



Inspiring Excellence

Internship Report

Practical Observation and Analysis of Partnership Management in

The Daily Star

Prepared For

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LETTER OF TRANSMITTAL

2nd May, 2017

Asphia Habib

Lecturer

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Subject: Submission of internship report “**Practical Observation and Analysis of Partnership Management in The Daily Star**”.

Dear Madam,

With due respect, I would like to inform you that, it is an immense pleasure for me to submit the internship report on Partnership Management as it is a fulfillment of partial requirement to achieve BBA degree.

This report will help the organization to find out related factors of effective partnership with any other organization. This is an exploratory study in a complete form and I have tried my best to complete the study in proper format with the actual data collected from The Business Development Department within this limited time period. I will be always available for answering my query on this report.

I prognosticate that you will assess my report considering the limitations of the study. Your kind advice will encourage me to do further research in future

So, I fervently requesting and hope that you would be kind enough to accept my report and oblige thereby.

Sincerely Yours,

Mahodi Hasan

ID no-12104176

ACKNOWLEDGEMENT

Internship is a vital part of the BBA program. Moreover, it is an important step in the shaping up career of a student of the business discipline as it is an opportunity to witness the real-world applications of theories learned in class rooms. The internship journey will always be memorable to me as I have learned a lot in these few days that will help me in the future

The successful accomplishment of this Internship Report is the outcome of the contribution and involvement of a number of people, especially those who took the time to share their thoughtful guidance and suggestions to improve the report.

First of all, I am expressing my heartfelt gratitude to the Almighty Allah, the most merciful and benevolent, for his special kindness to give me the opportunity to complete the internship successfully and prepare internship report timely.

Secondly, I would like to thank Asphia Habib, Lecturer, BRAC Business School, BRAC University. Madam, your instructions are what gave a proper shape to this report. Thank you for taking some of your valuable time in viewing my report and making all the necessary corrections. It has truly been an honor completing my internship under your supervision.

Then I would like to thank Mr. TanjimFerdous, In-Charge Partnership Management, my direct supervisor at The Daily Star. I am grateful to him for entrusting certain responsibilities on me and for guiding me at the office. I would also like to thank Mr. Tajdin Hassan, Head of Marketing and Mr. Arafat Hossen, In-Charge Digital Marketing.

Most importantly, I would like to thank my family for constantly supporting me in my endeavor. Their love and support kept me motivated and my life purposeful.

There are also many others whose names I cannot recall at the moment. I would like to express my heartiest gratitude to those who stood by me and helped me in many different ways, I may never be able to repay them. I shall be forever grateful to all of these people.

EXECUTIVE SUMMARY

We are living in the 21st century where everything is based on communication and we are fully depended on media. Modern societies and media relate to each other. From the moment, we woke up till we go to sleep we are constantly attached to communication in a different form. A newspaper is one of the most significant media and communication component which is related to our daily life and of our social life. From the very beginning of the society, it is the most common, famous and mostly used medium around the globe to convey the latest news to the readers. The role of a newspaper is not limited in delivering news to the entire world but it also creates public awareness amongst the people.

In this paper, we will see how to reach the targeted audience. How we set our partnership program to make people aware and known to our brand. How the youth and the other people are engaging and choosing The Daily Star to meet their source of information. Partnership management is working on that stage in which we promote The Daily Star to the targeted people.

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INTRODUCTION

The extent of what we see and what we hear is said to be “News”. It is the information that we get on a daily basis that enhance our knowledge and capacity and facilitates us to expand our vision when seeing the world .it widens our perspective regarding different parts of the world, it gives us information about the world we live.

“**The Daily Star**” was my priority for the internship because it is the top-ranking newspaper in Bangladesh and it is recognized worldwide, It does not give biased news and it is not politically affiliated, It concentrated on news about all political parties and gives solid information regarding the world and the other entertainment sectors.

As we are living in 21st century where everything is based on communication and we are fully depended on media. Our modern societies and media are connected with each other. From the moment, we woke up till we go to sleep we are constantly attached with communication in different form.

An effective marketing strategy is required to retain the current customers as well as need to attract potential ones. A newspaper as a product can satisfy the need for getting the information that helps indecision-making process of the social and family life. The people of Bangladesh are getting conscious about the need information; the number of readers of the national dailies is rising. This study aims to overview how "The Daily Star" authority can improve their marketing strategy and fulfill the need of the readers when not only print media but also electronic media which are online based is contesting very aggressively to attract current as well as potential customers.

OBJECTIVE OF THE REPORT

In this paper, we will see how the Partnership management team is working under Marketing department and promoting the brand to the targeted people effectively. The main objective of the study is to make an overview of the partnership management and its marketing strategies of "The Daily Star". However, the specific objectives are as follows:

- To define an effective strategy for the youth readers and motivating them to be a potential partner of "The Daily Star".
- To suggest how "The Daily Star" can remain in a position of competitive advantage among other English newspapers in Bangladesh.
- To get an overview of the marketing strategy of the entire media industry of Bangladesh

LIMITATIONS

Few limitations are still their people out of Dhaka can't make proper communication with Partnership management team. They can send us their proposal letter but can't meet us instantly. Students have no any coordinator to convey their message to us.

METHODOLOGY

To get proper knowledge about the Partnership management I had an opportunity to observe and work with the officers. For getting more information, I wanted to know their subjective experiences.

Primary Sources of data:

- Face to face conversation with staff
- Practical desk work

Secondary Sources of data:

- Visit website of TDS
- Notes of another trainee

COMPANY PROFILE

The Daily Star is the most popular and English daily newspaper in Bangladesh. All kinds of people read the newspaper it has no limitation by ages or classes, from home and abroad they read the newspaper. From “The Daily Star” website I came to know that, this newspaper started its journey as an independent daily English newspaper on January 14, 1991. Founder of The Daily Star is Syed Mohammed Ali he founded this newspaper at a very crucial political moment when the military autocratic regime was failed and Bangladesh was ready for a new era for establishing democracy. It is a subsidiary of Mediaworld Ltd, which is associated with Transcom Group Bangladesh. It is also a sister concern on Daily Prothom-Alo. The motto of this newspaper is “Committed to People’s Right to Know”.

Now Mr. Mahfuz Anam is the Editor and Publisher of The Daily Star newspaper. He is also the publisher of another two Bengali weekly newsletters Shaptahik and Anandadhara an entertainment fortnightly. The Daily Star is a very good platform for everyone and creativity has its own space. This newspaper is also maintaining the transparency and accountability with its administrative and national interest. In one word, we can say that in Bangladesh *The Daily Star* is the most widely distributed and appreciated English newspaper. It has also an online version which helps those Bangladeshi people who living far away from the country to keep connect with their motherland.

ORGANIZATION STRUCTURE

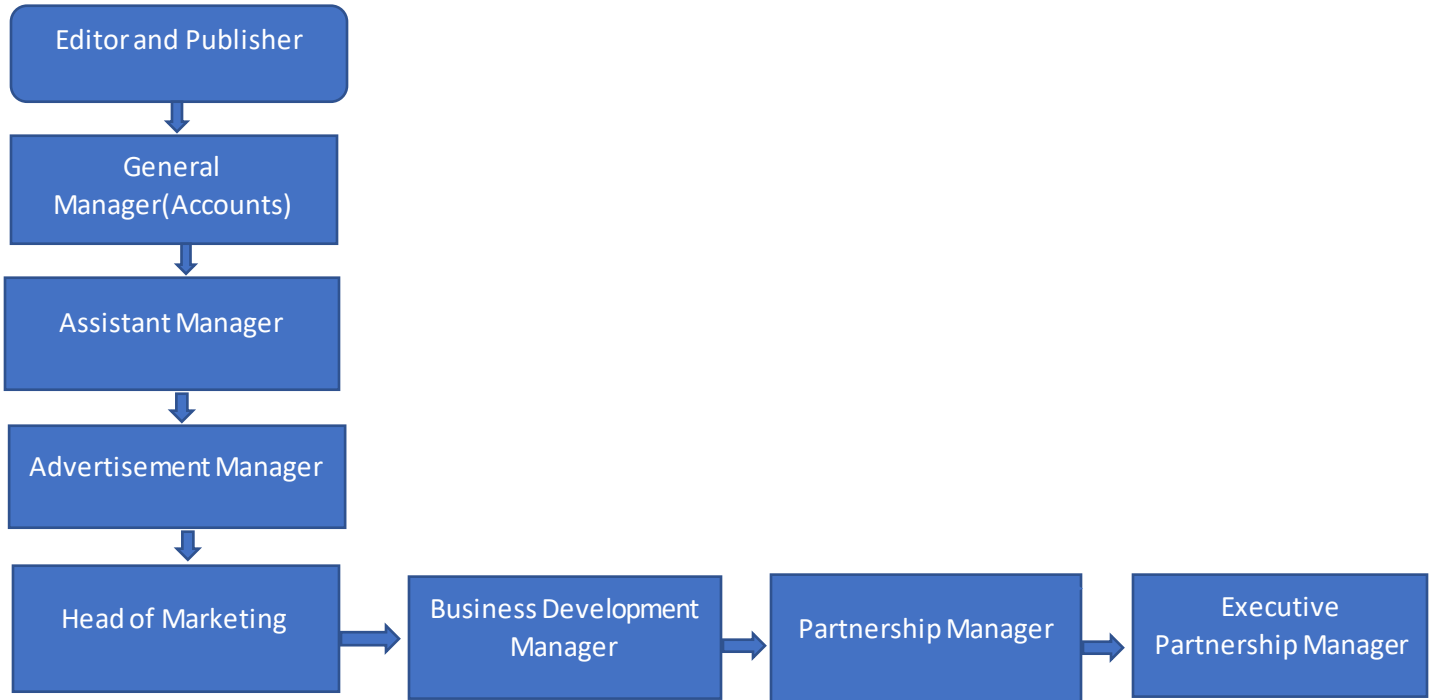


Figure 1 Organizational Structure of Partnership Management

OUR COMPETITORS

The organization needs to have knowledge about the products of their competitors through an effective planning among competitive marketing strategies. At first, it must identify its actual and potential competitors. Presently, "The Daily Star" is the highest circulated English newspaper of Bangladesh. But to maintain its leading position in the market, it must focus on the competitors. Competitors of "The Daily Star" are "New Age" and "Daily Observer".

Quality improvement is a never-ending process. "The Daily Star" is enjoying the competitive advantage. However, in the case of a newspaper, a good marketing strategy is required. And this is necessary for an English newspaper in Bangladesh to make a good headway business in Bangladesh. In the competitive world of the Journalism, the Daily Star that can only adjust with the changing demand of the newspaper readers and can attain comparative advantage will be able to thrive. For successful marketing strategy is not alone sufficient. It would be ineffective unless a market plan can be properly implemented. Market research can create benchmarks and helps to ascertain increase of circulation of the daily. This can also help to evaluate the success/failure of the newspaper. It is important on the part of "The Daily Star" authority to evaluate the materials for the readers with a view to attract them and to adopt the marketing strategy for better circulation.

INTRODUCTION TO PARTNERSHIP MANAGEMENT

The information which we get on the daily basis that enhances our knowledge and capacity and make us able to expand our vision when seeing the world. It widens our knowledge and the perception regarding distinct parts of the world.

To know about the ongoing scenario of the world and your soundings news is an essential factor. As the world is changing and in this globalized world news or the media industry are also rising high.

News media is also responsible for investigating the truth and facts and sharing it with the entire world through its all kinds of a channel like print media, online media. In the newspaper media, it is in the form of newspaper, magazines, books, blogs and social media. Journalism is a very broad aspect and it has many different forms. Breaking news, Feature stories, Investigative stories are the part of news; Editorials, Columns, Reviews are the part of opinion and Blogs, the Online news is the part of online journalism.

PRACTICAL OBSERVATION AND ANALYSIS OF PARTNERSHIP MANAGEMENT

I had the opportunity to work at The Daily Star as an intern as this is a part of my Bachelor of Business Administration(BBA)program. At The Daily Star, I was responsible for the Partnership Management. This department is managed by the Partnership Manager he is assisted by assistant Partnership Manager and a Partnership Management Executive. In total, this department has three members. All of them are an enlightening company who made my transition from a student to a professional easier and very interesting. Staffs of The Daily Star including The Head of Marketing and The Editor welcomed me and helped me in every step during my internship. Beside the peers and colleague, all the other working environment of The Daily Star is so friendly. Instead of burdening me with pressure, they helped me learn things slow but effectively. It was the first time for me to work in any newspaper and dealing with the partnership. Therefore, initially it was a little difficult for me as I had to work a lot but as days past I could see the meeting point of academic writing and professional journalism and was able to find my style. Overall to work and learn about the corporate world this the organization is very friendly, gracious and sociable. I joined “The Daily Star” on 1st January 2017. On that day, they introduced me with the entire department, after that gradually I have learned the process of whole working process. With this, I came to know who the person is responsible for. After that, I started to learn my work and responsibility as Partnership Management Intern.

KINDS OF PARTNERSHIP

The Daily Star takes the leadership in the English newspaper in the country. With more than 60 thousand copy of daily print news and more than 2.9 million unique visits and 6.5 million monthly web page visit. In the partnership management, we do go for any of this two engagement pre-event coverage and post-event coverage. Based on the offer letter or proposal we the team partnership management at first, we decide that how we go for the partnership as we have two form of partnership plan.

YOUTH ENGAGEMENT PARTNER

In this format of partnership, we do only focus on the youth. Campus related program and career-related program are the main focusing area of this format of engagement. The main objective is to promote the youth and young people through our newspaper and supplement SHOUT, NEXT STEP and SHIFT supplement are mainly focusing on the youth engagement related program. In the team, my responsibility was to manage and schedule engagement on SHOUT and NEXT STEP.

MEDIA PARTNER

In this category of partnership, management is basically focusing all the other category. It may be round table discussion and any event or program that the team thinks The Daily Star can go as a media partner. In the team, my responsibility was to manage the Business page.

PROCESS OF PARTNERSHIP

In partnership management, we follow a five-step process in any successful partnership. From the offer letter to publish on the website or printed version. When an organization runs any program and they want media coverage from The Daily Star. We ask them to make an email or the hard copy with a proper description of the event. We do not accept any kinds of verbal offer.

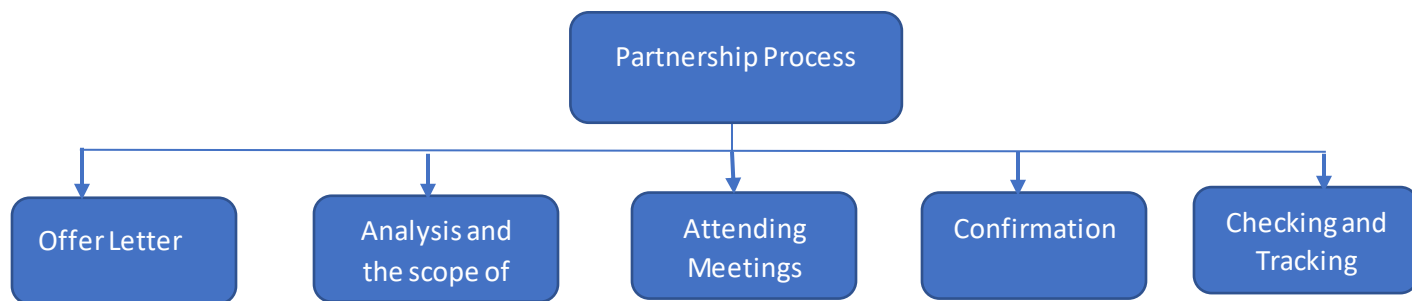


Figure 2 Partnership Management Process

OFFER LETTER

In this letter, the organization sends us the detail of the event. What is going to be in this event, the time and date, the participants, estimated number of people will take part in this event, Guest and this kind of fundamental information.

ANALYSIS AND SCOPE OF PARTNERSHIP

We make some analysis and background checking on the event if it a new event then the prospects of the event all those things in the team.

ATTENDING MEETINGS

To make it clearer and more concrete we call them for a meeting. We invite two or more responsible people who can take a decision. In the case of any educational institutions and club, the President and the Secretary General is must to join us. In that meeting, we discuss face to face and hear from them about the event. With all that information, verbally we make some commitment.

CONFIRMATION

At this stage in response to the proposal or the discussion with we send them a formal letter with all the condition which apply in the partnership. We also provide them the Logo support as we made the partnership. For Youth Engagement Partnership, we go partnership with SHOUT and NEXT-STEP supplement. SHOUT is the weekly supplement which we publish on Thursday, this supplement is only focusing the youth related program. NEXT-STEP is also youth related but it is more focused on the career-related program and this is also a weekly supplement and it publishes on Friday. If the engagement is not related to youth and for other issue but which has a significant impact in the society then we make our partnership as Media Partner.



Figure 3 Confirmation Agreement

CHECKING AND TRACKING

When we successfully make an agreement then we need to track on the program and need to keep an eye on its activity. If there is any violation of agreement. Need to check the positioning of our logo or brand image correctly using in the banner, poster, back drop and any online promotion or in social media activity. The team partnership management works at the middle point between the organization and The Daily Star. Partnership management team need to make a win-win situation for both side.

TIMELINE OF PARTNERSHIP MANAGEMENT

In the time of my internship program we the partnership management team made twenty-seven partnership with different organization.

| Month of January | | | | |
|-------------------|---|-------------------------------------|--------------------------|---------------|
| Date | Event Name | Organization | Mode of Partnership | Partner |
| 25 | 13th CUDS Debate | CUDS | Youth Engagement Partner | SHOUT_TDS |
| 25 | Bridge The Divides | Gen Lab | Youth Engagement Partner | SHOUT_TDS |
| 28 | Inauguration Ceremony and Workshop of EIU MUN | EIU MUN | Youth Engagement Partner | SHOUT_TDS |
| 28 | Inter University Business Plan Competition-2017 | EIU/BC | Youth Engagement Partner | NEXT STEP_TDS |
| 28 | Competition on Branding | Voice of Business | Youth Engagement Partner | NEXT STEP_TDS |
| 28 | 3rd DRMC National Art and Music | DRMC Art and Photography Club | Youth Engagement Partner | SHOUT_TDS |
| 31 | Delity Chittagong Mus Workshop | Delity Mun Chittagong | Youth Engagement Partner | SHOUT_TDS |
| Month of February | | | | |
| Date | Event Name | Organization | Mode of Partnership | Partner |
| 3 | 4th Asian LPG Summit-2017 | Global Event | Media Partner | Business_TDS |
| 4 | DRMC 10th National Science Carnival 2017 | DRMC Science Club | Youth Engagement Partner | SHOUT_TDS |
| 7 | 2nd ACC IT Carnival 2017 | Adamjee Cant. | Youth Engagement Partner | SHOUT_TDS |
| 8 | Last Man Stands cricket tournament | LMS | Youth Engagement Partner | Sports_TDS |
| 8 | 6th Inter-School Bangla Olympiad | Bangla Olympiad | Youth Engagement Partner | SHOUT_TDS |
| 8 | Silver Jubilee of IBA-JU | IBA-JU | Youth Engagement Partner | SHOUT_TDS |
| 12 | Womens Travel Campaign | TripZip | Youth Engagement Partner | SHOUT_TDS |
| 17 | Youth Social for Social Entrepreneurs | YSSE | Youth Engagement Partner | NEXT STEP_TDS |
| 8 | 6th Inter-School Bangla Olympiad | Bangla Olympiad | Youth Engagement Partner | SHOUT_TDS |
| 8 | Silver Jubilee of IBA-JU | IBA-JU | Youth Engagement Partner | SHOUT_TDS |
| 12 | Womens Travel Campaign | TripZip | Youth Engagement Partner | SHOUT_TDS |
| 17 | Youth Social for Social Entrepreneurs | YSSE | Youth Engagement Partner | NEXT STEP_TDS |
| 15 | National Youth Congress | UNH | Youth Engagement Partner | SHOUT_TDS |
| 26 | National Adventure Festival-2017 | NDC OBAC | Youth Engagement Partner | SHOUT_TDS |
| Month of March | | | | |
| Date | Event Name | Organization | Mode of Partnership | Partner |
| 2 | 2nd National Language Festa-2017 | VELC | Youth Engagement Partner | SHOUT_TDS |
| 9 | Inter University Business Case Competition-2017 | BIUTEX | Youth Engagement Partner | SHOUT_TDS |
| 14 | Pharma Festa-2017 | NSUPC | Youth Engagement Partner | SHOUT_TDS |
| 22 | NSU Capstone Innovation Challenge | NSU | Youth Engagement Partner | SHOUT_TDS |
| 23 | Crash Course | Padam and JIC | Youth Engagement Partner | NEXT STEP_TDS |
| 23 | Job Placement Celebration-2017 | SAIC Institute of Management | Youth Engagement Partner | NEXT STEP_TDS |
| 23 | Rajshahi Shadhinota Utsab | Rajshahi Shadhinota Utsab Committee | Youth Engagement Partner | SHOUT_TDS |
| 23 | CRISPR-Cas9 Genome Editing Technology | QNOB | Media Partner | TDS |
| 27 | Launching Official Automobile | BUET-Mechanical Dept. | Youth Engagement Partner | SHIFT_TDS |
| 27 | Volunteer For IP-2017 | BD Copyright Forum | Youth Engagement Partner | NEXT STEP_TDS |
| 30 | Summer Fiesta'17 | BRAC University Economics Club IBUE | Youth Engagement Partner | SHOUT_TDS |

Figure 4 List of Partnership

The list showing the name of the event, the name of the organization and the mode of partnership and the date of starting with a proposal.

ROUNDTABLE DISCUSSION

Roundtable discussion is a kind of engagement platform in which we mainly focus on the NGO who are working with an issue or a problem. It can be political, economic, social or any other issue. Based on the issue we find out the people who have data on that issue who are working on that issue. We basically target the NGO sector in this platform. With an NGO like BRAC, UN or Save The Children we make a one year or two yearlong contracts and run few round table discussions in The Daily Star Center. The discussion covers up as the special supplement in The Daily Star. To make a special supplement we always need to go through the analysis on the NGO that what particular platform they are working and what might be the round table issue they may sit for the discussion. The team partnership management needs to make a proposal on that and make a presentation on the round table issue. We need to set the budget and invite guests and take key points noted and during the discussion. Though one of our chief correspondents takes part in that discussion. We should keep an eye on each and everything during the discussion.

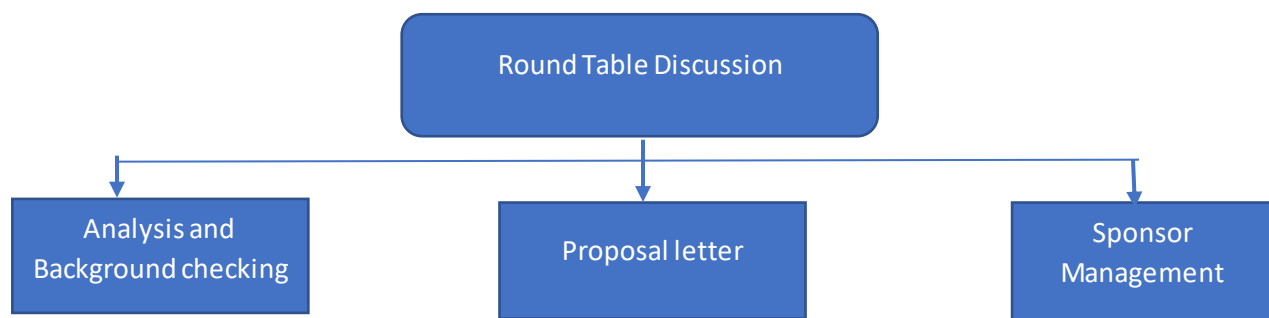


Figure 5 Round Table Discussion

ANALYSIS AND BACKGROUND CHECKING

Before we are approaching any issue to an NGO we must research on it. With some potential data or statistics and a very good presentation, we need to present the issue to that NGO.

PROPOSAL LETTER

We send a proposal letter by mentioning all the terms and condition. They review and send us a reply then the team Partnership Management Give them a confirmation letter along with an

SPONSORSHIP MANAGEMENT

The NGO will also send us their budget for the publication in the newspaper and for the conference room rent. Sometimes we also look for some sponsorship, to do that we need to make another presentation and proposal letter.

IMPORTANCE OF PARTNERSHIP MANAGEMENT

In the news media partnership management team play its role in between its own organization and the other organization. They make a very good relationship with the news coverage. People always try to go someone who dependable and trustworthy partnership management work on that stage in an organization. The partnership management team work with both The Daily Star and the organization with which they are going to make a partnership. This team make an understanding between this two organization and come to a point in which both will be benefited.

FINDINGS

My internship period was three months in Partnership Management. In this three month, I worked in youth engagement partnership management. To make it more effective and organized they need some more improvement.

- No use of server-based communication in the department.
- People face difficulty in logo using in Banner, poster, and backdrop.
- We have only one day to meeting to a discussion on partnership this is sometimes not possible to meet all of them.
- There is no campus coordinator and the shortage of youth engagement correspondent.

RECOMMENDATION

As the daily star is the leading newspaper in Bangladesh the organization may think about the findings. It will take a very good outcome if the authority will take few steps to solve those problems.

- Server based documentation should implement.
- How our logo will be present should be clear by using a demo banner, poster and backdrop.
- Meeting date should be more than one day in a week.
- Should more involvement of youth engagement coordinator in the campus related program.

CONCLUSION

Journalists are the guardian of the society and they are providing us the truth. In this modern time, the role of a newspaper is noteworthy in the trade, commerce, and business. To promote new products big corporate houses and business houses promote products or services through ads on the newspaper. Not only advertisements but also sports, educational, entertainment, editorials are also a part of the newspaper. The readers get the knowledge of everything in one place. Today this newspaper is making the highest circulation compared to the other English newspaper because of proper strategy and involvement with the people. To test the professional atmosphere at The Daily Star was a wonderful opportunity for me. The experience without any doubt will be very memorable and will be very helpful to productive in my professional life. I have not learned about partnership management but also learned how to be a professional in managing and how to make a proper communication and how to support a team in any crisis.

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APPENDIX



Figure 6 Round Table Discussion on Gender Violence

MUNers unite at workshop by Drishty Chittagong

STAFF CORRESPONDENT

A workshop on Model UN took place on February 3, 2017 in the port city Chittagong organized by Drishty Chittagong, an educational and cultural organization. Over 150 participants from 50 institutions joined in this event which was organized in association with Rotary Club of Chittagong City and partnered by SHOUT, The Daily Star.

Model United Nations (MUN) is an academic simulation of UN activities where participants learn about art of diplomacy, negotiation, foreign policy as well providing opportunity to the participants to get practical knowledge about how UN actually works.

A lot of interest was seen among the students regarding this workshop. International award winning MUNers Rafi Raza, Mahabub Hoi and Tawfik Bahayet conducted the workshop sessions on the widely practiced rules and regulations of Model UN conferences, delegations, diplomatic relations, art of



negotiation. Professor Dr. Mekhaz Uddin Chowdhury, Vice-Chancellor, University of Chittagong was the chief guest at the closing ceremony following the work-

shop. "Learning is a continuous process. A leader knows how to learn and how to implement what he learns. To be a good leader as well as to serve your society, country and people, one must learn with

excellence."

M. A. Anwar, former Governor, Rotary Club International, S. M. Abu Tayeb, President, International Business Forum (Chittagong Chapter), educationist Mulla Ghazi Salomon, Principal, Sunshine Grammar School, and Mohammad Bezan Bahujan Parves, President, Rotary Club of Chittagong City attended the closing ceremony as guests of honour.

The closing ceremony was presided over by Masud Bakul, President, Drishty Chittagong, Senior Vice-President Saif Chowdhury, Joint Secretaries Sabir Shah and Tahirur Rashid, and Debate Secretary Karil Arlar. The coordinator of the workshop, Ridwan Alam Adnan, also joined the session. The ceremony was hosted by Zunayed Kausib Chowdhury, Secretary for Media, Communication & MUN Affairs, Drishty Chittagong.

SHOUT was the Youth Engagement Partner and The Daily Azadi was the media partner of Drishty Chittagong Model UN Workshop.

Figure 7 Dristy Chittagong (Youth Engagement Partner)

NSU Pharmaceutical Club organises “Pharma Fest”

On March 23, 2017, North South University (NSU) hosted Pharma Fest 2017, a daylong festival that celebrates pharmacy education, and brings together students, notable academics and professionals from renowned pharmaceutical companies and other healthcare providers. NSU Pharmaceutical Club has been organizing this annual event each year since 2011.

The theme of the 7th season of this event was “Caring Beyond Prescription” to shed light on the widespread role of pharmacists in the healthcare sector. The chief guest at the inauguration was Major General Md. Mustafizur Rahman, Director General, Directorate General of Drug Administration (DGDA), and the special guest was Prof. Atiqul Islam, VC, NSU. The session was chaired by Prof. Dr. G. O. Ahsan, Pro-VC (Designate) and Dean, School of Health and Life Sciences.

The event featured project presentations by students in the form of wall exhibitions, participated also by pharmaceutical companies. A “Pharma Olympiad” with 40 participants from 16 different universities and academic poster presentation by students were also arranged. Inauguration of the department’s annual publication also took place in the morning.



According to Dr. Hasan Mahmud Reza, Chairman of the Department of Pharmaceutical Science, the theme of this year’s Pharma Fest would play a significant role in establishing model pharmacy concept in Bangladesh.

In the closing ceremony, Azim Hossain Ahmed, Chairman, BCI, NSU, delivered

his speech as the chief guest and thanked every participating pharmaceutical company and the students of the department and those of other universities. The event concluded with a cultural programme that consisted of music, dance, drama, a fashion show titled “The Pharma Walk” and performance by Wafiq.

Figure 8 Pharma Fest, North South University (Youth Engagement Partner)

EN ROUTE TO EXCELLENCE

Edexcel awards the high achievers of 2016

PUNNA ISLAM

On February 18, 2017, 366 students were awarded for their outstanding academic performances in the Edexcel International GCSE and A Level Examinations in 2016. The Edexcel High Achievers' Award 2016 was attended by more than 1200 people including students, teachers, parents and distinguished guests.

For their outstanding results in the academic year 2016, the ceremony honoured the awardees in four different categories in which 385 students were awarded for their outstanding achievement in International GCSE, 82 awardees in GCE A Levels, 47 awardees in PLSC (Primary and Lower Secondary Curriculum) and 51 students received the special awards for attaining World Highest and Country Highest marks. Pearson, the largest awarding body in the UK, jointly collaborated with the British Council and conducted the award ceremony for the fifth time in a row.

The event, authored by Fahad Sharmeen, was designed into two parts. It commenced with the speeches from the guests, followed by a spectacular dance performed by a group of students from Bangladesh International Tutorial. The latter part was the award giving ceremony, to which the students received their award from the guests of the event. The programme began with a warm note of welcome and greeting from the Country Manager of Pearson

Bangladesh, Saibur Rahman. In his welcome note, he highlighted that Bangladeshi students are performing better than many other countries in the International GCSE and GCE A Level examinations.

Nurul Islam Nabil MP, Minister for Education, was present to grace the occasion as the chief guest.

OBH, Acting Director of British Council, Dyrck Richardson, Director of Qualification Development, Assessment & Awarding at Pearson UK, Harish Doniswamy, Vice President, Pearson South Asia, as special guests. The British High Commissioner congratulated all the awardees and mentioned that the success of the students

Acting Director of British Council, Jim Scatch also highlighted the recent overall improvement of Bangladesh and praised highly of the outstanding achievement of the awardees.

Harish Doniswamy expressed immense privilege to be present among the high achievers. He commended to have the large number of students qualifying for this global recognition and said that it reflects the true testimony of quality coming from the Bangladeshi students.

Among others, Deep Adhikari, Director Examinations of British Council, Abdullah Liron, Regional Development Manager and Shabir Bazar, Regional Development Manager of Iqbal-e were also present.

The programme concluded with a group photo of the achievers and hundreds of selfies, wearing their medals and posing with victory, celebrating their success and achievement. Every year, there are more than 16000 students sit for these examinations in Bangladesh under Pearson Edexcel which are administered by British Council Bangladesh. Bangladesh is one of the key countries internationally from where a large number of students take part in the examination for Edexcel qualifications every year and many of them go for higher studies at prestigious universities such as Harvard, Cambridge, MIT, ISE, etc. Many of these students are also studying in both public and private institutions and are contributing to the growth of Bangladesh.



Recognizing the outstanding achievement of these bright minds, he expressed his contentment on how English medium schools have opened up a world of opportunities for the students. The programme also had the presence of the British High Commissioner Alison Blake, Jim Scatch

is not limited to the country only but global. She highlighted that the UK Government continues to create opportunities for Bangladeshi students to get the best qualifications, for creating a better future and also expressed that this is possible with both the countries working collaboratively. The

Figure 9 Route to Excellence (Youth Engagement Partner)



YOUTH PARLIAMENT TO EXPLORE FUTURE BANGLADESH

RAYHAN UDDIN AHMED

On February 10, 2017, Dhruvotata Youth Development Foundation (DYDF) organised an event titled "Youth Parliament to Explore Future Bangladesh" where members who were selected from different regions of the country participated in a shadow parliament held at the Pacific Hotel in Sylhet.

Academic Rasheda K. Chowdhury inaugurated the event under the presidency of the Executive Director of DYDF and Speaker of this shadow parliament, Aniya Prapan Chakraborty. Youth parliamentarians showcased many initiatives and proposals throughout the education and information communication technology session; they showed much alignment towards the textbooks which are riddled with errors yet still owned by the government, religion being used for political gain and so on. They also claimed to uphold the values of the Liberation War.

One of the parliamentarians from Sonamganj proposed that eligible and trained teachers should be involved in



presented there. Chief guest at the event, Rasheda K.

joined the discussion regarding Sustainable Development Goals and the

National parliamentarian, asked to enhance governmental and non-governmental partnerships.

Chairperson of Transparency International Bangladesh, Advocate Sultana Kamaal, and former member of Parliament, Md. Mafiqul Rahman, were present at the closing ceremony. At the session, youths from different regions of the country emphasized on the current debatable issue regarding the construction of the Rampal power plant in the Sundarban. Referring to Bangladesh's indication towards protecting the Sundarbans, Advocate Sultana Kamaal described the initiative of Rampal power plant. For the sake of the country, she called to stop this dangerous plan. Thanking DYDF, she urged the audience to become nation-builders who can build a brilliant nation with a peaceful future for the country. The event was sponsored by the ICT Ministry, DDC, The Daily Star, and Hotel Star Pacific.

DYDF's Executive Director Aniya

Figure 10 Future Bangladesh (Youth Engagement Partner)

ENHANCING BANGLA SKILLS OF ENGLISH MEDIUM STUDENTS

6th Bangla Olympiad at International Turkish Hope School

MAHEBAEEN HOSSAIN NIDHI

In the month of commemorating the Language Movement, International Turkish Hope School (ITHS) organised 6th Bangla Olympiad on February 11. The Olympiad hosted over 1,800 students of more than 60 schools (including multiple branches of most of the schools) from around the country.

Bangla Olympiad had six categories of competition - poem recitation, drawing, essay writing, music, dance and forum. Each category was judged by leading personalities in those respective fields. Of the 16 distinguished judges, there were many household names such as renowned actor Chanchal Chowdhury, actress and TV presenter Sharmila Nigar Lucky and singer Kumar Jhappu, among others.

This event inspired almost 2,000 students - national and international - to actively immerse themselves in Bangladesh's culture and mother language. Selma Samad, Head of Department, Pre K, ITHS, has been involved with the Bangla Olympiad since its inception. "We have been arranging this event for the past few years and with each passing year, we have been trying to expand its horizons. Through this event, I believe that we are upholding and propagating the Bengali culture and heritage among students. I hope that this will continue in the coming years with even more success," she said.

The Olympiad has evolved to become engaging, and provides participants with more options to express themselves and showcase their skills. For the first time, the category "Forum" was introduced to allow competitors to express their ideas on a given topic in Bangla. Anam Masud, a judge at forum, said, "These days, for a lot of

students, English is the prime language of education and communication; therefore, there's a lack of grooming in Bangla communication. With efforts such as this, the students will be encouraged to improve."

One of the most heart-warming aspects of the Olympiad was finding foreign nationals, who despite their

understand the lyrics."

Among the participants of the art competition was a South Korean student, Seung Min Kim. "I am drawing this scene depicting the Bangla-New Year, after going through several Bangladeshi festivals. I feel like it was a great study for me. I am honoured to be here," said Seung.

through the night-long rehearsals. The facilities are great and the organisers took good care of us. Everything has been brilliantly organised."

ITHS has always been dedicated to enriching cultural atmosphere. Bangla Olympiad is inspired by the International Festival of Language and Culture, where in the last 13 years a significant number of Bangladeshi English medium school students have participated in. These International Festival programmes have been hosted at many countries, including Australia, Philippines and Turkey. These events and participants are being sponsored by ITHS. Thus, ITHS became motivated to organise an event dedicated solely to Bangla.

Professor Mubarratun A. Arahat, part of the advisory panel, said, "I am honoured to be connected to this event. It's truly a revolutionary act, especially on this scale. There is an immense need to preserve culture and language and that's what is being done here."

Professor Dr. Syed Manzoorul Islam, Professor Dr. Abu Yousof Md. Abdullah, Professor Dr. Ziaur Rahman, Professor Dr. Sadeka Halim, musician and musician Jewel Aich, and poet Farid Kabir are special advisors to the Bangla Olympiad.

The Chairman of Bangla Olympiad Executive Committee, Shabirul Bin Akhles, stated that the event grows by an unprecedented fashion and he would like to see the Bangla Olympiad as an independent entity that will represent the Bangladeshi culture at international platforms. The Event Director, Kamal Chowdhury, thanked all the judges and advisors for their participation and also added that the event was a great success with their contribution.

The Daily Star was the youth engage-ment partner of the event.



limited ability with the Bangla language were very eager to embrace the Bangladeshi culture and express their thoughts through songs and art. Turkish national Meliha Sultun Dincer, a second grader, after singing on stage said, "I was born here. When I try something in Bangla, I feel ecstatic. I chose to sing this song because I

Sharina Huda Chumki, junior head at Bangladesh Elementary School, Chittagong, was one of the coordinators who came from outside Dhaka to take part in the programme. She said, "It was a challenging experience bringing 24 students from grades 3 to 10 from outside the city. However, we are enjoying the experience. We covered

Figure 11 Bangla Olympiad (Media Partner)



Figure 13 Team Business Development