

D-Force Reaches Out to Students at SUB

AZMIN AZRAN

D-Force is a sales programme from Daraz Bangladesh that looks to help university students employ themselves in freelance digital sales. As part of rolling out this relatively new concept, Daraz has been organising workshops at various universities, stopping at State University of Bangladesh last week to introduce its students to this amazing new opportunity.

Daraz Bangladesh organised this workshop at the State University of Bangladesh's campuses from April 4 to 6, 2016. Students were told what D-Force was, how they could gain experience and financial help from this programme, and the opportunities that lay ahead in front of them. D Force helps students build up communication skills as part of a huge network of multinational online marketplaces, and the goal of this workshop was to attract as many students towards it as possible.

Present at the programme were representatives from the State University of Bangladesh: Professor Md. Ashraf Islam Chowdhury, Dean of the Business School; Professor Maj. Gen. Md. Quamruzzaman (Retd.), Head of the Business Department; Lt. Col. Khondoker Zahirul Alam (Retd.), Additional Registrar; and Nipa Saha, Assistant Professor,



PHOTO: DARSHAN CHAKMA

Department of Business.

Radin Ahmed, Head of D-Force, was also present at the workshop and he spoke about the overall process of the work done over at Daraz Bangladesh, and what D-Force hopes to achieve. He said, "D-Force is a big opportunity for students. When you're interviewing for a job, they'll look for communication skills and

D-Force can help you achieve that. You are going to be the link between the customers and the company. The experience you gain here will be something worth putting on your CV, and this can always be a platform for something bigger, more exciting."

The professors then spoke some words to encourage the students and thank

Daraz for the workshop. They interacted throughout the whole workshop to help better understand the process of digital sales consultancy and ushered the students on so that could make the best use of this opportunity.

Jannatan Naima, Asst. Manager at Daraz Bangladesh, conducted the workshop and explained the whole process step by step to the students. She explained why customers would pick Daraz over a physical shop or any other online marketplace and how the students, as sales consultants, could help improve both the company's business, and the customer's level of satisfaction. Her vivacious approach to the students made them ask many questions and that brought up a lot of issues that were solved during the workshop.

D-Force provides all the tools necessary for an individual to become an able sales consultant and develop a set of communication skills that'll help them pursue a successful career. Daraz is confident of building up a substantial workforce with necessary skills through this programme.

When he's not obsessing over football, Azmin spends his time devising ways of not getting mugged, only to fail miserably. Give him advice at fb.com/azminazran

AWARDING YOUNG TALENTS

IAS Examinations Award Ceremony 2015

AANILA KISHWAR TARANNUM

The International Assessment for Schools (IAS) test is an initiative of Education Assessment Australia under the University of New South Wales. This examination aims to test school students' basic knowledge on a few subjects such as English, Science, Digital Technologies, Mathematics, Spelling and Writing. On April 8, 2016, at an award ceremony organised by Fast Track Education Services at Russian Cultural Centre, Bangladeshi school students won a whopping total of 288 high distinction awards in this test.

Russian Cultural Centre happens to be the place where I won my first ever award for an art competition, so the place holds quite a lot of fond memories for me. Going back there to witness these kids receiving such a prestigious certificate for an international exam at such a tender age was quite an amazing sight. Incredibly enough, Bangladeshi students of grades 3 to 10 won 30 out of the 44 gold medals in the Asian region. I talked to Maisha M Prome, an eleventh grader at Oxford International School who appeared at the exam last year and received gold medals along with high distinction in four subjects.

"I got to know about the IAS examination from my school; the teachers encour-



aged us to sit for it. But I didn't really have to take any extra preparation for the examination; I mostly relied on the topics that were taught in school. I was very nervous at the start but then I realised there was nothing to be nervous about, as the exam itself is not extremely difficult," she says. "Winning feels great, but I have to mention that it would've felt much better if there were more people sitting for the test. It would've made the test a lot more competitive and winning these medals would be even more of an achievement." Maisha's point holds true, as there were 12,000 students sitting for the exam from the 16 countries of the Asian region, and half of these students were from Bangladesh.

This ceremony was organised by Fast Track Education Services, the sole administrator of IAS tests in Bangladesh. Their managing director, Peter Paul D'Costa spoke to me about their endeavour, "We've been conducting this test flawlessly for the last four years, and the number of meritorious students sitting for this exam has been growing steadily. I feel very proud to be able to play a part in nurturing the future leaders of Bangladesh."

The ceremony was held in two parts, with the first segment only for awarding the students of Oxford International School as they had the highest number of participating students, and the second segment was dedicated to all the other

schools that were involved, such as BAF Shaheen English Medium School, Lakehead Grammar School and St. Joseph Higher Secondary School. The participants were overjoyed with their certificates and medals, and the best part was the look of pride in their parents' faces. Hopefully in the following years, this test will become more competitive and Bangladeshi students will succeed in bringing home some more medals.

Aanila Kishwar Tarannum started hating on everything the moment she realized why her parents put so many As in her name: because they knew her transcript would be devoid of any vowels. Find out about her relentless rants at aanila.tarannum@gmail.com