"Unleashing Youth - Unleashing Bangladesh" at BRACU

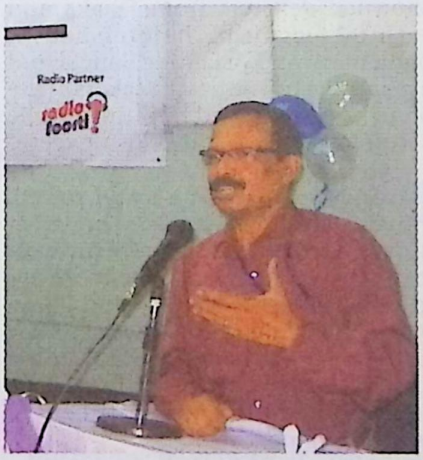
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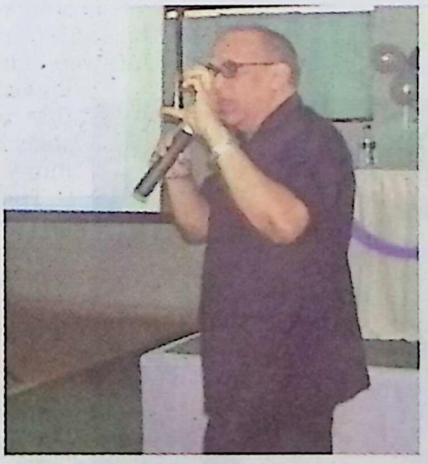
YOUTH always lies at the heart of any nation. For Bangladesh, the fact applies a lot more. BRAC University Business Club (BIZ BEE), which is one of the pioneer student wings of BRAC University, is moderated by Sharmin S. Rahman, lecturer of BRAC Business School; driven by a pool of highly motivated and energetic youth to lead the business arena, and bring about positive changes in society through youth leadership. To implement that in practical life, BIZ BEE is always eager to develop a network with the corporate world. Bearing that in mind, they joined their hands with Bangladesh Brand Forum (BBF) and successfully organized "Unleashing Youth-Unleashing Bangladesh". BBF was formed in the year 2007 with the vision of aiding Bangladesh's corporate world into creating remarkable world class brands. BBF has a vision to transform Bangladesh by preparing the youth for the future so that they can lead a prosperous future Bangladesh. The campaign is revolving around the business school to give them an insight of the business world and how they should prepare themselves for the future. After three days of successful video presentation at BRAC University café, the campaign came to an end with a seminar.

The seminar was anchored by Gulsetyne Ahmed, a senior member of BIZ BEE, and successfully coordinated by Atiq Rahim and Asif Haque. It was formally inaugurated by the Pro-VC, Dr. Salehuddin Ahmed. In his speech, he emphasized the importance of "Branding Bangladesh" to improve the image of the country in front of the global community. Later on, Mr. Fahim Mashroor, CEO of Bdjobs.com shared his valuable experience with the students', mentioning why skills are very important to succeed in a professional life and how it can be implemented practically.

The third part of the session was taken over by Mr. Soumendra S. Das, Head of Marketing of Marico Bangladesh. Through his video presentation he described why branding is important for a business organization to grow, whether it is a multinational corporation or a local company. A brief history of Marico, and the famous TVCs of Marico was shown, notably Parachute & Saffola. Students were surprised to find out that KAYA Skin Clinic which is a famous brand in India is actually a product of Marico. Finally, Mr. Mushtaque Ahmed, advisor of Bangladesh Brand Forum & Managing Director of Net Value, took the floor; he spoke about BBF and explained the important value of developing a unique brand.

At the end students had an open and interactive question and answer session where they shared their thoughts on branding and youth leadership. Finally Shamminaj Polen, General Secretary of BIZ BEE drew a formal conclusion of the event with her thanks giving speech.





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(Student of BRAC Business School)