

Esho.com presents Pharma Fest 2015 at NSU



SHAN HUSSAIN

On June 7, 2015 the plaza area of North South University (NSU) became the spectacular venue for the NSU Pharmaceutical Club's most important annual event, 'Pharma Fest 2015'. The title sponsor of the event was Esho.com. The objective of the event was to allow the students of the Department of Pharmaceutical Sciences of NSU, and those of other renowned universities, to meet leading pharmaceutical companies of the country, and also to

exchange innovative ideas between those companies and medical healthcare providers.

The Pharma Fest is by far the most important event of the NSU Pharmaceutical Club, and is always organised in association with the Department of Pharmaceutical Sciences. Since its debut in 2010, this event has brought together all aspects of medical healthcare and healthy lifestyle closer to the public. The theme of this year's Pharma Fest was "Care, Share and Be Aware" – to signify

the duties of any medical healthcare practitioner.

Junayet H Khan, the president of the NSU Pharmaceutical Club, said, "A healthy lifestyle is not solely dependent on the care of medical healthcare practitioners, but also greatly relies on the combined effort of every other industry. Every initiative that is ever taken is done to improve the quality of our lives, that's why I am so proud that Esho.com was able to help us express this to the public."

The event was a day long programme, and it began with an opening ceremony with an inspirational inaugural speech from the Chairman of the Department, Prof. Dr. Hasan Mahmud Reza; a keynote speech from the Director of Industrial Affairs, Sanofi Bangladesh Ltd., Muin Uddin Mazumdar; and speeches from the Dean of School of Health & Life Sciences,

NSU, Prof. Dr. G. U. Ahsan, special guest; Vice Chancellor of North South University, Prof. Dr. Amin U Sarkar; and chief guest, Director General of the DGDA, Major General Md. Mustafizur Rahman. The event also featured an exhibition by pharmaceutical and lifestyle companies along with the students and their projects, then moved on to a Pharma Olympiad and poster exhibition. At the closing ceremony, the Chairman of the Board of Trustees, NSU, Benajir Ahmed and Treasurer of North South University, Prof. Dr. Gour Gobinda Goswami also spoke about the success of the Pharma Fest.

The event concluded with a vibrant cultural evening, which consisted of music, drama, and a fashion show titled "The Pharma Walk" and performance by musical guest, Tahsan.



An Education in Life Skills



TANISA TASMIM SINTHIA

There's a saying, when a seed of dream is implanted in a child's mind, it remains an influential thought forever and grows

over time to a fully grown tree. Accordingly, our team of "Peace, Prosperity & Civic Education" of South Asia's largest youth change-maker platform, South Asian Youth Society (SAYS),

undertook the initiative to conduct workshops to impart education to the kids who are not from a privileged background.

In Japan, children are taught etiquette, ethics, public duty, basic life skills and much more from a very early age. In Bangladesh, children from advantaged families go to coaching centres for extra learning, to get admission in the top ranking schools and earn good grades. The underprivileged children barely get the education they need. Hence, our team decided to educate them with some basic life skills and civic responsibilities.

The first workshop was conducted on March 21, 2015, at Tejgaon Farm Govt. Primary School, where the students from classes III to V took part in interactive sessions. The knowledge of first aid for emergencies was demonstrated practically by Dr. Tasnuva Nuhat Shafin. Citizens of our country are not well equipped with the knowledge of traffic signs and signals. They are also reluctant to use the safer mediums of road crossing. So, the students were introduced to different traffic rules and regulations by Tahrima H. Moon. They were taught how to maintain cleanliness, and a brief

discussion was held on the importance of checking the manufacturing and expiration date on packaged products.

The last session was to encourage the students to be more vocal with the practice of public speaking, through which they will have the courage and confidence to articulate their ideas and visions. A student of class IV exclaimed, "I want to be a software engineer!"

Later on, a survey observed that the students could remember the first aid knowledge, identify traffic signs and signals, maintain cleanliness and also behave with good manners. Our team conducted the 2nd workshop on May 6, 2015 at Aminuddin Govt. Primary School.

We, the team members – from varied backgrounds but united under one platform – were part of this incredible experience, which sparked and invigorated our interests to embark on more initiatives like this.

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