

BRACU student wins A2i competition

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Ivana Murtaza Asfara, a student of BRAC business and member of Team Resurgence of HULT Prize 2017, won the A2i competition on 16 January 2018. She pitched the idea of low cost biodegradable sanitary napkins at the competition and made it to the top 5 entrepreneurs where each innovator received a check of BDT 5 lakh from Mostofa Jobbar, Minister of Telecommunication



against 1700 participants from all over the country. Ivana Murtaza Asfara started the application process of A2i, the world's first Innovation Lab run by PM office and supported by USAid and UNDP. Over the course of a year the project got thoroughly revised and refined involving prototyping, small scale piloting, and feasibility studies. The idea was selected in top 10 and all the participants had to pitch for public voting through social media and BTV. The grand finale will be telecast by BTV on 21st January 8.35 PM. Team Resurgence competed in HULT Prize regional round in Shanghai in March 2017 where they came second among 64 teams from universities around the world. Resurgence was mentored by Ms. Mahreen Mamoon, Assistant Professor and with generous support from the Vice Chancellor Professor Syed Saad Andaleeb, Ph.D throughout their journey towards excellence.