

Digits: A Platform for Digital Learning

MD. AJIB BUSHAIR

East West University Creative Marketing Club (EWUCMC) organised the digital marketing programme, 'Digits', on November 4 and 5 at the Career Counselling Centre Lobby of East West University. The programme was conducted by Cookie Jar, one of the leading digital marketing agencies of Bangladesh.

The objective of the programme was to raise awareness of the concepts and actions of digital marketing and to involve them in different interactive mock digital marketing operational processes.

The event was divided into four segments. Both the event days were divided into two sessions. On the first day, a training workshop was held in the first segment. The moderators of the club, Farhan Faruqui, Assistant Professor; Anamul Hoque, Assistant Professor; and Husna Ara, Senior Lecturer, were present at the opening ceremony and gave speeches expressing enthusiasm towards digital marketing and its growth in Bangladesh. The whole Cookie Jar team, including Drabir Alam, Associate Director; Kaisar Bhuiyan, Manager, Media and Ad operations; Archita Kundu, Assistant Manager Client service; Abu Sufian Mohammad Khaled, Assistant Manager Planning,



conducted the workshop seminar and the whole programme. During the first segment, the team shared practical knowledge and experiences, and gave guidelines regarding the process by which a digital marketing firm works. For the students, it was really inspiring, as they got to know about the works of the real world "digital marketers."

The next segment was role play for the 15 participating teams: Analog, Falcon Wings, Eagle Eyes, Aztec, among others. They took on the roles of hypothetical

digital marketing agencies who were assigned with tasks by clients played by the Cookie Jar team. This segment could be coined as the "main event." The winning five teams were awarded with one extra minute of presentation for the next day's first session.

Later that day, a case was uploaded on the Cookie Jar website for the participating teams to solve. To add more challenge, the teams had to present their case work on the next day. The case was about marketing the dating app 'Tinder'. On the

second day, participating teams presented the case to the resource team. Five teams were selected from the process and promoted to the next round. The judges of this round were: Tahsin Saeed, Executive Director of Cookie Jar; Drabir Alam, Associate Director of Cookie Jar; Manas Paul, Associate Director of Asiatic Experiential Marketing Ltd; and Md. Anamul Hoque, Assistant Professor, Business Administration Department, East West University.

The teams had to present the final idea about promoting the smartphone app. Some teams made video ideas for the presentation, and one team even acted their video idea in front of the judges. Based on their performances, three teams were declared winners of the competition. The winning teams were: Khamiz Party (Champion), PentaWitz (1st runner up), and Bubble Heads (2nd runner up). At the closing ceremony, the moderators of EWUCMC and the Cookie Jar team gave inspirational speeches to the students, and the winning teams were awarded with souvenir crests. Crests as tokens of appreciation were presented to the Cookie Jar team by the moderators of the club.

SHOUT was the media partner of the event.

Lending a Helping Hand to End Hunger *Durnibar Foundation's "Hunger Action 2015"*

SALMA MOHAMMAD ALI

Hunger is a rapidly growing problem in the world, to which Bangladesh is no stranger. Estimations highlight that, this year, more than 80 million children in Bangladesh will have to combat hunger - they cannot be overlooked. Keeping this in mind, taking full contentment of their weekend, thousands of volunteers clad in blue (the colour of Durnibar Foundation) set out with the theme "Leave No Child Hungry" - 'Hunger Action,' the biggest annual fundraising leg of Durnibar Foundation, had returned.

Volunteers eager to lend a helping hand were present throughout Dhaka City in the areas Dhanmondi, Gulshan, Banani, Bashundhara R/A and Panthopath. Their aim was to spread awareness about hunger and the problems associated with it and convey the message of everyone's roles as responsible citizens. Leaflets in hand, they approached commuters, bystanders and pedestrians to encourage them to be a part of this movement to end hunger and told them how they can make a difference by donating, as even the tiniest contribution can stimulate a big change that can lead to better



livelihoods for many. The volunteers stepping forward were from different backgrounds and astonishingly from various age groups as well. "Age is not a boundary. As long as one is determined enough to make a change, anyone can be part of the tide," explains Azman Anju Khan Chowdhury, the General Secretary and Founder of Durnibar Foundation, who was overseeing the event.

Priyanka Rashid, (17) a volunteer, admits "This is a lot harder than I

expected - going up to strangers and asking for help but that's what the real challenge is about and what really matters is it's for a great cause." Dedication was at its peak as the volunteers showed up sharp at 9 AM and continued collecting funds till the dawn of the event at 6 PM, on both the days, November 7 and 8 2015. The moderators employed strict administration to ensure that the volunteers were strongly focused on their assigned tasks.

This event was under the Feeding Bangladesh project of Durnibar Foundation, a youth based non-profit organisation. Like every other year the goal was to bring about much needed awareness and raise enough funds to feed a number of underprivileged families for one entire year. This fundraising event will be followed by events where food is distributed to these families every two months, throughout the entire year, till the next annual "Hunger Action" event takes place.

"Hunger Action 2015" came to an epilogue on November 8 after timings were announced for the award giving ceremony and a speech was delivered by Anshah Anju Khan Chowdhury, the President and Founder of Durnibar Foundation, "as long there is Durnibar, there will be hope," she said.

The sponsors of the event were EMK Center, Akij Group, BD.LIFT LIMITED and AQUA Mineral Water, the radio partner was Radio Shadin and the print media partner was SHOUT.

'Salma Mohammad Ali fears she is becoming a crazy cat lady and uses writing as a means to grasp on to sanity. Send her your views/hate/love at <https://www.facebook.com/salma.ali209>