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Sent: Monday, December 12, 2016 7:45 AM
Subject: Week 158 Learnings : Faraaz Hossain Courage Award Function

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Dear Friend and Colleague,

This week our Chairman Indra Nooyi was in Dhaka to pay homage to Faraaz Hossain who lost his life in the Bakery siege on July 1, 2016

The first “Faraaz Hossain Courage Award” ceremony was held on 8th December 2016, at the Radisson Blu Water Garden Hotel, Dhaka, which was attended by around 800 guests from Bangladesh and abroad, including Ministers, diplomats, Members of Parliament, Rights Activists, Business Leaders, including Shabana Azmi and Mahesh Bhatt from India. Faraaz Hossain was the grandson of Mr. Latifur Rehman- Chairman and CEO of Transcom Group, PepsiCo’s bottler in Bangladesh. Faraz, age 21, a student at Emery University was on vacation in Dhaka when the unfortunate terrorist attack happened in July 2016. Faraz and his friends were having dinner at a local bakery, when few gunmen stormed the place. Faraz was offered the chance to leave since he was a local citizen but he rose up to the occasion and exemplified bravery and courage when he refused to leave his friends behind who were foreigners. In that tragic incident, all of them lost their lives.

To honor Faraz’s unprecedented act of courage and bravery posthumously, PepsiCo has instituted the Faraaz Hossain Courage Award in Bangladesh. Every year, nominations will be invited across the country from citizens who have displayed heroic acts of courage and bravery. After a rigorous and stringent process led by an eminent jury, the award winner –Miraz Sardar was selected. Miraz works as an office assistant at a College in Madaripur. Below is the narrative around the incident that Miraz was awarded the first Faraz Hossain Courage Award.

Write up on the Awardee-Miraz Sardar

In the late afternoon of 15th July 2016, Ripon Chakraborty ,teacher of the department of Mathematics, Madaripur Collage was attacked by terrorists. At that time Miraz was going home, on his motorbike, which was beside the collage. The three terrorists involved in the attack were fleeing the crime scene. By then Miraz came to know that Ripon had been stabbed and the criminals were trying to escape. Miraz turned his bike around and came to the main road where he got to know that they were getting away in an easy-bike. Miraz than picked up another person Sujan on his bike and started chasing those terrorists. After going on for some time, the terrorists got down from the easy-bike and started running. Miraz quickly grabbed one of them and started shouting. Hearing his scream, local folks came forward. They beat up the terrorists and handed him over to the police. Post that, Miraz rushed back and personally took the injured college teacher to the hospital. This whole incident was described by the man behind Miraz’s motorbike, Sujan, the owner of the house where Ripon was attacked.

I met Faraaz a week before this incident. He was in Gurgaon and I had lunch with him. Our HR team had given him the PepsiCo intern kit and he was immensely proud of it. He worked Punjab, Gurgaon and Kolkata markets as an intern to get a sense of how we work.

Nelson Mandela said that courage is not the absence of fear, but the ability to overcome it.

Every faith has extolled courage as a big Virtue.

In Ancient Greek philosophy, the four cardinal values were Courage, Prudence, Justice and temperance.

Courage and patience are the top two in Hindu dharma

Courage and self-belief are key in Islam to face evil.

Faraaz taught us a lot.

He was a student who taught us that standing up for friends is a timeless value.

He was a son who made his mother's heart swell with pride while leaving a big void

He was a friend, who has got a lot more admiration today from friends across the world, than any other friend.

He was recently awarded the Mother Teresa award posthumously, previous recipients include PM Mahathir and the Dalai Lama.

Each of us has a lot to learn from young Faraaz Hossain.

With best regards,

Shiv