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The Daily Star

DHAKA, FRIDAY, NOVEMBER 11, 2016

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# NEXT STEP

## PIONEROS 2016

### ENGINEERS TAKE ON THE CORPORATE WORLD

In today's dynamic world, no one, especially the youth, should keep their knowledge and expertise limited to a single field. The ever-changing marketplace demands diverse skills to cope with the complex nature of jobs. Don't be surprised to find a fashion designer who knows how to write lines of code, or a scientist who understands the financial implications of an innovation.

Keeping in line with this, BUET entrepreneurship club launched Pioneros 2016 sponsored by Lafarge Surma Cement, a business case competition which aimed to introduce BUET students to the corporate world and provided a firsthand experience in solving real life business problems. Engineering students should not just keep themselves limited to the tech side of the business; they need to understand the business aspect of their work because in the end it all comes down to making money.

Pioneros 2016 was very successful in achieving this goal as the finalist teams, after several rounds of case solving, had gained considerable expertise in case analysis, market segmentation, and branding. In addition they had mastered PowerPoint presentations and public speaking as well. Their presentations of the solutions were at par, if not better, with any presentations that are delivered by business graduates.

The competition was tightly contested between 122 teams from BUET of which only 30 made it past the online round. After further careful screening 5 teams—Team Steridian, Team Ingenious, Team BUET Tycoons, Team Aristo Ultra and Team Phoenix were selected to battle it out for the right to be called champions of Pioneros 2016. Md. Masud Khan (CFO, Lafarge Surma Cement Limited), ATM Naimul Baset (Strategic and IT director, Lafarge Surma Cement Limited), Mahmudul Hassan Sohag (Chairman and CEO, Onnorkom Group), Dr. Raquib Hossain (Associate Professor, Civil Engineering Department, BUET) were honourable judges of the Grand Finale. Ayman Sadiq, CEO and founder of '10 minutes School' attended the event as a guest speaker and wowed the audi-



Winners Team Phoenix from BUET with the judges and special guests

ence and judges with his quintessential words of inspiration and advice to BUET on cracking business case competitions. Among others, high officials of Lafarge Surma Cement Limited and respected Alumni of BUET were present to enjoy the battle of the talented minds of Bangladesh.

The finale event had an ambitious start with brilliant minds embracing the platform and presenting their case solutions, each team better than the other. The finale round required each finalist team to present their solution in 10 minutes and then face an intensive question-answer round of 5-10 minutes from the judges. Mushfiqur Rahman from one

of the top 5 teams, Team Steridian, sounded much motivated, "You don't get to do such competitions frequently in BUET, and so doing something new was a lot of fun. This was our very first time solving a case study, and it's been a dream start. Being the youngest team among the 5, the challenge wasn't an easy one but so exciting to work on because business is all about how well you can innovate using the explanatory tools you have. We're looking forward to more competitions like these because they provide us with a unique platform to think out of the box."

BUET Entrepreneurship Development Club pulled off quite a commendable hosting that



Team BUET Tycoons, who came in second place, address questions from the judges

night. The judges' panel, in particular, had much reputed personalities who did perfect justice at critically evaluating the teams. We also managed to get hold of one of the honourable judges, Md. Masud Khan, CFO of Lafarge Surma Cement Limited. When asked about his take on the initiative of Pioneros, he said, "Such platforms are actually extremely important for engineers because they usually sideline the importance of successful business activity. For example, they might wish to invest in Rolls Royce or other first-class technologies, but they fail to realize that the business has to make money in the process and that the shareholders' interest is the biggest interest. In that

sense, I think competitions like Pioneros are a very important learning and we from Lafarge have hence taken this opportunity to interact with the engineering students to help them develop their understanding of the bigger picture."

Talking about how satisfied he is with the overall organization of the finale and the calibre of the finalists, Md. Masud Khan asserts, "It was good in general, but I'd say there are lots of areas to improve in. The quality would've probably been much better if the participants were from a business school. Having said that, they are from an engineering institute and so keeping that in mind I'd say their presentations were quite impressive. Maybe the idea contents were a bit nebulous at times but overall we're happy with what we've seen so far."

After a soothing but short cultural program in between, the winners were finally declared amongst much enthusiasm that reverberated throughout the auditorium. The second runners up was Team Ingenious comprising of Mohaiminul Islam, Shaafique Chowdhury and Md. Shihabuzzaman; the team that came second was Team BUET Tycoons having Tanveer Ahmed Tomal, Imtiaz Jalal Niloy and Shadman Sakib; and finally the winning team out of the five was Team Phoenix that had Anurata Prabha Hridi, Md. Monowar Anjum and Dipto Das as the members.

Next Step spoke to one of the members, Monowar Anjum, of the winning team, "The experience was great in one word. But it was very exhausting too because the case was really hard to crack. What is more, I felt the judge-panel selection was perfect because they were all respected figures from the business world. Judgment was hence top-notch and the questions were on point. So happy that we managed to work through this mind-boggling case." Finally, when asked how winning feels like, Monowar and his teammates put up wide grins and quipped, "It feels amazing!"

HALIMA SADIA & SHAHRIAR SHARIF

## BLUEPRINTS 2.0

### NOT YOUR AVERAGE BUSINESS COMPETITION

NSU Finance Club has launched the second instalment of their national financial modelling competition, IDLC presents Blueprints 2.0, in association with Dhaka Bank Ltd. The competition is the first and only one of its kind, bringing new flavour to the competition scene dominated by marketing competitions.

Finance majors are limited to their books and theories learned in class. Up until last year, they did not have a platform to display their financial knowledge outside the classroom. This time, over 150 teams spanning 15+ universities participated from all over the country. The club reached out to participants with the help of insightful videos starring faculty from renowned business schools in Dhaka, champions of Blueprints 1.0, motivational speaker Ayman Sadiq and, CEO of IDLC Finance Ltd. Arif Khan. The Daily Star is the youth engagement partner and Next Step is the media partner of this event.

In the fall of 2015, NSU Finance Club established their flagship event, Blueprints 1.0, targeting business students, not limited to just finance majors and

tunities in the financial sector of the country. Placing them in the shoes of a finance professional, participants were asked to evaluate company financial statements, and an entrepreneurial investment decision in the finale. The number of participating teams was above 140, a remarkable response for this competition being the first of its kind in Bangladesh. Through comprehensive workshops facilitated by professionals from financial institutions for every round, candidates were taught how to approach the given cases.

The first workshop of the second instalment was conducted on October 28, 2016. The Faculty Advisor of NSU Finance Club Shahrar Abu Sayeed and Group CMO of IDLC Finance Ltd. Jane

expanded on the Round 1 case and taught the participants how to tackle it.

This time, over 500 participants from over 15 universities were present at the workshop. The main purpose of this workshop was to give the participants an idea about what the judges expect from them in Round 1. The discussion session was followed by a quick Q&A session, where the professionals tackled all the queries and confusions the participants had.

Blueprints is a unique platform that aims to help young finance enthusiasts become the future leaders of finance in Bangladesh. Providing students with an out-of-the-box competition and the unique opportunity to showcase or test their skills, Blueprints stands



enthusiasts, by providing them with the opportunity to get a taste of real-world finance. The competition was initiated with the intention of focussing young minds on the potential oppor-

Alam Romel initiated the workshop with the Management Trainees of the Structured Finance Dept. of IDLC Finance Limited. IDLC professionals Tanveer Kamal, Tanvir Bashar and Samiul Islam then

out from the crowd as it is not just a competition, it is a stage to develop your skills related to financial modelling, an increasingly important skill-set in the world of finance.

## Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.

## 4 CLEVER WAYS TO WAKE UP FASTER



Let's face it. Nobody in their right mind would get out of bed at 7 in the morning. But since society deems it fit to have us in our cubicles by 9 a.m. sharp, even the hopeless non-morning person must change their ways. Despair not, for scientists have come up with a solution for the sleepiest of heads.

### 1. Draw your curtains

The body stops producing melatonin, the sleep-inducing hormone, in response to light. So if you want to shake off that grogginess, open the windows and get a good dose of vitamin D. Have breakfast in the veranda, or if you're feeling particularly determined, put on those trainers collecting dust and go outside for a walk.

### 2. Put on some Europop

Researchers at New York

University discovered that when participants listened to music, their brain oscillations synchronised with the tempo of the songs. So music with a faster tempo brought them towards higher frequency beta waves, which are associated with active or busy thinking and higher levels of concentration.

### 3. Get a glass of water

A study at the University of East London found that participants who had a glass of water with a cereal bar performed better in a series of mental tests than those who had a just cereal bar. Considering that the brain is 73 percent water and you expel moisture through respiration and evaporation in your sleep, your brain cells can't function at their optimum level if they don't have the water they need. Getting

around 250 to 500 ml is a good guideline for most folks.

### 4. Douse yourself with cold water

When the body is exposed to sudden cold, it redirects blood away from the peripherals to deeper tissues and organs. Additionally, the brain gets impulses from receptors in the skin to stimulate the release of neurotransmitters and stress hormones like noradrenaline. Since the winter season is coming up, at the end of that nice hot shower, douse your face, arms and legs with cold water for 2-3 minutes. The increased blood flow and release of chemicals puts you in a better mood and leaves you feeling energised.

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