



Linking Young Minds Together

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MoU between BRAC Business School and Marie Stopes Bangladesh

BRAC Business School and Marie Stopes Bangladesh signed a Memorandum of Understanding (MoU) on February 14, 2013 at BRAC University Campus. As part of the MoU, the resources (students and Faculties) of BRAC Business School will look into the existing marketing strategy of Marie Stopes Bangladesh and will suggest a comprehensive and sustainable strategy which fits to the local market requirement. BRAC Business School, being one of the well reputed education institutions here in Bangladesh, recognises the value of industrial affiliation to provide hands-on market experience to the students. At the same time, BRAC University is also committed to shape up the ethical values of its students to contribute in producing responsible corporate citizen for the future of the nation. Marie Stopes Bangladesh, a not for profit Organization providing Sexual and Reproductive Health (SRH) services with high quality to the poor and vulnerable people of Bangladesh since 1988. Currently with its operating 132 clinics, Marie Stopes strives to reach to the people where they don't have access to the conventional health facilities. As part of the project, the resources of BRAC Business School will visit different health facilities of Marie Stopes and in the process students will not only obtain real market exposure but also learn how as a responsible citizen compromises short term profit to contribute to the bigger interests. In the signing ceremony, Professor Ainun Nishat Vice Chancellor of BRAC University, Registrar of the University Air Cadre (Retd) Ishfaq Ilahi Choudhury, Mohammad Rezaur Razzak, In-Charge, BRAC Business School, Md Tamzidul Islam, Faculty, BRAC Business School, Senior faculties and students from BRAC University and Anil Prabhakar Tambay ,Country Management Consultant and Dr Kazi Golam Rasul, Senior Director Programme Development from Marie Stopes Bangladesh were present on the occasion.



courtesy: BRAC