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Jiboner Jonno Rokto: Every drop counts

AL HAQ

24-year-old Asif Islam Abir, a student of Multimedia and Creative Technology at Daffodil International University and a freelance 3D artist, started the online based non-profit organisation called Jiboner Jonno Rokto in 2013. This organisation helps link up patients who require blood with healthy donors, mostly during urgency. Asif's brainchild project was founded when his intuitions urged him to address the nationwide crisis related to blood donation. There seems to be a social stigma surrounding the idea of donating blood, but fortunately it is gradually dissolving away, especially due to the motivational videos made by Jiboner Jonno Rokto to promote the cause. Asif's selfless effort to assist during dire situations helped save many lives.

With above 47,000 genuine members, the project's Facebook page remains active round the



PHOTO: SHEIKH MEHEDI MORSHED

clock for citizens of Dhaka, Chattagram and Narsingdi currently, with plans to expand services nationally in the near future. Even though Asif's initiative was gaining momentum throughout social media, it was not until four years when his parents learnt about their son's humble efforts through a television show.

Jiboner Jonno Rokto makes a

few queries to ensure the donors' eligibility. One can avail the service (as a donor or a recipient) with three different approaches either by calling the numbers provided or by messaging the page or by posting in the group which does not require any approval in order to save time during emergencies. Even though the team of Jiboner Jonno Rokto has such appropriate procedures in place, running the organisation comes with its nuisance. "There are certain people who pretend to be donors and contact the recipients requesting them to provide the transportation cost using mobile financial services," informs Asif. "Once the distressed victims make the transactions, the alleged donors then switch off their phones." For Asif, the heart-wrenching fact is that no matter how much they strive for betterment, negative acts such as this smears a shade of disappointment. Nevertheless, the team of Jiboner

Jonno Rokto continues their work with utmost dedication for humanity.

Like the systole and diastole phases of the heart, Jiboner Jonno Rokto continues to pump their efforts into all the 'vessels' of society. In return, they find harmony in the fact that they are promoting the generous act of blood donation in order to save numerous lives. "Many of the donors have become a regular now, given the joyous state of mind they attain after donating blood. One donor ended up marrying the recipient as well!" exclaims Hosen Tarek, one of the eighteen full-time admins of the Jiboner Jonno Rokto Facebook page.

With a more diverse plan for the future to facilitate their cause and expand their services, Asif Islam Abir and his team are operating at full pace, despite all of them being students with busy lives.

Bringing wisdom to the crowd

A Z M SAIF

Today, various big brands are trying to achieve everything by throwing grandeur marketing messages at consumers through advertising, social media updates, commercials, blogs, websites and so on.

On the contrary, my journey in advertising for more than two decades has categorically taught me to convey one single message to the consumers. When we, as brands, are desperate to get consumers' attention, we forget that our multidimensional touch points made us niche to realities like the immeasurable mood and mind - set in a highly demanding world. Hence, having multiple signals may create confusion. More importantly, as customers are smart about their choices, it is imperative to bring wisdom to the crowd by producing the right kind of signals.

In advertising, we need to be extremely focused on 'what matters most'. For instance, mobile phones have evolved to be a close factor in our everyday lives. Therefore, it has become a very important source of data and centre of signals. All in one approach will not suffice when it comes to content. Instead, a focus on creating unique, high-quality and authentic content that is useful and interesting for consumers will bring the desired result. As each brand has its social pillar - social media will continue to provide its reach with strong verification as users not only click it or read it - they also share it. When good content is consistently appearing, it creates authority and opens up opportunities to build a glowing and engaging profile. This, in turn, produces real value for consumers while disruptive content creates brand amplification in a saturated market. This inevitably has the potential to generate leads and increase brand relevance to the buyers' journey. The content tells an intangible story which has a profound, long term impact instead of meagre one-time sales. This impact is invaluable to the business model and the relationship between the brand and consumers.

One example of a powerful and contextually motivating source for different contents reaching more than 3.5 billion people through multimedia is the FIFA World Cup.

To be able to deliver such unique content to engage consumers, we need growing creative resources. Our classrooms need to nurture the ability to think critically amongst everyone. Institutions need to take entry executives through a language understanding and creative training process for at least a period of three to four months, which I have experienced with companies like P&G, Mobil, Monsanto and so on. Companies can make a significant change in developing communication and behavioural skills of its workforce, which will surely have a snowball effect and build a wise media ecosystem.

The writer is the Managing Director of Paper Rhyme. Contact him at: saif@paperhymebd.com



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Youth Opportunities

Call for Volunteers: Tokyo Olympic and Paralympic Games 2020

The Tokyo 2020 committee is recruiting 80,000 volunteers to play an active role in helping to create a positive and exciting atmosphere, thus contributing to the overall success of the Olympic Games 2020.

DEADLINE: December 31, 2018 | Volunteering

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Are you between 13-18? Google would love for you to join at the Google Science Fair 2018. It doesn't matter if you use pen and paper or a full-scale lab; it's all about the idea and the thinking behind it, no matter how big or small. Grand Prize: \$50,000 education scholarship!

DEADLINE: December 12, 2018 | Competition.

The Oxford-Weidenfeld and Hoffman is offering 100% Scholarship

The Oxford-Weidenfeld and Hoffman Scholarship and Leadership Programme supports outstanding students from transition and emerging economies to pursue a graduate degree at Oxford University. The scholarship will cover 100% of University fees and a grant for living costs.

DEADLINE: January 25, 2019 | Scholarship.



PHOTO: SHEIKH MEHEDI MORSHED

Kremlin's musical hopes

AFSANA AZIZ NITOL

Druti, Rattri, Chiring and Kripanjali, four girls from the Garo community, began the journey of their rock band, Kremlin, with high hopes.

However, their path was not one without hurdles. "People had doubts about me playing the drums properly," says Chiring, the drummer of

Kremlin. "I have been told men are better drummers than women."

Arranging financial resources is another concern for the band. "We are all students, so we sometimes struggle to manage the expenses for instruments and shows," says Kripanjali, the vocalist of the band.

But with the support of the people around them, the young musicians

are determined to achieve their goals.

The girls, who are fans of Warfaze, have previously performed in Rock O Phone: Season 3, a concert arranged by A'chik Band Community of Bangladesh. They are hugely inspired by The Cranberries, Scorpions and Artcell. In the future, they hope to gift a rock song in the Garo language to music lovers.

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