After the Bangla final, the final of English debate started and was to be held between the department of Finance & Banking and the department of Management Studies. It was a grand final. The auditorium was a filled to the brim. The three-day-long manifold debate competition came to the end with this round.

The second half of the day was left for the ending ceremony. The guests of the first day were present as well along with Dr. Md. Zakir Hossain, Dean, Faculty of law, Tariful Islam, C.E.O, Road 2 Sky Ltd, Shoaib Chowdhury, Chairman, Worldgate.

In the prize giving speech, Pro-VC of CU Dr. Alauddin congratulated the winners. Islam was very glad to be connected with such kind of well initiative. Dr. Hossain said, "the responsibility of the university authority to CUDS does not end only with the administrative help; to give entire financial patronization is also the responsibility of the university authority'." He criticized the present education system by saying, 'there is no exchange of thought between the teachers and the students today. The relation between them is one sided. It should be bilateral'.

After that, the General Secretary of CUDS and convener of the function Shonkar Kumar Chakrabartee announced the results of the finals. He gave an end to all the speculations announcing- 'The champion of Bangla debate...*Silence for some moments followed* ... The department of English'!The whole auditorium filled with cheers. Then came the term of English debate which was won by the department of Finance & Banking!'

In the ending speech of Dr. Mahbubul Hoque, the moderator of CUDS, the three day event came to an end. In his speech, he expressed gratitude to all the sponsors, university authority, members of CUDS and to all the personnel involved in the function.

Rural Marketing course has been introduced in the Universities of Bangladesh for the first time

Star Campus Desk

IN order to capitalize on rural business opportunities, employers require skilled human resources with thorough knowledge of rural business such as specialization in rural marketing. Students graduating with a business degree with knowledge on dynamics and application of rural marketing can offer better solutions to companies targeting rural consumers.

To explore the interest and possibilities of introducing rural marketing courses in universities of Bangladesh, Katalyst, one of the leading market development projects, facilitated discussions between prominent decision makers, faculties from leading universities, multinational private sector companies and expert team from MART India to better understand the needs and demands of rural marketing expertise for the expanding businesses in Bangladesh.

As a result of the ongoing discussions, with the growing interest of universities and the private sector's endorsement in a Rural marketing course, Katalyst further facilitated the introduction of the course in two



universities. A Memorandum of Understanding (MOU) was signed between the American International University-Bangladesh (AIUB), Eastern University and Katalyst to introduce the Rural Marketing course. The signing ceremony was held on 9 June 2009 in the Asia Pacific Hotel.

This initiative is first of its kind in Bangladesh, which will enable the students to gain practical insight about the dynamics of rural consumers, farmers and businesses in Bangladesh. The course is expected to be offered for both Undergraduate and Graduate students from Spring 2010. Under the MoU, both Katalyst and the Universities have committed to support the initiative by developing relevant modules, building capacity of faculties and facilitating linkages with various stakeholders. Katalyst, is considered to be one of the most successful market development projects in the world. Since the project's inception in 2002, it has achieved significant jobs and income impact by increasing the competitiveness of micro, small and medium sized enterprises in selected urban and rural sectors.