

## E-commerce fair at BRACU

→ Sun Campus Desk

BRAC University Business Club (BIZ BEE) and the students of BRAC Business School (BBS) have successfully organised a day-long e-commerce fair titled 'E-fiesta' on November 21 at the university auditorium.

The objective of this fair were to promote the concept of e-business and e-commerce among the future business leaders, to encourage the E-Business courses offered by BRAC Business School and to create a platform for the e-commerce initiatives run by the current students of BRAC University.

Mohammad Rezaur Razzak, associate professor of BBS and the director of BRAC University Centre for Entrepreneurship Development inaugurated the event along with assistant professor Dr Fazley Elahi Chowdhury and senior lecturer Jabir Al Mursalin. In his opening speech, Razzak announced about the initiative taken by the founder of BRAC, Sir Fazle Hasan Abed, a fund of 50 lacs BDT for BRAC University students having potential business plans.

A wide array of products like ladies dresses, t-shirts, jewelries, electronic gadgets and product, henna, nail arts, cosmetics, hand bags, branded eye glasses and so on were displayed at the E-venture stalls of the fair.