



The Daily Star Editor and Publisher Mahfuz Anam (fifth from left, second row) and M.I Cement Factory Ltd (Crown Cement) Adviser Maj Gen (retd) Hameed Al Hasan (second from right) at the launching ceremony of the second season of "Rise High Bangladesh" on August 20, 2017.

Fifteen campus activation programmes all over the country

With the promise of promoting ingenious export ideas, Rise High Bangladesh, jointly organised by The Daily Star and the renowned brand Crown Cement, enters its second season.

To sustain and accelerate the momentum of growth in the export sector, Bangladesh needs innovative ideas to diversify its export basket and find new export destinations. With the aim of harnessing young minds in this enterprise, the export idea contest 'Rise High Bangladesh' was initiated in 2016 by The Daily Star in association with the flourishing global brand Crown Cement. It generated an overwhelmingly positive response from students, and over 100 teams from various universities across the country participated in the contest. The competition proved to be a great platform for youngsters eager to showcase their creativity and to take Bangladesh forward in the global export market. Following its success, the second season of the export-idea contest was launched on August 20, 2017.

Any university student can take part in the competition by submitting original, unique and innovative export ideas. The ideas will be posted on The Daily Star website (<http://www.thedailystar.net/risehighbd>), where readers can vote for their favourite concept. The top 10 teams will present their ideas in front of an expert panel of jurors, comprising some of the country's most prominent business leaders. Among them, the top three teams will be shortlisted for the final round based on both the jury board's score and online votes.

Eminent Bangladeshis who have made significant contributions in the fields of entrepreneurship, culture, and environmental sustainability—making a mark as global citizens—will also be honoured through this initiative.



Campus activation programmes

To reach university students and inspire them to participate in the export idea contest, campus activation programmes were conducted in 15 different universities all over the country, beginning with United International University and Chittagong University on September 13, 2017.

During the daylong campus activation programmes, students from different departments joined in enthusiastically to inquire about the initiative. Many have appreciated the necessity and ingenuity of such an endeavour. The programme venues were nicely decorated with banners and posters containing information about the contest. Despite regular classes and examinations, a great number of students approached the booths set up on the campus premises both before and after class. The Rise

High volunteers explained the objectives, incentives and rules of participation to them.

The puzzle-solving contest attracted a large crowd of students. They were required to pick a clue card with information on a country's imported goods, and they had to identify the country. Successful participants were given prizes. The game was arranged in order to actively integrate the students into the programme and encourage them to take part in the brainstorming process. Since it required them to randomly pick out flashcards with information on imported goods of different countries and guess the country, it ultimately led to a better understanding of the countries best suited to import goods from Bangladesh.

The campus activation programmes ended on October 09, 2017.



PROFESSOR DR MD AKHTARUZZAMAN
VICE CHANCELLOR, DHAKA UNIVERSITY

This is the age of creativity. In order to lead, we have to nurture our creative minds. I believe this contest will definitely give an opportunity to our young minds to contribute to the country's progress through generating new export ideas.



PROFESSOR DR M OMAR RAHMAN
VICE CHANCELLOR
INDEPENDENT UNIVERSITY BANGLADESH

Bangladesh is a dynamic nation. We have an enthusiastic young generation who are ready to risk their career for a new enterprise. All we need is to equip and support them.



PROFESSOR DR IFTEKHAR UDDIN CHOWDHURY
VICE CHANCELLOR, CHITTAGONG UNIVERSITY

I appreciate that The Daily Star and Crown Cement are continuing the export idea contest. Japan, with the slogan of "quality counts first", has successfully created their brand value in many sectors. We need to create our own brand for accelerating the growth of the export sector.



PROFESSOR DR MD REZWANA KHAN
VICE CHANCELLOR, UNITED INTERNATIONAL UNIVERSITY

Idea is the most valuable product. Inspiring university students to develop their own export idea is a great initiative. This type of competition should be organised in every campus on a regular basis.



PROFESSOR DR MUHAMMED ALAMGIR
VICE CHANCELLOR, KHULNA UNIVERSITY OF
ENGINEERING AND TECHNOLOGY

In today's world, idea is everything. It is the duty of a modern educational institution to generate ideas and nurture them. Such kinds of competition create platforms for the young people to share their ideas with a broader audience.



The Rise High volunteers are seen explaining to students the objectives, incentives and rules of participation of the contest.



Students busy solving the puzzle game.



Exuberant winners of the puzzle contest posing with gifts.