



**Office
of External
Affairs**

THE BRIDGE

The Official Newsletter of the Office Of External Affairs

ISSUE 24 | MAR-APR '22

Editor's Message

Welcome back to the latest edition of The Bridge!

We would like to invite you to let the OEA feature you, if you would like to share your story of studying/living abroad. We also would like to share the news of any grants that you've received and/or updates from your academic collaborative work.

If you are interested, please contact us at oea@northsouth.edu.

Happy Spring!

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Information Session with the University of Winnipeg, Canada

North South University's Office of External Affairs hosted a virtual information session with the University of Winnipeg, Canada on March 1, 2022. The attendees of the meeting included Ms. Mekala Wickramasinghe, Graduate Study Recruitment and Training Officer and Ms. Mavis Reimer, Dean of Graduate Studies from University of Winnipeg and Ms. Tasnia Azmeri Madiha, Coordination Officer, OEA and Dr. Katherine Li, Director, Office of External Affairs from North South University. The interactive session was conducted through Zoom and streamed via Facebook Live on the official Facebook page of NSU OEA.



THE UNIVERSITY OF
WINNIPEG

The session started with an informative and interactive presentation by Ms. Wickramasinghe about the foundation, location, academic structure, facilities, etc. of the University of Winnipeg. She mentioned that the University of Winnipeg is a 55-year-old well-established university located in the Manitoba province of Canada. Before diving into the details about the university, Ms. Wickramasinghe briefed about the environment and surroundings of the location of the university. The university stands in the heart of downtown Manitoba. The area of the town is culturally very rich; it is diverse and vibrant in every aspect. It has a comfortable and varied weather pattern in different seasons. The place also has a cosmopolitan ambiance with advanced transportation, stores, restaurants, offices and residential arrangements. The economic activities and employment opportunities (voluntary, part-time and full-time) are excellent there as well.



The University of Winnipeg is the second largest university in Manitoba with a student body of 10,000 students, among which 1,500+ students are international students coming from over 90 countries around the world. The university ensures a very engaging and rich student experience for both their local and international students. Alongside the academic excellence, the University of Winnipeg ensures ample scope for interpersonal growth and skill development for its students. The university currently facilitates more than 55 student groups or clubs which enable great opportunities for participation in extra and co-curricular activities for the students. Moreover, the university is research oriented and has been ranked number 1 for graduate students research output. Besides the regular student facilities, the university provides some exclusive international students services like airport pickup, mentorship programs, social and cultural activities, immigration advice, etc. During her presentation, Ms. Wickramasinghe also informed the audience about their COVID-19 support system which includes hybrid classes, financial assistance, on-campus vaccine clinic, student counseling, online support from international students service and so on.

Next the floor was passed to Ms. Reimer who discussed the academic programs offered by the University of Winnipeg. She focused on the administrative and curriculum structure of the Graduate Programs during her presentation. She mentioned the departments operating under their graduate program, which include Masters of Arts, Masters of Science, professional programs and Environmental Studies. All the programs and courses offered by the university are innovative and multidisciplinary and aim to achieve practical and experiential learning, co-curricular and professional development. Alongside discussing the programs, Ms. Reimer also informed the audience about the financial structure, funding and scholarship opportunities. Moreover, she mentioned the admission requirements, required documents, application timeline and process for applying to their offered programs during the session. Lastly, she provided the contact details of their International Affairs Office for the interested students and encouraged them to reach out regarding any query.

To know more about the event, visit the following link
<https://www.facebook.com/OEANSU/videos/3199157893703354>

NSU Alumni Talk Show Episode 72



The seventy-second episode of the NSU Alumni Talk Show aired on March 7, 2022. As our guest for this episode, we had Mr. Sohel Islam, a remarkable alumnus of North South University from the Department of Computer Science and Engineering, Batch 1994. He completed his undergraduate studies from NSU in 1998 and received his postgraduate degree from the Georgia Institute of Technology, USA in 2019. In his professional life, Mr. Islam has worked at Microsoft for almost 13 years. Other than that, he also has the experience of working with several national-international software and IT companies such as SafeWorks, Samsung Electronics, Augmedix, Shohoj Limited, BRAC IT Services Limited, etc. Currently, he is working as the Software Development Manager of Economics at Amazon Web Service (AWS).

The event started with a discussion about Mr. Islam's professional journey with computer science and engineering. He grew a curiosity about science from a young age and realized his profound interest in programming during high school. Following his passion, he has been involved in software development and marketization throughout most of his career. Right after the completion of his undergraduate degree, Mr. Islam moved to the USA and started his career there. After almost 13 years of staying there, he returned to Bangladesh and joined national IT firms. In his current position at AWS as the Software Development Manager, he has the responsibility of marketing software. His specific department supervises and articulates the procedure of identifying the authentication and authorization of every incoming call in the organization.

As a veteran professional of the software and IT sector, Mr. Islam shared some insights about the skills and qualifications required for the newly hired. He emphasized hard or technical skills like software expertise and soft or interpersonal skills like communication, presentation, confidence, leadership, responsiveness, etc. As the industry is currently highly innovation oriented, he mentioned that creativity is an essential quality to prosper in the IT field. Furthermore, the recent evolution of software engineering is highly related to data science, artificial intelligence, etc. So profound knowledge in these subject areas will give professionals an extra edge in their career. Talking about the innovations in his specific field of specialty, Mr. Islam highlighted the emergence of cloud technology, highly scalable and available technology and stressed on being fully aware of scalable and available solutions for the new engineers.

Mr. Islam has been closely involved with several tech-based startups in Bangladesh for awhile now. So, from his experience, he outlined what he saw the future of entrepreneurship to be in the technology sector of Bangladesh. He emphasized the importance of repetitive trial and error for fail-proofing a new business model. He also stressed flexibility and adaptation adding that alongside genuine ideas, entrepreneurs should take the concept of customization into account while drafting a business plan.

The detailed discussion about Mr. Islam's career and the tech industry ended in reminiscing about memories from his NSU life. While sharing the story of starting his journey with NSU, he described that he had taken a break from formal education for a while after secondary school. Back then, he was deeply invested in new software development and even started a business of his own partnering with one of his college friends. Later on, he realized the need for formal higher education; hence, he chose NSU to pursue his undergraduate studies in CSE.

Mr. Islam's university life was quite eventful and memorable, as he was involved in various co- and extracurricular activities besides his studies. While sharing treasured memories from his campus life, he mentioned his close connections with the faculties. In his words, the extraordinary teaching methods, dedication and helpfulness of the faculties worked as an inspiration throughout his entire life.

To know more about the event, visit the following link

<https://www.facebook.com/OEANSU/videos/524903075921683>

NGO Talk Show Episode 12



The twelfth episode of the 'NGO Talk Show' aired on March 7, 2022 with one of the government-registered NGOs of Bangladesh - 'Organization for the Poor Community Advancement (OPCA)'. The name of the event was 'Developing Bangladesh: Scope for research between NSU and OPCA'. We had Mr. Md. Alamgir, Founder & Executive Director, Organization for the Poor Community Advancement (OPCA) with us as the keynote speaker for the event. From North South University, Dr. Katherine Li, Director, Office of External Affairs was present as a Special Guest, and Mr. Mehedi Masud Sumon, Officer, OEA hosted the live talk show.

The event started with Mr. Alamgir's objectives and inspiration behind the foundation of OPCA. He was involved in social welfare based activities from his student life, the continuation of which led him to participate in the relief efforts after the disastrous cyclone in 1991. That particular incident touched him so deeply that he initiated the foundation of OPCA the following year, in 1992, as he felt the necessity of an organizational structure to fulfill his target of serving the society. The organization was registered with the government in 1994. Since the foundation of OPCA, Mr. Alamgir has dedicated two decades of his career to the development sector.



During the event, Mr. Alamgir discussed the projects and activities of OPCA which focus on employment generation. The organization is currently working in sectors like agriculture, value chain and marketing. Besides that, their activities also include health, nutrition, education, women's empowerment, etc. The organization makes an effort to address and solve issues related to gender-based violence, disability and other social problems. Mr. Alamgir acknowledged the support of the government and civil society in their projects and activities as well as the integrated development of Bangladesh.

As the discussion furthered, Mr. Alamgir shared his point of view about the roles of NGOs in the integrated development of Bangladesh. According to him, in the current context of the country, NGOs are working hand-in-hand with the government. NGOs have played an active part in poverty alleviation of the country. Furthermore, these organizations have made remarkable contributions to the improvement and protection of human rights of tribal groups, tea garden workers, autistic people and disabled people. In such cases, the NGOs have been following bottom-up approaches and participatory mechanisms, which are proven to be quite efficient so far. According to the guest, the superpower of these organizations is their reach to the root-level which gives them an upper hand in working actively in most situations.

In the latter portion of the event, the attendees of the session discussed the possible collaboration opportunities between OPCA and NSU. As a fieldwork oriented organization, OPCA has tremendous experience with research; hence, there are opportunities for research collaboration and potential joint research projects. Additionally, Mr. Alamgir proposed internship opportunities, training programs, joint funding, resource sharing, etc. as potential collaboration ideas. He suggested further discussion to create a strategic plan for actualization of the proposed initiatives.

To know more about the event, visit the following link

<https://www.facebook.com/OEANSU/videos/689466685573599>

NGO Talk Show Episode 13

The thirteenth episode of the 'NGO Talk Show' aired on March 14, 2022 with one of the government-registered NGOs of Bangladesh - 'Efforts for Rural Advancement (ERA)'. The title of the event was 'Developing Bangladesh: Scope for research between NSU and ERA'. We had Mr. Md. Sirajul Islam, Executive Director, Efforts for Rural Advancement (ERA) with us as the keynote speaker for the event. From North South University, Dr. Katherine Li, Director, Office of External Affairs was present as a Special Guest, and Mr. Mehedi Masud Sumon, Officer, OEA hosted the live talk show.



Throughout the event, Mr. Islam shared the journey, objectives and future goals of Efforts for Rural Advancement (ERA) with the audience. Mr. Islam developed an interest in social work at a young age which is reflected prominently in his In his career choices. He has worked in the development sector for 27 years. His experience and interest in the development sector led to the foundation of ERA in 1997, which later got registered with the government of Bangladesh in 1999. Talking about the projects and working areas of ERA, Mr. Islam mentioned that the organization runs mostly Sunamganj-based activities. Their areas of focus are health, education, nutrition, water, sanitation, child development, etc. The organization has some experience working in collaboration with international donors as well. One such significant joint project that ERA was associated with is the 'Mutual Learning for Improving Health and Nutrition Scenario' which was funded by the Norwegian Foreign Ministry involving two countries - Bangladesh and Nepal.



According to Mr. Islam, NGOs play a significant role in the integrated development of Bangladesh. He mentioned that NGOs mainly conduct two types of activities - needs-based and rights-based, both of which are equally important for the progress of our country. Needs-based activities generally include natural disaster management, relief work, the Rohingya issue, etc. and rights-based areas include health, education, livelihood, gender equality, environment, climate, etc. In this context, Mr. Islam acknowledged the contribution of civil society in favor of the activities of NGOs. He mentioned that roughly 50% of the development projects of NGOs are supported by the civil society. In fact, the work quality, effective plans, efficient implementation and rapid improvement carried out by the development sector of Bangladesh is internationally praised.

For planning and implementing their general population-oriented projects, ERA often has to conduct extensive research activities. For primary data collection for such projects, Mr. Islam believes that the relevancy of action research is better than commissioned research. The attendees of the event also discussed the opportunities for research collaboration and joint projects

between NSU and ERA. Mr. Islam proposed sharing of resources and primary data, joint funding as some of the ways to actualize collaboration. He also offered the possibility of internship programs for the students of NSU in his organization.

To know more about the event, visit the following link

<https://www.facebook.com/OEANSU/videos/336835725136578>

NSU Alumni Talk Show Episode 73

The seventy-third episode of the NSU Alumni Talk Show aired on March 15, 2022. The episode showcased Mr. Zubair Ahmed Quazi, a remarkable alumnus of North South University from the Department of Computer Science and Engineering, Batch 1994. Mr. Quazi completed his undergraduate studies from NSU in 1997 and afterwards, received his MBA from University of Phoenix, USA. In his professional career, he has worked with several national-international software firms like BSM Limited, Cisco, Yahoo, Tego Inc., VMWare, etc. Currently, he is working as the Managing Director of Core Development at JPMorgan Chase & Co., USA. Beside that, he is associated with a number of enterprises as investor or advisor.



Mr. Quazi has a very interesting and highly diversified career portfolio as he has significant presence both in the IT industry and entertainment industry. Among all the IT companies he has been associated with throughout his career, the longest affiliation was with VMWare. He joined the enterprise back in 2006 when it started its journey as a mid-size startup. According to Mr. Quazi, VMWare is more of an emotion for him than a job, as he has witnessed and participated actively in the overall growth of the company, be it with products, employees or revenue. After 15 years with VMWare, he recently left the company and started working for JPMorgan Chase & Co. about 7.5 months ago. Currently, the company is making a combined effort to shift all of their developed software to the Cloud.

Alongside software engineering, Mr. Quazi is passionate about music which led him to co-founding Black Box Studios LA. The venture is still under construction and set to be launched soon, in fact in a week or so. He is also the co-founder of Abol Tabol Studios, a production house for high quality short films on specific topics. This one is also yet to launch, four trial projects of the studio are already ready to be aired. Mr. Quazi has high hopes from both the ventures. He mentioned that these initiatives are purely out of his passion, hence he has no expectation of commercial benefit from these.

Mr. Quazi did and still is acting as investor and advisor of a number of renowned startups and ventures like Bongo, OpenRefractory, bdtax.com.bd, CloudAEye, etc. He has always had a passion for innovative ideas, thus he tries to be involved with innovative initiatives as much as he can. For every would-be entrepreneur who pitches their ideas to Mr. Quazi, he always tries to hear them out. According to him, every one of these brings the opportunity of learning to him. In this regard, he mentioned that he always analyzes and forecasts before associating with any venture. He generally prefers to get involved with the tech-based ventures and entrepreneurs from Bangladesh as he believes that this increases his effectiveness as an advisor because of his experience and relevance with the context.

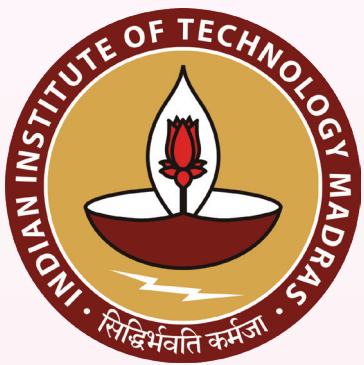
Throughout the show, Mr. Quazi highly encouraged entrepreneurship for people with innovative ideas and feasible business plans. According to him, Bangladesh has a tremendous future in entrepreneurship given the healthy competition and current ecosystem of the industry. He also advised not to fear failure as failure is the symptom of growth for the economy and industry.

During the latter part of the event, Mr. Quazi reminisced about memories from his NSU life. He shared that he started his undergraduate studies in Industry Engineering in Turkey. Due to a family emergency, he had to return to Bangladesh in 1993. Therefore, he transferred his completed credits from Middle East Technical University to NSU. He mentioned that he had amazing faculties as well as an enthusiastic and talented set of friends in NSU. According to Mr. Quazi, his undergraduate life was how he expected it to be - very eventful, educative and fun. He has enjoyed the positive influence of NSU throughout his whole career and personal life as well. In his words, it was NSU that taught him to believe in himself.

To know more about the event, visit the following link

<https://www.facebook.com/OEANSU/videos/967616014192717>

Delegation Visit NSU from IIT Madras, India



A delegation from the Indian Institute of Technology–Madras (IIT Madras) visited NSU for a courtesy meeting on March 15, 2022. The delegation included Ruthramoorthy S., the Liaison Officer - GE, Coordinator - Study Tours, Sachin S. Gunthe, Advisor, Global Research Programs, and Karthik Raman, Advisor, International Conference Secretariat. From NSU, Dr. Javed Bari, Dean, School of Engineering & Physical Sciences, Dr. Mohammad Rezaul Bari, Associate Professor & Chair, Department of Electrical & Computer Engineering, Ms. Shaila Joarder, Associate Professor & Chair, Department of Architecture, Dr. Nova Ahmed, Associate Professor, Department of Electrical & Computer Engineering, Dr. Hasanuzzaman, Assistant Director, Office of External Affairs and Ms. Samina Alam Miti, International Affairs Officer, OEA attended the meeting.



The meeting focused on discussing the partnership opportunities between NSU and IIT Madras. The delegates highlighted collaborative projects regarding Masters and PhD programs and student, faculty and researcher exchange involving Civil and Environmental Engineering and departments of Biotechnology of the universities. Moreover, the attendees discussed opportunities for joint research through collaboration with research centers between the two institutes. The meeting ended on a positive note with a decision to reconvene for further discussion.

Information Session with UniSA, Australia

North South University's Office of External Affairs hosted a virtual information session with the University of South Australia (UniSA), Australia on March 16, 2022. The speakers of the meeting included Mr. Juan Ospina, Manager of International Business Development and Ms. Alise Applebee, Coordinator of International Business Development from University of South Australia. From North South University, Ms. Samina Alam Miti, International Affairs Officer, OEA and Dr. Katherine Li, Director, Office of External Affairs attended the event. The interactive session was conducted through Zoom and streamed via Facebook Live on the official Facebook page of NSU OEA.



**University of
South Australia**

The event started with an informative and interactive presentation by Mr. Ospina about the foundation, location, ranking, academic structure, facilities, etc. of UniSA. The university is located in Adelaide, the 5th largest city of Australia. Adelaide is also considered the 3rd most livable city in the world. The place is preferable and convenient for international students as several renowned Australian universities are situated in the area. Moreover, the city is 14% more affordable than the other major cities in Australia; it offers ample part-time working opportunities, post-study working permits, etc.

UniSA was founded in 1991 when several different schools of the region came together and created a brand named 'South Australia'.

The university is one of the highest ranked universities in Australia as well as in the world. It has been ranked 29th among the top 50 universities of the world aged under 50. The university currently has 37,000 enrolled students including 6,800 international students from over 80 countries. Furthermore, it has a huge alumni network in every corner of the world. The business school of UniSA has world-class accreditations like AACSB and EQUIS. The university also ranked world's no. 1 for brand management research.

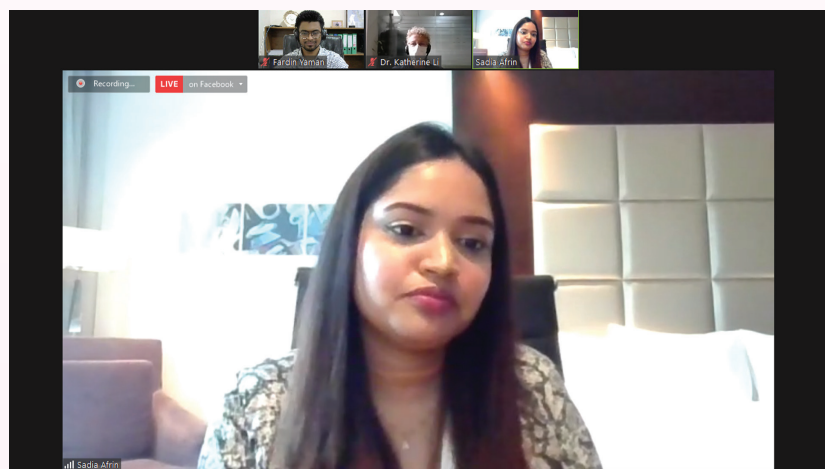
Besides diversified courses, interdisciplinary programs and excellent academic integrity under several departments, UniSA also provides additional facilities for students which include professional development courses, career mentoring, internships and placements, study tours, industry projects, site visits, career panel sessions, etc. The university has been ranked 4th in Australia for graduate employability as it ensures work ready skills for their students. Therefore, the university has achieved high student satisfaction over the years because of the student experience they ensure.

In the latter part of the event, Mr. Ospina briefly discussed the scholarship opportunities and requirements to apply for funding at UniSA. He also explained the program maps for a clearer understanding. Afterwards, he explained the application process and admission requirements for enrollment to UniSA.

To know more about the event, visit the following link
<https://www.facebook.com/OEANSU/videos/1128108374615290>



NSU Alumni Talk Show Episode 74



The seventy-fourth episode of the NSU Alumni Talk Show aired on March 24, 2022. As our guest for this episode, we had Ms. Sadia Afrin Prova, an alumna of North South University from the Department of Business Administration, Batch 2011. She completed her undergraduate studies from NSU in 2015 majoring in Marketing. Professionally, Ms. Prova is associated with academia. She has worked in the global education consultancy area with both national and international organizations like PFEC Global, JDP Education, etc. Currently, she is working as Country Manager of Coventry University, UK.

The event started with a discussion about the professional journey of Ms. Prova. Although she has been associated with academia from the very beginning of her career, it was not something preplanned. She shared her experience of working in the global education sector with the audience. She mentioned that the education sector is hectic and her role and responsibilities regarding her positions require lots of traveling around for meetings and events both inter- and intra-border. Her current responsibility as the Country Manager of Coventry University includes overseeing the agencies, students, performances and participating in fairs.

As the guest has been involved in academics and student-related affairs for a long time, she shared some trends that she has observed among the students who are interested in studying abroad. From her experience, she suggested first, deciding about career, area of specialization, major a student wants to pursue. Then she advised conducting proper research about the countries and universities that are suitable according to the considerations. For assistance, she suggested reaching out to agencies, websites of universities, etc. According to her observation, the countries that the students prefer nowadays are Canada, the USA, the UK, Australia, etc. In a similar context, Ms. Prova discussed the impact and challenges from the COVID-19 pandemic on global education.

Following the discussion about Ms. Prova's professional life, the conversation moved to her journey with NSU. She shared memories from her undergraduate life with the audience. She enjoyed her NSU life to the fullest with great friends and loving faculties. She especially mentioned the industry-oriented teaching methods, real-life cases and lively classes conducted by the faculties of the Marketing Department. NSU offered her ample opportunities for growth and enhanced her communication and networking skills. At the end of the session, Ms. Prova shared some suggestions with the current students of NSU. She emphasized enjoying university life and advised them to seek guidance from faculties, seniors as well as share experience and provide guidance as much as possible. She also encouraged students to identify their core strengths and decide their future path accordingly.

To know more about the event, visit the following link
<https://www.facebook.com/OEANSU/videos/974170309881309>

Delegation Visit from University of Adelaide, Australia



A courtesy meeting was held between North South University (NSU) and the University of Adelaide, Australia on March 28, 2022. A delegate from the University of Adelaide, Mr. Anup Shrestha, Manager, Student Recruitment (Bangladesh, Nepal and Pakistan) represented the University of Adelaide during the meeting. From NSU, Dr. Katherine Li, Director, Office of External Affairs (OEA) and Ms. Samina Alam Miti, International Affairs Officer, OEA attended the meeting.

The main agenda of the meeting was to discuss the collaboration opportunities between the University of Adelaide and NSU. The attendees mainly focused on evaluating the opportunities to implement joint research projects, study tours, etc. Another collaboration scope discussed in the meeting was exchange programs including students, faculties, and researchers. The attendees suggested for students from the University of Adelaide to pursue a semester at NSU and work with local NGOs under joint supervision and for faculties to conduct courses for one or more semesters at NSU. Mr. Shrestha expressed interest to sponsor an extracurricular or co-curricular event of NSU from the University of Adelaide as its CSR activity.

After evaluating the feasibility of the discussed collaboration areas, the attendees of the meeting agreed about the necessity of an MoU between the two universities. Mr. Shrestha suggested finalizing and signing the MoU and arranging an on-campus seminar for the students in May 2022.



Delegation Visit from Macquarie University, Australia

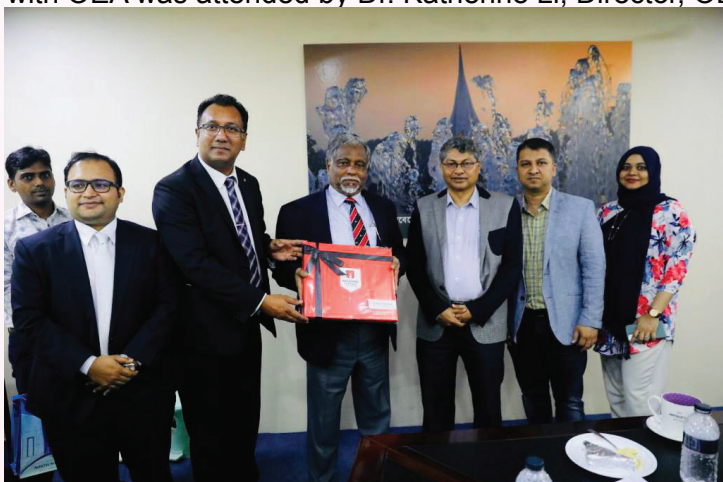
A delegation from Macquarie University, Australia visited North South University for a courtesy meeting on March 29, 2022. The delegation included Mr. Tanveer Shaheed, Associate Director, International, Macquarie University and Mr. Alkayet Hossain, Country Manager, South Asia and Middle East, International, Macquarie University. The guests attended two separate meetings, the first one with the officers of Office of External Affairs (OEA) and the second one with the executive body members of NSU. The one with OEA was attended by Dr. Katherine Li, Director, OEA, Mr. Hasanuzzaman, Assistant Director and Ms.



MACQUARIE
University
SYDNEY · AUSTRALIA

Samina Alam Miti, International Affairs Officer. Whereas, Prof. Atiqul Islam, Vice Chancellor, NSU and Prof. Dr. Abdul Hannan Chowdhry, Dean, School of Business and Economics, NSU joined the other meeting along with the delegates and OEA officers.

The main focus of both the meetings was to discuss the partnership and joint program opportunities between NSU and Macquarie University. The delegates proposed arranging on-campus information sessions and seminars as well as study tours for students. The timeline suggested for the seminar is May, 2022 and for the study tour is August, 2022. The attendees also discussed faculty exchange programs for one year and student exchange programs for six months, especially concerning the business faculty. During the meeting, the guests discussed the 'New Colombo Plan' which allows Australian students to visit abroad for academic purposes for a limited period and expressed interest in including NSU as a host university for this program. The meeting ended on a positive note with a decision to reconvene for further discussion.



NSU Alumni Opportunities in Startups



NSU
Startups Next

North South University Office of External Affairs (OEA) attended a virtual discussion session with North South University Startup Next (NSU SN) regarding the opportunities for NSU alumni to collaborate with NSU SN for startups. Dr. Katherine Li, Director, OEA and Dr. Dr. Shazzad Hosain, Director, NSU SN were present in the event as the speakers.

The event was conducted through Zoom and streamed via Facebook Live on the official Facebook page of NSU SN.

The event started with the introduction of the two speakers of the event. Afterwards, the floor was offered to Dr. Li, who said that every startup project could be seen as "an attempt to solve a problem"; therefore, she appreciated the innovation-oriented and problem-solving approach of NSU SN.

Next, the floor was passed to Dr. Hosain who shared an informative presentation about the operations, objectives and goals of NSU SN. He also addressed the opportunities for the NSU alumni community to join and work with them. In the beginning of his presentation, he introduced NSU SN, described its functions and explained how it supports the startups. The steps that they follow to proceed with any innovative idea are – idea/project submission, idea/project selection, mentoring and graduation. He mentioned that they have already shortlisted four projects this year and are very hopeful about their establishment.

Dr. Hosain also discussed the process of starting and exiting a startup during his presentation. He mentioned that to pitch an idea to NSU SN, the prime eligibility for the entrepreneur(s) is that they have to be an NSU alumni or current student. Alongside the idea, the entrepreneurs are expected to present a prototype as well. The submitted ideas go



through an experts' opportunity analysis and in these cases, industry experiences of the entrepreneur are much appreciated. Dr. Hosain also mentioned that the alumni of NSU can be associated with their organization not only as entrepreneurs, but also as investors and advisors. There are even significant opportunities for partnership for the alumni with the startups that NSU SN besides facilitation.

Lastly, the speaker shared some challenges that they have faced so far in their initiatives and operations, among which he stressed multidisciplinary collaboration the most. He explained the roles that NSU plays in promoting and facilitating such incubation programs and suggested some sectors where they expect further involvement from the other departments of the university. Some of the significant operations that NSU SN have initiated and executed so far are industry-academia collaboration, idea incubation and innovation, exchange programs, funding management, intra- and inter-university seminars and events, outreach efforts, club engagements, etc.

The event ended with an interactive Q&A session where Dr. Hosain answered some of the frequently asked questions from the audience and an ending remark was given by Dr. Li through which she thanked NSU SN for initiating such a timely event.

To know more about the event, visit the following link

<https://www.facebook.com/NSUStartupsNext/videos/377300897581498>

NSU Alumni Talk Show Episode 75

The seventy-fifth episode of NSU Alumni Talk Show aired on March 31, 2022. The episode showcased Mr. Anik Hasan, an alumnus of North South University from the Department of Business Administration, Batch 2009. He completed his undergraduate studies from NSU in 2014 and pursued postgraduate studies at BRAC University. Mr. Hasan has been associated with the telecom industry for most of his professional career. In fact, he has the experience of working with market leader companies of the industry like Banglalink, G.P, Robi. Currently, he is working as the General Manager at bKash.

Throughout the event, Mr. Hasan shared his experiences and observations from his current and previous career journey. He mentioned that he joined bKash recently. He has ample experience of direct involvement with telecom companies. Even now, his roles and responsibilities at bKash include close association with telecom operators as telecom and mobile financial service industries are correlated with each other. His job requires him to oversee, supervise and maintain bKash's collaboration with the telecom operators.

Based on his professional experience, Mr. Hasan shared some interesting insights about the impact of Mobile Financial Services (MFS) in the economy of Bangladesh. He addressed MFS as the substitute for banks which has made transaction and financial services easier, especially for the rural people who have comparatively less access to banking services. Availability and popularity of mobile financial services have brought huge changes in the lifestyle of the masses.

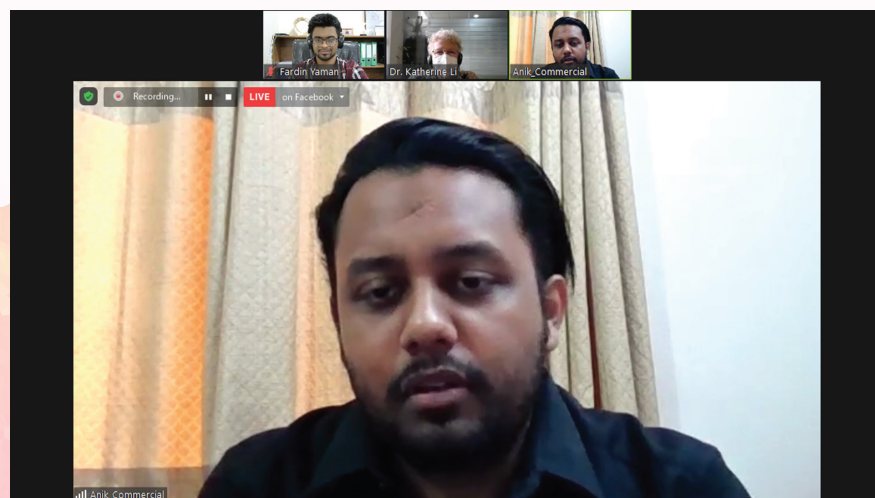
As Mr. Hasan has significant experience working in the marketing sector, he shared an overview about the evolution of marketing campaigns in his industry over the years. According to him, the marketing approach has changed significantly in the past few years; before the companies used to adopt a mostly customer acquire-centric promotional approach which has shifted towards more segmentation – digital and data statistics driven approach in recent times. Overall, the strategies have taken an internationalized approach rather than a traditional one.

Besides his professional and industrial experiences, the guest shared his opinion and suggestions about higher studies with the audience. He stressed the importance of getting a Masters degree or professional degree as well as online self-development courses for career development of young professionals. In this context, Mr. Hasan said that "online learning platforms give independence of education". Regarding taking a gap between the Bachelors and the Masters, he mentioned that it completely depends on the different approaches to one's career plan.

In the last part of the event, Mr. Hasan shared some experiences and memories from his NSU student life with the audience. His admission to NSU was mostly predetermined as his target was to pursue higher studies in business studies and NSU is one of the best options for this subject area. He was from the first batch that shifted to the new campus of NSU; therefore, he could experience the excitement of the new campus. He was active in clubs and extracurricular activities during his student life and has uncountable memories with his fellow associates, friends and events of the clubs. He also mentioned the excellent, conversational and inclusive teaching methods of the faculties from his department which inspired him throughout his career. In his words, "NSU provided us with the basic preparation for the corporate world and taught us to cultivate differences." His most significant learnings from NSU were adaptability, industry-based and practical learning as well as gaining a wide network.

To know more about the event, visit the following link

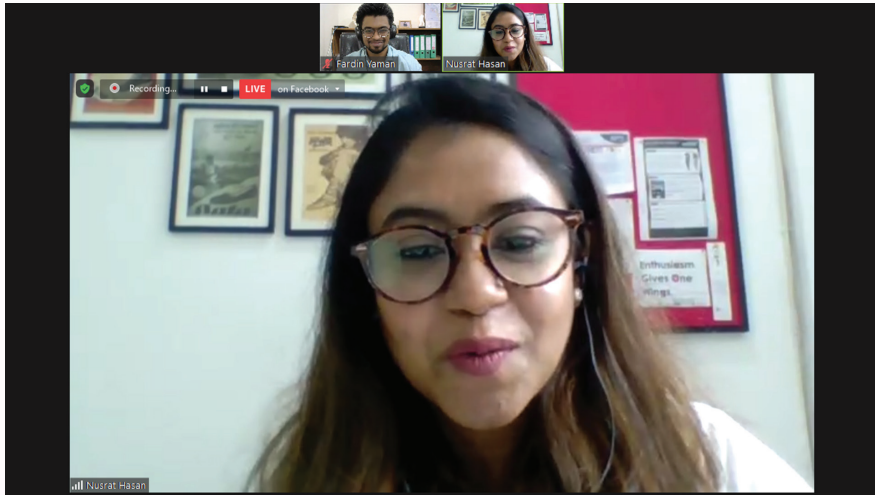
<https://www.facebook.com/OEANSU/videos/388880736396436>



NSU Alumni Talk Show Episode 76

The seventy-sixth episode of the NSU Alumni Talk Show aired on April 4, 2022. As our guest for this episode, we had Ms. Nusrat Hasan, an alumna of North South University from the Department of Business Administration, Batch 2007. She completed her undergraduate studies from NSU in 2010 majoring in Marketing and Human Resources Management. Ms. Hasan has built her career in the marketing sector and has worked in leadership positions of marketing departments of renowned companies like Marico Limited Bangladesh, Perfetti Van Melle, Godrej Consumer Products Bangladesh, etc. Currently, she is working with Bata Bangladesh as the Head of Marketing.

The event started with a conversation about Ms. Hasan's professional experience, the roles and responsibilities she carries out as a marketer. She said that, as the Head of Marketing of Bata Bangladesh, her current responsibilities include taking care of brand equity, building brand awareness and brand perception. From



her experience she shared some insights about suitable marketing strategies for lifestyle brands in the context of our country. According to her, the basics of marketing, like product development, highlighting and communication based on consumers' insight and demand are almost the same in every industry. Nevertheless, as the apparel brands market highly personalized products, successful marketing of such brands requires targeting the customer segmentation more thoroughly and detecting the touchpoints of them carefully. She mentioned that the influencers strategy works well as an add-on alongside traditional marketing techniques in such cases.

As a successful marketer, Ms. Hasan shared her opinion about the required and preferred skills to thrive in the current marketing industry. First of all, she mentioned soft skills like agility, flexibility, adaptivity, resilience, etc. as essential qualities for young marketers. Other than that, she emphasized acquiring basic knowledge about the functionality of other departments such as finance, supply chain and sales of the company. She also encouraged being familiar with the latest marketing tools and digital marketing. According to her, great observation skills are a must for doing well in the marketing sector. Alongside these, analytical ability, measure of effective-

ness of the applied tools and ability to adjust to the marketing strategies accordingly.

During the latter part of the event, Ms. Hasan shared memories and experiences from her NSU life. She mentioned that she attended high school in the USA, hence was familiar with the American curriculum and academic structure. Before getting into the university, she moved to Bangladesh to pursue her undergraduate studies here. She chose NSU mainly because of the North American curriculum of the university. Ms. Hasan said that she enjoyed her time at NSU to the fullest. Extracurricular activities were an integral part of her undergraduate life which helped her a lot in making friends, bonding with seniors and juniors and building networks. She especially mentioned the friendly behavior and amazing teaching style of the faculties of NSU. According to her, NSU influenced her interpersonal growth positively to a great extent. NSU not only had a significant impact on extending her exposure to diversity, improving communication skill and network, but also the culture and teaching of the university helped her a lot in breaking stereotypes.

The event ended with some insightful suggestions from Ms. Hasan for the recent graduates and current students of NSU. She stressed the importance of professionalism in one's career, and hence advised to practice sincerity and professional behavior from the beginning.

To know more about the event, visit the following link

<https://www.facebook.com/OEANSU/videos/386023429785113>

NGO Talk Show Episode 14

ARANNAYK
FOUNDATION

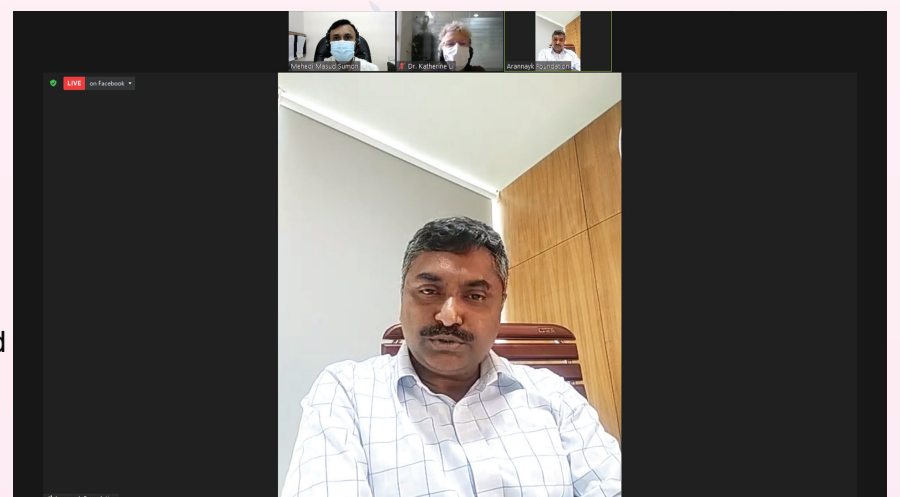
Conserving forests for the future



The fourteenth episode of the 'NGO Talk Show' aired on April 7, 2022 with one of the government-registered NGOs of Bangladesh - 'Arannayk Foundation'. The title of the event was 'Developing Bangladesh: Scope for research between NSU and Arannayk Foundation'. As the keynote speaker for the event, we had with us Mr. Rakibul Hasan Mukul, Executive Director, Arannayk Foundation. From North South University Dr. Katherine Li, Director, Office of External Affairs was present as a Special Guest, and Mr. Mehedi Masud Sumon, Officer, OEA hosted the live talk show.

The event started with a detailed overview of Arannayk Foundation from Mr. Mukul. Arannayk Foundation was founded in 2003 as a joint venture of the Bangladesh government and the American government under the US Tropical Forest Conservation Act. The organization started its journey with a grant of 8 million dollars from the government, a part of which was passed to other organizations as small grants for different projects. In this context, Mr. Mukul informed us that of the total fund, 5.99 million dollars was used to facilitate 167 grants for 71 different NGOs and research organizations. In fact, around 558 community-based organizations were also involved in the project.

As the discussion proceeded, the working areas and activities of the Arannayk Foundation were described. The organization mainly works for the conservation and improvement of forest and natural resources. It also has some experience in working directly with the government regarding policy advocacy and project implementation related to their working areas. During the discussion, Mr. Mukul mentioned that the Arannayk Foundation had direct involvement with two significant projects of the forest ministry - one is a project for forest restoration in 6 different reserved areas covering a nearly 25,000-hectare area and the other is a 'climate resilient afforestation and reforestation' project supported by the World Bank. Some other projects that are also administered by the Arannayk Foundation are the Village Common Forest, the knowledge development and survey - biodiversity conservation and ecosystem restoration and publications related to their working areas. The organization also worked with the government on livelihood program implementation, different tool development, socio-economic survey design for national forest inventory, survey conduction, collaborative forest management, water management etc. Currently, the Arannayk Foundation is especially focused on landscape and forest restoration, hilltrek restoration, livelihood of forest related population, etc.



Mr. Mukul has been involved with the development sector for a very long time and has 26 years of experience of working in the agriculture and natural resources reservation sector. As a veteran associate of the development sector, he shared some insights about the role of NGOs in the overall development of Bangladesh. According to him, the main strengths of NGOs are flexibility and connectivity. These two qualities enable them to reach the facilities, to help and service the grass-root level population of the country where the government has limited access. He mentioned that NGOs that have the same focus as theirs are helping people with climate change adaptation and climate change mitigation. In the process of improving forestry, the organization is also working to improve the lives of forest-related populations through administering alternative employment, health, education, gender sensitivity, etc. Ultimately, their actions and efforts regarding the actualization of the global commitment of the Bangladesh government to forest preservation which proposed 60% forest coverage and 25% increase of tree cover by 2030. In this context, Mr. Mukul appreciated the close involvement and support of the civil society in favor of their projects and activities.

The elaborate discussion about the working areas and interests of the Arannayk Foundation led the conversation towards the common fields and collaboration opportunities between NSU and the Arannayk Foundation. The guest proposed joint research projects with shared resources and funds based on the research foci and interests of the faculties of NSU. The involvement of international institutions and universities were also taken into account regarding collaborative research. Mr. Mukul also encouraged internship opportunities for the students of NSU at their organization. He also expressed interest in appointing the faculties and experts from NSU to be advisors for their projects and proposed to offer a platform for presenting innovative ideas and suggestions for the experts.

To know more about the event, visit the following link

<https://www.facebook.com/OEANSU/videos/1608262429538182>

NSU Signs a Memorandum of Understanding (MoU) with Badabon Sangho

After thorough discussion and comprehensive evaluation of common interests and objectives, North South University (NSU) signed a Memorandum of Understanding (MoU) with Badabon Sangho on April 7, 2022.



বাদাৰন সংঘ
Badabon Sangho
(A Women's Rights Organisation)

The MoU commences the scope of joint research and training activities through academic collaboration between NSU and Badabon Sangho which is expected to be beneficial for both the respective parties. It agrees upon the promotion of joint research and publication, exchange of research outcomes, primary data, academic publication and other academic information. According to the MoU, both the institutes will collaborate in organizing training programs on topics of mutual interest and internship opportunities will be offered in the areas of potential collaboration. The MoU also states that both NSU and Badabon Sangho will encourage research collaboration in areas of mutual interest. The agreement will remain effective for five years and shall automatically be renewed at the end of five years unless one or both of the institutes propose otherwise. Both NSU and Badabon Sangho will send written notices and consult with each other at least once a year prior to revision or termination of the agreement.

The MoU was signed by Professor Atiqul Islam, Vice-Chancellor, NSU, Prof. Dr. Abdur Rob Khan, Dean, School of Humanities and Social Sciences and Ms. Lipi Rahman, Executive Director, Badabon Sangho. The points of contacts for this agreement from NSU are Dr. Helal Mohd. Mohiuddin, Professor, Department of Political Science and Sociology (PSS), Dr. Abdul Wahab, Asst. Professor, Department of Political Science and Sociology (PSS) and from Badabon Sangho are Mamun Ur Rashid, Sr. Development Manager, Sultana Parvin Chowdhury, Admin officer.

NGO Talk Show Episode 15

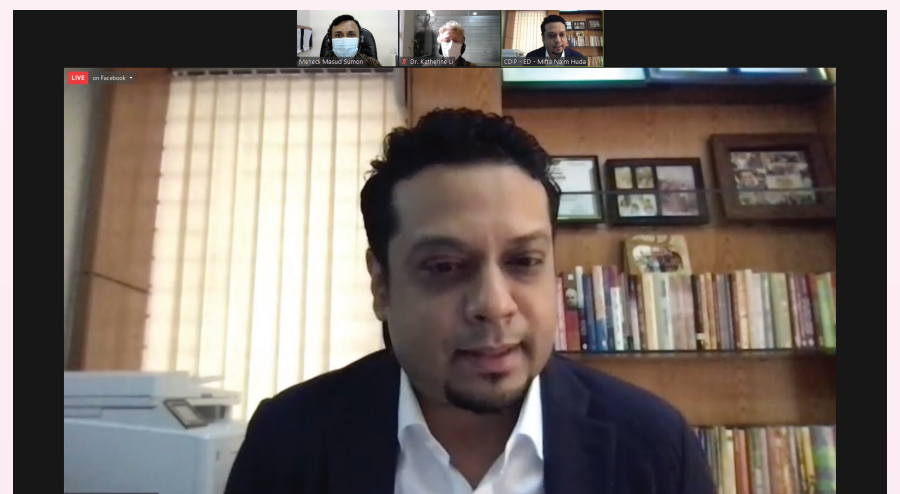


The fifteenth episode of the 'NGO Talk Show' aired on April 10, 2022 with one of the government-registered NGOs of Bangladesh - 'Center for Development Innovation and Practices (CDIP)'. The title of the event was 'Developing Bangladesh: Scope for research between NSU and CDIP'. As the keynote speaker for the event, we had with us Mr. Mifta Naim Huda, Executive Director, Center for Development Innovation and Practices (CDIP). From North South University Dr. Katherine Li, Director, Office of External Affairs was present as a Special Guest, and Mr. Mehedi Masud Sumon, Officer, OEA hosted the live talk show.

The event started with the history of the foundation of CDIP. The organization started its journey in 1995. It was developed under joint stock without any funding from banks or donors. CDIP got its license after the establishment of the Microcredit Regulatory Authority and was finally registered by the government as an NGO in 2020. In the beginning, the organization started its operations with only two branches. Later on, it expanded its activities much further and currently has 181 branches operating in 27 distinct districts around the country having nearly 278,000 members and employees working for them.

The main objective of the operations and projects of CDIP is rural development in different sectors. Their main focus is sustainable development in microfinance. One of the very first initiatives of CDIP was 'Gram Tohobil', which promotes different income generating activities and the importance of saving to the rural population. Over the years, the organization has developed projects like collateral-free loans, microcredit, microfinance in agriculture, financial empowerment of women, etc. Alongside these, CDIP is also working for skill development and mitigation of knowledge gaps in the rural context regarding education, primary healthcare, family planning, pregnancy management, water and sanitation, etc. Overall, the organization's main objective is to increase the quality of life for all people of Bangladesh.

Besides discussing the activities and contributions of CDIP in the development sector, Mr. Huda also shared some valuable insights about the role of NGOs in the overall development of Bangladesh. He mentioned that NGOs have played different important roles in different phases of development. According to him, the most significant contributions of NGOs are regarding awareness raising, relief activities, skill development and financial empowerment of rural and disadvantaged people. These organizations have also worked efficiently for issues like the Rohingya crisis and COVID awareness in recent years. Mr. Huda also included that the government has always guided the NGOs regarding these matters and helped them to play an implementation role.



As the discussion furthered, the topic of collaboration between NSU and CDIP was raised. Mr. Huda suggested collaborative research in areas of common interest for both the institutes and extended the offer to facilitate primary data collection, relevant field studies and visits. The guest also introduced their research publication wing to the attendees of the event which may be used to support joint publication projects. Collaborative and impactful internship opportunities, training programs, member development initiatives are some other collaboration areas which were explored by the participants during the event.

To know more about the event, visit the following link

<https://www.facebook.com/OEANSU/videos/3149902738567877>

Studying Abroad: Things to Consider



Prime Bank



Office of External Affairs

North South University's Office of External Affairs (OEA) hosted a virtual information session with Education USA and Prime Bank Limited on April 10, 2022. As guests of the event, we had Mr. ANM Mahfuz Rahman, Deputy Managing Director, Prime Bank Ltd., Mr. Miah Mohammad Rabiul Hasan, Executive Vice President, Prime Bank Ltd., Mr. Shiblee Ahmed, National Sales Development Manager, Parkland Fuel Inc. USA, Mr. Sohel Iqbal, Director, Education USA, US Embassy and Rifat Swapnil, Library Coordinator, Education USA. From NSU, Dr. Katherine Li, Director, OEA, Ms. Samina Alam Miti, International Affairs officer and Ms. Antara Labiba, Guest Worker, OEA. The event was conducted through Zoom and streamed via Facebook Live on the official Facebook page of NSU OEA.

Throughout the session, the guests shared their opinions and remarks about the financial factors among other things to consider for studying abroad. The first speaker of the event was Mr. Rahman. He started his remarks with warm greetings to the attendees of the session. Afterwards, he explained the close association between Prime Bank and educational institutions. The bank has 146 branches around the country, among which 28 are authorized dealer branches which can facilitate student file related activities end-to-end. Five of their branches consist of special ambassadors for processing student files, student accounts, education loans and facilitating overseas education.

After Mr. Rahman's precise briefing, the floor was passed to Mr. Ahmed. As he studied abroad for his higher studies, he was able to share his experiences regarding the preparation, procedure and pursuance of a desired program at a desired institute. He provided some valuable suggestions about the financial plan, funding, and SoP writing. He also answered some of the frequently asked questions about studying abroad by the interested Bangladeshi students in the audience.

The third presenter of the session, Mr. Iqbal introduced the objectives and operations of EducationUSA through an informative presentation. He mentioned that the institute is a part of the US Department of State that helps to facilitate higher education opportunities for Bangladeshi students in the USA. Throughout his presentation, he informed the audience about their operating process and how to proceed with an application for an American university through them. He finished off his presentation by providing contact details of EducationUSA for the audience to reach out to them. The discussion was carried on further by Ms. Swapnil who described the academic services and resources that EducationUSA provides for preparation of the students. They also offer assistance regarding university research process, recommendation letters, personal essays writing, scholarships, academic certification like, GRE, GMAT, SAT, ACT, TOFEL, IELTS, etc.

The last speaker of the event was Mr. Hasan who integrated the overall discussion by explaining the role of banks in overseas studies. He especially focused on the process of transferring funds and discussed the usefulness of student files regarding the matter. He mentioned student files as an approved channel for converting currency, tuition fees, living expenses, application payment, insurance fees and other necessary financial activities for the students overseas. In this context, he mentioned the requirements for opening a student file and the support offered by Prime Bank Ltd. for education abroad.

In the latter part of the event, a very interactive Q&A session was hosted by Ms. Labiba where the speakers answered several commonly asked questions from the students. The event ended with warm concluding remarks by Dr. Li, who thanked the participants for attending and conducting the event.

To know more about the event, visit the following link
<https://www.facebook.com/OEANSU/videos/691525978638159>



NSU Alumni Talk Show Episode 77



The seventy-seventh episode of the NSU Alumni Talk Show aired on April 17, 2022. The episode showcased Mr. Noor Elahi, an alumnus of North South University from the Department of Business Administration, Batch 2004. He completed his undergraduate studies from NSU in 2007 majoring in Marketing and Finance. Mr. Elahi has a diversified career portfolio with the experience of working in several industries like telecom, Fast-Moving Consumer Goods (FMCG), financial institutions, etc. in various departments and roles like marketing, sales, brand management and country leadership. Throughout his fourteen years' career, he has been associated with national-international companies like Citycell, Square Toiletries Limited, Emami Ltd., Havas Worldwide, etc. Currently, he is working as the Country Manager (Bangladesh, Sri Lanka, Maldives) at Western Union.

Throughout the event, Mr. Elahi shared his experiences, roles and responsibilities of his widely diversified professional journey with the audience. Most of his career so far has been marketing focused; in fact, he started his journey with Western Union as the Head of Marketing for the Bangladesh region 8 years ago. He mentioned that the organization has offered him a lot of opportunities and scope for growth; therefore, gradually he could expand his expertise over time and take over the responsibilities as regional manager of the entire South Asia region.

As for being a global company having operations in 200 countries around the globe, Western Union possesses larger goals and challenges. Mr. Elahi believes that, as a senior and high-ranked official of the organization, his core responsibility is to adapt the larger company vision and align it with the regional objectives. In this context, the guest shared his experience of working closely in the 'Digital Road Map Project', one of the most significant and core projects operated by Western Union. The projects proffered him an interesting journey which incorporated both obstacles and learnings.

During the event, Mr. Elahi also briefly discussed the impact of the COVID-19 pandemic on the industry. According to him, the worldwide pandemic sure taught everyone how to work without traveling. Nevertheless, as the service of Western Union directly concerns and influences the livelihood of a great number of people, they had to take extra steps for their customers and tried to keep their locations open even during the pandemic.

Alongside his professional life, Mr. Elahi also shared some memories and experiences from his student life at NSU. After pursuing his secondary and high-secondary education from the science group, the pursuit of his undergraduate studies in the commerce sector was a challenging decision for him. Nevertheless, this change in academic background worked out well for him and he had a fantastic experience at NSU. The diversity, ambiance and exposure he experienced at NSU largely influenced both his academic and interpersonal growth. He mentioned that his experience at NSU helped him to develop confidence and the ability to handle pressure to a great extent.

Mr. Elahi gave some suggestions for the current students and recent graduates of NSU at the end of the show. He advised them to maintain connectivity with the alumni base and utilize the network whenever needed. Moreover, he stressed having a positive mindset and attitude to succeed in every aspect of life.

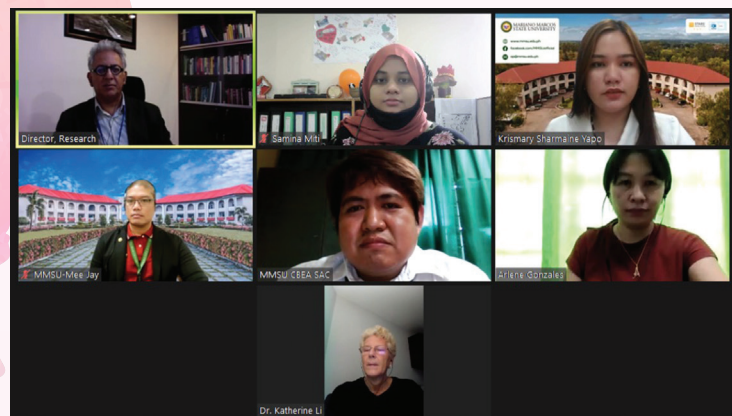
To know more about the event, visit the following link

<https://www.facebook.com/OEANSU/videos/285215737136319>

Meeting with Mariano Marcos State University, Philippines



A courtesy meeting between North South University (NSU) and Mariano Marcos State University Philippines was held via Zoom on April 21, 2022. The attendees of the meeting included Dr. Mee Jay A. Domingo, Director, Internationalization, Linkages and Partnerships, Dr. Angelina B. Abrojena, Dean, College of Business, Economics and Accountancy, Dr. Jeanette G. Dials, Chief, International Faculty and Student Mobility, Prof. Arlene Lu-Gonzales, Chief, International Programs, Ms. Krismary Sharmaine D. Yap, Chief, Alumni Relations Office, Ms. Mary Jean Tumamao, Department Chair, Business Administration, Prof. Orfino J. Mandac, Department Chair, Economics Department, Prof. Sheryll May P. Briones, CEP Coordinator, Accountancy Department, Prof. Reena Gilaine Barot, Program Coordinator, Entrepreneurship, Dr. Mediah Perle Layaoen, Research Coordinator, College of Business, Economics and Accountancy from Mariano Marcos State University, Philippines. From North South University (NSU), Bangladesh, we had with us Dr. Katherine Li, Director, Office of External Affairs (OEA), Ms. Samina Alam Miti, International Affairs Officer, OEA, Prof. Dr. Abdul Hannan Chowdhury, Dean, School of Business and Economics, Prof. Dr. Norman Kenneth Swazo, Director, Office of Research, Ms. Tanya Ahmed, Lecture, Department of Management, Mr. Fardin Yaman, Alumni Affairs officer (OEA), Mr. Mehdi Masud Sumon, Officer (OEA), Dr. MD Nurul Kabir, Assistant Professor & Chair, Department of Accounting and Finance and Ms. Antara Labiba, Office of External Affairs (OEA).



The main agenda of the meeting was to discuss the collaboration opportunities between Mariano Marcos State University Philippines and NSU. The discussion topics included implementation of joint research projects and exchange programs including students and faculties. The attendees also discussed the opportunity for faculties of Mariano Marcos State University Philippines to conduct courses for one or more semesters virtually. The attendees also proposed arrangements for programs in July, 2022 like the Young Leaders Sustainability Development for leadership skills from Mariano Marcos State University. The possibility of joint offerings of certificate courses and a virtual engagement program about cultural heritage of both countries were also discussed during the meeting.

Dr. Katherine Li, Director, Office of External Affairs (OEA) presided over the meeting. The director welcomed and thanked all the members for their kind presence. She started topic wise discussions as follows:

Firstly, Dr Li mentioned joint research and publications as the main agenda of the meeting. Research and collaboration, faculty and student exchange within the NGO network. For faculty members interested in Microfinance, they can come and do research. Workshops, short-term certificate courses and joint supervision of PhD students are some possibilities. After that, Dr. Md. Nurul Kabir, Assistant Professor and Chair, joined the meeting and started talking about the opportunities which are available in joint research. In terms of Marketing, Finance, Accounting and Management, he said that he can collaborate to help up with the research. Next up was Dr. Angelina B. Abrojena, Dean, College of Business, who joined the meeting and elaborated on the fact that she is interested to collaborate on the various options in research. The research collaboration in enabled field sets such as Accounting, HRM, CRM, Economics, Hospitality Management and Marketing Management.

Answering a question from Dr. Mee Jay A. Domingo, Director, Internationalization, regarding the possibility of virtual international credit transfer program, Ms. Tanya Ahmed, Lecturer, Department of management answered that all classes are now being taken physically or in the form of offline classes. Another option is the international lecturing program where invited faculty members from partner universities can discuss one or two topics related to the programs and also give lectures to the students.

After that, Dr. Jeanette G. Dials, Chief, International Faculty and Student Mobility, discuss the possibility of a blended learning virtual engagement tour/program like a 30-minute program showcasing cultural heritage of both countries.

Prof. Arlene Lu-Gonzales, Chief, International Programs, joined the meeting and discussed promoting and inviting NSU to participate in the Young Leaders Sustainability Development, which will be held in the second week of July. This will mainly focus on sustainability, development and leadership skills among the students.

After evaluating the feasibility of the discussed collaboration areas, the attendees of the meeting agreed that Mariano Marcos State University Philippines would send a draft of an MoU to NSU. From NSU, Dr. Kabir and Ms. Tanya Ahmed will be the contact persons. Based on this, they have requested to have a virtual signing ceremony with NSU.

NSU Alumni Talk Show Episode 78

The seventy-eighth episode of the NSU Alumni Talk Show aired on April 24, 2022. The episode showcased Ms. Syeda Kashfi Chowdhury, an alumna of North South University from the Department of English & Modern Languages, Batch 2003. Ms. Chowdhury completed her Bachelor's from NSU in 2007 specializing in Literature. Initially, she started her career in academia as a teacher but did not continue in the sector for long. In 2008, she joined the U.S. Embassy and has been associated with the embassy for the past 14 years since then. Currently, she is working as the Manager of the Professional Exchange Programs in the U.S. Embassy as well as an Adjunct Faculty/Trainer at Foreign Service Institute, Department of State.



The event started with a discussion about the professional journey and experience of Ms. Chowdhury. She has been professionally associated with the U.S. Embassy throughout almost her entire career. While sharing her journey with the embassy, she mentioned that she started in the Human Resources Management Department of the embassy and worked in that department for the first 10 years. A few years back, she shifted to the Public Relations Department as a manager. Her main responsibility in the current role is to conduct the recruitment process for all professional exchange programs that are funded by the Department of State. Some of such remarkable programs which she has been closely associated with are - Community Solution Program, Community Engagement Exchange Program, International Writers' Program, etc. The objectives behind arranging these programs are to build a more cohesive community and enhance unity. The participants of these prestigious programs are generally community leaders, civil service society leaders, leadership position holders, policy makers, growing and adult writers, etc. Ms. Chowdhury also shared some insights about the benefits of participating in these programs. She mentioned that these professional exchange programs expose the attendees to a global experience by offering connectivity, professional and personal development, and knowledge enrichment. Furthermore, these international events also act as motivational factors for the participants as they basically get the opportunity to represent Bangladesh globally and to gather greater knowledge about the implementation of the best and suitable leadership practices practically through these events.

Another important aspect of Ms. Chowdhury's professional life is her position as Adjunct Faculty at the Foreign Service Institute. After starting her career in academia, she didn't continue in that sector but always had a soft corner for teaching. Hence, she adores her role as a trainer at the Department of State and puts her best effort towards her responsibilities in the position. She generally conducts training sessions on leadership and soft skills for the officers of foreign affairs.

As the event unfolded, the discussion gradually shifted towards Ms. Chowdhury's student life. She mentioned that she was interested in literature from a young age; hence, she decided to pursue her higher studies in her area of interest. According to her, an added advantage she had from studying literature was to develop the ability of understanding people a little more deeply. Besides studies, Ms. Chowdhury was also very active in extra-curricular activities; she was an active associate for the English Club and AIESEC during her NSU student life. In her opinion, the extracurricular activities offered her diversified exposure and strong platforms for developing soft skills, confidence, and leadership qualities. While sharing memories about her university life, Ms. Chowdhury mentioned her experiences with the amazing faculty members of her department who deeply impacted not only her academic journey but also her professional and personal life. Overall, she had a very rich student experience during her undergraduate study life at NSU.

In the last portion of the event, Ms. Chowdhury shared some suggestions for the recent graduates and current students of NSU. She emphasized work-life balance and prioritizing tasks based on importance and urgency for achieving discipline in life. She also suggested utilizing every given opportunity to the fullest to succeed in life.

To know more about the event, visit the following link

<https://www.facebook.com/OEANSU/videos/402986364690634>

NSU Reactivates its Partnership with British Council IELTS



because of the worldwide COVID-19 pandemic.

As North South University signed a memorandum of understanding with the British Council IELTS program to offer services at NSU premises back in 2019 and successfully launched the program in the beginning of 2020, unfortunately it was paused for the following two years

Recently, the agreement was updated and the program reactivated. As such, NSU is again offering its students the opportunity to prepare for and sit for the IELTS at their very own campus. The agreement also allows some additional benefits for the NSUers who register for this program.



Sadia Jeesan Ayesha

To assist with the smooth execution of the program, North South University Office of External Affairs and the British Council jointly selected and appointed two new ambassadors for the on-campus IELTS program: Khandkar Yaaseen Qader and Sadia Jeesan Ayesha both of whom are fourth year students of NSU. The two selected ambassadors are available for taking any queries about the program and to assist with the registration procedures. Interested students may contact them during specified office hours at the OEA. They can also be contacted virtually via phone or email during working hours.

For further details about the program, please visit

<https://www.facebook.com/groups/1240577479485610/>



Khandkar Yaaseen Qader

Special Feature

The Journey of Inspiration

This article features one of the most promising and inspirational members of the OEA, Mr. Shahanaj Uddin, Office Assistant, OEA. We will come to know about the inspiring journey of his academic and career life from the very beginning through this article.

Mr. Uddin grew up in a loving family of 10 members. His family was well off and his father was very supportive of his education until they started to face a financial crisis after the sudden death of his elder brother. The financial crisis forced him to work during his secondary education. Among all these difficulties and challenges, he passed the Secondary School Certificate (SSC) in 2015.

After his SSC, Mr. Uddin shifted to Dhaka in search of employment. With the help of one of his brothers, he set up a small grocery shop and started a business of his own in 2015. However, it didn't go well for him, thus he sold the shop within a month or two. Afterwards, he joined one of the restaurants located in the NSU canteen – 'Bahar Thai, Chinese and Indian Restaurant' as a salesperson. After working for one month in the post, he got promoted to supervisor. Mr. Uddin has this excellent quality of exerting his maximum effort, critically analyzing challenges and seeking creative solutions in whatever work he does. This quality led him to getting another promotion to cashier and then manager at the restaurant. Despite these challenges, he was still dreaming of getting admitted into college but couldn't make it yet.

In 2016, Mr. Uddin went to Qatar in search of a job and better earning. He couldn't manage to get a job there and on top of that, he got severely sick. Therefore, he couldn't stay for long in Qatar and returned to Bangladesh soon thereafter. After coming back, he rejoined the restaurant in the NSU canteen but that didn't last long either, as the restaurant closed their business at NSU.

Fortunately, right before the restaurant closed their operations, Mr. Uddin met Ms. Madiha and Ms. Miti, the Coordination Officer and International Affairs Officer of the OEA who were aware of his situation and sympathized with him. Ms. Madiha dropped his resume with their recommendation to the OEA and set up an interview with Dr. Li, the Director of the OEA. Although his interview didn't go well, because he couldn't say even a word during the interview due to nervousness, he got the job. He joined the OEA in January 2018 and got admitted into college two months later.

Mr. Uddin worked part-time at the OEA for one year, but after that NSU decided to let go of all the part-time employees and in that scenario, he lost his job. However, within this one year, Ms. Madiha applied for his permanent employment to the higher authorities and immediately after he lost his job, Dr. Li again sent a letter to the appropriate authorities for permanency of his position. That is how, eventually, he got his job back and has been working as a permanent Office Assistant in the OEA ever since. He never stopped his higher secondary education within these years and finally passed his Higher Secondary Certificate Examination (HSC) with GPA 4.90 in 2020 in Commerce.

After his HSC, everyone in the OEA encouraged him to pursue undergraduate studies. In fact, Dr. Hasanuzzaman, the Assistant Director guided him through the whole process of admission. Initially, he was admitted to Dhaka College under Open University; but later on, he shifted to University of Scholars, Bangladesh and got admitted in their BBA Program. He already had a merit scholarship of 50% from the university based on his previous academic performance and received an additional 35% waiver based on a recommendation from Dr. Li and Dr. Hasanuzzaman. His qualifications were acknowledged and waivers were approved by Mr. Abdul Hasib Siddique, CCO, University of Scholars. His mentor was, Mr. Atif Wafik, Coordinator of BBA program, University of Scholars, throughout this whole process and still is guiding him as his advisor. He has recently completed his first semester at the university with a CGPA of 3.87 on a scale of 4.00. He topped among the total of 214 students of his class. Moreover, he has been involved in extracurricular activities and currently and is currently the president of the Startup Club of his university.

Mr. Uddin mentioned that his target is to work with both entrepreneurship and academia. He appreciated the guidance, inspiration and support that he received from the OEA throughout his journey and expressed gratitude for the love he has experienced at the OEA. Upon reading this write-up, Dr. Li immediately added that Mr. Uddin is one of the most motivated and hardworking people she has ever met and imagines that he will go far in life. She has high expectations of him.



Introducing Ms. Antara Labiba

As a Guest Worker of the OEA, Ms. Labiba has the responsibility of supporting the Office of International Affairs (OIA). The services she provides include, but are not limited to, updating the files of international students, maintaining embassy liaisons, credit transfer, and helping local students learn about opportunities abroad, etc.

As per her job description, Ms. Labiba ensures that international students can avail the best of what Bangladesh has to offer and hence is dedicated to giving them a pleasant experience. She says, "All NSU students should know about the OIA and the services it offers." All the information about study abroad programs, availability of scholarships, MoUs, etc. can be obtained from the OIA. Therefore, students should reach out to the OIA to be able to avail such opportunities and have a chance at many 'once-in-a-lifetime' experiences!

The international students currently hosted by NSU can get necessary information from the OIA, which is under the OEA. The OIA has been established to facilitate liaisons, mutual understanding, and agreements with foreign universities and organizations. It is also engaged in the promotion of NSU overseas.

Ms. Labiba added, "With the help of my educational qualifications, professional experience and passion I want increase the OEA's accessibility and enhance both my capabilities and OEA's vision in the process."

She did her Bachelors in Business Administration (BBA), with a major in Finance, from Independent University, Bangladesh (IUB) and has followed that up with a Masters in Economics from North South University. After the completion of her BBA, she worked with foreign universities to gain experience in the education sector. She has also completed an internship with IDLC Finance Ltd.



Alumni Feature

Zahed Hossain

received his BS degree in Electronic and Telecommunication Engineering from North South University (NSU), Bangladesh in 2010, and his MS and PhD degrees in Electrical Engineering from the University at Buffalo, State University of New York, UB in 2014 and 2018, respectively. From January 2010 to August 2012, he worked as a lab instructor at the EECS Department of NSU. He also worked as a lecturer in the same department and taught signals and systems during the Summer sessions of 2014-2017. He was the recipient of the Best Paper Award for ACM NanoCom in 2017. Currently, he is working as a wireless standards systems engineer at the Intel Corporation. His current research interests include modulation, channel modeling, multi-user interference modeling, protocol design, performance analysis and network simulation for Terahertz-band communication networks, with applications in terabit wireless personal and local area networks, next generation small cells, wireless nanosensor networks, and the internet of nano-things. He is a member of the Institute of Electrical and Electronic Engineers (IEEE).

Interviewer: Tell us about your work as a Wireless Standards Systems Engineer at Intel. What are the things that you love about your work?

Zahed Hossain: As one of the Wireless Standards Systems Engineer at the Intel Corporation, we research and develop potential technologies that can be incorporated in the next generation of wireless networks such as 5G/6G and wireless local area networks (WLAN). The most important thing I like about my work is that by developing next generation wireless technologies, our work enriches the experience of almost every person in the world. In addition, the passion for the wireless communication field took me to NSU to study Electronic and Telecommunication Engineering. Finally, the work environment and the culture of Intel Corporation makes me love my job.

Interviewer: How did you develop your interest in the areas of research like modulation, channel modeling, protocol design and network simulation?

Zahed Hossain: As I mentioned before, it all started with my passion for wireless communication. I used to watch the policemen using walkie-talkies and wondered how they worked! When I got into NSU and started learning about the concepts of modulation, wireless channel, networking protocols, etc., I decided that I was going to work in this field. During my doctoral studies, I got a chance to explore these concepts more and develop new modulation schemes, channel models and networking protocols for the next generation wireless communication at terahertz (THz) frequencies.

Interviewer: Tell us about your affiliation with IEEE. How does affiliation with associations such as this help an engineering graduate in his professional line of work?

Zahed Hossain: The Institute of Electrical and Electronics Engineers (IEEE) is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity. I have been affiliated with IEEE since my undergraduate days at NSU. Being a member of IEEE, one gets to know the state-of-the-art technologies by reviewing the technical papers, attending conferences, as well as reading the tutorials and the IEEE magazines. The high-quality tutorials and

technical papers provide the foundation for researching and developing the next generation of technologies. In addition, it provides students an opportunity to do networking and get to know other people in the same field from around the world. As an example, some doctoral students meet their Ph.D. advisors for the first time at an IEEE conference.

Interviewer: How did NSU's education help you shape your career and become the person that you are today?

Zahed Hossain: NSU ensures that students have access to world class faculty members and curriculum. The textbooks and the course materials are aligned with the North American standards, so we had an easy time navigating through the schools in the US. The highly qualified teachers of NSU exposed us to the state-of-the-art knowledge base in our field and provided us with tools to understand them well. In addition, the faculty members were approachable and helpful during their office hours. Regular weekly quizzes and midterms helped us be disciplined and on track for the whole semester. The training NSU provided still helps me these days in my professional life.

Interviewer: What would be your career and life advice for the current students of NSU?

Zahed Hossain: My first piece of advice would be to utilize the good resources provided by NSU. Work hard to maintain a good GPA throughout your program – this will give you the technical skills you will need in professional life. Take your hands-on projects seriously, because this will give a better understanding of the subject matter. In addition, participate in some extra-curricular activities to increase your soft skills. Finally, try to do some higher studies abroad (at least a Master's degree). This will increase your knowledge in the field and provide you different perspectives for generating new ideas and inventions.

International Student Feature

Yassin Jah is a Muslim of Gambian origin. I was born in Banjul, The Gambia. In the Gambia, I attended SOS Hermann Gmeiner throughout my basic and secondary education. After graduating from secondary school, I decided to further my computer education by enrolling in QuantumNet Institute of Technology.

I have had two dreams since I was a child: to be a skilled diplomat, to travel the world and make a difference, and to be a successful entrepreneur. As a result, I decided to pursue a BSc in Economics, because I believe it is a viable option given that Economics was one of my favorite courses in secondary school. I got my first degree in Economics with first class honors from North South University in 2021.

When I first arrived in Bangladesh, my father suggested that I study engineering, which I was not interested in. He was very understanding, so he allowed me to attend any university of my choosing. North South University is well-known in all areas, but the business school is simply outstanding. When I did my research on the school, the rating was quite impressive.

I craved for more after completing my Bachelor's degree. I've always wanted to get a Master's degree, and I would like to specialize in International Economics, so I started working on it right away. So far, things are going well, and I have no regrets about choosing this path for myself.

Interviewer: From your bio, we know that you are interested and passionate about the subject Economics. What are the reasons behind your interest regarding the subject area?

Yassin Jah: Economics is a fascinating subject that provides numerous benefits to those who study it. You can build a toolbox of skills, approaches, and ways of thinking that you can use to solve a variety of problems. It is a fundamental discipline that supports the study of business, management, and public policy. Economics teaches you how to think strategically and make decisions to achieve the best possible result. This will undoubtedly help me in my career.

Interviewer: What inspired you to choose North South University to pursue your undergraduate studies in Economics among all other universities of Bangladesh?

Yassin Jah: North South University is well-known for its educational excellence. I conducted my research and was very impressed with the rating, particularly for the business school. Every year, people graduate with degrees that will be accepted anywhere in the world.

Interviewer: What are your plans about further higher studies?

Yassin Jah: I am currently pursuing a Master's degree in Economics and am considering furthering my education in economics at the doctoral level in the future.

Interviewer: You mentioned that your subject area of interest is international economics and you want to be a diplomat and entrepreneur. So, what are your future career plans based on your choice of professions and academic interest?

Yassin Jah: My ambition is to work in international organizations while also running my own business. I want to be an employer, too.



Interviewer: What is your opinion about the academic structure, education quality and campus culture of North South University?

Yassin Jah: So far, I have not regretted my decision to attend North South University. The education system is very good and they have excellent professors who assist you in realizing your full potential.

As an international student, I was concerned about fitting in; but I found the students to be friendly and respectful and the lecturers to be professional and helpful. Students participate in extracurricular activities which livens up the school.

Interviewer: What do you think about the virtual academic continuation of NSU to cope with the worldwide COVID-19 pandemic? Please share your experience of online and hybrid classes with us.

Yassin Jah: The online environment was very effective because lecturers were able to devise new methods of teaching that greatly aided students' comprehension. However, I prefer face-to-face classes because it increases the chances of effective communication which increases the tendency for us to give our full attention.

Interviewer: You have been staying in Bangladesh for a while now. Kindly share your opinion and observations about the people, language and culture of Bangladesh? How do you like it here?


Yassin Jah: The people of Bangladesh are extremely welcoming, and I feel very much at home. The language is interesting, and the culture is both beautiful and unique. It's quite different from Gambia, but I admire its uniqueness. Everything is special in a beautiful way.


Interviewer: Anything you want to share with or suggest to the future applicants of NSU?

Yassin Jah: Embrace learning opportunities.



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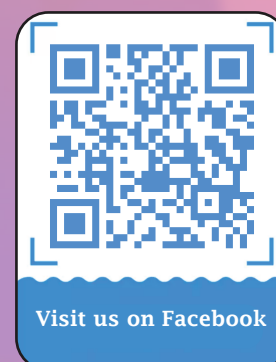
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