

E-carnival kicks off in city

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Visitors at an exposition on e-commerce that began on the BRAC University campus on Sunday

An exposition on e-commerce began on the BRAC University campus on Sunday, aiming to help promote the sector among young entrepreneurs.

E-commerce start-ups, mostly run by university students, are taking part in the two-day expo titled 'The e-carnival 3.0'.

The Business Club of BRAC University, 'BIZ BEE', organised the edition of the expo, said the club president Shafayat Khan Shihab.

The young entrepreneurs mostly run their businesses using social media platforms like facebook, he said.

"Our club has created this platform to help emerging e-commerce start-ups flourish," he said.

Some 18 entrepreneurs are participating in the expo this year, he said.

They are selling a wide range of products, including sports jerseys, T-shirts, mugs, posters, books, bags, ornaments and dresses.

Humayra Nur Afsar, a young entrepreneur, told the FE that she started dealing in ornaments three years ago.

Now she has employed five persons to run her business smoothly, she said.

"Now I need not look for a job. Rather, I have created employment opportunities for other people."

Humayra has completed her study from BRAC University one and a half years ago.

She sells a wide range of ornaments for girls and women through her e-commerce company, Goynar Baksho.BD.

She runs her business through a physical store in Dhammondi-7 and some leading e-commerce sites like [Daraz.com](https://www.daraz.com) in addition to her business's facebook page.

Samantha, a student of the Institute of Business Administration (IBA) under Dhaka University, has been running her gift shop alongside her study.

"I offer uniquely designed gift items on a facebook page," she said.

Samantha said she is getting good response from buyers for her unique design concept, though she started her business only eight months ago.

She sells framed poster, artistic mug, uniquely designed T-shirt made by herself.

"I got engaged in the business out of my passion to do something of my own," she said.

"I now dream of turning my business into a large corporation," she added.

The expo will remain open from 9:00am to 5:00pm today (Monday), according to the organisers.

The Financial Express is the media partner of this event.