

Grameenphone launches Bangladesh's first green center in Sylhet

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Dhaka: Grameenphone has launched Bangladesh's first-ever green center in Ambarkhana of Sylhet. With this, Grameenphone has become the country's first mobile operator to launch an eco-friendly service center.

The inauguration ceremony, held at Ambarkhana in Sylhet, was attended by Farha Naz Zaman, Chief Marketing Officer of Grameenphone. Other participants included representatives from Grameenphone Center, partners and relevant stakeholders.

Speaking on the occasion, Farha Naz Zaman, CMO, Grameenphone, said, the Green Customer Center in Sylhet exemplifies their commitment to creating a greener, more sustainable future while ensuring customer-first solutions. The center aims to empower local communities by honoring their cultural traditions, while actively contributing to environmental conservation and the well-being of the communities they serve.

Designed for a greener future, the Green Grameenphone Center features 99.9 per cent paperless and plastic-free operations, said a release, adding, every element of the center is crafted from sustainable materials, replacing traditional materials with either recyclable or recycled options.

The customer service experience leverages digital innovation, according to the company. Furthermore, the center fosters a green ambiance through vertical gardens and eco-friendly landscaping—showcasing Sylhet's heritage by incorporating "Shitol Pati" (traditional woven mats) into its design.

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