection to religion. It is said in Christianity that the pain connected at childbirth and menstruation is because of the sins committed by Eve for straying Adam away from the path of God. The church wanted to suppress the females that were unwilling to comply with their strict regulations. This is why the churches developed the name "witches," referring to obsessive and deranged women. Anu Muhammad in his book, *Nari, Purush O Shamaj*, claims that with the Church and Monarchy in power in Europe throughout the Feudal period, rebellious and unconventional women were labeled as "witches" in order to suppress and marginalize them. For the sake of a community purity rite, these so-called "witches" were subjected to inhuman punishment, including being burned alive. Society was supposedly cleansed of these witches, but the witches were none other than revolutionary women (Muhammad, p. 24). Margaret exhibits a similar sentiment as she attempts to tame and control both her own and her daughter's freedom and sexuality. Females are instilled with fear surrounding their sexuality. And because of this, there is a divide between her mind and her body. A female can believe in sexual freedom and still be frigid. We see this divide in Margaret - she claims to have kept herself pure from the 'sin' of intercourse but has obviously conceived a child.

Another extremely sensitive topic is marital rape, which, once again, goes unnoticed by society. It is surprising how many ladies and males are utterly unaware of the concept of marital rape. It was only in 1991 when marital rape was considered as a heinous act. Margaret has a very strange amalgamation of both consent and non-consent throughout the tale, where she almost allows her lover to violate her. This is a highly perverse manner of rationalizing marital rape, yet it is the same position that society has implied for decades. Society normalizes marital rape by implying that a wife should always be at the mercy of her husband's whims.

Firman and Gila in "On Religious Fanaticism: A Look at Transpersonal Identity Disorder," have termed religious fanaticism as a kind of personality disorder in which the person suffering from such beliefs tend to be supporting a higher moral good, and tends to demoralize and dehumanize the opponent (Firman, p. 1). Margaret is clearly psychologically challenged and hysterical when she is unable to manage the amount of sin around her. In this scenario, her "opponent" is her own daughter. She is deranged to the point of locking her daughter up, starving her for hours, and even attempting to murder her. Margaret's frenzied fanaticism may appear very hyperbolic at times, but it highlights the dangerous delusions that can result from psychological distress.

As previously stated, Stephen King wished to amplify masculine concern

about female emancipation. This study has investigated the stigma around female health and sexuality, including menstruation, sexual repression, premarital conceiving, and marital rape in order to identify how patriarchy stigmatizes them to subjugate its females. It has demonstrated how menstruation is regarded as a "stain" on the feminine character and how religious fanaticism is utilized to stigmatize females' normal sexual drives. This study can serve as a beginning point for further research. To summarize, Carrie can be viewed as the novel that bestows authority and power on the female, who is perpetually powerless.

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## BOOK REVIEW

**Post-Rana Plaza Developments in Bangladesh: Towards Building a Responsible Supply Chain in the Apparel Sector**, by Khondaker Golam Moazzem and Abeer Khandker. Dhaka: Centre for Policy Dialogue (CPD) and Pathak Shamabesh, 2016. 80 Pages. Price: BDT 695.00/ US \$. 20.00. ISBN: 978-984-92336-2-6.

Reviewed by Md. Mamin Ullah<sup>1</sup>



Industrial disasters due to accident, negligence or incompetence have become common affairs in industrial establishments and thus leading to great damage, injury or loss of life. In the last two decades, there are a significant number of industrial accidents occurred in Bangladesh causing the loss of thousands of lives along with unaccounted physical injuries. Among them, the Rana Plaza Tragedy is the most destructive industrial accident in Bangladesh. In the aftermath of this tragedy, the Bangladeshi government rushed to improve safety measures and labor rights followed by the pressures from the human rights and labor advocates for greater accountability and transparency in the industry. However, the level of initiatives and their implementations in terms of effectiveness remains a debating issue. In this context, the book under review is an excellent source of the Government's various initiatives undertaken for promoting safe working

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environment. The book provides an update pertaining to the progress of these initiatives and highlights the challenges in this connection. A distinctive feature of this book is that it has made an attempt to capture the 'organizational learning' based on the evolving experiences with an objective of developing a working model in the value chain management. The book has achieved its stated purpose to a large extent. It is therefore a useful guide for policymakers, academics, researchers, and interested readers.

This book is the joint contribution of Khondaker Golam Moazzem and Abeer Khandker. Dr. Khondaker Golam Moazzem is an industrial economist and is currently working at the Centre for Policy Dialogue (CPD), Bangladesh. His Doctorate in Development Studies along with vast research experience in labor and social issues have adequately justified the credential of the authorship of this book. Mr. Abeer Khandker, on the other hand, is a faculty of Economics at a leading private university in Bangladesh. In addition, he is currently a Visiting Research Associate at the Centre for Policy Dialogue. These two authors' credentials have made the book credible and unique.

This is basically a research-based book focusing on different aspects from the perspectives of institutionalization of organizational learning with regards to post-Rana Plaza initiatives. The study is sponsored by International Labour Organization (ILO) Bangladesh Office, Canadian High Commission in Bangladesh, Royal Netherlands Embassy in Bangladesh and Department for International Development (DFID). There are five consecutive chapters of this book. Chapter 1 provides the background, rationale, and objectives of the study along with a brief note on adopted methodology. In presenting the framework of the study, the authors stated that:

Various activities that have been carried out in the post-Rana Plaza incident possess elements of organizational learning ranging from victim support to remediation activities leading to the improvement of global value chain. (p.2)

The literature review is inadequate and the objectives set in this chapter are ambiguous. The methodological section also looks incomplete. However, Moazzem and Khandker introduced the background of the study with expertise and caliber. In chapter two, the authors highlighted the five most unaddressed issues of Rana-Plaza Tragedy including compensation, treatment, re-employment, support to victims' children, and legal matters. Fate of the missing workers is still an unresolved and sensitive issue (p. 5). One of the distinct features of this chapter is the presentation of division-wise employment status of Rana Plaza victims (tab. 2.1, p. 8). The second part

of this chapter analyzes the remediation of RMG factories with evidences from national and international organizations. Progress on trade union-related activities is analyzed along with a framework for occupational health and safety. The Government's initiatives for strengthening institutions are critically reviewed. The chapter is ended with a critical evaluation of 'The Better Work Bangladesh (BWB)'- a joint programme of ILO and IFC (p. 20).

Chapter 3 analyzes the stakeholders' perceptions with regard to Post-Rana Plaza developments. A list of initiatives of various development organizations like IFC, USAID, JICA, and AFD for remediation financing is presented with useful information (p. 26). However, little contribution is made in this chapter. Most of the discussions of this chapter are the contents of chapter 2. In chapter 4, the authors have explored the challenges towards institutionalizing the organizational learning in the RMG sector. The different stages of organizational learning and the respective roles of stakeholders are graphically presented in concrete forms (tab. 4.1, p. 34). In addition to the critical analysis of the stages of organizational learning, Moazzem and Khandkar have presented the status of each issue (p. 35). However, there should have more discussions on different issues of institutionalization. The discussions seem inadequate having lack of evidence.

Chapter 5 is the last chapter providing suggestions for developing responsible supply chain in the RMG sector. In highlighting the supply chain scenario in RMG sector in Bangladesh, the authors have stated that:

Bangladesh's RMG sector is slowly heading in the direction of developing a decent working environment and ensuring labor rights with a view to developing a responsible supply chain, the end product being the institutionalization of the whole process. (p. 37)

The policy options are outlined in this chapter with supportive studies. A Remediation Coordination Cell (RCC) is assumed to be an effective mechanism for better organization learning process. The book is ended with a list of references and enriched appendices. In recent years, a significant number of research works have been carried out addressing the issues of industrial accidents and occupational health and safety. The research evidence is thus being augmented. Chowdhury (2017) critically reviewed the working conditions of the Post-Rana Plaza disaster and the complicit behavior of elite NGOs. Shahid (2016) assessed the lessons learned from Rana Plaza disasters. Otlewski (2014) examined the political, economic, social, and corporate contexts behind the collapse of Rana Plaza. Rahman and Moazzem (2017) evaluated the system of compliance assurance prior to the Rana Plaza tragedy. Bolle (2014) reviewed the international focus on

portions of the global supply chain. Sinkovics (2016) investigated the intended and unintended consequences of compliance and auditing pressures in the Bangladeshi garment industry based on a multiple case study approach. Despite these research works on industrial disasters, this book is a unique contribution in addressing and assessing the development initiatives undertaken to improve the working conditions in RMG sector in Bangladesh.

The contents of this book are well presented portraying the consistent development of the authors' stated thesis. The book is organized with useful facts and supportive illustrations. The language is clear and convincing. Authors' ideas are specifically explored with evidence. The concluding chapter is convincing having several implications for further research. The big is not too big to carry around easily. The book is simple to read with appropriate technical notes. The illustrations, tables, and figures are quite helpful for the readers. The book is based on sound evidence and free from political biasness. The concrete preface along with a list of acronyms gives a influential starting of the book.

Some backdrops are largely observed in this book. The sizes of the chapters vary to a large extent. Chapter 4, for instance, is tiny bearing little information for the readers. Moreover, the shape of the book is somewhat unusual. Although the sources are cited properly, they are inadequate considering the scope and the depth of the study. The list of references does not conform to unique referencing style. The book is full of repeated information and discussions. More works are yet to be made to make the book up-to-the mark. Despite these minor limitations, this book presents a working model of value chain management based on the theory of organizational learning. The chapters of the book are ended with a number of policy options for better functioning of undertaken initiatives of institutionalization. Indeed, the book provides important and critical insights into the newly emerging management system in the apparel supply chain. Policymakers, academics, and researchers will find special interest in this book.

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