

“To merge new technology and green innovation while aiming to provide the best possible service to our customers.”

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Board Member
Axiata, 2020 - Present
edotco, 2016 - Present
Robi, 2015 - Present



It is very exciting to be a part of the industry’s modernisation taking place currently. To merge new technology and green innovation while aiming to provide the best possible service to our customers.

The health and safety aspect, too, has been raised to the next level. Telecommunication towers have always been very labour-centric, with the steel structures sitting unattractively and uneasily within communities. With edotco the biggest innovation has been using drones to cost-effectively maintain networks and reduce human risk. We have had accidents, electrocution, and last year a vendor suffered a heart attack. Today, drone innovation minimises human contact in high-risk areas in Bangladesh and Cambodia, where strong winds are part of their weather pattern. Through effective drone maintenance we are able to involuntarily avoid injuring people from the nearby communities. Drones are currently used in Malaysia while drone use in all other territories is pending approval by the relevant authorities.

Sustainable design innovations within edotco have significantly reduced overall carbon emissions and increased extensive use of renewable energy. These include bamboo towers as an alternative in Bangladesh, as well as sharing of towers with other network providers to save cost, bring efficiencies and reduce redundancy in infrastructure. Our world’s resources are limited and we use shared infrastructure. That is the only way to go. And the decommissioned towers will be recycled.

My greatest satisfaction so far has been in getting involved with going green with the innovations available.