

**ONE** | **EVERY**  
**TEAM** | **MEMBER**  
**MATTERS**



# **ONE TEAM** ||| **EVERY MEMBER MATTERS**

**Dear Honourable BASIS Member,**

**Leading BASIS and contributing to the growth of our dynamic IT industry is both an honor and a joy. Serving as a representative for BASIS over the past two years has filled me with immense pride. Seeing the tangible impact of our team's efforts in policy development, business support, industry initiatives, member prosperity, and rights protection has been incredibly rewarding. My team has truly been the backbone of these achievements. We are united as "ONE Team," valuing and empowering each member's contribution. Now is not the time to rest; it's time to stand united, address challenges, and strive for a Smart Bangladesh.**

**Despite our accomplishments, challenges persist. Access to finance and nurturing startups are crucial areas needing attention. We will implement targeted programs to bridge the funding gap and empower future leaders. Establishing dedicated BASIS infrastructure will provide essential resources and support, propelling our members forward.**

**An imminent challenge is the expiration of the IT sector's tax exemption in 2024. Under my leadership, BASIS strongly advocated for an extension until 2031 during the 2023 budget deliberations. This positive development sets the stage for continued negotiations to secure an extended tax holiday, crucial for attracting investment and ensuring industry growth.**

**Moreover, fostering a stronger collaborative ecosystem among government, companies, and educational institutions is imperative. We are actively pursuing the establishment of a specialized university under BASIS's umbrella to provide tailored IT education and equip our future workforce with necessary skills. It's time to turn this initiative into reality.**



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Russell T. Ahmed

- 24 Years+ Experience
- Versatile Leader
- Communication Specialist
- Outstanding Negotiation Skill
- BASIS Member for 14 Years
- Elected as Basis President



**RUSSELL T. AHMED**  
Team Creative

## GENERAL CATEGORY

Russell T. Ahmed, with over 24 years dedicated to ICT development, prioritized initiatives as BASIS president to advance Smart Bangladesh goals. His '3x3 Framework' fosters collaboration between government, industry, and academia for human resource development, research, and promotion, aiming to boost Bangladesh's IT exports. Driven by his core principle of valuing every member, Ahmed organized four BASIS Members Meet events across Bangladesh, resulting in a remarkable 65% membership growth to over 2,400 by April 2024 from 1,456 in January 2022.

Under Ahmed's leadership, promotion campaigns bolstered leads for Bangladeshi IT firms and strengthened relationships with commercial banks, facilitating credit access. His endeavors secured collateral-free financial support up to BDT 1 crore and advocated for cash incentives and ERQ facilities for IT firms. Projects like BMEET, BMEET+, and TopSE thrived, demonstrating campaign success. Ahmed expanded BASIS's collaborations with organizations like PUM Netherlands Senior Experts, CBCCI, KOTRA, and ICTA, with BASIS members exporting to 137 countries.

As BASIS president, Ahmed elevated Bangladesh's profile by partnering with the UK's Global Sourcing event and participating in GITEX Global 2023 in Dubai. He led Bangladesh's largest SoftExpo in 2023. Under his guidance, BITM's SEIP trained over 60,000 ICT enthusiasts, with plans to lead SICIP. As CEO of CLASSTUNE, he oversees a leading LMS platform, benefiting over 450,000 students. His venture, Team Creative, contributes to eGovernance projects. With an MBA from IBA, Dhaka University, Ahmed's previous roles include secretary general of ISPAB and senior positions at BASIS, Aamra Networks, QUBEE, and Fiber@Home, where his contributions significantly advanced Bangladesh's telecommunications landscape.

- 23 Years+ Experience
- Widely Accepted BASIS Leader
- Mentor of Young Entrepreneurs
- Sustainable Change Maker
- BASIS Member for 20 Years



**M RASHIDUL HASAN**  
Systech Digital Limited

## GENERAL CATEGORY

A man with strong core industry personality and experience is always required to shape the fate of the business in different segments and Mr. M Rashidul Hasan is Managing Director and CEO of Systech Digital Limited, who contributed to its continuous success and improvements with the core industry standpoint. He always strived for building a better life and a better nation.

Mr. Hasan has been serving the ICT industry for the last 23 years. All through his career, he contributed building technology-based service organs of the organization and became very successful professionally and the same purview contributed SDLs' initial build out and rapport creations aligning to the top industry standards. With his enterprising leadership, SDL earned popularity as a customized software solution provider for both government and corporate sector of Bangladesh and outsource application development partner of companies in Japan, USA, Canada & some EU countries.

For his great leadership, he has been elected in the ICT Industry Association BASIS and served multiple terms as in senior positions including Vice President and contributed on Industry development and Digital Bangladesh vision.

Moreover, his contribution towards Bangla Computing and overall ICT development in Bangladesh is remarkable. The very name itself glitters in remembrance of total business operation of Systech Digital Ltd. as it is successfully booming up in the relevant market in home and abroad.

- 25 Years+ Experience
- Hero of the Software Troyee
- Visionary & Proactive
- Recognized Troubleshooter
- BASIS Member for 20 Years



**UTTAM KUMAR PAUL**  
Best Business Bond Ltd.

## GENERAL CATEGORY

Uttam Kumar Paul is widely recognized for his exceptional leadership abilities and his talent for optimizing business processes while fostering continuous improvement. He has a reputation for assembling resilient teams capable of overcoming various challenges and for adeptly managing human and financial resources leading to numerous successful projects.

One of Uttam's most notable achievements is his leadership role in the success of Troyee Software, a prominent product in the local market. With over a decade of experience across various sectors, Uttam ventured into the ICT industry following his post-graduation at the University of Dhaka.

Uttam is the founder of Best Business Bond Ltd. (3BL) and launched Troyee Software from this platform in September 2004. He worked hard to address the shortage of skilled professionals in software-based business functions. He developed acclaimed tutorials and training methodologies, facilitating swift software adaptation for new users and establishing efficient customer support protocols.

Driven by a thirst for new experiences, Uttam's company led a partnership with another firm in developing an e-ticketing system utilizing NFC technology for NEC Corporation, Japan, with support from JICA. Within BASIS, Uttam has held various positions on the Executive Council, including Secretary General, Treasurer, and Director, actively contributing to policy advocacy and organizational goals.

Despite facing challenges such as customer skepticism towards domestic software companies compared to foreign counterparts, Uttam remains optimistic about the industry's potential for growth and recognition, firmly believing that both the community and the nation will one day acknowledge its capabilities.



# ONE TEAM

EVERY  
MEMBER  
MATTERS

- 28 Years+ Experience
- Empowering Japan tech Relations
- Catalyst Cross-border Collaboration
- Exceptional Multitasking Competencies
- BASIS Member for 5 Years



## AKM AHMEDUL ISLAM BABU

TechKnowGram Limited

### GENERAL CATEGORY

AKM Ahmedul Islam BABU, Founder & CEO of TechKnowGram Limited, boasts a rich background spanning 27 years in BPO, outsourcing, software, and the Japanese market. His pivotal roles in multinational corporations like NIIT, Metrocomia South Asia, BJIT, SeBPO, and AtomAP testify to his trailblazing status in the ICT industry. At TechKnowGram, he leads in delivering customized web solutions for ERP, AI, Robotics, and pioneered Sobjanta AI, an innovative Bangladeshi AI solution. With 24 years of presence in Japan and the US markets, TechKnowGram is a key ally for Bangladesh's DoICT, Armed Forces, RHD, JICA, and the World Bank, serving clients globally.

Since 1998, Ahmedul BABU has been instrumental within BASIS, serving as Director and Chair of the Japan Desk. He founded the BASIS Japan Focus Group and oversees committees for International Market Development and Digital Education. Affiliated with FBCCI, JBCCI, BCS, and e-CAB, he's a Life member of CTO Forum. He's also served as BACCO Director and JICA consultant, contributing to Bangladesh's ICT landscape.

Active in positioning Bangladesh's ICT globally, particularly in Japan, Ahmedul BABU led BASIS's efforts, organizing events and initiatives like B-JET and B-MEET, fostering collaboration. The ongoing B-TopSE program, a collaboration with JICA, BCC, and BASIS, aims at ICT upgrades.

Ahmedul BABU's background in journalism includes executive roles at Monthly Computer Barta and Bangladesh Observer, founding BIJF. He holds Bachelor's and Master's degrees in Applied Physics Electronics and Communication Engineering from the University of Dhaka, an MBA from Presidency University, and ACMP 4.0 certification from IBA, University of Dhaka.

- 20 Years+ Experience
- The Creator of PrismERP
- Dedicated & Visionary Leader
- Exceptional Mentor of Startups
- BASIS Member for 16 Years



## **IQBAL AHMED FAKHRUL HASAN**

Divine IT Limited

### **GENERAL CATEGORY**

Iqbal Ahmed Fakhruul Hasan, a prominent figure in Bangladesh's ICT sector, has dedicated his career to bringing technology to everyday life. For over 20 years, he has led ventures in ERP solutions, messaging systems, and e-governance.

His most notable achievement is Divine IT Limited, a leading software and IT solution provider. The company's success earned it government approval as a private STP, and it currently employs around 200 people.

Hasan's vision is to develop a globally recognized platform for local ERP and software services. Under his leadership, Divine IT created PrismERP, a highly adaptable solution used by over 400 enterprises in m-D industries.

PrismERP has garnered numerous awards, including the National Productivity Awards (2015 and 2018), the BASIS National ICT Awards (2017), and the Daily Star ICT Award as the solution provider of the year 2022. Hasan's strong educational background in computer science, coupled with his talent for team building, has been instrumental in this success.

Known for his amiable personality, Hasan is a vocal supporter of startups and young entrepreneurs. He actively contributes to BASIS, a software association, helping budding companies and advocating for government support to strengthen the local ICT industry. His ultimate goal is to make the country self-sufficient with local software products and services and, finally, highly reduce foreign currency expenses. His ultimate goal is to make the country self-sufficient with local software products and services, thereby significantly decreasing reliance on foreign currency expenditures.





- 20 Years+ Experience
- Visionary Leader & Mentor
- Innovative Mind & Serial Entrepreneur
- Strategic Investor
- BASIS Member for 11 Years



## **M ASIF RAHMAN**

A. R. Communications (ARCom)

### **GENERAL CATEGORY**

M Asif Rahman, a distinguished leader and entrepreneur, was honored with the prestigious TOYP 2022 Award for his exceptional leadership and community development efforts. Serving as the founding President of JCI Dhaka Founders, he epitomizes innovation and forward-thinking.

Asif's entrepreneurial journey commenced in 2004 with ARCom, marking the inception of his visionary ventures. Over the years, he spearheaded the establishment and growth of over 25 pioneering companies, including ventures like WPDeveloper, empowering millions of websites with innovative solutions, and easyjobs, simplifying recruitment for thousands of global firms.

Expanding his influence globally, Asif ventured into the United States, founding and investing in numerous successful enterprises, such as Facebook, Leanplum, and Trance. Revered as a "Bangladeshi Serial Entrepreneur" by The Daily Observer and the sole successful global tech founder from Bangladesh, Asif's contributions have reshaped industries.

His roles as Chairman of Geeky Social, Ex-CEO of weDevs, and Managing Partner of Analytify underscore his diverse leadership in software, media, and analytics sectors. Additionally, his investments in various ventures spanning organic food, sustainable learning materials, and business solutions highlight his commitment to innovation and societal impact.

As a sought-after speaker at international conferences and a mentor to aspiring entrepreneurs, Asif's influence extends beyond his ventures. Recognized as a top investor and tech founder in Bangladesh, he continues to shape the startup ecosystem, now serving on the Advisory Board at BASIS. Asif's enduring commitment to innovation and mentorship solidifies his status as a transformative leader in both business and technology.

- 18 Years+ Experience
- Accomplished Entrepreneur
- Result Driven Strategy Maker
- BASIS Member for 5 Years
- Elected BASIS Director of 2018



**DIDARUL ALAM**  
Shooting Star Limited

## GENERAL CATEGORY

Didarul Alam is recognized as one of Bangladesh's most dynamic and innovative entrepreneurs, having achieved remarkable success across the e-commerce, software, and communications sectors. Elected as the 2018 director of BASIS, he led the development of the National Digital Media Buying Policy and significantly enhanced the National ICT Award. His leadership in organizing the NASA Space Apps Challenge secured Bangladesh its first victory in the competition, underscoring his pivotal role in advancing the nation's technological landscape.

After earning a degree in business management, Didarul's career trajectory included significant roles at leading telecom companies and a major role in enhancing the performance of Bangladesh's largest retail chain, Shwapno. In 2013, he embarked on an entrepreneurial journey, founding SHOOTING STAR LIMITED, an IT company that quickly became known for its professional software development and skill enhancement programs. Following this, he established ADON COMMUNICATIONS and BIT BYTE TECHNOLOGIES LIMITED, showcasing his commitment to the IT sector. These ventures have made notable contributions to the global market, exporting innovative software solutions worldwide.

With over 18 years of experience in strategic planning, brand management, and digital marketing, Didarul has been instrumental in shaping digital business models in Bangladesh. His efforts align with the government's vision of creating a Digital Bangladesh, making him a key figure in the country's journey towards technological empowerment and a digital economy.

- 19 Years+ Experience
- Insightful & Innovative
- Solution-Oriented Leader
- Pioneer of Programmatic Advertising Technology
- BASIS Member for 11 Years



## **K.A.M. RASHEDUL MAZID**

Raise IT Solutions Limited

### **GENERAL CATEGORY**

Mr. K.A.M. Rashedul Mazid, a beacon of innovation and leadership in the digital realm, was honored as the "Best Emerging Leader in Digital Advertising Technology" by The Global Economic UK in 2023. As the Managing Director of RAISE IT Solutions Ltd, Rashedul continually pushes digital technology's boundaries.

A distinguished academic, he holds a Master's degree in CSE from UIU and a Bachelor's degree from IIUC. His groundbreaking contributions include Bangladesh's premier programmatic advertising network, "RITS Ads Network," and the widely acclaimed "Rits Browser," with over 2.7 million worldwide downloads and the prestigious AICTA Award. Rashedul's impact on the digital landscape is undeniable.

He shares insights at esteemed events like Google I/O Dhaka and conducts workshops at Google headquarters in the USA, solidifying his thought leadership. As a judge for renowned competitions like the Basis National ICT Awards and Mujib 100 Idea contest, he fosters innovation.

Rashedul's influence transcends industries, with leadership roles in BASIS committees and mentorship for initiatives like NASA Space App Challenge. His remarkable achievements are showcased on MasRanga TV's 'Ranga Shakal,' magnifying his visionary leadership. His dedication to nurturing talent underscores his mission to propel Bangladesh into a digital powerhouse.

- 9 Years+ Experience
- Leading 350+ Team Members
- Multi-Award Winning Global Entrepreneur
- Business Management & Expansion Specialist
- BASIS Member for 2 Years



## ASSOCIATE CATEGORY

### **SYED ABDULLAH JAYED**

NEXT Ventures & Finalytics

Syed Abdullah Jayed, the Founder & CEO of NEXT Ventures and Finalytics, embodies resilience and innovation in the face of adversity. His entrepreneurial journey began at the age of 13, driven by curiosity and a passion for problem-solving inspired by tech giants like Microsoft and Google. Despite humble beginnings and limited resources, Jayed remained steadfast in his pursuit of success, undeterred by skepticism from others.

In January 2016, NEXT Ventures was established, recognizing the transformative potential of technology in the FinTech sector. Under his leadership, NEXT Ventures has flourished, hosting successful companies like Finalytics, Incenteco, FundedNext, and GrowthNext. In just two years, FundedNext has amassed over 150k traders and 7 million monthly web visitors worldwide.

Jayed's commitment to community and inclusivity is evident through NEXT Ventures' partnerships and initiatives, aiming to positively impact 50 million traders by 2033 across 195+ countries and 13 languages. Awards, including the prestigious Bootstrapping Excellence Award from Prime Minister Sheikh Hasina in 2023, highlight his dedication to innovation and growth.

Through CSR events and contributions to society, NEXT Ventures supports Bangladesh and engages with global affiliates to spread its message. Jayed's vision extends beyond past obstacles, with plans for expansion and new ventures positioning NEXT Ventures as a leader in the global marketplace. His story serves as a testament to resilience, innovation, and the limitless possibilities achievable through hard work and vision.

- 15 Years+ Experience
- Visionary Leadership
- Inspiration of young Change-makers
- Believes in Sustainability, Inclusive Growth
- BASIS Member for 10 Years



## **BIPLOB GHOSH RAHUL**

eCourier Limited, Carnival Assure Limited

### **AFFILIATE CATEGORY**

Biplob Ghosh Rahul, a visionary entrepreneur from Barishal city in South Bengal, has carved an impressive path in logistics and entrepreneurship, marked by academic excellence, professional achievements, and a commitment to inclusive growth and sustainability. Rahul began his academic journey with a BSc in 2008, followed by an MBA from East West University in 2013. Seeking global exposure, he pursued a post-graduation course at Hong Kong University sponsored by the World Bank in 2012. Recognized for his dedication, he received a prestigious US State Department scholarship for Professional Fellows in 2014, working with McMahon Marketing in OK for 35 days. This experience laid the groundwork for his venture, eCourier.

As the founder and CEO of eCourier.com.bd, Rahul revolutionized logistics, pioneering the first private 360-degree logistics company operating sustainably. Under his leadership, eCourier delivered 30 million parcels through a network of 1300 field agents and 300 management employees, with 39% female inclusion.

Rahul's innovative approach earned him the 'Uddokta' (Entrepreneur) award in 2014. Beyond business success, he drives systemic change through initiatives like the CLTP and as a member of the National Logistics Policy Advocacy Team.

Recognized as the best Digital Entrepreneur of 2020 by JCI Bangladesh, Rahul empowers others by supporting 100 small entrepreneurs across Bangladesh, amplifying their initiatives through his social channels and facilitating connections with relevant stakeholders.

Rahul's journey embodies the transformative power of entrepreneurship, inspiring a new generation of changemakers poised to create a positive impact on society and the environment.



- 33 Years+ Experience
- Ex Vice President, AmCham
- Ex, EC Member FICCI - 2 terms
- Strong Negotiation Skills
- BASIS Member for 10 Years



**SYED MOHAMMAD KAMAL**  
Mastercard

## INTERNATIONAL CATEGORY

Syed Mohammad Kamal, Country Manager, Mastercard Bangladesh has more than 33 years of experience in diversified industries starting from FMCG to Financial Institutions. Started his career in early 90s with FMCG industry, worked at companies like ACI, Berger Paints for quite a long period at different leadership roles. Then he has changed the industry from FMCG to financial Institution and joined global leader in remittance industry – Western Union where he worked for more than 6 years, set up Western Union Bangladesh Office, raised their network & revenue substantially. He left Western Union as Country Manager, Bangladesh.

Syed Mohammad Kamal has joined Mastercard in early 2013 as Country Manager Bangladesh and started MasterCard Bangladesh office at the same year.

Under his leadership, Mastercard has launched online payment gateways, work very closely with the eCommerce community, launched numerous cards with BASIS to ease up payment for ICT industry & Freelancers, payment tool to Social Media Entrepreneurs, Women entrepreneurs, Millennials. He brought in interoperability between MFS & Cards in 2019 by launching “Add Money” facility, pioneered BanglaQR.

He is actively participating in several policy making initiative of the Govt of Bangladesh & different trade bodies.

Kamal is a visionary leader and perceived as a widely accepted Thought Leader. A real change maker with successful track records with a high skill in negotiation. Kamal was the Vice President of AmCham since 2019 for consecutive 2 terms. He was the EC Member of FICCI for consecutive 2 terms & elected as Director of BASIS in 2022.

Kamal is a MBA and passionate about traveling & spending time with family & friends.



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