The BC Career Network launching

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NOW days, despite the increaing access to information and communication we live in a world where misunderstanding has replaced trust, rhetoric has replaced dialogue, relations are becoming increasingly focused, and understanding amongst different nation's religion and culture has become strained. Yet we are not losing hope, we are working together to bring about a refreshing change in this flawed system.

On this context, the British Council, in collaboration with the British High Commission and other related organisations came up with a message more clear and strong than ever before, they are committed to public diplomacy, to build trust and mutual understanding between people of different cultures and forging closer tie between the UK and Bangladesh, not only on a govt. to govt. level but on a more individual to individual level.

The British Council, throughout 109 countries around the world facilitates more than 20 million people each year to experience the UK creativity and engage in global dialogue for better mutual understanding.

It is through Education people can change their lives, create new opportunities, it brings about massive development not only for oneself but also for the whole community and nation. It is a basic human right. The UK Based education is thus working on this theme and is providing gold standard education that helps to build skills in the long run, produce effective, creative and independent mind capable of tackling tough challenges.

On the 17th of August 2006, British Council launched an educational networking forum The BC Career Network. Mr. Richard Sunderland, acting director, British Council Bangladesh and Ms Rubaba Dowla Matin, Head of marketing, GrameenPhone jointly launched this Programme, with a hope to create better opportunities for the thousands of students under UK qualifications, to allow them to network, get extra support from British Council and build long-term relationship with them.

Through this career network British Council will provide support and library services to the students and the young generation who are studying under this system, and also help them develop and plan their career through various journals, professional seminars trainings etc. The students will also be offered a forum in which they can network with their peers and future career contacts.

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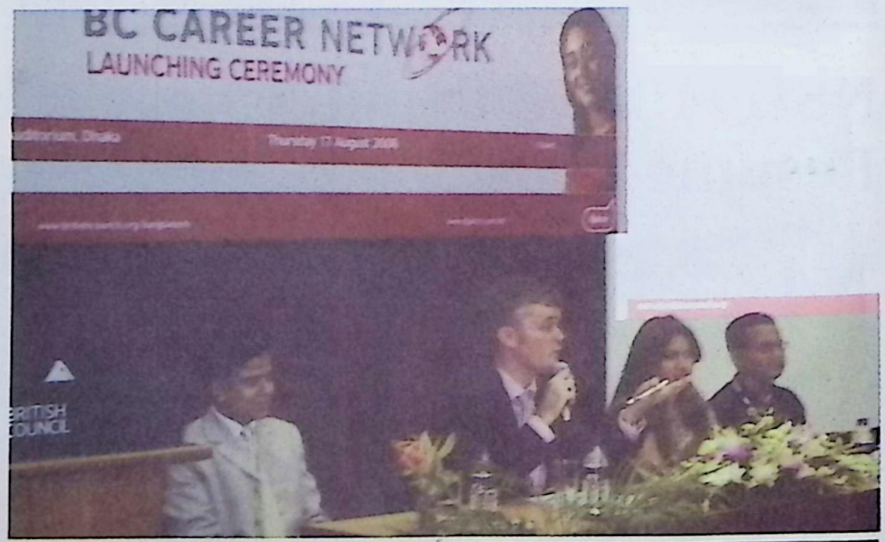
Djuice the lifestyle brand of the youth is a partner and jointly launching this Career network with the British council.

Apart from that djuice will also sponsor a number of scholarships through which the Bangladeshi students will get the chance to study in UK, and be benefited by the UK qualification programme. Djuice will provide the students the sms based exam results, and schedules for mock tests and various important routines.

Through the collaboration of British council and Djuice, the UK qualifications for student networks will open up enormous opportunities for the young generation.

On this occasion Mr. Shahin Reza, examination services officer of British Council gave a presentation on the career network. Representatives from the UK tuition providers, journalists, educationists, and officials from British council and Grameen Phone were also present on the occasion.

There were promotional items of the BC Career Network, which included a package for Gold membership, and Platinum package for the students taking part in this programme.



Mr. Richard Sunderland addressing the audience