



DARAZ PRESENTS IUB MARKETING CARNIVAL **An event to inspire future marketers and entrepreneurs**

Bangladeshi e-commerce giant daraz.com.bd, with the intention to inspire future marketers and entrepreneurship, tagged with Independent University, Bangladesh (IUB) for a two-day event.

Titled "Daraz presents – IUB Marketing Carnival", the event was held on IUB premises on March 9 and 10. At the event, there were 30 stalls offering food, clothing, electronics and services.

On behalf of IUB, Abul Khair Jyote, Senior Lecturer, School of Business said, "The entire motto of IUB Marketing Carnival is learning with fun. Participating students will get an overall entrepreneurial experience through this carnival. They approached the brands, sealed the deals with them on sharing profits, brought them to this carnival; now they monitoring day to day sales to earn a good profit. This is giving them a real life experience in salesmanship, business and accounts management skills to become entrepreneurs in the future. I would like to thank Daraz as our sponsor. Daraz came to one of our classrooms of the course 'Sales Force Management' with their D-Force team to train students how to make sales and how to run a sales force."

Popular YouTuber of the country, Salman Muqtadir was there to entertain the IUB crowd with his stand-up comedy.

Head of Marketing, Daraz Bangladesh and Myanmar, Sumit Jasoria said, "We are really overwhelmed by the response from the crowd here. They are checking out every stall, participating in all kinds of activities. We are really happy to be a part of this initiative of IUB which gives students a platform where they can explore real life challenges to start and run a business."

The event ended with a raffle draw from Daraz's side, where the first prize winner got a Microsoft Lumia smartphone and the second prize winner got a Symphony smartphone from Daraz.

SEPS hosts seminar at NSU

On March 9, 2016, in accordance with North South University's 9-day long programme celebrating 24 years of glory, a series of programmes were organised by the School of Engineering and Physical Sciences (SEPS) at the campus. There was a seminar titled "Padma Bridge: An Engineering Challenge" where the keynote speaker was Major Gen. Abu Sayeed Md. Masud, Project Coordinator, Padma Bridge. He highlighted major work areas and work forces in his speech. Azim Uddin Ahmed, Member, BOT was the chief guest and Prof. Atiqul Islam, VC, NSU chaired the session. In this session, Engr. Md. Kabir Ahmed Bhuiyan, President, IEB and Mohiuzzaman Quazi, Senior Transport Engineer, World Bank were present and spoke as guest speakers. Dr. Md. Sirajul Islam, Dean, SEPS and Dr. Javed Bari, Chairman, CEED were also present at the programme.

Later, a "Tech Giants Seminar" was held where Sajid Rahman, CEO, Telenor Health at Telenor Group, and Hashmi Rafsanjani, Country Marketing Consultant, Bangladesh at Google were guest speakers.

In the evening, a cultural show was organised by the SEPS students and the International Office of NSU. All foreign faculty members and students performed alongside musician Arnob and his band. M. A. Kashem, Chairman, BOT was the chief guest. Prof. Gour Gobinda Goswami, Treasurer, NSU along with Deans, Chairs, and Administrative Heads were present at that time.

EU organises Business Challenge 2016

Eastern University (EU) arranged Eastern University Business Challenge (EUBC) 2016 on March 12, 2016 at the university premises. To encourage the higher secondary level students in developing their knowledge base, EUBC was designed with a vision of sustainability in the upcoming years as well.

Around 100 teams competed for the champion's title. Participants had 30 minutes to solve 50 challenging MCQs. A spot quiz contest was inaugurated by the Dean of the Faculty of Business Administration of EU, Prof. Dr. Sharif Nurul Ahkam. The spot quiz involved three rounds of competition including buzzer round, rapid fire round and final audiovisual round.

Abdul Khair Chowdhury, Chairman, BOT, EU graced the function as the chief guest and distributed the prizes among the winners. Md. Azizul Islam, Chairman, Alif Group and Prof. Dr. Abdul Hannan Chowdhury, Pro-VC, EU were present as the special guests. Prof. Dr. Abdur Rab, VC of EU, presided over the ceremony.

Team 21, from Notre Dame College became the champions. Winners received certificates and cheques from guests while all participants were given Certificates of Participation.

Battle of logic in Chittagong *Rotary - Drishty English Debate Competition 2016*



KAZI ARFAT

The Rotary - Drishty English Debate Competition 2016 in Chittagong was recently organised where 28 educational institutions of the port city took part. The competition was inaugurated on March 10 in Theater Institute Chittagong. Prof. Sikandor Khan, VC, East Delta University was the chief guest at the inaugural ceremony. Arch. Ashiq Imran (President, Rotary Club of Chittagong), Mohd. Munsur Alam (Principal & CEO, Vogue Institute of Fashion) and Prof. Hasina Zakaria were present as special guests. Masud Bakul, President, Drishty Chittagong, presented the welcome speech and Organizing Secretary Saifuddin Munna gave the vote of thanks.

"The house will ban children from becoming professional models" was the topic of the final debate for school level. Chittagong Cantonment English School became the winners by defeating Bangladesh Elementary School. Marjuk Raihan (CES) was judged as best debater of the tournament. The debate sessions at the university level were livelier. "This house will equally distribute the refugees among the member states of EU, entering from the Middle East for the civil war in their country" was the topic of final debate for university level. In this debate, Chittagong University Debating Society became the winner as CU FBDA was the first runner-up and CUETDS clinched the second runner-up title. Jahidur Rahman (CUDS) was judged as the debater of the tournament for university level.

The closing and prize giving ceremony of this stimulating tournament took place in La Aristocracy on March 12. Waseqa Ayesha Khan, MP was the chief guest on the prize giving ceremony. Jasim Uddin Chowdhury (Managing Editor, Daily Purbokone), Omar Kaiser (Asst. News Editor, Daily Prothom Alo), Rtn. Arch. Ashiq Imran (President, Rotary Club of Chittagong) and Zinnah Chowdhury were present as special guests. The prize ceremony was conducted by Saber Shah, Joint Secretary, Drishty Chittagong.

SHOUT was the youth partner and Chittagong Sunshine College assisted as venue partner in this event.