

## টেকসই উন্নয়নে চাই নতুন প্রযুক্তি

সিনিয়র করেসপন্ডেন্ট

বাংলানিউজটোয়েন্টিফোর.কম



ছবি: দীপু/ বাংলানিউজটোয়েন্টিফোর.কম

**ঢাকা:** উৎপাদন ও টেকসই অর্থনৈতিক উন্নয়নে, শিল্প-কারখানা ও ব্যবসায়িক প্রতিষ্ঠানে নতুন নতুন প্রযুক্তি ব্যবহারের আহ্বান জানানো হয়েছে। কেবল উন্নত বিশ্বের প্রযুক্তি এনে নয়, নিজেদের প্রযুক্তিগত উৎকর্ষতা বাড়াতেও জোর দিয়েছেন বক্তারা। ক ক

মঙ্গলবার (২৫ আগস্ট) সকাল থেকে রাজধানীর গ্রিনরোডের এশিয়া প্যাসিফিক ইউনিভার্সিটিতে তিন দিনব্যাপী এক কর্মশালা শুরু হয়েছে। ‘টেকনোলজিক্যাল ইনোভেশন ম্যানেজমেন্ট ফর কম্পিটিটিভ অ্যাডভান্টেজ’ শিরোনামের কর্মশালাটি বিশ্ববিদ্যালয় ও ঢাকা চেম্বার অব কমার্স অ্যান্ড ইন্ডাস্ট্রির (ডিসিসিআই) যৌথ আয়োজন।

ডিসিসিআই’র সিনিয়র ভাইস প্রেসিডেন্ট অধ্যাপক ড. জামিলুর রেজা চৌধুরীর বক্তব্যে কর্মশালা শুরু হয়। এরপর বক্তব্য রাখেন আমেরিকার ম্যারিল্যান্ডে ম্যারিয়াদ সল্যুশন্স’র প্রিন্সিপাল কনসালট্যান্ট অধ্যাপক ড. মো. নওয়াজ শরীফ, অধ্যাপক ড. ইকবাল মাহমুদ, অধ্যাপক ড. মো. কামাল উদ্দিন।

কর্মশালায় প্রধান ‘রিসোর্স পার্সন’ নওয়াজ শরীফ। আধুনিক সিঙ্গাপুরের প্রতিষ্ঠাতা ও দেশটির প্রথম প্রধানমন্ত্রী লি কুয়ান ইউ’র একটি কথা স্মরণ করিয়ে দেন তিনি- অন্যের পদাঙ্ক অনুসরণ করতে থাকলে কেবল পেছনেই পড়ে থাকবে।



তিনি বলেন, পানির ওপর দাঁড়িয়ে থেকে সাগর পাড়ি দেওয়া যায় না। তাই দেরি না করে বাংলাদেশের শিল্পে প্রযুক্তির ব্যবহার বাড়িয়ে বিশ্বায়নের সুবিধা নিতে হবে।

নওয়াজ বলেন, প্রতিটি ক্ষেত্রে নতুন প্রযুক্তির ব্যবহার প্রয়োজন। সেই সঙ্গে নতুন নতুন প্রযুক্তির উদ্ভাবনে নিজেদের এগিয়ে আসতে হবে। উন্নয়নশীল রাষ্ট্রকে একটি বিষয় মানতে হবে- উন্নত প্রযুক্তির পণ্য কিছু তৈরি করুন আর কিছু কিনুন। শুধু অন্যের ওপর নির্ভরশীল হয়ে থাকা চলবে না।

তিনি বলেন, এক সময় মোবাইল ফোনে কোনো শব্দ হতো না, ছবি দেখা যেতো না, ভিডিও হতো না। এখন সবই হচ্ছে। আরও কী কী করা সম্ভব, সেটি প্রযুক্তির উৎকর্ষতায় সময়ের সঙ্গে জানা যাবে। প্রতিটি ক্ষেত্রেই আসলে এমন। প্রতিনিয়ত চিন্তা করা, পরিকল্পনা করা, লেগে থাকা, পরীক্ষা-নিরীক্ষা চালিয়ে যাওয়া খুবই প্রয়োজন।

এ অধ্যাপক বলেন, প্রযুক্তিতে বিশ্বমানের চিন্তা, দক্ষতা, সহজপ্রাপ্যতা, ব্যবসায়িক প্রতিষ্ঠান বৈশ্বিক প্রতিযোগিতায় যেকোনো দেশকে এগিয়ে নিয়ে যেতে পারে। যেকোনো বিষয়ে কোনো পরিকল্পনা গুছিয়ে কাজে নেমে পড়তে হবে। গোছানো পরিকল্পনা খুব কম কথায় বোঝানো যায়, কাজের ফলও ভালো হয়।

অধ্যাপক জামিলুর রেজা চৌধুরী কর্মশালার উদ্দেশ্য নিয়ে কথা বলেন। তিনি বলেন, কোথায়, কেন ও কীভাবে টেকনোলজিক্যাল ইনোভেশন ব্যবহার হবে, যাতে সুবিধাজনক অবস্থা পাওয়া যায়- সেটি নিয়ে আলোচনা হবে। প্রযুক্তি নির্ভর পণ্যের উন্নয়ন কৌশল নিয়ে এখানে বলা হবে।

কর্মশালাটি মঙ্গলবার থেকে বৃহস্পতিবার (২৭ আগস্ট) পর্যন্ত সকাল থেকে সন্ধ্যা পর্যন্ত চলে সেদিন সন্ধ্যা সাড়ে ৬টায় শেষ হবে।

এর সমন্বয়ের দায়িত্বে রয়েছেন প্রতিষ্ঠানের ডিপার্টমেন্ট অব বিজনেস অ্যাডমিনিস্ট্রেশন'র প্রধান অধ্যাপক শাহরিয়ার আনাম।

<http://banglanews24.com/fullnews/bn/420111.html>

## Prof Dr M Nawaz Sharif in Dhaka

24 August, 2015 12:00 AM

Prof Dr M Nawaz Sharif, a world renowned expert in technological innovation management, arrived here from Maryland, USA on Saturday to conduct a 3-day workshop titled 'Technological Innovation Management for Competitive Advantage', reports UNB. University of Asia Pacific and Dhaka Chamber of Commerce and Industry will organise the workshop from August 25-27.

The discourse, customised to cater to the needs of industrial enterprise executives, will be a follow-up of 'Bangladesh Industries Globalisation Initiative' started at the Bangladesh Institute of Management (BIM) in November 2013, the third in the sequence in Bangladesh. Dr M Nawaz Sharif, currently a Principal Consultant of Myriad Solutions, Inc., Maryland, USA, is also former Director, Asian and Pacific Centre for Transfer of Technology, UN-ESCAP, Bangalore, India.

<http://www.daily-sun.com/printversion/details/69728/Prof-Dr-M-Nawaz-Sharif-in-Dhaka>



## 'Enterprises must go for tech innovation'

27 august 2015

Prof Dr M Nawaz Sharif, a world-renowned expert in technological innovation management, has said Bangladeshi enterprises have no choice but to go for technological innovation for gaining competitive advantages by boosting productivity in the globalisation era, reports UNB. "Since technological advancements have transformed the nature of all professional works and made innovations paramount for all enterprises for both local and global competition, Bangladeshi enterprises have no choice but to go for technological innovation," he said told inaugural session of a three-day workshop in the city on Tuesday. University of Asia Pacific (UAP) and Dhaka Chamber of Commerce and Industry (DCCI) jointly organised the three-day workshop titled "Technological Innovation Management for Competitive Advantage" at the School of Business Administration. UAP, Green Road Campus. UAP Vice-Chancellor Prof Dr Jamilur Reza Choudhury and former BUET Vice-Chancellor Prof Dr Iqbal Mahmud also spoke at the inaugural session. Prof Dr Nawaz Sharif, currently a Principal Consultant of Myriad Solutions, Inc in Maryland, USA is leading the workshop that will conclude on Thursday. Dr Sharif, also former Director, Asian and Pacific Centre for Transfer of Technology, UN-ESCAP, (APCTT), Bangalore, India, noted that technological innovation is offering all the countries the power to boost productivity, and at the same time, generating high- quality living standards of the people. Studies in OECD (Organisation for Economic Cooperation and Development) countries show that in the global market, actual value of a product now depends more on the technology content, rather than its material content, he mentioned. "Our industries need to restructure for production of 'smart' appliances and production of established goods of better quality that

contribute to gain in the market share. However, industries need to ‘specialize’ on a few carefully selected areas that could provide competitive edge,” he said. Saying that on principle, developing countries have to adopt a ‘make-some-and-buy-some high-tech products’ strategy for sustainable economic development, he said if Bangladesh aspires to be a prosperous country by participating in the beneficial international trade based sustainable economic growth strategy, it should have a number of global corporations. Prof Iqbal Mahmud said Bangladesh needs to create a strong manufacturing base by using technological innovation for getting optimum productivity. Saying that Bangladeshi enterprises have taken up huge programmes and plans but production is at a minimum, he said, “We need a strong political will to push big technologies initially.” Terming Dr Sharif a ‘pioneer’ in the technological innovation management particularly in the South Asia, Dr Mahmud said he is significantly different from the traditional economists. The workshop, designed as a knowledge-exchange forum, aims to groom executives for consolidating the competitive edge of the enterprises to become significant players in the ‘global value chain’ through uninhibited productivity gain and technology- based product development strategy

[http://www.newstoday.com.bd/index.php?option=details&news\\_id=2420421&date=2015-08-27](http://www.newstoday.com.bd/index.php?option=details&news_id=2420421&date=2015-08-27)



## **3-day workshop on innovation management kicks off**

Reported by: [UNB](#)

August 25, 2015 05:27:10 pmin [Science & Technology](#) [Print](#)

Dhaka, Aug 25 (UNB) – Prof Dr M Nawaz Sharif, a world-renowned expert in technological innovation management, on Tuesday said Bangladeshi enterprises have no choice but to go for technological innovation for gaining competitive advantages by boosting productivity in the globalisation era.

“Since technological advancements have transformed the nature of all professional works and made innovations paramount for all enterprises for both local and global competition, Bangladeshi enterprises have no choice but to go for technological innovation,” he said, addressing the inaugural session of a three-day workshop in the city.

University of Asia Pacific (UAP) and Dhaka Chamber of Commerce and Industry (DCCI) jointly organised the three-day workshop titled ‘Technological Innovation Management for Competitive Advantage’ at the School of Business Administration, UAP, Green Road Campus.

UAP Vice-Chancellor Prof Dr Jamilur Reza Choudhury and former BUET Vice-Chancellor Prof Dr Iqbal Mahmud also spoke at the inaugural session.

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Saying that on principle, developing countries have to adopt a ‘make-some-and-buy-some high-tech products’ strategy for sustainable economic development, he said if Bangladesh aspires to be a prosperous country by participating in the beneficial international trade based sustainable economic growth strategy, it should have a number of global corporations.

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The workshop, designed as a knowledge-exchange forum, aims to groom executives for consolidating the competitive edge of the enterprises to become significant players in the ‘global value chain’ through uninhibited productivity gain and technology-based product development strategy.

- See more at: <http://unb.com.bd/tech-innovation-workshop#sthash.cZPgW27i.dpuf>

## Prof Nawaz in city

25 august 2015

Prof Dr M Nawaz Sharif, a world renowned expert in technological innovation management, arrived in Dhaka from Maryland, USA on Saturday to conduct a three-day workshop titled 'Technological Innovation Management for Competitive Advantage', reports UNB. University of Asia Pacific (UAP) and Dhaka Chamber of Commerce and Industry (DCCI) will organise the workshop from August 25-27 at the School of Business Administration, UAP, Green Road Campus. The discourse, customised to cater to the needs of industrial enterprise executives, will be a follow-up of 'Bangladesh Industries Globalisation Initiative' started at the Bangladesh Institute of Management (BIM) in November 2013, the third in the sequence in Bangladesh. The workshop, designed as a knowledge exchange forum, aims to groom the industrial enterprise executives for consolidating the competitive edge of the enterprises to become significant players in the 'global value chain' through uninhibited productivity gain and technology based product development strategy. Dr M Nawaz Sharif, currently a Principal Consultant of Myriad Solutions, Inc., Maryland, USA, is also former Director, Asian and Pacific Centre for Transfer of Technology, UN-ESCAP, (APCTT), Bangalore, India. For many years, he worked as an adjunct professor in the Engineering Professionals Program of Johns Hopkins University; and a visiting professor in the project management program of the George Washington University, USA.

[http://www.newstoday.com.bd/index.php?option=details&news\\_id=2420248&date=2015-08-25](http://www.newstoday.com.bd/index.php?option=details&news_id=2420248&date=2015-08-25)



## ‘Enterprises must go for technological innovation’

UNB

Prof Dr M Nawaz Sharif, a world-renowned expert in technological innovation management, yesterday said Bangladeshi enterprises have no choice but to go for technological innovation for gaining competitive advantages by boosting productivity in the globalisation era, reports UNB. “Since technological advancements have transformed the nature of all professional works and made innovations paramount for all enterprises for both local and global competition, Bangladeshi enterprises have no choice but to go for technological innovation,” he said, addressing the inaugural session of a three-day workshop in the city. University of Asia Pacific (UAP) and Dhaka Chamber of Commerce and Industry (DCCI) jointly organised the three-day workshop titled ‘Technological Innovation Management for Competitive Advantage’ at the School of Business Administration, UAP, Green Road Campus. UAP Vice-Chancellor Prof Dr Jamilur Reza Choudhury and former BUET Vice-chancellor Prof Dr Iqbal Mahmud also spoke at the inaugural session. Prof Dr Nawaz Sharif, currently a Principal Consultant of Myriad Solutions, Inc in Maryland, USA is leading the workshop that will conclude on Thursday.

Dr Sharif, also former Director, Asian and Pacific Centre for Transfer of Technology, UN-ESCAP, (APCTT), Bangalore, India, noted that technological innovation is offering all the countries the power to boost productivity, and at the same time, generating high-quality living standards of the people. Studies in OECD (Organisation for Economic Cooperation and Development) countries show that in the global market, actual value of a product now depends more on the technology content, rather than its material content, he mentioned. “Our industries need to restructure for production of ‘smart’ appliances and production of established goods of better quality that contribute to gain in the market share. However, industries need to ‘specialise’ on a few carefully selected areas that could provide competitive edge,” he said.



Saying that on principle, developing countries have to adopt a 'make-some-and-buy-some high-tech products' strategy for sustainable economic development, he said if Bangladesh aspires to be a prosperous country by participating in the beneficial international trade based sustainable economic growth strategy, it should have a number of global corporations. Prof Iqbal Mahmud said Bangladesh needs to create a strong manufacturing base by using technological innovation for getting optimum productivity. Saying that Bangladeshi enterprises have taken up huge programmes and plans but production is at a minimum, he said, "We need a strong political will to push big technologies initially." Terming Dr Sharif a 'pioneer' in the technological innovation management particularly in the South Asia, Dr Mahmud said he is significantly different from the traditional economists. The workshop, designed as a knowledge-exchange forum, aims to groom executives for consolidating the competitive edge of the enterprises to become significant players in the 'global value chain' through uninhibited productivity gain and technology-based product development strategy.

<http://www.theindependentbd.com/printversion/details/13155>

The logo for 'dhakacourier' is displayed in a red, lowercase, sans-serif font. The word 'dhaka' is in a larger, bolder font than 'courier', and they are joined together.

## Technological Innovation Management for Competitive Advantage

Thursday, August 27th, 2015

Amazing technological innovations made recently have brought unprecedented opportunities as well as formidable challenges to all industrial enterprises throughout the world. The industrialized countries are no exceptions where already established enterprises that are slow to adopt the latest technological innovations are falling by the way side and emerging technological innovation driven new enterprises are gaining ascendancy and global supremacy. In an article (Ref: FORTUNE, October 2014) highlighting the current worries of the World's Business Leaders, we find this starking statistics: "For the S&P 500 Companies in 1935, the average lifetime as a big company was 90 years. However, in 2011, the average lifetime of an S&P 500 Company came down to only 18 years." The same magazine quoted Samsung Chairman as saying: "We're not changing fast enough!" Many business leaders now desperately want to reinvent their companies thoroughly to enable them to survive and grow.

Thanks to the unprecedented technological innovations in the areas of manufacturing, transportation, communication, collaboration and transaction technologies that transcend borders, globalization of all economies of the world has become the New World Order. Both developed and developing countries have also become more interdependent and complementary in this technology driven new era. Due to instantaneous digital-connectivity, no enterprise and no country can now remain insulated from the mounting forces of globalization. Indeed, globalization has given an impetus to all economies of the world to interact with greater ease and also more effectively through the international market place. Hence, this universal phenomenon has opened up for all progressive enterprises limitless avenues for prosperity and growth. Globalization has become a determinant of how countries of the world interact economically as well as technologically. Technological innovation is directly leading to higher living standards in those countries that are leading the process of globalization. Interestingly, studies in OECD Countries point out that in the global market, actual value of a product now depends more on the technology content utilized to make it, rather than its physical resource component. Moreover, wirelessly-interconnected hand-held smart devices have made human intelligence 'agile' and 'mobile'. In advanced countries, technology managers nowadays can be at home, assemble a talented team on LinkedIn, put their intellectual property in the Cyber Cloud, manufacture complex products on 3D-Printers, and market those across the World Wide Web. Mobile intelligence now represents a "game-changer" resource in its own right.

If we survey the current industrial landscape of the world, we find that all developed countries have their own globally functioning corporations, which are at the forefront of technological innovation in products and services providing a competitive edge. Those companies have high profit margins and contribute to a positive trade-balance for their respective country of origin. In fact technological innovation, offering competitive advantage in the global market place, is bringing benefits to all countries (rich and poor) by providing many kinds of new gadgets to new ways of solving problems, and also giving the power to boost productivity and at the same time generating high-paying jobs. No wonder, the industrial might of a country now clearly rests on its level of globalization through technological innovation.

In the developing countries that lack their own global industrial giant corporations, trade-liberalization pressure from WTO is putting all local enterprises (large, medium and small) in cut-throat competition with foreign companies. Ironically, at the same time, modern technologies of satellite television, internet, social media, smart wireless phones, etc., have opened the eyes and ears of the ordinary people in those countries to what is happening round the world particularly in the industrialized economies. Their middle class population are demanding higher wages, better environment, more healthcare etc. including an access to safer food and a taste of luxury goods. They want latest technologies to better and improve their living conditions both economically and qualitatively. Therefore, enhancing the competitiveness of local enterprises to attain a level to meet the rising expectations of the local customers has become a necessity. At the same time, exporting some goods sought by outsiders is also essential whose proceeds can be used to import the goods to cater to the needs of the local people that cannot be satisfied locally. Market trends clearly demonstrate that goods that can be exported most profitably consist of high-tech products human resource being the critical ingredient for the high-tech product development and production. Any country possessing skilled manpower could produce these high-tech, high value goods. Thus, under the current world order, it is imperative for every country to export some goods produced mainly with advanced technologies that can afford competitive advantage in the global market. This vindicates the age-old economic postulate 'Export or die'.

Past history of economic growth reveals that the economies that have the ambition to become high income generating generally need to industrialize rapidly with all paraphernalia. However, economic planners now point out that in this century, small and medium-scale industries will grow to form the backbone of industrialization. This is because the paradigm of industrial growth is shifting away from large scale economy that brought about the Industrial Revolution to small and medium scale economy designed to making industrial growth more diffused, balanced, all-rounded and broad-based. Thus the dynamics of economic structure has of necessity to evolve to one of "economies of scope" rather than "economies of scale." It may be noted that poverty alleviation cannot be accomplished only through: (1) increased raw-materials exports; (2) export of low tech garments, toys and other cheap-labor produced goods; and (3) promotion of tourism and entertainment resorts that tends to contaminate the environment. Each country now is in need of some state-of-the art technological innovation based export dominant industries. Due to inevitable rise in wage levels, currently successful low-skill-intensive industries of a country will move to cheaper labor locations of the world. And at the same time, rising worldwide consumer aspirations will help new Internet based "special services firms" of the developed world to disrupt traditional industries in the developing countries. Unfortunately, we fail to see a silver lining in the cloud which is with world-class technological innovation skill availability, industrial enterprises in any country can pursue global market competitiveness as a continuous and ongoing process of gradual as well as radical / disruptive innovations that collectively make sustainable economic growth possible.

The cardinal principle for the developing countries should be to pursue a "make-some-and-buy-some high-tech products" strategy in order to set in motion sustainable economic development. The make-some-and-buy-some strategy makes sense because no nation in the world can actually produce everything it needs and wants due to brainpower and natural resource constraints at any given location. Also, Nature's Law of Distribution shows that availability of human resource is universal, but natural resource is not! Exporting raw-materials and low-tech-intermediate goods may be beneficial for a time, However, in the long run, since the developing countries have to import some products they cannot make within their territories, have to export some of the products they are able to make and sell in the global market to pay for their imports. Therefore, it seems obvious that if Bangladesh aspires to be a prosperous country by participating in the beneficial international trade based sustainable economic growth strategy, she needs to have a number of her own global flagship enterprises ready to harness technological innovation that will provide them the master key to gaining competitive advantage in the international market place.

As technological innovations have fundamentally changed the nature of all work and made innovations paramount for all enterprises in the face of both local and global competition, Bangladeshi industries have no option other than



to go for technological innovation. To highlight the core constituents of essential technological innovations, we start with the premise that "technological systems" utilized by enterprises are the "means" as "transformation-mechanisms" to produce goods and/or are the "platforms" to provide services that meet customer demand. For ease of management, we need to visualize technological systems in terms of its five embodiment forms: (1) Object-embodied physical facilities (e.g. tools); (2) Person-embodied human abilities (skills); (3) Record-embodied documented facts (specs); (4) Teamwork-embodied organizational frameworks (flows); and (5) Cyberspace-embodied digital signals (pulse). Enterprise managers use these five components that are dynamically intertwined and interrelated together as activated levers in their tool-box for guiding the enterprise to development. However, we acknowledge that the choice of specific technologies for enterprise functions is a difficult issue due to inextricable nature of the components involved. The general path to innovation is making all technology system components optimally utilized for both primary and supporting functions of an enterprise in an ever greater sophisticated manner so as to do more, better and newer things faster than before economically consistent with efficiency and quality. Usually, the desired technological system sophistications are acquired through technology transfer (buy new technologies) and technology development (make new technologies) options.

However, having a sophisticated technological system in operation is a necessary condition but in itself not adequate enough to guarantee market competitiveness. Enterprises have to focus on "productivity gain" as one of the vehicles for achieving competitive edge. Productivity gain can be assured by value addition with constant cost; or by cost reduction with constant value; or both cost reduction and value addition achieved simultaneously. Managers leverage "technological capabilities" for cost reduction and "technological competencies" for value addition. Managers also focus on other promises of technological innovation, which are: (1) Offering better and newer products; and (2) Global positioning of enterprise activities. Customer sensitivity differentiated integration of business and technology strategies enable market value progression based on process and product innovation. For ensuring successful competition through launching new goods and services, enterprises have to invest on R&D activities at the intersection of "knowledge-push and market-pull" forces. Here it's critical to keep in mind the fact that new knowledge commercialization and intellectual property rights protection are crucial requirements for beneficial R&D activities that lead to continuous process innovations following incremental (gradual) changes and successive product innovations following disruptive (radical) change patterns. We should also observe that properly linked agencies with "minimum critical mass" and "adequate funding" constitute the national innovation system.

It may be pertinent to stress the point that technological innovation and risk taking go hand in hand in any enterprise. Risk is inherent in all business ventures to varying degrees as entrepreneurship implies risk taking more so in industrial entities seeking competitiveness. In fact industry should acquire and have the ability to take long term risks by weathering financial storms and other crises. Corporate culture should not, therefore, be risk averse, instead should encourage and embrace it wholeheartedly to attain corporate success. As we all know risks can be minimized by the exercise of superior entrepreneurial ability, prudence, better judgment and by applying business sense and acumen but it cannot an entirely eliminated, calculated risk being the way to take. However, in the long run, benefits usually outweigh risks involved in business research. We should do well to bear in mind that risk of failure is an intrinsic aspect of all innovations. Experience has shown that well designed financial tools and institutions can unlock innovation.

Our industries need to restructure and reorganize for creating smart new devices or producing suitable goods of better quality that help gain market share. Industries also need to specialize on a few carefully selected areas where they can expect to secure competitive edge. Moreover, as start-up enterprises in the new domain of mobile-digital-intelligence-technologies that require much less expenditure and time in infrastructure building, the choice for new-era technology start-up ventures should indeed be looked into. However, we have to get the ball rolling today and not wait for tomorrow. Hence my appeal to the industrial enterprises in Bangladesh would be to start immediately to reinvent, revamp and re-equip themselves by going for technological innovations. I am aware that making our enterprises future oriented and globally successful presents an endless set of choices and challenges as well, many of which emanate from inadequate and flawed information and conflicting imperatives. Instead of trying to formulate perfect plans for execution, we should pay heed to what the South Korean Science and Technology Minister and Founder President of Korea Institute of Science and Technology (KIST), Dr Hung-Sup Choy told me: "Implementation of a simple, adaptable base-plan is far more superior to bickering on creating a complex grandiose plan that can never be implemented in practice I believe, technology driven leadership could be provided by our enterprises which should have the courage to leave the past behind in order to shape a prosperous future for Bangladesh and its people.

Finally, I wish to conclude by saying that we cannot continue to do more of what we have been doing so long. Furthermore, external assistance cannot help us become competitive against the might of developed country

dominated 'global corporations'. As Nobel Laureate Muhammad Yunus said: "Currently established global systems only help those already established". Under the circumstances, we should not count much for help from the United Nations Organizations and International Development Finance Institutions! Chasing the vision of self-reliance and excellence, we have to come up with "wow" (novel) products that will attract the attention of global customers and make us an international market player. Obviously, that can hardly happen unless we try to do something different and unique. Let's take note of what Singapore Prime Minister Lee Kuan Yew very aptly stated: "If you only follow someone else's footsteps, you will always be behind." However, it is not only our new vision but also immediate, painstaking action that really matters! As Nobel Laureate Tagore wrote in one his poems: "You can not cross the sea merely by standing and staring at the water." Let us make "Bangladesh Industries Globalization Initiative" (BIGI) a reality by taking appropriate steps and measures in right earnest which is not an option but a must for our survival in a fiercely competitive world.

That's all I am going to say for now. The "how" aspect of technological innovation will be covered in details following this opening ceremony, as a 3-day long interactive workshop, where I shall be with you for all discourse and practice sessions, covering "Fundamentals of Technological Innovation for Global Competition" related topics according to a schedule shown in the next page. Anyone interested to review some or all of the conceptual frameworks may download a comprehensive "reference material document" from the following web link:

<https://app.box.com/s/8o3eog1u4us1cukq2deyx986k0gsiais>

***(An edited version of the keynote address delivered by the author on the opening day (25 August) of the 3-day discourse on Technological Innovation Management for Competitive Advantage organised jointly by University of Asia Pacific and Dhaka Chamber of Commerce & Industry)***

#### **Brief resume of Dr. M. Nawaz Sharif**

Currently a Principal Consultant of Myriad Solutions, Inc., Maryland, USA, Prof. Dr. M. Nawaz Sharif is also former Director, Asian and Pacific Centre for Transfer of Technology, UN-ESCAP, (APCTT), Bangalore, India. For many years, he worked as an adjunct professor in the Engineering Professionals Program of Johns Hopkins University; and a visiting professor in the project management program of the George Washington University, USA. He was a chair professor and vice president for Academic Affairs of the Asian Institute of Technology (AIT), Bangkok, Thailand; and doctoral program director of the Graduate School of Management and Technology, University of Maryland University College. An author of numerous books on technology and development and contributor of technical papers to international journals, he was engaged in various project consultancy work sponsored by the World Bank, ADB, IDB, UNDP, UNESCO and UNIDO.

<http://www.dhakacourier.com.bd/technological-innovation-management-for-competitive-advantage/>



## উন্নত বিশ্বের সুবিধা পেতে প্রযুক্তি ব্যবস্থাপনা

২০১৫ আগস্ট ২৫ ২১:১৪:৫৭

দ্য রিপোর্ট প্রতিবেদক : ইউনিভার্সিটি অব এশিয়া-প্যাসিফিকের (ইউএপি) উপাচার্য প্রফেসর ড. জামিলুর রেজা চৌধুরী বলেছেন, 'প্রযুক্তিগত উদ্ভাবন কাজে লাগানো ছাড়া প্রতিযোগিতামূলক এই বিশ্বে কাঙ্ক্ষিত সুবিধা পাওয়া সম্ভব না। এ জন্য প্রযুক্তিগত উদ্ভাবনের ব্যবস্থাপনা গড়ে তোলা দরকার।

'টেকনোলজিক্যাল ইনোভেশন ম্যানেজমেন্ট ফর কমপিটেটিভ এ্যাডভেনটেজ' শীর্ষক তিন দিনব্যাপী কর্মশালায় সভাপতির বক্তব্যে তিনি এ কথা বলেন। রাজধানী ৭৪/বি/ ১, গ্রীন রোডের ইউএপি'র সিটি

ক্যাম্পাসের ডিবিএ কনফারেন্স রুমে ইউনিভার্সিটি অব এশিয়া-প্যাসিফিক (ইউএপি) ও ঢাকা চেম্বার অব কমার্স এ্যান্ড ইন্ডাস্ট্রি (ডিসিসিআই) যৌথভাবে এ কর্মশালা আয়োজন করে।

জামিলুর রেজা চৌধুরী বলেন, বিশ্বায়নের সঙ্গে খাপ খাওয়াতে প্রযুক্তির অত্যাধুনিক উদ্ভাবনকে দ্রুততার সঙ্গে কাজে লাগাতে হবে। প্রযুক্তিগতভাবে পিছিয়ে থেকে প্রতিযোগিতাশীল এই বিশ্বে এগিয়ে যাওয়া যাবে না।

অত্যাধুনিক প্রযুক্তিকে কাজে লাগাতে অত্যাধুনিক ব্যবস্থাপনা গড়ে তোলার কোনো বিকল্প নেই।

কর্মশালায় মূল বক্তব্য দেন ইউএসএ'র মেরিল্যান্ডের মাইরিড সলিউশনস আইএনসি'র প্রিন্সিপাল কনসালটেন্ট প্রফেসর ড. এম নেওয়াজ শরীফ। উদ্বোধনী বক্তব্য রাখেন প্রফেসর ড. ইকবাল মাহমুদ।

ড. ইউনুসের বক্তব্যের উদ্ধৃতি দিয়ে ড. এম নেওয়াজ শরীফ বলেন, উন্নত বিশ্ব তেলা মাথায় তেল দেয়।

বর্তমানে প্রতিষ্ঠিত গ্লোবাল সিস্টেম শুধুমাত্র যারা প্রতিষ্ঠিত হয়েছে তাদেরকেই সাহায্য করে। তাই আধুনিক প্রযুক্তি ব্যবহারের সক্ষমতা অর্জন ছাড়া এ দেশের শিল্প ও ব্যবসার যথেষ্ট উন্নয়ন সম্ভব হবে না।

তিনি বলেন, উন্নত বাংলাদেশ গড়তে হলে সময়ক্ষেপণ করা যাবে না। এখনই বিশ্বায়নের আন্দোলনে অংশ নিয়ে আমাদের শিল্প ও ব্যবসাকে অত্যাধুনিক প্রযুক্তিগত উদ্ভাবনের ধারক হিসেবে গড়ে তুলতে হবে।

- See more at:

<http://bangla.thereport24.com/article/122214/index.html#sthash.dZKeEIx0.dpuf>