



East West University Celebrates it's 23rd Convocation



The convocation speaker, Professor Alan McKinnon of Kühne Logistics University, Germany

The 23rd Convocation of East West University (EWU) was held on 28 February 2024 at Aftabnagar Sports Ground in the capital.

Education Minister Mohibul Hassan Chowdhury MP, as the representative of His Excellency, the Honourable President, awarded degrees to 2861 students of undergraduate and graduate programs at the convocation. Moreover, four students with exceptional talent were honored with gold medals.

During the convocation program, Professor Dr. Mohammed Farashuddin, the Founder Vice Chancellor and Chief Adviser of EWU and the former Governor of Bangladesh Bank, highlighted the contribution of EWU to the country's higher education sector and urged the government to grant permission for the initiation of MPhil and PhD programs at private universities.

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Four Gold Medalists of the 23rd Convocation

East West University Celebrates it's 23rd Convocation

Later, Education Minister Mohibul Hassan Chowdhury MP stated that the government does not discriminate between public and private universities and that some private universities like EWU have reached such a standard that the time has arrived for them to offer PhD and MPhil degrees.

The convocation speaker Professor Alan McKinnon of Kühne Logistics University, Germany highlighted the necessity of equipping graduates with knowledge and skills in supply chain management to deal with the global environmental challenges.

Syed Manzur Elahi, Chairperson, Board of Trustees of EWU and former Adviser to the Caretaker Government, and Professor Shams Rahman, Vice Chancellor, EWU, also delivered insightful speech during the event.

Among others in the convocation program were the members of the Board of Trustees, Pro-Vice Chancellor, Treasurer, Deans, faculty members, officers, staff, graduates, and their parents. The students were delighted to receive their degrees within the expected timeframe.



Welcome to East West University!



Message

Dear Students and Guardians,

We are delighted to welcome you to East West University (EWU), a center of excellence for higher education. We have a reputation for providing students with high-quality postsecondary education delivered by highly qualified faculty members with degrees from foreign universities and institutions.

The primary objective of EWU is to impart its students to necessary skills, and knowledge as well as innovative and critical thinking so that they can succeed in their professional careers. The Institutional Quality Assurance Cell (IQAC) of EWU ensures an outcome-based teaching-learning environment. In addition, we have more than twenty student clubs that provide opportunities for personal growth and skill development. Students can also enhance their knowledge from our well-equipped library with various resources including 31,300 books and 1,20,000 e-books. At EWU, different categories of scholarships are available for meritorious students and the Center for Research and Training (CRT) provides research grants for students, and academics.

Besides, we have a well-equipped canteen, a medical center with doctors and nurses to offer professional health services to students, and a Student Counseling Center with counselors who provide mental health guidance to students. Students' Career Counseling Center (CCC) manages students' internship and their placement after graduation.

We are thrilled to let you know that EWU has achieved impressive rankings in two global university indexes. In the AD Scientific Index 2024, EWU was ranked 2nd among 93 private universities in Bangladesh, 7th among all universities in Bangladesh, and 382nd among 8,038 private universities worldwide. Concurrently, in the QS World University Rankings 2024, EWU has attained a highly prestigious position among the top global universities. We are proud to be one of the seven public and private universities from Bangladesh to have made it to this list.

We believe that by choosing East West University, you have made a wise decision as we provide a range of opportunities and facilities to enhance your knowledge and skills.

Best wishes for all that's to come!

Sincerely,

A handwritten signature in black ink, appearing to read 'Shams Rahman', with a stylized flourish at the end.

Professor Dr. Shams Rahman

Vice Chancellor
East West University

An Overview of Major Events at EWU



EWU Arranges a Merit Scholarship Awarding Ceremony 2024

East West University (EWU) provided the Merit Scholarship Award to 249 students from the Spring, Summer, and Fall Semester 2023 students for their excellent academic performance. The ceremony took place on March 10, 2024, at the Manzur Elahi Auditorium of EWU, Aftabnagar, Dhaka.

The Chief Guest of the ceremony was Mr. Edimon Ginting, Country Director of the Bangladesh Resident Mission of the Asian Development Bank (ADB). Professor Dr. Mohammed Farashuddin, the Chief Adviser and Founder Vice Chancellor of EWU, graced the occasion as the Program Chair. H.N. Ashequr Rahman, Member of the Board of Trustees, EWU, was the special guest of the program, and Professor Shams

Rahman, Vice Chancellor, EWU, delivered his welcome remark on the occasion. During the ceremony, the Chief Guest, Mr. Ginting, congratulated the award recipients and shared his own experience to motivate the students. He encouraged the students to aim high and to contribute to the country's growth.

The program was attended by several dignitaries including Mr. Shelley A. Mubdi, Member of the Board of Trustees, EWU, Prof. Dr. Ashik Mosaddik, Pro-Vice Chancellor, Air Cdre (Retd) Ishfaq Ilahi Choudhury, Treasurer, Deans, faculty members, scholarship recipients, and their guardians.



East West University Observed the 53rd Independence Day

East West University (EWU) observed the 53rd Independence Day of Bangladesh by paying homage to the brave freedom fighters and millions of martyrs who sacrificed their lives for the country's independence. The National Flag and the University flag were hoisted at the 'Shaheed Minar' premises at 5:57 a.m. by Professor Dr. Mohammed Farashuddin, Chief Adviser and Founder Vice Chancellor of EWU and Professor Shams Rahman, Vice Chancellor of EWU respectively.

A special "Munajat" was offered for the peace and prosperity of Bangladesh. Professor Dr. Shams Rahman addressed the audience with a brief speech highlighting the significance of Bangabandhu's historical speech of the '7th of March' in the liberation war of Bangladesh. The event was also attended by Pro-Vice Chancellor, Professor Dr. Ashik Mosaddik, Treasurer, Deans, faculty members, students, officers, and staff.



EWU Observed International Mother Language Day with Multiple Events

East West University (EWU) celebrated International Mother Language Day with great solemnity and fervour on February 21, 2024. EWU organized various events and activities to mark the day, including a "Provat Fery" in Aftabnagar area and laying wreaths at the uniquely built 'Shaheed Minar' at the EWU campus. Additionally, EWU Clubs for Performing Arts organized a cultural program titled "Obinashwar Bahanno" which included discussions, performances of traditional songs, dances, recitations, and poster exhibitions to showcase the richness and diversity of Bangla culture.

The discussion session was attended by Professor Dr. Mohammed Farashuddin, Chief Adviser and founder Vice

Chancellor of EWU, as the Chief Guest; H. N. Ashequr Rahman, Member of the Board of Trustees, EWU, as the Special Guest; and Professor Shams Rahman, Vice Chancellor of EWU, as the Program Chair. The main speaker of the session was Professor Syed Akram Hossain, who was awarded 'Ekhushe Padak' and 'Rabindra Puroskar.' During the session, speakers focused on the achievement of the language movement in 1952.

The event was attended by Dr. Muhammad A. Mannan, Member, Board of Trustees, Mr. Nowshad Shamsul Arefin, Member, Board of Trustees, Professor Dr. Ashik Mosaddik, Pro-Vice Chancellor, Air Cdre (Retd) Ishfaq Ilahi Choudhury, Treasurer, Deans, faculty members, staff, and students.

EWU and BIDS Jointly Organized a Book Launching Program Held at BIDS

The Bangladesh Institute of Development Studies (BIDS) and East West University (EWU) jointly hosted the launch of 'বাংলাদেশের অগ্রযাত্রায় আগামীর করণীয়: জাতীয় সপ্তবার্ষিক কর্মপরিকল্পনার একটি প্রস্তাবিত রূপরেখা' (Bangladesh's Advancement: Action Plan for the Future - A Proposed National Seven-Year Workplan) on Thursday, May 16, 2024, at the BIDS Conference Room, Agargaon, Dhaka. The book is authored by Professor Dr. Mohammed Farashuddin, Chief Adviser and Founder Vice Chancellor of EWU and Former Governor of Bangladesh Bank.



EWU and BIDS Jointly Organized a Book Launching Program Held at BIDS

The event was graced by Dr. Mashiur Rahman, Economic Affairs Advisor to the former Prime Minister, as the Chief Guest. Prof. Dr. Wahiduddin Mahmud, Chairman of Economic Research Group (ERG), and Prof. Dr. Shams Rahman, Vice Chancellor of East West University, served as special guests on the occasion. Dr. Binayak Sen, Director General of BIDS, moderated the discussion. The distinguished panel of discussants provided their insights on the book's proposals

were Prof. Dr. MM Akash, Faculty of BIDS Graduate School of Economics (BGSE); Dr. Kazi Iqbal, Research Director of BIDS; Prof. Dr. M. A. Sattar Mandal, Professorial Fellow of BIDS; Dr. Zaidi Sattar, Chairman and Chief Executive of Policy Research Institute of Bangladesh; Prof. Dr. AK Enamul Haque, Dean, Faculty of Business and Economics of EWU and Dr. Fahmida Khatun, Executive Director of Center for Policy Dialogue (CPD).

EWU Signed MoU with USAID Feed the Future Bangladesh Improving Trade and Business Enabling Environment Activity

East West University (EWU) has signed a Memorandum of Understanding (MoU) with International Development Group, Implementing Partner, USAID Feed the Future Bangladesh Improving Trade and Business Enabling Environment Activity on June 9, 2024. Pro-Vice Chancellor Professor Dr. Mohammad Ashik Mosaddik from EWU and Julie Leaf, Chief of Party, from USAID have signed the MoU. Reed Aeschliman, Mission Director, USAID Bangladesh, Dr. Farhana Ferdousi and Dr. M. Sayeed Alam, from the Department of Business Administration, EWU were also present.



MoU signing ceremony with USAID

Representative from University of South Wales (UK) Visited EWU

Dr. Andrew Thompson, Head of Subject, Global Business, Faculty of Business and Creative Industries, University of South Wales, UK visited EWU on May 15, 2024 to explore potential collaboration opportunities between USW and EWU. Professor Dr. Ashik Mosaddik, Pro-Vice Chancellor, EWU discussed the possibilities and benefits of having MoU with USW.

Professor Dr. Anup Chowdhury, Coordinator, MBA /EMBA Programs, Professor Dr. Farhana Ferdousi Chairperson Department of Business Administration, Dr. Muntasir Chaudhury, Chairperson & Assistant Professor, Department of Economics, EWU also shared their thoughts and ideas.



Meeting with representative of University of South Wales, UK

Career Counseling Center



Job Fair for Career Search 2024

The Career Counseling Center (CCC) and the Department of Business Administration (DBA) of East West University (EWU) successfully organized a job fair titled 'Job Fair for Career Search 2024', on the EWU campus on 10 February 2024.

The event started with a warm welcome address by Professor Dr. Farhana Ferdousi, Chairperson of the Department of Business Administration. Other notable figures were Professor Dr. Shams Rahman, Vice Chancellor, East West University, Syed Manzur Elahi, Chairperson, Board of Trustees, East West University, Chairman, Apex Group; and Former Adviser, Caretaker Government and Mr. Stefan Liller, Resident Representative, UNDP Bangladesh. The event concluded with

remarks from Professor Dr. Mohammed Farashuddin, Chief Adviser and Founder Vice Chancellor of East West University, and Former Governor of Bangladesh Bank. Among others were the members of the Board of Trustees of EWU, officials of the U.S. Embassy, the Pro-Vice Chancellor, the Treasurer, the Deans, and Chairpersons of EWU.

The Job Fair for Career Search 2024 featured 87 participating organizations and drew the attention of over 2,000 students. The fair proved highly effective, resulting in the recruitment of over 100 EWU graduates for full-time positions in various organizations. The event highlighted East West University's dedication to facilitating career opportunities and professional growth for the students.

Session on "Campus to Corporate: Take Charge of Your Early Career!"

On February 10, 2024, during the Job Fair, the CCC and DBA of EWU organized an insightful session titled "Campus to Corporate: Take Charge of Your Early Career!" The event aimed to equip students with the knowledge and skills necessary to transition smoothly from academic life to the professional world. The session was graced by the esteemed speaker, Mr. Foad Hasan, Region Head, Marico Bangladesh Ltd.



Career Talk session on "From Campus to Career: Redefine Yourself" by bKash



On the 5th of March 2024, an industry- academia collaboration by bKash and East West University Career Counseling Center was held on the University campus. The objective was to inspire and educate our EWU students. The bKash Chief Human Resources Officer, Mr. Ferdous Yusuf and his team imparted valuable insights to students on career and future prospects.

Career Talk Session on “Navigate Your Future Career with Augmedix”



On March 19, 2024, Augmedix in association with EWUCCC held a career talk session on ‘Navigate Your Future Career with Augmedix’ at East West University. Mr. Zaved Parvez, Head of People Bangladesh at Augmedix, along with his team, discussed how their organization is revolutionizing healthcare through cutting-edge technology. They aimed to inspire EWU students to explore the dynamic field of health-care technology and learn about exciting career opportunities with Augmedix in Bangladesh.

MoU Signing Ceremony between LightCastle Partners and East West University

On May 8, 2024, East West University signed a Memorandum of Understanding (MoU) with CCC, EWU, and LightCastle Partners to implement the SheSTEM Program. This partnership aims to provide female STEM (Science, Technology, Engineering, and Mathematics) students with capacity development courses, mentorship, internships, and other support services, along with access to business tech compe-

titions, hackathons, job fairs, fireside chat sessions, and role model discussions. Mr. Mirza Ahsanul Hossain, Deputy Director of the Career Counseling Center from EWU, and Mr. Omar Farhan Khan, Senior Business Consultant & Project Manager from LightCastle Partners signed the MoU. Present at the signing ceremony were the Pro-Vice Chancellor of EWU Professor Dr. Mohammad Ashik Mosaddik and Mr. John Gomes, Business Analyst, LightCastle Partners.

Job Placement

The CCC would like to thank the authorities of the following organizations who provided employment opportunities to EWU graduates in the corporate arena of the local economy: Standard Chartered Bank, Nestlé, Pathao Ltd, Marketearz, American Standard International School, Teach For Bangladesh, East West University, Bangladesh Krishi Bank, ERA-InfoTech Limited, Leisure Bangladesh, Pledge Harbor International

School, Hexen, Linköping university, The ACME Laboratories Ltd., Popular Pharmaceuticals PLC., Chemist Laboratories Limited, MetLife Bangladesh, Revolo Consultancy International Ltd, Eastern Bank PLC, University of Dhaka, Bangladesh Institute of Development Studies (BIDS), Ayanuk Pty. Ltd., ZettaByte Technology Ltd.

Internship Placement



Md. Tanbirul Islam Tunan
Edotco Bangladesh



Kalmi Zaman Anika
Renata Pharmaceuticals

Many thanks to the following organizations who matched East West University students with available internship

opportunities in Spring 2024: Bank Asia Limited, National Bank Limited, Bkash Limited, Premier Bank, JMI Group, Raw



Jarin Tasnim Ridika
ACNABIN Chartered Accountants



Md. Minher Ali Alif
United Group



Zamil Mahfuz Topu
ACI Limited



Nafia Tabassum
Walton Group

Nation, Unimart Limited, Coca Cola Bangladesh, Square food and beverage Ltd., Square Pharmaceuticals PLC, Siemens Energy Bangladesh Ltd., Dhaka Bank, Shahjalal Islami Bank Limited, ACNABIN Chartered Accountants, Green Delta Life Insurance Limited, Renata pharmaceuticals Ltd., SANEM Research, UCB Bank Limited, Concord Group, Eastern Bank PLC, DOMINOS Pizza, Premier Bank, Orange Solutions Ltd, Amann Bangladesh, ACI Logistics Limited, EDOTCO Bangladesh Co. Ltd, IFIC Bank Limited, Mutual Trust Bank Ltd., Prime Bank PLC, Walton Group, Mutual Trust Bank Limited,

MGL Bangladesh Limited, US Bangla Airlines, Global Islami Bank, Southeast Bank Limited, Partex Star Group, Rupali Bank PLC, Agrani Bank PLC, Bangladesh Finance Securities Ltd, Core Devs Ltd, Fronture Technologies LTD, Concord Group, Magma Group, Butterfly Group, Samsung R & D Institute Bangladesh, Bank Alfalah Limited, Upay, NRBC Bank PLC, Edotco Bangladesh Ltd, Mercantile Bank PLC, Unimart Limited, PeopleScape Limited, Bangla Trac Limited (BanglaCAT), Janata Bank PLC, Basic Bank Limited, Apex Footwear Limited.



The Socio Psyche Counseling Center

The EWU Socio Psyche Counseling Center, a wing of the Department of Students' Welfare, provides vital mental health support to the students at East West University. With two experienced and professional counselors, the center addresses various issues such as trauma, depression, academic and familial stress. Students who have attended counseling sessions, experienced significant improvements in their mental well-being. For instance, students dealing with academic stress have shown notable progress after attending the sessions. Additionally, many students are struggling with depression and frustration due to some personal issues, and are currently on their way to healing. In response to recent events across the country, where many students have been traumatized and stressed, the Socio Psyche Counseling Center continues to offer essential services for stress management and recovery.

The students are satisfied and appreciative of the services provided by the Socio Psyche Counseling Center.



Alumni Success Stories



Mustofa Rafid Khan

Officer, Finance & Accounts Division
bKash Limited

I would like to express my gratitude towards the Almighty for giving me this opportunity to work at a prestigious organization. However, my mentality of not giving up and always hustling to learn new things to improve myself has always helped me to achieve the goals of my life. The faculties of East West University always inspired me to improve the skills of communication and presentation skills along with my software skills for which I will always be grateful towards them.

Syma Salam

Officer, Social Compliance Unit
BRAC-Aarong

I started my corporate journey at BRAC-Aarong, the social enterprise of the world's largest NGO, BRAC, just a day after completing my internship. I am extremely grateful for this opportunity as a fresh graduate and inspired by the presence of many East West University alumni in management roles here. As a compliance officer, I travel across the country to work with grassroots communities, ensuring Aarong's ethical sourcing. This role enables me to help empower women and communities facing poverty, illiteracy, disease, and social injustice.



Fatema Akter Ema

Research Associate, Capital Market Research Department
LankaBangla Securities Ltd.

My journey at East West University began in 2019, where I was fortunate to receive merit scholarships throughout my undergraduate years. Thanks to the support and encouragement of some remarkable faculty members, I discovered my potential to excel and graduated with summa cum laude. My passion for finance and the capital markets guided me to join LankaBangla Securities Ltd in January 2024 as Research Associate, allowing me to pursue my interest in research and contribute to the financial sector.



Jahidul Hassan Saikat

Executive, International Marketing Department
Ziska Pharmaceuticals Limited

The comprehensive education and career support I received at East West University were crucial in shaping my professional path. The practical skills, networking opportunities, and career counseling provided by EWU helped me navigate the job market and secure my desired role at Ziska Pharmaceuticals Limited as an Executive, International Marketing Department.



Mayesha Binte Nafi Nishat

Faculty
Scholastica

After graduating with Magna Cum Laude from East West University's Economics department, I embarked on a journey of academic excellence. My dedication and expertise led me to become a respected faculty member at Scholastica, a prestigious English Medium school. At Scholastica, I now inspire the next generation with the knowledge and passion I gained during my studies. My success story reflects the power of hard work and commitment to lifelong learning.



A Glimpse of Students' Clubs



Agro Industrialization Club

/// Sales Sprint 2.0”

East West University Agro Industrialization Club hosted the intra-university sales-based case competition entitled “Sales Sprint 2.0” including four phases. The best seven teams among the seventy-five teams got a chance to participate in the final round. The names of the winning teams are: Champion “Team Trio”, 1st Runner up “Team Blue Bloods” and 2nd Runner up “Team Sandworm”.



Agro Biz Expo 2024



East West University Agro Industrialization Club hosted the Agro Biz Expo for the sixth time on the 12th and 13th of May 2024. The Agro Biz Expo was a 2-day trade fair focusing on the agricultural and agribusiness sectors. Agro Biz Expo was inaugurated by Professor Dr. Mohammed Farashuddin, Chief Adviser, East West University. Besides, Professor Dr. Mohammad Ashik Mosaddik, Pro-Vice Chancellor, Air Cdre (Retd) Ishfaq Ilahi Choudhury, Treasurer, Club moderators Estiaque Bari and Md Helal Uddin were also present at the inauguration ceremony as guests.



Computer Programming Club

/// CUET Inter University Programming Contest on Code Storm 1.0

In this contest, a total of 100 different teams participated. East West University (EWU) also participated. It was organized by Chittagong University of Engineering and Technology.





National Collegiate Programming Contest 2023

Jahangirnagar University (JU) hosted the National Collegiate Programming Contest 2023 on 9th March 2024; a total of 196 teams from across the country participated. Among the competitors were four East West University teams.

Islamic University of Technology's 11th IT Fest 2024

Islamic University of Technology arranged the 11th IT Fest 2024 on 27th April, 2024, featuring a programming competition. Two teams from EWU participated in the competition.



Creative Marketing Club



BEACON Campus to Career Affiliation with bKash

BEACON's "Campus to Career" was organized by bKash Limited. The event was held on March 5, 2024. It was designed to bridge the gap between academic life and professional success. In the event, the keynote speaker was Mohammed Ferdous Yusuf, Chief Human Resources Office of bKash Limited.

Learn to Lead : Affiliation with Unilever Bangladesh Limited

Unilever Bangladesh arranged a seminar at East West University on May 14, 2024 exclusively for its students where the speakers and alumni shared their career journey from EWU to Unilever. In the event, keynote speakers were Md Jobair Alam, Senior CSP Manager- Home Care of Unilever Bangladesh Limited and Omar Faruq, Shopper Marketing Manager of Unilever Bangladesh Limited.



/// **Abinshwar Bayanna**

East West University Club for Performing Arts organized a cultural program entitled "Abinshwar Bayanna" to celebrate the 21st of February. The day started in the morning with laying wreath at EWU Shahid Minar "Alor Minar".



/// **Rangila Utsav 1431**

On May 11, 2024, a Boishakhi fair along with cultural program was organized with the title "Rangila Utsav 1431" by ECPA at the University campus. On this day, ECPA organized a Baisakhi fair.



Debating Club

/// **TIB-DUDS Inter-University Debate Competition 2024**



EWUDC Blues became the Runner-Up in TIB-DUDS Inter-University Debate Competition 2024 organized by Transparency International Bangladesh and the Dhaka University Debating Society. 32 teams from both public and private universities participated in the competition.



/// আরইউডিও জাতীয় বিতর্ক প্রতিযোগিতা ২০২৪

EWUDC made remarkable achievements at the আরইউডিও জাতীয় বিতর্ক প্রতিযোগিতা ২০২৪ held on the 26-27 April at the University of Rajshahi. It was organized by Rajshahi University Debate Organization. EWUDC Blues secured 4th place in the tournament.

/// CUETDS IV '24

EWUDC made an impressive accomplishments at the CUETDS IV '24 tournament. This notable event, hosted by the CUET Debating Society, took place on the 24-25 May 2024 at the Chittagong University of Engineering & Technology, drawing participation from 32 teams from public and private universities across the country. EWUDC Blues team secured 3rd place.



Electronics Club



/// Circuit Masters Clash-ARDUINO Edition

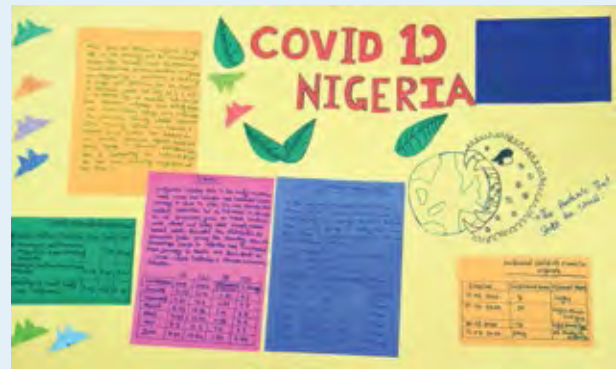
East West University Electronics Club successfully organized the “Circuit Masters Clash: ARDUINO Edition” event encompassing a workshop and a competition to enhance students' skills in electronics and microcontroller programming. The workshop, held on March 16,

2024, was followed by the competition on March 23, 2024. The champion and runner-up teams were awarded with winning certificates and cash prize for their commendable efforts and passion.



Mapping the Worldwide Economic Crisis

On May 9, 2024, the competition entitled “Mapping the Worldwide Economic Crisis” brought together students from diverse backgrounds to explore and articulate the intricacies of global economic challenges. The inauguration ceremony was graced by Professor Dr. Mohammed Farashuddin, Chief Advisor and Founder Vice Chancellor of East West University. Professor Shams Rahman, Vice Chancellor of East West University, presented the prizes to the winners. Special guest Ishfaq Ilahi Chowdhury, Treasurer of East West University was also present.



Industrial Visit at Akij Food & Beverage Ltd. Khrishnapura, Barobaria, Dhamrai

East West University Economics Club arranged an industrial visit on the 18th of May 2024 to AFBL-Akij Food and Beverage Ltd, Khrishnapura, Barobaria, Dhamrai. 85 students and 5 of our honorable faculty members from the Department of Economics had participated in the visit.



"Let's Talk About Career Development" Seminar



The IEEE EWU Student Branch hosted a lecture event with the topic of "Let's Talk About Career Development" which was held on March 10, 2024. The two alumni of EWU, Amreen Aktar and Shahrin Jannat Nuhash shared their success stories. The session highlighted their career and the difficult challenges they faced.



Ekushey Art Competition 2024

On 21st February, 2024, of East West University Environmental and Social Club (EWUESC) organized a special event for children with special needs and under privileged children. The title of the event was “Ekushey Art Competition 2024”. It was inaugurated by Professor Dr. Shams Rahman, Vice Chancellor, East West University.

Seminar on "Student Tourism Security"

EWUESC organized a seminar on “Student Tourism Security” in collaboration with Bangladesh Tourist Police, which was facilitated by the Career Counselling Center of East West University.

The plenary speakers and presenters of the seminar were Md. Naimul Huq PPM, Superintendent of Police (SP), Tourist Police, Dhaka Region, and Momena Akter, Additional Superintendent of Police (Addl. SP), Tourist Police, Dhaka Region. In the seminar, Professor Dr. Mohammad Ashik Mosaddik, Pro-Vice Chancellor of East West University graced the event by his presence.



Eid for All, Iftar for All

EWUESC arranged an event named “EID FOR ALL, IFTAR FOR ALL” to create a truly inclusive and joyous Eid experience for everyone. This event was graced by the presence of esteemed guests including Professor Dr. Mohammad Ashik Mosaddik (Pro-Vice Chancellor) and Nahid Hasan Khan (Head of Career Counselling Centre).

Eco Fair 3.0

EWUESC has organized a two-day long fair named ‘Eco Fair 3.0’. The event was inaugurated by Vice Chancellor Professor Shams Rahman. The Treasurer of East West University, Air Cadet (Retd) Ishfaq Ilahi Choudhury served as the chief guest. 19 stalls featured the work of nearly 95 participants. Notably, two renowned college clubs, BAF Shaheen College Dhaka Green Thumbs and Dhaka Residential Model College Science Club, also presented their eco-friendly projects.





Investment & Finance Club



“NeXTor”: In Making of Next Investor Hosted by EWUIFC

East West University Investment & Finance Club organized first time ever in Bangladesh “An Inter-University capital market-based real-time investment competition” called “NeXTor”: Next Generation Investors. This competition commenced on February 22, witnessing the enthusiastic registration of 732 undergraduates from 22 universities nationwide, forming a total of 244 teams. This competition consisted of 5 workshops and 4 competitive rounds. Finalist 7 teams, were from BUP, IBA, DU, BRAC University, North South

University, and East West University. Professor Rubayat-Ul-Islam, Chairman of the Bangladesh Securities and Exchange Commission was the chief guest. The Program chair was Professor Dr. Mohammed Farashuddin, former governor of Bangladesh Bank and Founder Vice Chancellor and Chief Advisor of East West University. Professor Shams Rahman, Vice Chancellor, East West University was the guest of honor, and Misbah Uddin Affan Yusuf, Managing Director & CEO of City Brokerage Limited attended as a special guest.



Model United Nations Club

Delegation to Chittagong University Model United Nations 2024



Chittagong University Model United Nations Association (CUMUNA) organized its 8th Model United Nations conference entitled *Chittagong University Model United Nations 2024* on February 7-10, 2024. In this MUN conference, delegates from East West University participated.

Delegation to Jossore University of Science and Technology Model United Nations 2024



JUST Model United Nations Association (JUSTMUNA) arranged a national Model United Nations conference at Jossore University of Science And Technology (JUST). It was a 3-day conference hold on 22 - 24 February 2024. Two delegates from East West University actively participated.



Photography Club



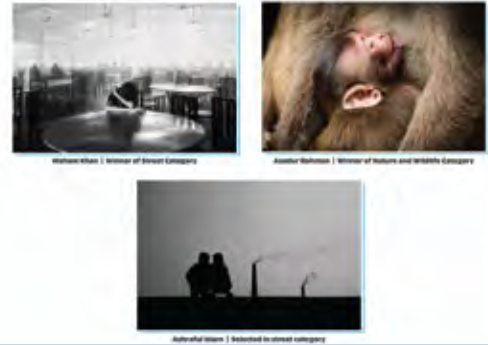
East West University Photography Club's Students Shine on Global Photography Stage

Shafaeat Jamil, one of the esteemed club members and current Vice President of East West University Photography Club achieved a remarkable feat in the world of photography by securing the third prize in the prestigious Xiaomi Imagery Award 2023 on 4 February 2024. The event was supported by

the iconic Leica. Additionally, Mahdin Shafiq Omi, another esteemed club member and the current Event Coordinator of East West University Photography Club, has been selected as the "National Award Winner for Bangladesh" in the prestigious "Sony World Photography Awards" on 6 February 2024.

"Arannyak" a National Photography Exhibition Hosted by JUST Photographic Society

East West University Photography Club has outstanding achievements from "Arannyak (আরণ্যক)" photography competition and exhibition which was organized by JUST Photographic Society on March 6th, 2024.



Workshop on "Narrative Storytelling and Photography"



East West University Photography Club organized a workshop on "Narrative Storytelling and Photography" on the 9th of March. The event was instructed by esteemed photo journalist, documentary photographer, and writer, Nayem Ali. The workshop aimed to enlighten participants on the art of storytelling through photography, emphasizing innovative approaches to engage audiences.

National Recognition for EWU Photography Club



Sixteen members of East West University Photography Club recently participated in the National Photography Exhibition "SFURON 5.0" organized by the BUP-Photography Society on 08 May 2024. This exhibition was held at the Bangladesh

University of Professionals (BUP) campus. Md. Asiful Islam secured the 2nd Runner Up prize in the "Camera Photography" segment, while Mahdin Shafiq Omi has won the 2nd Runner Up prize in the "Mobile Photography" segment.



Robotics Club

1st Technoxian Bangladesh: National Round 2024



Two teams from East West University Robotics Club participated in the inaugural event of "1st Technoxian Bangladesh: National Round 2024" on 8 March, 2024 graciously hosted by the American University of Bangladesh.

The attendance of this competitive and intellectually stimulating occasion yielded numerous advantageous outcomes for them. Their participation in a line follower competition facilitated meaningful connections with both peers and industry professionals.



Rotaract Club

Blood Donation Campaign: Donate Blood Be a Hero

The program was hosted by the Rotaract Club of East West University in collaboration with The Quantum Foundation. The purpose of the program was to create awareness about the blood disease thalassemia and to encourage people to donate blood to save the lives of a lot of thalassemia warriors. The blood donation campaign was held at EWU campus on May 8-9, 2024. The Blood Donation Campaign started with an inaugural ceremony in the presence of Pro-Vice Chancellor, Prof. Dr. Mohammad Ashik Mosaddik. The blood donation camp at East West University was successful and they managed to collect 130 bags of blood.



Science Club

Seminar on "Science of Meditation & Practice"



EWU Science Club successfully organized an eagerly awaited seminar titled "Science of Meditation & Practice" held on March 11, 2024 at S. M. Nusher Ali Gallery, East West University. It brought together more than 130 participants from various departments who were actively engaged in the seminar. The highlight of the day was the presence of keynote speaker Prof. Dr. Mohammad Ashik Mosaddik, Pro-Vice Chancellor of East West University.

Exploring Science: A Journey Through the National Museum of Science and Technology

EWU Science Club organized an excursion to the National Museum of Science and Technology, Agargaon on May 11, 2024.



/// Seminar on Mental Wellbeing Hack for Personal, Academic and Career Growth

The workshop on “Mental Wellbeing Hack for Personal, Academic and Career Growth with Dr. Mekhla Sarkar”, organized by the East West University Sociology Club took place on 20th March, 2024 to offer an ultimate guide. Approximately 100 students joined the session and participated in the workshop. The event began with the welcome speech of Pro Vice Chancellor Dr. Mohammad Ashik Mosaddik, Treasurer Ishfaq Ilahi Choudhury and Adviser of the Department of Students’ Welfare and Head of Career Counselling Center Mr. Nahid Hassan Khan.



Sports Club

/// Grand Opening Ceremony of East West University Sports Room



On April 30, 2024, East West University Sports Club hosted the grand opening ceremony of the East West University Sports Room. Among the guests were

Chief Advisor Professor Dr. Mohammed Farashuddin, Vice Chancellor Professor Dr. Shams Rahman, Pro-Vice Chancellor Professor Dr. Mohammad Ashik Mosaddik, Registrar Mashfiqur Rahman, and Dr. Md. Mobarak Hossain Khan, Chairperson of the Department of Social Relations, moderator of EWUSC, and chairpersons from various departments. The ceremony began with a warm welcome from the Vice Chancellor who emphasized the university’s commitment to creating inclusive and dynamic spaces for all students.

/// EWU Indoor Sports Carnival - A Tale of Success, Orchestrated by EWU Sports Club

EWU Indoor Sports Carnival held on May 23, received a boost from the esteemed presence of Vice Chancellor, Professor Shams Rahman, whose guidance and encouragement spurred greater student engagement in sports. There were five segments and 350 participants. Pro-Vice Chancellor, Professor Dr. Mohammad Ashik Mosaddik graced the event as the prize-giving ceremony by his presence. He was the Chief Guest.



Research Grants and Research Proposal

Center for Research and Training East West University (CRTEWU) is dedicated to developing the research abilities of East West University (EWU) faculty members by continually motivating and supporting them to undertake research and publish scholarly papers. It provides financial support to faculty members to conduct research. The research fund is a seed grant provided to researchers affiliated with academic departments for conducting research activities per the EWU research policy.

Call for Research Proposal- Round 17

Center for Research and Training East West University (CRTEWU) has invited research proposals for its 17th Internal Funding Round. Such grants aim to nurture and sustain a vibrant research community at EWU by engaging academics and researchers from all faculties/fields. Detailed guidelines

for applying for research funds and the research proposal form can be downloaded from the following webpage (<https://www.ewubd.edu/notice-details/call-research-proposal-round-17>).

Research Grants

The fund has been released for the following research proposal in February 2024:

“Teaching Myanmar Curriculum in the World’s Largest Refugee Camp: A Critical Insight” by Dr. Muhammed Shahriar Haque, Professor, Department of English, East West University.

The following research proposals are under consideration for funding:

- *“The Role of Digital Literacy and Culture-Specific Communication Skills among Expatriate Bangladeshi Domestic Workers”* by Dr. Mohammad Masudur Rahman, Assistant Professor, Department of Business Administration, East West University, Dr. Sabreena Ahmed, Assistant Professor, Department of English and Humanities, BRAC School of Humanities and Social Sciences, BRAC University, and Ms. Sharaban Tohura, Specialist, Skills Development Project, BRAC.
- *“Hidden Struggles in Rising Tides: Exploring Women’s Access to Sexual and Reproductive Health Rights in Coastal Bangladesh During Disasters”* by Ms. Nabila Farhin and Ms. Nadia Rahaman, Senior Lecturer, Department of Law, East West University.



Dr. Rafiqul Huda Chaudhury, Chairperson, CRTEWU handing over the Research Grant to Professor Muhammed Shahriar Haque

Publication

International Publication

The research study supported by CRTEWU was published in June 2024 is entitled *“Effects of Local Economy and Seasonal Cleaning Cycle on Yield and Profit of Soiled Solar Farms.”* It is based on the CRTEWU-funded research project titled *“Numerical Analysis and Experimental Study of Various Cleaning Intervention Strategies for Soiling Affected Solar Panels to Maximize Revenue”* by Dr. Muhammed Ryan Khan. It is published in a peer reviewed Q1 journal (<https://ieeexplore.ieee.org/document/10550921/keywords#keywords>).

Abstracts of Published Papers

Abstracts of Published Papers -2022 (Volume 17):

The Abstracts of Published Papers is an annual publication of Center for Research and Training East West University (CRTEWU). It aims to keep an official log of the academic publications of East West University faculty members. The Abstracts of Published Papers -2022, volume 17 is published.

Journals

1. *East West Journal of Business and Social Studies (EWJBSS)*, (ISSN 2074-5443), Vol. 9-11, 2023 is published. Furthermore, Volume 12, 2024 is in the process of being published;
2. *East West Journal of Humanities (EWJH)*, (ISSN: 2074-6628), Vol. 9-12 2023 is in the process of being published.

Seminar

Research Seminar

- A research seminar titled “*Rohingya Influx in Bangladesh: Perceptions and Attitudes of the Local Population*” was held on March 07, 2024, in CRTEWU Seminar Room. The presenters were Dr. Mobarak Hossain Khan, Professor, Mr. Rezwana Siddiqui and Ms. Rubayat Kabir, Senior Lecturer, Department of Social Relations, East West University.
- Another research seminar titled “*Human Rights Abuses against the Rohingya in Myanmar: Exploring the Role of Transitional Justice*” was held on 14 March 2024 in CRTEWU Seminar Room. The presenter was Mr. Mohammad Pizar Hossain, Senior Lecturer, Department of Law, East West University.
- CRTEWU organized a research seminar titled “*Plagiarism Policies in Bangladeshi Universities: A Critical Perspective*” on 28 March 2024 in CRTEWU Seminar Room. The presenter was Dr. Muhammed Shahriar Haque, Professor, Department of English, East West University.
- A research seminar titled “*Hidden Struggles in Rising Tides: Exploring Women's Access to Sexual and Reproductive Health Rights in Coastal Bangladesh During Disasters*” was held on 28 April 2024 at 11.00 am in CRTEWU Seminar Room. The presenters of the seminar were Ms. Nabila Farhin, and Ms. Nadia Rahaman, Senior Lecturer, Department of Law, East West University.



Professor Shams Rahman, Vice Chancellor of East West University was the Chief Guest at the knowledge-sharing seminar of Research and Innovation Center (RIC)

Knowledge Sharing Seminar

- A knowledge-sharing seminar titled “*Use and Abuse of Statistics*” was held on February 08, 2024 in CRTEWU Seminar Room. The speaker of the seminar was A.H.M. Rahmatullah Imon, Professor Emeritus of Statistics, Department of Mathematical Sciences, Ball State University, Muncie, Indiana, USA.
- CRTEWU organized another knowledge-sharing seminar titled “*Research and Innovation Opportunities of RIC (Research and Innovation Center)*” on 27 March 2024 in S. M. Nusher Ali Lecturer Gallery. The Chief Guest of the seminar was Professor Shams Rahman, Vice Chancellor, East West University.

CRTEWU organized another knowledge sharing seminar titled “*Changing Landscape of Supply Chains- What to Teach and Research?*” on 23 April 2024, in ‘Manzur Elahi’ auditorium of East West University. The speaker of the seminar was Professor Dr. Shams Rahman, Vice Chancellor, East West University.



CRTEWU organized a hands-on training on “Qualitative Research” and qualitative data analysis using NVivo software for the faculty members

Center for Research and Training East West University (CRTEWU) organized a hands-on training on “Qualitative Research” and qualitative data analysis using NVivo software for the faculty members of East West University. The training held on 18 & 25 April, and 02, 09 & 16 May 2024 at CRTEWU

Research Hub. The resource persons were Dr. S M Nurul Alam, Professor of Anthropology (Retd), JU, currently Adjunct Professor of Development Studies, North South University, and Mr. Md. Ali Imam, Assistant Scientist, Child Health Unit, International Centre for Diarrheal Disease Research, Bangladesh.

CRTEWU Website Development in Progress

Center for Research and Training East West University (CRTEWU) is developing a dynamic, user-friendly, and informative website. The website development activities are in progress.

Institutional Quality Assurance Cell (IQAC)



Orientation Program for New Faculty Members

IQAC conducted a two-day-long “Orientation Program for New Faculty Members” on 16-17 February 2024 for those who joined in the Fall 2023 and Spring 2024 semesters. Professor Dr. Shams Rahman, Vice Chancellor, EWU, and Professor Dr. Mohammad Ashik Mosaddik, Pro-Vice Chancellor, EWU were present at the inaugural session as chief guest and special guest respectively. The former director of IQAC, Dr. Basanta

Kumar Barmon shared the welcome address. Vice Chancellor emphasized the importance of connecting classroom practices with social needs. The Pro-Vice Chancellor delivered a lecture on the nature of teaching-learning activities at the tertiary level, the philosophy of teaching and OBE principles for classroom practices. The deans and resource persons shared their valuable thoughts and ideas.



Workshop on “Preparation for Accreditation: Documentation and Evidence”

The Bangladesh Accreditation Council (BAC) and the Institutional Quality Assurance Cell of EWU jointly organized a workshop on “Preparation for Accreditation: Documentation and Evidence” for the members of the Program Self-Assessment Committee (PSAC) of the academic program BA in English, BSS

in Sociology, BSS in Information Studies, and B.Sc. in Genetic Engineering and Biotechnology on 7 May 2024. Professor Dr. S.M. Kabir, a member of the BAC and former quality assurance specialist at the University Grants Commission of Bangladesh, was the keynote speaker.

Dr. S. R. Lasker Library, East West University

A Gateway to Knowledge

Library Hours

Sunday to Thursday	: 8:30 am – 10.00 pm
Friday	: 8:30 am – 5:00 pm (1:00 pm-2:00 pm Jumma prayer break)
Saturday	: 5:00 pm – 10:00 pm

Library Facilities

- ▶ Borrowing Facilities
- ▶ Photocopy Service
- ▶ Reference Management Services
- ▶ Wi-Fi Service
- ▶ WhatsApp: Instant Reference Service
- ▶ Subscribed Print Journals Service
- ▶ Article Request Service
- ▶ Institutional Repository
- ▶ Corporate Membership
- ▶ Pigeonhole Facilities
- ▶ Department Wise Resource Portal
- ▶ Remote Access Services to E-Resources Wiley Online Library

Dr. S. R. Lasker Library Celebrated National Library Day 2024

Dr. S. R. Lasker Library, East West University celebrated National Library Day on 05 February 2024, under the theme ‘গ্রন্থাগারে বই পড়ি, স্মার্ট বাংলাদেশ গড়ি’. The aim was to make the library users aware of the importance of the library in lifelong

learning. Besides, the library organized a two-day "Meet and Greet" event for faculty members to dive into our library's resources and services. Professor Shams Rahman, Vice Chancellor, EWU inaugurated the celebration. During the

"Meet and Greet" event, Professor A. K. Enamul Haque, Dean, Faculty of Business and Economics, Dr. Farzana Akhter, Dean, Faculty of Liberal Arts and Social Sciences, the department Chairpersons and faculty members were present. Dr. Dilara Begum, Chairperson, Department of Information Studies, and Librarian (In-Charge) highlighted the library's innovative steps. Additionally, an award ceremony to honor the outstanding library users of 2024 was conducted on 07 February 2024. Professor Dr. Mohammad Ashik Mosaddik, Pro-Vice Chancellor of EWU, graced the event and handed over the prize to the winners.



Dr. S. R. Lasker Library Celebrated National Library Day 2024

Celebration of Open Education Week



Dr. S. R. Lasker Library celebrated Open Education Week 2024 on March 4-8. The week features achievements and contributions to open education from around the world, providing educators, practitioners, and students with opportunities to deepen their understanding of open educational practices.

IEEE Authorship & Xplore Training Session 2024 at Dr. S. R. Lasker Library

Dr. S. R. Lasker Library arranged IEEE Authorship & Xplore Training Session on 27 May 2024 with the expert of IEEE Xplore database service providers. Pro-Vice Chancellor Dr. Mohammad Ashik Mosaddik graced the session as the

Chief guest, and Mr. Ranbir Sedhey, IEEE Client Service Manager, was the Guest Speaker. The session was arranged to increase awareness and optimize the use of the resources to enhance the quality of education and research.



IEEE Authorship & Xplore Training Session 2024 at Dr. S. R. Lasker Library, East West University

An Overview of Departmental Activities

Department of Business Administration

Departmental Activities

The MoU between Accounting Discipline of the Department of Business Administration, East West University and the Institute of Cost and Management Accountants of Bangladesh has been Extended for Another Five Years



The Accounting Discipline of the Department of Business Administration of East West University and the ICMA Bangladesh has mutually agreed to extend the existing MoU between them for a period of five years with new terms and conditions. The extended MoU was signed on February 6, 2024. The MoU was signed by Prof. Dr. Mohammad Ashik Mosaddik, Pro-Vice Chancellor of EWU and Prof. Dr. Md. Salim Uddin FCA, FCMA, President of ICMA Bangladesh.

Seminar On “Deglobalization to Decarbonization: A Comprehensive Review of Supply Chain Management”

Department of Business Administration organized a seminar on the transformative journey from Deglobalization to Decarbonization: A Comprehensive Review of Supply Chain Management on 27 February, 2024 at the Manzur Elahi Auditorium of the East West University.

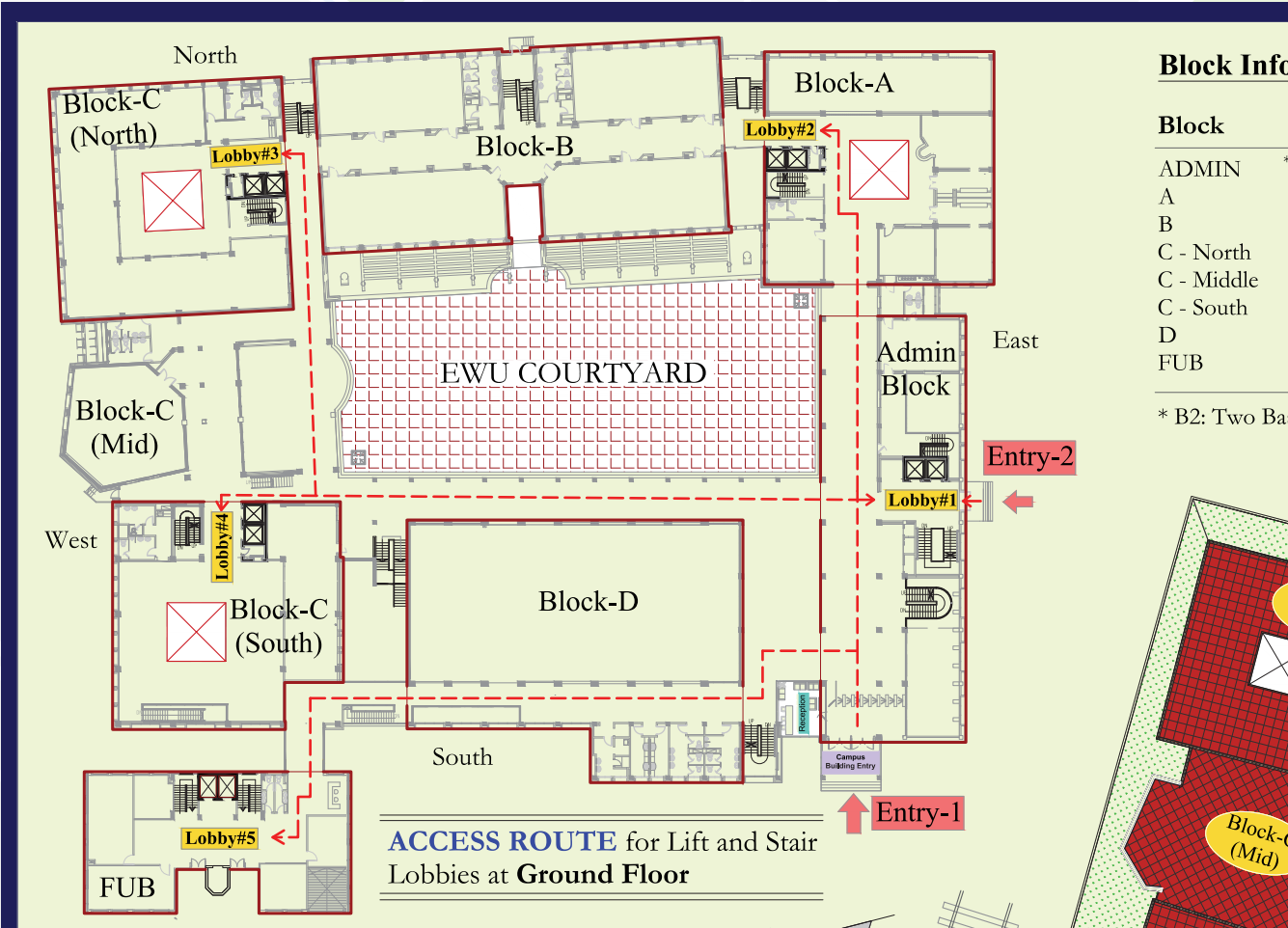
Professor Shams Rahman, Vice Chancellor, East West University, and Mr. Naquib Khan, President, Bangladesh Supply Chain Management Society and Country Head & Ambassador, University of Technology Sydney (UTS) in Bangladesh delivered a short speech. Professor Alan C. McKinnon shared the history, concerns, and significance regarding supply chain management.



Seminar on "Banking Career & HR Practices in Bangladesh"



Department of Business Administration organized a seminar entitled "Banking Career & HR Practices in Bangladesh" on 05 May, 2024 for the students enrolled in HRM301 (Human Resource Management) at the Lecture Gallery of East West University. Banking Industry Expert Mr. Mohammad Hasanuzzaman Begh, Senior Assistant Vice President, Senior Manager, People's Acquisition, Human Resources Division, Eastern Bank PLC, was the speaker.



Block Info

Block	Color
ADMIN	*
A	Red
B	Green
C - North	Blue
C - Middle	Yellow
C - South	Orange
D	Purple
FUB	Light Green

* B2: Two Bas

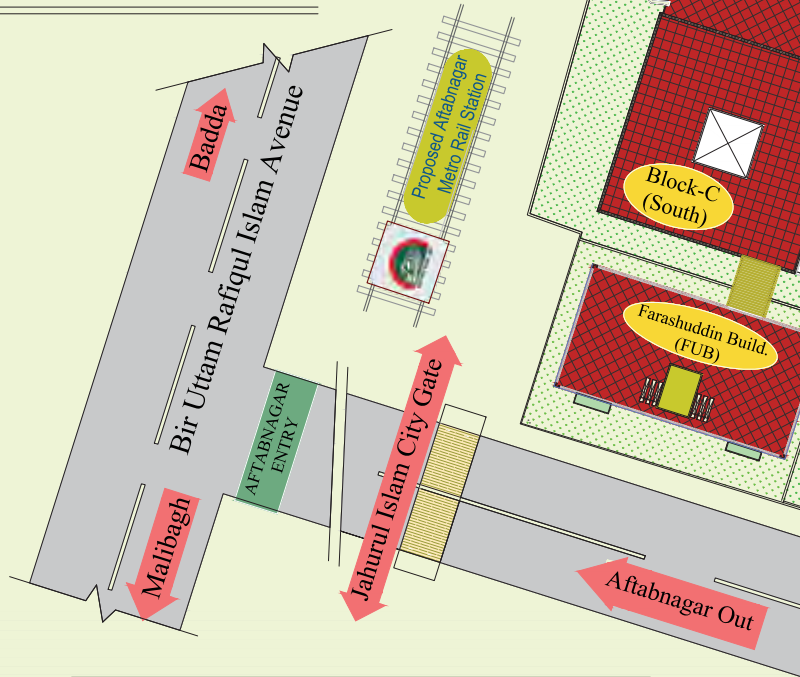
EWU CAMPUS MAP



East West University (EWU)
A/2, Jahurul Islam Avenue, Jahurul Islam City
Aftabnagar, Dhaka-1212, Bangladesh



View this map online at
<https://www.cwubd.edu/access-map>



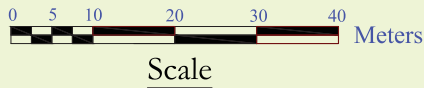
LOCATION MAP of East West University



Information

Floor	Block Connectivity
B2+GF+5	ADMIN to/from A (Connected to all floors, except 1 st and 5 th)
B2+GF+7	A to/from B (Connected to all floors, except 7 th)
B2+GF+5	B to/from C-North (Connected to all floors, except 5 th)
B2+GF+8	C-North to/from C-Middle (Connected to all floors, except 7 th and 8 th)
B2+GF+6	C-Middle to/from C-South (Connected to all floors, except 7 th)
B2+GF+7	C-South to/from D (No access)
B2+GF+2	D to/from ADMIN (Connected to all floors, except 3 rd , 4 th and 5 th)
B1+GF+9	FUB to/from C-South (Connected only to ground floor)

Abbreviations; GF: Ground Floor; 5: Five Floors above GF



ADMINISTRATIVE OFFICES

Name	Block	Floor
Chairperson, BOT	Admin	5 th
Chief Advisor	Admin	5 th
Vice Chancellor	Admin	4 th
Pro Vice Chancellor	Admin	4 th
Treasurer	Admin	2 nd
Registrar	Admin	3 rd

ACADEMIC SPACES

Office	Block	Floor
Dean Office	C (North)	GF
Business Administration	A	3 rd
Civil Engineering	C (South)	3 rd
Computer Science & Eng.	C (South)	5 th
Electrical & Electronic Eng.	C (South)	4 th
Economics	C (North)	2 nd
English	C (North)	1 st
Genetic Eng. & Biotech.	A	7 th
Information Studies	A	6 th
Law	C (North)	7 th
MBA & EMBA	C (North)	GF
Math. & Physical Sciences	FUB	9 th
Pharmacy	C (South)	6 th
Social Relations	C (North)	8 th
Sociology	A	6 th

SERVICE OFFICES

Name	Block	Floor
M.A.Mumin Admission Off.	Admin	1 st
Accounts Office	Admin	1 st
Bank Booth	Admin	1 st
Center for Research & Train.	Admin	1 st
Controller of Exam.	Admin	2 nd
Director of Finance	Admin	2 nd
Engineering & Maint. Dept.	Admin	B1
HR & Logistics	Admin	4 th
Information & Com. Services	Admin	3 rd
Internal Audit	Admin	2 nd
IQAC	D	1 st
Proctor Office	D	2 nd
Students' Welfare	Admin	2 nd

FACILITIES

Name	Block	Floor
Manzur Elahi Auditorium	D	GF
Canteen	D	B1
Common Room	D	B2
Computer Practice Lab	A	5 th
Dr. S. R. Lasker Library	B	5 th
Medical Center	D	1 st
Playground	D	B2
Prayer Room	A	GF
Reading Room	A	5 th

MISCELLANEOUS

Name	Block	Floor
Career Couns. Center Lobby	Admin	2 nd
Faculty Lounge	C (South)	GF
ICS Computer Lab	B	4 th
S.M.Nousher Ali Lec. Gal.	C (Middle)	GF
Razia Samad Lec. Gal.	C (Middle)	1 st
Jalaluddin Ahmed Lec. Gal.	C (Middle)	2 nd
Shelley A. Mubdi Lec. Gal.	C (Middle)	4 th
Reception	Admin	GF

Seminar on “FMCG Workforce Management Challenges and Remedies”

Department of Business Administration, East West University organized a seminar titled "FMCG Workforce Management Challenges & Remedies" as part of the MGT101 (Principles of Management) course for the Spring 2024 students. The seminar, held in the lecture gallery aimed to shed light

on the intricacies of managing Fast-Moving Consumer Goods (FMCG) workforce and strategies to overcome associated challenges. The guest speaker for the seminar was Mr. Md. Rafsan Kabir, Senior Territory Manager from the Customer Development Function (CDF), Unilever Bangladesh.



Research InFocus, Session 6: Seminar on “Impact of Manager’s Soft Skill Practices on Employee Job Performance Mediated by Employee Trust in RMG Sector of Bangladesh”

On March 7, 2024, Department of Business Administration organized its regular seminar series “Research InFocus, Session 6”. The seminar title was “Impact of Manager’s Soft

Skill Practices on Employee Job Performance Mediated by Employee Trust in RMG Sector of Bangladesh”. Assistant Professor Dr. Md. Atiqur Rahman Sarker was the speaker.

Guest Speaker Session 1 on "Practices on Loan Management of Bangladesh"

The first session of guest speaker series of spring 2024 organized by the Finance discipline, Department of Business Administration, East west University was on "Practices on loan management of Bangladesh" held on 14 May 2024 for the students enrolled in FIN 335 (Financial Market and Institutions), FIN 350 (Real Estate Finance) and FIN 380 (Management of Commercial Banks). Mr. Md. Abdul Mannan, Managing Director, Bangladesh House Building Finance Corporation (BHNFC) was the resource person.



Guest Speaker Session 2 on "Investment Management Techniques of Capital Market in Bangladesh"



The second session of Guest Speaker Series of Spring 2024 was entitled "Investment Management Techniques of Capital Market in Bangladesh." It was held on 19 May 2024 at the Lecture Gallery of East West University for the students enrolled in FIN 335 (Financial Market and Institutions), FIN 425 (Investment Analysis and Management). Mr. S. M. Ferdaus Hussain, an esteemed alumnus of East West University conducted the session. Mr. S. M. Ferdaus Hussain is currently serving as the Managing Director and CEO of SFIL Securities Limited.

Guest Speaker Session 3 on “Appraisal of Project Financing and Credit Analysis”

The Finance discipline of the Department of Business Administration hosted the third session of its Spring 2024 Guest Speaker Series on May 21, 2024. This session, titled “Appraisal of Project Financing and Credit Analysis,” was tailored for students enrolled in FIN 435 (Managerial Finance) and FIN 408 (Financial Analysis and Control).

Mr. Saddat, a distinguished expert in the corporate sector, was invited to share his insights on project financing and credit analysis due to his relevant industry experience and expertise. He is the Deputy Managing Director (DMD) and Head of Corporate at



Meghna Bank PLC, as well as the Director of Meghna Bank Securities Ltd.

Achievements of the Faculty Members

Dr. Farhana Ferdousi wins the ACBSP 2024 Teaching Excellence Award



Dr. Farhana Ferdousi, Professor and Chairperson, Department of Business Administration at East West University, Dhaka, Bangladesh, has been recognized as the distinguished recipient of the 2024 ACBSP Region 10 Teaching Excellence Award by the Accreditation Council for Business Schools and Programs (ACBSP). This prestigious accolade is

bestowed upon educators who demonstrate outstanding teaching prowess within the academic realm. She was presented with a crystal medallion at the ACBSP Annual Meeting held on June 27-29, in Miami, USA. Also, Dr. Ferdousi was elected as the Treasurer for the Executive Committee, ACBSP Region 10.

Professor Dr. Nikhil Chandra Shil, FCMA Appointed as Director of Sadharon Bima Corporation



Professor Dr. Nikhil Chandra Shil, FCMA appointed as Director of Sadharon Bima Corporation. The government of Bangladesh has appointed Professor Shil as Director in Professional Accountant category (Expert in Accounting and Auditing) under section 9 (1) (JA) of Bima Corporation Act 2019 for three years.

Industrial Tour at Akij Group



The industrial tour of Akij Food and Beverages made a significant impact on the students of MGT 480. It provided valuable insight into the operations of the industry, offering firsthand experience to the students. 260 students and 15 faculty members participated. This direct observation of the production line offered the participants a unique perspective on efficient manufacturing practices and quality control procedures integral to the food and beverage industry.

Study Tour of the Students of MKT408



As part of the coursework for International Marketing (MKT 408), the Department of Business Administration organized a study tour for 75 students to Akij Bakers Ltd., a subsidiary of Akij Group, located in Tongi. Akij Bakers Ltd. is one of the largest and most advanced factories in Bangladesh. On May 18, 2024, students had the opportunity to observe the inner workings of the factory.

MBA & EMBA Programs

Departmental Activities

Seminar on “Decoding Management for Organizational Excellence”

The MBA & EMBA Programs organized a research seminar titled “Decoding Management for Organizational Excellence.” The seminar was held on 7 May 2024 at Nousher Ali Gallery. The seminar explored crucial aspects of soft skills, professional etiquette, and networking strategies which are essential for thriving in the corporate sector. The seminar featured Mr. Nazran Kabir, AVP & Senior Manager, People’s Acquisition at Eastern Bank PLC. as the guest speaker.



EWU MBA Club Visits Kohinoor Chemical Company Bangladesh Limited



MBA Club arranged an industrial tour to the Kohinoor Chemicals Factory on February 24. 22 MBA and EMBA students took part in this informative industry visit. During the tour, Kohinoor Chemicals offered extensive insights into their operations.

Industrial Visit at PRAN Industrial Park (PIP), Palash, Narsingdi

MBA Club of East West University organized Industrial Visit to PRAN Industrial Park (PIP), PRAN-RFL Group, Bagpara, Palash, Narshingdi on Saturday, May 18, 2024. As a part of the regular student development program under the industry-academia collaboration, 38 MBA-EMBA students went on to visit 8 different factories in PIP to get practical insights about the plant operations, raw material sourcing, production processes, quality control, and storage and shipment procedures of the products. The visiting team was acquainted with the practical learning and was briefed by the PRAN-RFL Group officials.



Department of Computer Science and Engineering

MoU with Retail AI Inc.

Retail AI Inc., a leading innovator in retail technology based in Japan, signed a Memorandum of Understanding (MoU) with the Department of Computer Science and Engineering at East West University. The partnership is concentrating on a number of important initiatives in order to meet this goal. First and foremost, it seeks to develop talent by means of internship



Japan's Retail AI Inc. and EWU collaborate for knowledge exchange and talent development

opportunities and recruitment initiatives. Secondly, efforts are focused on educating faculty members and students about cutting-edge technologies and industry trends

through seminars, workshops, and other events. Finally, the partnership also aims to offer employment opportunities in developing fields and scholarships to worthy applicants.

Guest Lecture Session on AI



Distinguished professors gathered at the EWU seminar to explore solutions in Enterprise AI

Department of CSE hosted a guest lecture session for CSE366 course on “Enterprise AI – Solving High-Value Business Problems”. Vice Chancellor Professor Dr. Shams Rahman graced the occasion as the chief guest. The event featured guest speakers Mohammad Oli Ahad, Founder of Intelligent Machines, and Ahnaf Hossain Rafi, Senior AI Engineer.

Two-day Long Workshop on Robotics

On April 19-20, 2024, Robotics Workshops provided 93 students valuable knowledge about Line Following Robots and RoboSoccer. Many students showcased their projects. This event has set a solid foundation for future explorations in robotics.



Innovating the Future: Robotics Workshop



CSE Department Annual Picnic 2024

On February 24, 2024, Department of Computer Science and Engineering (CSE) hosted its annual picnic at the enchanting Rupsha Resort in Gazipur. With an impressive attendance of 700 participants, including students and faculty, the event placed a strong emphasis on fostering unity and camaraderie within the university community.

CSE FEST 2024 is an annual festival organized by the Department of Computer Science and Engineering. The festival aims to promote innovation, creativity, and teamwork among students.

With participants from numerous institutions, the event was a significant gathering for the future leaders in science and technology. The fest included innovative contests like Robosoccer and Line Follower where the students were encouraged to showcase their skills by building accurately running prototypes to compete against each other.



Professor Dr. Mohammed Farashuddin has inaugurated the CSE fest



CSE FEST 2024

Academia and Industry attachment field trip Spring 2024

On May 16, 19 and 21, 2024, 34 students from the CSE366 Artificial Intelligence visited Astha IT Research and Consultancy Ltd to gain a deeper understanding of the IT industry. Students learned about the company's innovative projects, the latest technologies in use, and potential career paths in IT.



Industry attachment field trip I

RobiDatathon 3.0



Alfe Suny, Tahzib-E-Alindo, MD Fahim, Md. Shafayat Hossain, and Rizvee Hassan Prito from the CSE department secured a position in the top 20 in RobiDatathon 3.0. Their creative data analytics skills were on full display during the competition hosted by Robi Axiata Limited, Bangladesh.

Department of Electrical and Electronic Engineering

Departmental Activities

Department of EEE, East West University and IEEE Electron Devices Society/Solid-State Circuits Society Bangladesh (IEEE EDS/SSCS BD) Joint Chapter co-hosted a day-long photovoltaics (PV) networking session and IEEE Distinguished Lecture on March 4, 2024. A total of 61 researchers and faculty members from various universities across Bangladesh, and engineers, executives and managers from several institutions (IDCOL, SREDA, giz, solshare, Huawei, Solarland, etc.) participated.

Department of EEE submitted the updated course curriculum as per the OBE curriculum description to UGC.

Professional Activities by the Faculty Members

1. **Khairul Alam** serves as the editor for IEEE Transactions on Electron Devices. He is also the reviewer for IEEE Journal of Exploratory Solid-State Computational Devices and Circuits.

2. **Fakir MASHUQUE Alamgir** reviewed two papers for *the Scientific Reports* of Springer Nature and for the *International Journal of Intelligent Robotics and Applications* of Springer Nature.

3. **Farhana Parveen** reviewed 2 papers for MDPI Sensors and 1 paper for MDPI Telecom.

Seminar on "Let's Talk About Career Development"

On March 10, 2024, the IEEE East West University Student Branch hosted a compelling event on "Career Development". The session served as a comprehensive guide for undergraduates, offering invaluable insights into navigating the professional landscape and honing essential skills for their chosen career paths. The distinguished speakers who graced

the occasion with their expertise and wisdom were SK. Amreen Aktar, an esteemed alumna of EWU and Country Lead & Senior Manager, Supply Chain at Foodpanda Delivery Hero and Shahrin Jannat Nuhash, another alumni of EWU, serving as the Business Development Manager at Huawei Digital Power.



Collaboration Agreement Signed with Ulkasemi for the "VLSITHON 2.0" National Competition



The IEEEEWU Student Branch has signed a collaboration agreement with Ulkasemi for the upcoming VLSITHON 2.0, the nation's biggest VLSI competition. This partnership will enable the undergrad students of EEE learn new things.

Department of Social Relations

Celebration of World Health Day 2024

Department of Social Relations celebrated World Health Day 2024 by organizing a poster presentation on this year's theme, "My Health, My Right." On April 30, 2024, the students of the course "POP 201: Health Challenges of Adolescents and Youths" prepared posters as part of their course activities.



Seminar on “Sexual and Reproductive Health Awareness Day 2024”

Department of Social Relations held a seminar on “Sexual and Reproductive Health Awareness Day 2024” on February 12, 2024. Professor Dr. Md. Mobarak Hossain Khan, Chairperson of the Department, chaired the event. Dr. Halida Hanum Akhter, Senior Associate, International Health, Johns Hopkins University, and Dr. Marzia Zaman Sultana, Senior Lecturer at East West University, were the speakers. Dr. Halida Hanum Akhter is a renowned reproductive health epidemiologist. Recently, she was awarded the "G-100 Lifetime Achievement Award" and "The Begum Rokeya Padak 2023."



Dr. Halida Hanum Akhter is giving a speech on "Sexual and Reproductive Health Awareness"

Guest Lecture Series

The following guests were invited to speak to the students of various courses throughout the spring semester of 2024:

Dr. Md. Taherul Islam Khan

Director, Bangladesh National Nutrition Council (BNNC) under MoH&FW
Topic: Health and nutrition
Course: POP201 - Health challenges of adolescents and youths

Dr. Julia Ahmed

Chairperson, Board of Trustees, Acid Survivor Foundation of Bangladesh.
Topic: Reproductive and sexual health
Course: POP201 - Health challenges of adolescents and youths

Ishtiaq Tasnim Ibne Haque Joy

faculty, Genesis Online University
Topic: Male and female reproductive system
Course: POP201 - Health challenges of adolescents and youths

Shamarukh Kabir

Physician Associate, Psychplus, Texas, USA
Topic: Social science in the medical field
Course: PPHS106 - Introduction to Social and Behavioral Science

Picnic



DSR Annual Picnic 2024

Department of Social Relations organized the annual picnic on March 9, 2024, at the Monpura Resort and Picnic Spot, Latifpur, Gazipur. More than 150 participants including faculty members, staff, and students joined the event.

Field Trip

A field trip was organized for the students of PPHS204: Quantitative Research Methodology on May 11, 2024. The students were taken to Shitarampur Village in Gopalganj District. The primary aim of the trip was to provide students

with practical experience in conducting quantitative research, encompassing various stages from questionnaire development to data collection to data management.



Department of

English

/// Departmental Activities

Department of English, one of the largest departments at East West University, takes pride in its continuous contribution to research and publication with a view to upholding the mission and vision of the university. In the last six months, the faculty members from the Department of English have shared more than 20 research papers in both national and international journals and conferences. Besides, a remarkable number of the faculty members from the department have chaired different sessions in both national and international conferences.

Seminar Series



Dr. Md Shaiful Islam, Assistant Professor, Department of English and Modern Languages, Independent University Bangladesh (IUB), gave a seminar series lecture on "Self-regulated Learning in Language Education: The Use of Strategies" on 7 March, 2024.

Arifa Ghani Rahman, Associate Professor and the Head of the Department of English and Humanities, University of Liberal Arts Bangladesh (ULAB) gave a seminar series lecture on "Women in the Humanities: Equity and Equality in Academia" on 16, May 2024.

Writing Center Activities



Wordsmith 2024: A Celebration of Creativity

The Writing Centre of the Department of English organized a creative writing competition on May 9, 2024. Over a hundred students from the Departments of English, Computer Science and Engineering, Business Administration, Genetic Engineering and Biotechnology, Population and Public Health Sciences, and Economics participated, showcasing their skills in storytelling, poetry, music and art. The event concluded with captivating musical performances by students of the Department, creating a lively and enjoyable atmosphere.

Annual Picnic

Department of English organized its “Annual Picnic 2024” at Chuti Resort on March 9, 2024. The event brought together 300 participants including students, alumni, and faculty members and staff. Professor Dr. Farzana Akhter, Dean of

Faculty of Liberal Arts and Social Sciences, and Dr. Akhter Jahan, Chairperson Department of English, graced the occasion with their presence.



Achievements of the Faculty Members

Achievements of the Faculty Members

Syeda Nadia Hasan, a senior lecturer in the department, was awarded the Doctor of Philosophy in Literature on May 18 2024 by the University of Texas at Dallas. Her dissertation title is *The Enchantment of Embodied Living: Aesthetic Engagement and Modernity in Contemporary British Fiction*. She was also awarded the UTD Bangladesh Student Organization Scholarship in 2023 and the Nina and Thomas Lambert Scholarship in 2024.

Monisha Biswas, a senior lecturer in the department, has accomplished an OPEN (Online Professional English

Network) certificate course titled “Teaching and Developing Academic Writing” from Iowa State University. She was nominated by the U.S. Embassy for the two-month long course (April 9, 2024- June 3, 2024). The course was sponsored by the U.S. Department of State with funding provided by the U.S. government and administered by FHI 360.

Sollika Akter, a lecturer in the department, has recently participated in the Winter 2024 term of professional development courses as a part of the Online Professional English Network (OPEN) program sponsored by the U.S. Department

of States, funded by the U.S. government and administered by FHI 360. She completed “Creating and Implementing Online Courses”; it was provided by Arizona State University.

Dr. Akhter Jahan, an associate professor and the Chairperson of the department, conducted a two-day long teacher training for secondary-level school teachers from June 7 to June 8, 2024, in Mymensingh. 27 selected secondary English teachers participated in that event. The U.S. Embassy

in Dhaka sponsored the training, and the Bangladesh English Language Teachers Association (BELTA) and Language Proficiency Center (LPC), Dhaka arranged the program in collaboration with the Secondary Teacher Training Institute (STTI), Mymensingh. Her co-trainers were Prof. Dr. Zulfeqar Haider, Senior Curriculum Specialist from NCTB, and Mr. Harunur Rashid Khan, Associate Professor (Adjunct) from BRAC University.

Students' Activities

Jahra Anjum Won the Best Campus Ambassador Award at DUNMUN 2024 Conference



Jahra Anjum from the Department of English, EWU won the Best Campus Ambassador Award at the Dhaka University Model United Nations Conference DUNMUN 2024. This 11th edition of DUNMUN marked a historic moment by introducing the Best Campus Envoy Award for the first time, and Anjum's achievement set a new milestone. She led a delegation of 31 members from East West University to the conference.

Study Tour

On March 6, 2024, the students of MA in English studying the course “From Media to New Media” went on a study tour to Bangladesh Betar. The field trip was organized under the supervision of the course instructor, Professor Dr. Fahmida Akhter. Its objective was to provide students

with an understanding of the developments and technological breakthroughs that have influenced radio transmission in the digital age. They also had the chance to engage with the crew, observe the production process of radio programs, and learn more about the daily activities of the radio station.



Seminar on Climate Change



Distinguished guests on Climate Change and Civil Engineering seminar

Department of Civil Engineering organized a seminar on April 23, 2024, titled "Climate Change Issues and Challenges in Bangladesh from Civil Engineering Perspective". Professor Dr. Ainun Nishat, an eminent expert on water resources and climate change, elucidated climate change and its global impact, particularly on food production and Bangladesh's seasonal shifts. The seminar was graced by the presence of the Vice Chancellor Professor Dr. Shams Rahman.

Seminar on Steel Production Technology

Department of Civil Engineering hosted a seminar on "Quantum Electric Arc Furnace Technology in Steel Production". The resource person was Dr. Engr. Talukder. Engineers from GPH ISPAT discussed the features and environmental sustainability of GPH Quantum B600C-R and B600D-R rebar technology. A captivating quiz competition engaged the students. The winners got a chance of a two-day factory visit to GPH ISPAT.



Seminar on GPH Ispat B600C-R and B600D-R rebar technology

Industrial Visit to the "DasherKandi Sewage Treatment Plant"



Industrial Visit to The "DasherKandi Sewage Treatment Plant"

On May 8, 2024, 58 students from the Department of Civil Engineering visited the DasherKandi Sewage Treatment Plant (SWTP) in Treemohoni, Dhaka. This SWTP is the largest in South Asia, serving nearly five million Dhaka City residents daily. Students learned a lot about the plant's technical issues. The visit was organized by the East West University Civil Engineering Club and was supervised by Dr. Khondoker Al Sabbir Billah.



Training on Field Surveys for CE103 Students

EWU Civil Engineering Department organized the first and second field surveys of Spring 2024 for "Surveying and Introduction to GIS" (CE103) on April 20 and May 25. Dr. Khondokar Billah, Eng. Rizwane Muztaba and three lab officers supervised survey sessions.

The Runner-Up Position in the Football Fiesta 2023

The EWU Sports Club organized a football tournament called "Football Fiesta 2023" in which all departments of EWU participated. This event took place at the Nutmeg Field in Natunbazar. Department of Civil Engineering (CE) team advanced to the final after a series of commendable performances. In a highly competitive match, the CE team became runner-up.



Civil Students of EWU Showcased Innovative Solutions at BUILtech Fest 5.0 at KUET



Students from the Department of Civil Engineering excelled at the BUILTECH Fest 5.0 hosted by Khulna University of Engineering and Technology (KUET) on February 29, 2024. Team 3R presented "Recycling of Cigarette Butts in Concrete and Asphalt Concrete," for eco-friendly construction materials. Team Red Fort introduced "Sustainable Rooftop Green Technologies for Innovative Land Use Management," focusing on rooftop gardening and renewable energy. Judges praised both projects for addressing contemporary challenges creatively.

Civil Engineering Students in Annual Picnic 2024

The CE Department enjoyed its annual picnic at Nijhum Polli Resort, Purbachal on March 9, 2024. It was organized by the EWU Civil Engineering Club (ECEC). The chairperson of the Department of Civil Engineering Dr. Naimul Haque graced the event by his presence.



Seminar on Unveiling the Political Economy of Bangladesh's Garment Workers



Department of Sociology organized a thought-provoking seminar titled "The Political Economy of Paid Work: Bangladesh's Readymade Garment Workers" on May 5, 2024. Professor Dr. Mohammed Farashuddin, Chief Adviser and Founder Vice Chancellor of East West University and Former Governor of Bangladesh Bank, chaired the session.

Dr. Deepa Joshi, Gender and Inclusion Lead at the International Water Management Institute (IWMI) and CGIAR Research Program on Water, Land and Ecosystems (WLE) from Sri Lanka, graced the occasion as the Chief Guest. Her insights shed light on the pivotal role of the garment industry in Bangladesh, particularly in providing livelihoods to numerous women, thereby serving as a potential driver for development.



Annual Picnic at Rain Forest Echo Resort

On March 1, 2024, Department of Sociology hosted its annual picnic at the Rain Forest Echo Resort in Gazipur. The event was a resounding success, filled with laughter, entertainment, and camaraderie.

Achievements of the Faculty Members

Best Presenter Award Received at "NERPS Conference-2024"

Dr. Mumita Tanjeela received the best presenter award at the "Network for Education and Research on Peace & Sustainability (NERPS) Conference-2024" held at Hiroshima University, Japan





Field Visit to the Liberation War Museum

On May 18th, 2024, Department of Sociology organized a day-long field visit to the Liberation War Museum, Agargaon, Dhaka. Students enrolled in SOC 101 (Introduction to Sociology), and SOC 106 (Historical Sociology) participated.

The field visit was supervised by Dr. Mumita Tanjeela, Dr. Rasel Hussain, Md. Helal Uddin, and Ruma Parvin. Through the visit to the Liberation War Museum, students got the opportunity to have knowledge on the valiant struggle of the Bengali people for democratic and national rights.

Achievement of the Students

A good number of students from the Department of Sociology secured merit positions with scholarships for admission to the MA in Sociology program through a competitive assessment for the academic year 2024-2026 at South Asian University, New Delhi, India. The students are Khaingnoe Ching (1st Merit Position), Abdullah Al Nahian (2nd Merit Position), Imtiaz Ahmed Siddik (3rd Merit Position), Jobeda Akter Rini (4th Merit Position), and Nur A Habiba Mukta (10th Merit Position).

Nur A. Habiba Mukta has also been awarded the prestigious Erasmus Mundus Masters Scholarship in "Public Health in

Disasters" for the 2024-2026 session, sponsored by the European Union.

Azmam Tanjim has secured fully funded admission with a Graduate Teaching Assistantship in the Master's program in Sociology at Western Michigan University (WMU), United States of America for Fall 2024.

Ariz-Un-Elma has been admitted to the Asian Institute of Technology in Thailand for an MA program in "Development and Sustainability" with the AIT Scholarship for the 2024-2026 academic year.

ACHIEVEMENT OF THE STUDENTS



Khaingnoe Ching



Abdullah Al Nahian



Imtiaz Ahmed Siddik



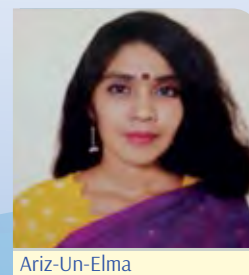
Jobeda Akter Rini



Nur A Habiba Mukta



Azmam Tanjim



Ariz-Un-Elma



East West Economics Research Conclave

Department of Economics organized its 3rd research conference entitled “East West Economics Research Conclave 2024” on March 1-2, 2024 in hybrid mode. The inaugural session started with the inaugural speech of Professor Dr. Shams Rahman, Vice Chancellor, East West University. The session chair was Professor Mohammed Farashuddin, Chief Adviser, East West University. Professor Alan C. McKinnon, PhD, Kuehne Logistics University of

Hamburg, Germany delivered the Keynote speech on the Role of Logistics in Climate Change. The two-day conference consisted of four sessions covering fifteen papers in total and two plenary sessions. Former Minister of Planning, Muhammad Abdul Mannan MP, graced the concluding session as the chief guest, and Professor Dr. Mohammed Farashuddin, Chief Adviser, East West University was the special guest.

Annual Picnic 2024



Department of Economics proudly held its annual picnic on March 9, 2024, at Shilpikunjho Resort. Students, alumni, and faculty members joined the picnic.

Field Trip for ECO353 Students

Under the supervision of Professor Dr. A.K. Enamul Haque, students of ECO353 (Blue Economics) went on a field trip to Cox's Bazar on February 20-25, 2024. 77 students were divided in more than 20 small groups to interact with

the different cohorts of locals such as tour operators, tour guides, street vendors, beach entertainers, shop owners, restaurant owners etc. to know about the life, livelihood and challenges of the people involved in this sector.



Field Trip for ECO353 Students

Entrepreneurship Development Centre (EDC)

Departmental Activities

Field Visit to Magura

On behalf of the Entrepreneurship Development Centre (EDC), Mr. Mustaqim Muhib Haque, completed a field visit to Beroil Polita union of Magura district (during March 6-8, 2024). The purpose of trip was to offer mentorship and research assistance to PGDED graduate Mohiuddin M. Zahangir, who won the 1st prize in the “2023 Business Plan Competition” for his agrotech venture Agro Aid Co.



EDC Launches “Entrepreneur Talks”

The EDC organized its first “Entrepreneur Talks” session on May 23, 2024. The invited speaker was Ms. Sabira Mehrin, Founder and CEO of Wander Woman, who opened the world of safe travel for Bangladeshi women. Ms. Mehrin is recognized by prestigious awards such as the Diana Award,

the Women in Leadership (WIL) Inspiring Women Award. In her speech, she emphasized the importance of proactively “taking the leap” in transforming one’s idea into reality. Faculty members, students and staff members from various EWU departments and offices attended the session

Fourth Personal and Professional Development Conference Hosted by Department of Information Studies



Department of Information Studies along with EWU Information Club and Workforce and Skills Development Agency (WSDA), New Zealand, jointly organized the 4th Personal and Professional Development Conference (PPDC) on 17 May 2024. The conference was divided among seven core sessions focusing on critical aspects of personal and professional development. The distinguished speakers for the sessions were Ahmed Bari, Life Coach and VP & Dean of WSDA New

Zealand and Sarah Best, Communication Coach at WSDA New Zealand along with many others.

The day-long conference commenced with the inaugural ceremony graced by the Guest of Honor Professor Dr. Mohammad Ashik Mosaddik, Pro-Vice Chancellor, East West University and the closing ceremony was graced by Professor Dr. Shams Rahman, Vice Chancellor, East West University.

Guest Lecture on “Records and Archives Management”

Department of Information Studies hosted a guest lecture on 21st May 2024 at S. M. Nousher Ali Lecture Gallery. Md. Jalal Uddin, the Deputy Director of the Department of Archives and Library, presided over the session. The lecture was part of the Records and Archives Management course. He talked about the collection, selection, and preservation method of National Archives of Bangladesh.



Trilateral Meeting among Department of Information Studies (EWU), Universitas Islam Negeri Sunan Kalijaga Yogyakarta and Universitas Islam Negeri Ar-Raniry Banda Aceh

A trilateral meeting among Department of Information Studies, (EWU), Universitas Islam Negeri Sunan Kalijaga Yogyakarta and Universitas Islam Negeri Ar-Raniry Banda Aceh was held at Yogyakarta, Indonesia. The meeting agenda was how to increase collaboration among the participating institutions. An initial proposal was discussed to prepare a MoU for promoting research and collaboration among these

organizations. Dr. Dilara Begum, Associate Professor and Chairperson, Department of Information Studies, East West University, Dr. Nurdin Laugu, Director, Department of Library and Information Science, Universitas Islam Negeri Sunan Kalijaga and Dr. Nazaruddin Musa from Universitas Islam Negeri Ar-Raniry Banda Aceh were present.

Excursion 2024

Department of Information Studies arranged a day-long excursion at Shamol Bangla Resort, Taranagar, Dhaka on 29 February 2024. Around 120 participants including the students and faculty members participated in the excursion program.



Achievements of the Faculty Members

Dr. Dilara Begum



Participation in International Conferences as an Invited Speaker

Dr. Dilara Begum, Associate Professor and Chairperson, Department of Information Studies, East West University, was invited as Invited Speaker by the C. H. Mohammed Koya Library, University of Calicut, Kerala, India and also in the 5th A-ICONICS Conference organized by the Faculty of Islamic Science of Kırıkkale University (Türkiye) and the Azerbaijan Institute of Theology (Azerbaijan).

Other Achievements

Dr. Dilara Begum has been selected as the Regional Editor for the prestigious journal Digital Library Perspectives (a Scopus-Indexed Q1 Journal). Dr. Dilara has also been selected as a Management Board Member of Press Institute Bangladesh (PIB), an autonomous organization under the Ministry of Information and Broadcasting.

Participation as a Keynote Speaker

Dr. Dilara Begum was invited as a Keynote Speaker during the celebration of National Library Day 2024 by the Department of Archives and Library, Ministry of Cultural Affairs, Government of the People's Republic of Bangladesh.

Students' Activities

Field Trip at National Archives of Bangladesh



Students enrolled in ISL301 and INF7204 courses, took part in a field trip at National Archives of Bangladesh, Agargaon, Dhaka. It was organized by the Department of Information Studies. A total of 56 students participated in the field trip guided by Rumana Rahman, Lecturer, Department of Information Studies, East West University.



Alumni of the Department of Information Studies Got a Job in Ahsanullah University of Science & Technology

Shahelee Barua Momo, Alumni, Department of Information Studies, East West University has recently joined as a Cataloguer in Ahsanullah University of Science & Technology Dhaka, Bangladesh.



Seminar on Endometriosis: It's Time to Know the Disease

Department of Pharmacy at East West University, in collaboration with The ACME Laboratories Ltd., organized a seminar titled "Endometriosis: Understanding the Disease" on March 7, 2024. Professor Dr. Mohammad Ashik Mosaddik, Pro-Vice Chancellor of East West University, was the Chief Guest; and

Professor Dr. Md. Amirul Islam, Chairperson of the Department of Pharmacy, East West University, chaired the session. Prof. Dr. Neaz T. Parveen, Head of the Department of Gynecology & Obstetrics at MARKS Medical College and Hospital and Senior Consultant at Impulse Hospital gave the keynote speech.

Two-Day Long Dental Campaign



Department of Pharmacy in collaboration with Pepsodent Bangladesh organized a two-day free dental campaign for all university members. The program's inauguration ceremony occurred on May 27, 2024. Professor Dr. Md. Amirul Islam,

Chairperson, Department of Pharmacy, presided over the event. Vice Chancellor Professor Dr. Shams Rahman and Pro-Vice Chancellor Professor Dr. Mohammad Ashik Mosaddik attended the ceremony as Chief Guest and Special Guest, respectively.

Four Weeks Training Session on Molecular Simulation



The computational molecular simulation committee at the Department of Pharmacy (EWU) concluded its month-long weekly training sessions on the use of ADMET and molecular docking tools. Interested students in their seventh semester during the Spring 2024 semester enrolled in this training program.

Professor Dr. Shasun Nahar

Participation in International Conferences as an Invited Speaker

Professor Dr. Shasun Nahar, Department of Pharmacy, East West University, was invited as an Invited Speaker at the BCSIR Congress 2023 organized by the Bangladesh Council of Scientific and Industrial Research (BCSIR). Besides, Dr. Nahar was invited as a distinguished speaker at the “World Forum for Women in Science: Envisioning Tomorrow: Science for the SDGs and New Partnerships for Sustainable Futures” held in Rome, Italy.

Appointed as Global Essay Competition Evaluator

Professor Dr. Shasun Nahar was appointed as an evaluator for the Global Essay Competition entitled “Young Voices in the Chemical Sciences for Sustainability” which was organized by the International Organization for Chemical Sciences (IOCD) in collaboration with the Royal Society of Chemistry (RSC).

Department of

Law

/// Departmental Activities

Department of Law Organized the Fourth Edition of the EWU Law Clinic Program

Department of Law organized the fourth edition of the EWU Law Clinic Program in the spring 2024 semester. Numerous sessions were conducted by judges of the Supreme Court and the District Courts of Bangladesh on the practice and procedure of civil, criminal, and family trials.



Seminar on “Practice and Procedure in Family Courts: A Judge’s Perspective”

Department of Law organized a seminar on “Practice and Procedure in Family Courts: A Judge’s Perspective” on March 8, 2024. Mr. Shapon Hossain, Assistant Judge, Family Court, District and Sessions Judge Court, Chapainawabganj, delivered the keynote address.

7th Workshop on Mooting and Advocacy Skills for EWU Law Students

The East West University (EWU) Moot Committee, which comprised Ms. Shamshad Bashar, a Lecturer in Law; Ms. Nadia Rahaman, a Senior Lecturer in Law; and Mr. Md. Pizuar

Hossain, a Senior Lecturer in Law successfully organized the 7th workshop on “Mooting and Advocacy Skills” at EWU on June 1, 2024. The event was attended by 75 law students.



Dr. Muhammad Ekramul Haque, Professor and Adviser, Department of Law, Dr. Nabaat Tasnima Mahbub, Assistant Professor and Chairperson, Department of Law, and Dr. Md.

Mehedi Hasan, Assistant Professor, Department of Law, graced the certificate giving and closing ceremony of the event.

/// Achievements of the Faculty Members

Nadia Rahaman

1. Appointment as a Member of Editorial Board:

Ms. Nadia Rahaman, a senior lecturer in the Department of Law at East West University, has been appointed as a Member of the Editorial Board for the International Journal of Human Rights Council in India. This journal is enrolled under the Ministry of Social Justice and Empowerment, Government of India.

2. Invited as an Adjudicator for the Philip C. Jessup, Russian National Rounds:

Ms. Nadia Rahaman, was invited to serve as an Adjudicator for Jessup Russia, the Russian National Qualifying Rounds of the Philip C. Jessup International Law Moot Court Competition, 2024. Held from February 11-12, 2024, the Jessup competition is renowned as the "World Cup" of moot court competitions. National qualifiers send top teams to advanced rounds in Washington, DC.

3. Achieved Best Presenter Award:

Ms. Nadia Rahaman, was awarded 'Best Presenter' for her paper on "Freedom of Expression and Media's Role in Effective Governance". This paper was presented at a seminar on "Freedom of Expression and the Role of Media: Reflections on the Commonwealth Latimer House Principles" organized by the Commonwealth Legal Education Association.



4. Achieved Best Paper Award:

Ms. Nadia Rahaman and Ms. Nabila Farhin, senior lecturers at the Department of Law, East West University, won the 'Best Paper' award for their work titled "To the Stars and Beyond: A Comparative Legal Analysis of Space Governance between Bangladesh and India". This accolade was presented at the 5th Annual International Conference on Comparative Law, jointly organized by the School of Law at Amity University, Noida, and Edith Cowan University, Australia, held from February 9-10, 2024.

5. Awarded Research Grant:

Ms. Nabila Farhin and Ms. Nadia Rahaman, senior lecturer, Department of Law, East West University received a research grant from Rule of Law Collaborative, University of South Carolina, USA for a research project on "Empowering Workers for Justice: Legal Framework Review".

Ali Mashraf

Participation as an Invited Speaker

Ali Mashraf was invited to deliver a lecture titled "Public Interest Litigation & The Constitution of Bangladesh: Taking Stock of the Past, Assessing the Present & Predicting the Future" on February 13, 2024, at the Department of Law, University of Dhaka.

Participation as an Adjudicator in Student Competitions

Ali Mashraf was invited as an adjudicator by Jessup Guatemala to judge the Online Jessup Latin American Rounds on February 15, 2024. The Philip C. Jessup International Law Moot Court Competition, also known as the Jessup Moot or



The Jessup or The World Cup of Mooting, is the oldest and largest international moot competition in the world, attracting participants from almost 700 law schools in around 100 countries.

/// Students' Activities

/// **EWU Secured Fourth Position in the Bangladesh Qualifying Rounds of the 8th Philip C. Jessup International Law Moot Court Competition, 2024**

The team from the Department of Law secured the fourth position among 32 teams from different universities in the Bangladesh Qualifying Round of the Philip C. Jessup International Law Moot Court Competition 2024, held on 1-3 February 2024. They also received the third-best memorial award in the competition. The team was also qualified to participate in the international round in Washington, DC, the United States of America. The EWU team comprised oralists Ms. Radia Nowshin and Ms. Saima Haque, researcher Ms. Pospita Akter and coach Ms. Nabila Farhin, Senior



Lecturer in the Department of Law. They received their awards from Honourable Justice Naima Haider, Justice of the High Court Division of Bangladesh.

/// **East West University Team Won “Best New Team Award” in the Anti-Corruption Moot Court Competition 2023**



The East West University (EWU) Moot Court Team received the “Best New Team Award” in the Anti-Corruption Moot Court Competition 2023. This prestigious event was co-organized by the Transparency International Bangladesh (TIB) and the Dhaka University Moot Court Society (DUMCS). The team from EWU consists of four undergraduate law students: Sabbir Ahmmad (Oralist), K.M. Radhit Ahmed Snigdho (Oralist), Aysha Rahmat (Researcher), and Md. Asif Rahman (Intern Researcher). The team was coached by Mr. Md. Pizuar Hossain, Senior Lecturer from the Department of Law at EWU.

/// **2nd Prize in NSU Undergraduate Law Symposium, Spring 2024**

Sazida Rahman Khan, undergraduate student, Department of Law, East West University, won the 2nd prize in the NSU Undergraduate Law Symposium: Spring 2024.





Departmental Meeting with the Vice Chancellor

Vice Chancellor Professor Dr. Shams Rahman had a meeting with the faculty members of the Department of Mathematical & Physical Sciences on 25th April 2024. At that meeting, Professor Shams shared his valuable insights and plans to

improve different aspects of the department. The dean of the Faculty of Sciences and Engineering, the Chairperson of the Department, and the faculty members were present at the meeting.

Seminar on “Heat Transfer”

A seminar talk on “Heat Transfer” took place on 9th May 2024 at the MPS department. Md. Ziaur Rahman, a research fellow at the Department of Mathematics of the Bangladesh University of Engineering and Technology (BUET) gave a talk on “Sensitivity analysis of mixed convection heat transfer using response surface methodology”.

Achievements of the Faculty Members

Publication Reward for Professor Dr. Md. Fazlul Karim



Dr. Md. Fazlul Karim, Professor, Department of Mathematical and Physical Sciences received a publication reward from the university for his publication of a research article in a Q1 journal (International Journal of Thermofluids). The title of his published article is “A Numerical Investigation on Forced Convection Heat and Mass Transfer Performance in a Right Triangular Cavity”.

Seminar on Genome Editing

A seminar on Genome Editing took place on February 22, 2024. It was organized jointly by Bangladesh Academy of Sciences (BAS) and the Department of Genetic Engineering and Biotechnology of East West University. Distinguished panel of speakers (Prof. Dr. Md Tofazzal Islam; Major General (Rtd) Prof. Dr. Asm Matiur Rahman, and Dr. Munirul Alam) shed light on various aspects of genome editing and its implications for science and society. Pro-Vice Chancellor, Prof. Dr. Mohammad Ashik Mosaddek was the program chair.



Empowering Change: Plastic Pollution Awareness Outreach Program



On March 2, 2024, the University of Dhaka and East West University collaborated to combat plastic pollution through a student outreach program at East West University. The event featured Syed Manzur Elahi, Chairperson of East West University's Board of Trustees, as the Chief Guest, and included speeches by Professor Dr. Shams Rahman, Vice Chancellor, EWU and Air Cdre (Retd) Ishfaq Ilahi Choudhury, Treasurer, EWU. The closing ceremony was graced by Professor Dr. Mohammed Farashuddin, Chief Adviser and founder Vice Chancellor of East West University.

Research Facility Visit at the Bangladesh Reference Institute for Chemical Measurements

On 9th May 2024, 27 final semester students and two faculty members from the Department of Genetic Engineering and Biotechnology visited the Bangladesh Reference Institute for Chemical Measurements (BRiCM). The visit aimed at providing hands-on experience with sophisticated laboratory instruments and exploring potential research and career opportunities.





Achievements and Contributions of the Executive Development Center at East West University: A Summary of Phases and Future Outlook

The Executive Development Center (EDC) at East West University (EWU) has played a vital role in skill development, particularly in the Leather, Leather Goods, and Footwear sectors, through the Skills for Employment Investment Program (SEIP) and the Skills for Industry Competitiveness and Innovation Program (SICIP).

Under SEIP, the First Phase (Tranche 2) ran from December 12, 2017, to June 30, 2021, with a total fund of BDT 105,224,254. It achieved 89.3% certification with 75.4% job placement, with 64% working in the Leather and Footwear sectors. The Second Phase (Tranche 3) ran from June 2, 2021, to March 31, 2024, with a fund of BDT 87,830,200, achieving 87% certification, 76% job placement, and 60% of placed graduates working in the same sectors.

The EDC's total financial contribution to EWU for these phases amounts to BDT 44,490,086. This includes rent and utilities (BDT 29,468,550), IT items (BDT 6,291,884),

furniture and fixtures (BDT 1,018,212), electronic items (BDT 1,030,500), leather lab machines and software (BDT 1,225,815), and others (BDT 6,385,125).

Looking ahead, the SICIP (Third Phase) will run from July 31, 2024, to December 31, 2028, with a fund of BDT 182,424,800, aiming to train 480 individuals. Its objectives include developing an industry-aligned workforce, fostering innovation, and reducing dependency on foreign managers. The government will partially finance the construction of a new building at EWU with an estimated budget of BDT 242,160,175.

The Executive Development Center at East West University has made significant strides in workforce development through successful training, job placement, and contributions to the university. With the upcoming SICIP phase, the EDC is well-prepared to continue fostering innovation and industry collaboration for sustained economic growth.



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