

'Rise High Bangladesh' reaches Brac University

STAFF CORRESPONDENT

The export idea contest "Rise High Bangladesh" yesterday reached the capital's Brac University campus on the 12th day of its ongoing campaigning schedule.

A huge number of students participated in the daylong event starting at 10:00am beside the university cafeteria.

The programme venue was decorated with different banners and posters containing details of the contest.

The puzzle solving contest attracted a large crowd of students who were required to pick a clue card with information on a country, and had to guess the country. Successful participants were given prizes.

Despite their regular classes and examinations, a great number of students were seen approaching the venue with much enthusiasm, where the event's volunteers explained to them the objectives, incentives and rules of participation.

A participant, Nayan Ahmed, of economics department, said "I liked this contest and I may come up with ideas of RMG products."

Celebrated cricketer

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Tamim Iqbal was also present at the event, among others.

"This Rise High Bangladesh is a very good initiative to motivate youths to generate and provide export ideas, which could contribute to the economy of our country," said the cricketer.

"I am happy to attend the event with the youths as they are full of exuberance ..." he added.

The contest started on August 10 and will continue till September 10. Students can

register online and submit their export ideas.

Commending the initiative, Ivan Shafaat Bari, director of Office of Student Affairs at Brac University, said, "These ideas are important for a country's development."

Next rounds of the campaign will be held at North South University and East West University on September 5 and 6 respectively.

Bangladesh's leading English newspaper The Daily Star in association with Crown Cement launched the campaign aiming to encourage innovative export ideas of the country's youths.