



A group of participants from Dhaka University at the campus activation programme of Rise High Bangladesh Season 3.

Youngsters share innovative export ideas at campus activation programmes

The third season of 'Rise High Bangladesh', jointly organised by The Daily Star and Crown Cement, aims to bring out creative ideas for export

When a country explores its export potential, it is good news for the country's economic growth momentum. Recognising the importance of export facilitation by generating innovative ideas from young minds, the exemplary idea contest 'Rise High Bangladesh', jointly organised by The Daily Star and Crown Cement, has launched its third edition with a vibrant campus activation programme. Since its launch in 2016, this contest has drawn overwhelming responses from students and proven to be a unique platform for showcasing the creativity of youngsters which can help Bangladesh excel in a global competitive market. Teams from any university can partake in the competition by

submitting innovative, unique ideas. The readers can vote for their favourite project by browsing The Daily Star website (<http://thedailystar.net>). The top 10 teams will get the exclusive opportunity to present their concepts in front of an expert panel, comprising some of the country's most prominent business leaders. The jury board's decision and online votes will take the top three teams to the final for another round of battle. This initiative will also award eminent personalities who have made noteworthy contributions in the fields of entrepreneurship, culture and environmental sustainability. **Campus Activation Programmes** To ensure the large-scale participation of university students in this export idea contest,



campus activation programmes were conducted in 15 different institutions across the country. The campaign kicked off at United International University on September 9, 2018. In the daylong programmes, students from various departments enthusiastically looked on at the events to know the details of the initiative. The purpose of such an endeavour was appreciated by students and faculties alike. Well-decorated banners and colourful posters gave the venues an air of festivity. Even regular classes and examinations did not stop the students from gathering at the information booth. The Rise High volunteers offered a helping hand by explaining the objectives, incentives and rules of participation to the students. A puzzle-solving contest which asked the

participants to pick a card containing the export information of an unnamed country and identify the country right away drew the attention of students. The winners of this contest were given token gifts. The purpose of arranging such a game was to integrate the students into the programme and motivate them to partake in this brainstorming process. As the game instructed the participants to randomly pick out flashcards with information on imported goods of unnamed countries and guess the names thereby, it gave them a deeper understanding about the countries best suited for importing goods from Bangladesh. Having aroused intense curiosity and much excitement, the campus activation programme ended at Independent University on September 30, 2018.



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By using the innovative ideas of youngsters, our country can reach new heights. They have many good ideas that deserve to be considered. Rise High Bangladesh is providing a platform to

Rise High Bangladesh will help motivate students to think beyond the conservative and traditional views.

Events like this will help students generate innovative ideas.

These kinds of events which engage students by making them think about our export sector will help students think outside the box and it will encourage them to take part in the development



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.