

AdMaking done in style

ALVI EHSAN

The grand finale of Robi AdMaker Bangladesh 2016 coloured by Elite Paint was held on June 1, 2016 at the North South University campus in Bashundhara. The 12 elite teams who made it through the nerve-wracking rounds faced off in the finale of the most anticipated event by NSU YES!. In the event, the teams were set to device a 360 degree thematic campaign which would promote 10 Minute School to create TOMA (Top of the Mind Awareness) and generate new user and traffic for the website. A separate segment of the programme was the "Social Media Award" where participants were given a task to open a page and maintain it for a brief period of time. The overall judgment criteria were based on planning, content quality, innovation and social media engagement. After a hard-fought battle, the eminent judges finally came to their decision.

M. A. Kashem, Chairman, Board of Trustees and Azim Uddin Ahmed, Member, Board of Trustees graced the evening with their presence. The chair of the session was Prof. Atiqul Islam, Vice Chancellor, North South University. The



guest of honour was Prof. Dr. Gour Gobinda Goswami, Treasurer, North South University, the ceremony was also attended by top officials including the Director, Student Affairs, Dean and Assistant Dean, School of Business and Economics and Outreach Coordinator and Lecturer, North South University.

Team Meraki

Consisting of three gifted individuals from Bangladesh University of Professionals, Team Meraki succeeded to

become champions in the biggest creative fight of the nation. With the brilliant display of stunning slides, in-depth knowledge and excellent presentation skills, they have successfully secured the title of "Robi Ad Maker Bangladesh 2016".

Team Brand Edge

The 1st runner-up, hailing from Institute of Business Administration, Dhaka University was Team Brand Edge. They proved themselves with brilliant performances throughout the entire com-

petition.

Team Team

Again from Institution of Business Administration, Team Team has undoubtedly performed with great efficiency and made it through all four rounds to the winners list as 2nd runner-up.

The Cookie Monsters

With the maximum page reach, The Cookie Monsters from Bangladesh University of Professionals hauled away the "Social Media Award".

The champions of this event received prize money of BDT 150,000, the 1st runner-up and the 2nd runner-up received prize money of BDT 100,000 and BDT 80,000 respectively. The winners of the competition received trophies and Acer laptops courtesy of Executive Technologies Ltd. The winner of the Social Media segment received award of BDT 50,000.

Robi Ad Maker Bangladesh coloured by Elite Paint is supported by our electronic media partner Ekattor TV, online media partner SDAsia, Bengali print media partner The Daily Samakal, youth engagement partner The Daily Star, radio partner Radio Foorti, strategic partner Bitopi Leo Burnett, ice cream partner Bloop and beverage partner Pepsi Co.

Making a Difference in Women's Higher Education

SAURAV DEY

Passang Dema is the first woman in her family to attend university. Her financially struggling family members were more than happy when she was accepted at the Asian University for Women (AUW) with a full scholarship. Faraway from Bhutan at AUW, Passang was exposed to a multi-cultural environment here, which initially was a challenge for her to communicate effectively with her fellow students on campus coming from 14 other countries across Asia.

However, after four months at AUW, Passang is now confident enough to take full advantage of the resources available to her, and to use them to take her education forward. Passang intends to major in Public Health; she is concerned about the health issues in remote areas of Bhutan, and wants to find solutions to solve them. She is happy to say that her experiences at AUW are helping her becoming the person she wants to be.

Like Passang, many other students coming from 15 different countries across Asia and the Middle East initially face challenges when they arrive at this liberal arts university in Chittagong. But with the help of AUW's pre-collegiate bridge programme – the Access Academy – they overcome those challenges and prepare for the undergraduate programme. Without the Access



Academy, it would not have been possible for Passang and many other students to succeed in the rigorous, liberal arts education system that AUW offers. It is not only about developing the critical thinking demanded by this American-style education, but also about preparing the students, whose circumstances may have prevented them from accessing high-quality secondary schooling, for the long run through a world-class education.

The Access Academy plays a key role in preparing students for the university's high-calibre, American-style liberal arts curriculum. As a one-year, intensive pre-undergraduate residential programme, the Access Academy develops students academically, socially, and culturally to build a common foundation of skills. Focusing on English language, mathematics, and computer skills, the Access Academy helps young women become assertive and confident critical thinkers,

effective communicators, and citizens of a global community.

Since opening its doors in 2008, AUW has been empowering women through making world-class education accessible to highly talented young women. The MetLife Foundation has recently joined forces with AUW to support the university's Access Academy. With the MetLife Foundation's generous grant, the Access Academy is in a stronger position than ever to prepare students to meet the challenges of the world, and will facilitate the education of women who have limited access to high quality undergraduate education.

As AUW draws students from socially marginalised and economically disadvantaged communities, MetLife Foundation's grants will allow many more women to change their lives through education. This partnership reflects MetLife Foundation's promise to support and promote knowledge worldwide through different activities. As part of this partnership, MetLife Foundation and AUW will work together to promote academic excellence and social equity.

MetLife Foundation and AUW have a shared passion for providing educational opportunities to women, and this partnership will surely facilitate women's empowerment by equipping them with intellectual resources to create a brighter tomorrow.