

PERSONALITY OF THE MONTH



MOSHIUR RAHMAN

Managing Director, ParaSole Footwear
A sister concern of Paragon Group

While still in college, Moshur Rahman entered the family business in 1983. Inspired by his father Mizanur Rahman, 1952 retiree from British Airforce, taught him the business ethics, honesty, integrity and first lessons of quality printing craftsmanship.

With humble beginnings, Paragon started its journey in the heart of Dhaka city in 1952 with a printing press founded by the late Mizanur Rahman. In 1993 under the leadership of Mr. Moshur Rahman and Mrs. Yasmin Rahman, the business diversified to the agricultural sector, becoming one of the pioneers in Bangladesh. With a great vision, it grew and flourished into ten different business sectors, represented now as Paragon Group.

After his graduation in commerce, his father sent him to Heidelberg in Germany, to learn modern and advanced printing technology. He earned the Diploma from Heidelberg before returning to family business and it got a thrust to move forward to become one of the finest printing presses in the country.

Paragon envisions a green and developing future. Throughout all the projects under the group, a significant contribution to renewable energy and zero waste management is always executed as it is critical for maintaining preservation and sustainability.

Bangladesh the 8th most populous country of the world, people per kilometer is very high. Our challenges are to create work for everybody & produce food for everyone. Moshur gives a thought believing in perseverance that it will pay off in the end.



He knows that dynamism in planning wins the half of the journey. To bring success in industrial and agricultural development, it's important to be diligent, enduring, and eco-friendly awareness.

Efficient and optimal utilization of resources can breed sustainable development. Bangladesh is a rapidly growing economy with a rising young population, hence industrial and agricultural development is likely possible.

They are entering into the work force at a favorable wage & pay and supporting industrialization. This population has widened the opportunity for more new investment for new industries and as a chain effect they are favoring the domestic consumer market to grow.

Therefore, last over 40 years his integration of enterprises is framed with coherent strategy for creating new employment, improvement of work efficiency, recycling waste, producing green energy. He is producing electricity and organic fertilizer from chicken farm waste; rooftop solar panels of the farms are producing electricity too. Further & frozen process plants and bakery waste are recycling as feed ingredients.

Dependency on traditional electricity, imported ingredients are reducing gradually. He is also using his organic fertilizer to his tea gardens and horticulture farms in place of in-organic fertilizer out of his sense of environment preservation.

In the past decades Moshiur Rahman nurtured his endeavors to be competitive and self-sufficient through backward & forward linkage of his industries. Therefore, he is producing maize, casava, PP woven bag etc. for feed. Recycling farm waste to produce electricity and organic fertilizer. Installed premix plant. Installing of country wide retail outlets to sell farm products to the consumer directly is ongoing, a new solar park, an economic zone and an inland riverine port is under construction etc.

Moshiur Rahman always favors labor intensive industries so that the human resources can be utilized effectively for continuous growth. Thus, he entered into the textile and allied industries - New Asia Group. In the Group he is promoting the idea for backward & forward linking industries. Simultaneously he is also favoring & assessing to go forward for backward linking industry for footwear. Through this way cost of product can be reduced to have more competitive edge in the market.

He has also invested into a footwear manufacturing unit, Parasole Footwear Limited. Parasole Footwear is another investment milestone in his business journey, which has a capacity of 4000 pairs per day (1.2M pairs a year). This 100% export oriented factory is one of the many stories Mr. Mizanur Rahman is writing through his winning business journey. The factory is presently employing about 1,000 workers.



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