

**Tell me about your current creative and technology work.**

Aside from my day job at a hospital, I work as a presenter, blogger, filmmaker, web designer and developer. I have recently been utilising digital media to engage and empower the youth within various communities.

I spent much of 2016 presenting “Youth Corner” for LB24tv – an online British Bangladeshi TV network. The show’s aims were to highlight the achievements of young and lesser-known talent from different fields, providing a platform for guests to share their experiences and inspiring stories, and discuss topics relevant to them including education, career development and other areas of interest. I also reported from events in Cambridge and London via Facebook livestreaming, reaching out to hundreds of thousands of users through engaging and interacting with them in real-time. I went on to write about my experiences of using digital media to support the British Bangladeshi youth for the Huffington Post. My second piece, published in January 2017, examined the efforts to drive social change through technology in East London.

I left LB24tv to pursue a TV production course at the Cambridge TV School towards the end of 2016. After completing the course, I have since presented shows for Cambridge TV that explore the work of local artists, and a magazine show focusing on a variety of subjects such as the arts, culture and technology.

I am also the web designer and developer for Perfect Publishers Ltd, an award-winning print-on-demand book publishing company. I manage the digital side of the business, aiming to strengthen our online presence through various social media platforms. We recently created and launched the website for the Pearls of Islam – a British Muslim music group.

**What inspired you to want to go into this field?**

Technology has been a source of fascination to me since childhood, so it probably won’t surprise you that my degree is in the field of computer science. I was also really interested in the media and dreamt of being a football journalist, but initially thought it was going to be too difficult to break into this industry. I was intrigued with the concept of publishing and how work could be presented in numerous ways. An opportunity arose, however, during the final year of my university studies, when a producer from BBC Radio Cambridgeshire’s Sunday Breakfast show contacted me. They were looking for a contributor to discuss whether British Muslim students would be able to afford university tuition fees without paying interest once they rose in 2012. I accepted the opportunity and despite this being my first-ever radio interview and feeling rather nervous, I enjoyed the experience and I was willing to do further media work. I went on to deliver a series of reports on Islam for BBC Radio Cambridgeshire – focusing on Ramadan, the Hajj and local Eid celebrations. I have since worked as an assistant producer for BBC Asian Network and contributed to some of their programmes and video projects. I also hosted a live Saturday sports show on Cambridge 105 Radio before moving into the online TV arena, where I have presented for LB24tv and, more recently, Cambridge TV. Looking back, I have learned that it is possible for anyone to break into the media industry, as long as you

have the passion and enthusiasm for it. The rise of social media is also significant, a powerful and dynamic tool that has rapidly evolved over the last decade and continues to influence the lives of many. Over the last few years, it has enabled me to utilise various digital platforms to connect and positively engage with the youth through my own networks.

**Much of your work has been around empowering the youth through digital media, what has been some of your highlights?**

Reporting for BBC Radio Cambridgeshire was a major highlight for me. I really enjoyed the experience and believe this was what inspired me to carry out further work in media. I felt at the time that there were not enough young people involved in the media, particularly from within my own local community. From my personal experiences and what I have seen within my own community, it is clear to me that young talent is in abundance, but what concerns me is the lack of media platforms out there supporting them. For example, many Bangladeshi media outlets I have come across seem to frequently promote the same faces and I feel it is dispiriting for those hard-working individuals who are desperate to make a breakthrough, but get overlooked. I was keen to change this.

My work in media has led to four national award nominations. I was shortlisted for a national film award at the Limelight Film Awards 2015, and was a “Regional Journalist of the Year” finalist at the Asian Media Awards 2015. I was also a finalist at the British Muslim Awards in 2016 and 2017, nominated under the “Services to Media” and “Services to Creativity and Technology” categories respectively.

**What are the 3 most important things you've learnt from your career so far?**

Patience, persistence and perseverance. My mother has mentioned how crucial it is to have these qualities and I believe they certainly apply in my case too. The media industry is highly competitive and building up a portfolio takes time, so having that enthusiasm and passion is very important and I think it helps a great deal in the grand scheme of things.

**Who has been your biggest inspiration/role model to date?**

My biggest inspiration is my mother, who has always motivated me from childhood to strive for excellence in everything I do, but has been my greatest supporter during the most challenging of times. I have been greatly inspired and encouraged by her work as an award-winning author, writer and publisher.

**In your view, what are the key skills and qualities needed to work in the creative and media sector?**

First of all, you need to be a strong communicator. Presenting and reporting for radio and online TV has helped me to develop my verbal communication abilities, which is important for whatever sector you may choose to work in. Blogging for the Huffington Post enabled me to work on refining my writing skills.

In terms of qualities, I believe you have to be determined and driven to succeed. Show dedication and commitment to what you do as these qualities will shine through your work. It helps to have lots of ideas in mind too!

**Are we doing enough to ensure children and young people are developing the technological skills needed for the future workplace?**

We can always do more to improve things in any sector but regarding technology, I have seen greater efforts being made to address this concern. A good way for children to develop their technological skills is through extracurricular activities. My blog for the Huffington Post, published in January 2017, focused on the efforts to drive social change through technology in East London and nurture young and local talent. With technology having such an impact on our lives today, there is a danger that children or young people struggle to pick up the “soft” skills that are essential for career development, so it is crucial that this is also addressed from an early age too.