

Editorial

The biggest EWU event of the 2009 summer semester was the Asian University Debating Championship (AUDC) that it organized during 14-19 May. 270 students of 29 universities from 10 countries of the continent participated in a championship that has been described by the Chair of the Executive Committee of AUDC as "the most efficient and well-organized tournament" in the competition's history. The AUDC was proof that EWU is now fully ready to be one of the leading universities of the region and to participate in extra-curricular as well as academic events internationally, whole-heartedly and impressively.

Truly, a university distinguishes itself not only through its academic programs but also through its extra-curricular activities. As this issue-and indeed every other issue of this newsletter-testifies, EWU faculty and students regularly organize a wide-range of such events every semester. Some of them relate to self-development and others to community work, some are inevitably academic in orientation while others are meant to foster creativity and inter-personal skills. We are happy to record these events and applaud the enthusiasm and initiative that they display.

We look forward to receiving your comments on the newsletter. We would like to improve and would like your input so that we can reflect East West University's progress comprehensively. Do write or contribute any which way you can.



Law Minister Barrister Shafiq Ahmed Handing Over the Championship Cup to the Ateneo De Manila Team.

East West University Asian Universities Debating Championship 2009



AUDC Press Conference at Sonargaon (from left -Dr. Anisul Huq Mr. Aly Zaker, Mr. Jalaluddin Ahmed Dr. Mohammed Sharif & Salman Hossain Beg)

East West University was the host and organizer of the 5th Asian Universities Debating Championship 2009 held in Dhaka during 14 - 19 May 2009. Over 270 students of 29 universities from 10 countries registered 68 teams to compete for the Championship trophy in this weeklong tournament. The participating countries represented included Bangladesh, China, India, Indonesia, Japan, Malaysia, Singapore, Sri Lanka, Thailand and the Philippines. The host country had a total of 10 teams taking part. There were 3 teams from IBA, Dhaka University, 4 teams from North South University and 1 team from BUET, Chittagong University and Stamford University.



DCA Vikram Conducting Adjudicators' Briefing Before Contest

Asian Universities Debating Championship (AUDC) is the largest debating congregation in Asia and the second largest in the world, after the World Universities Debating Championship (WUDC). The first AUDC tournament was held in The Philippines in 2005 as an offshoot of the then tournament of Asia, the All -Asian Intersersity Debating Championship (which started in 1993).



Inaugural Ceremony of EWU AUDC 2009 (from left- Mr. Jalaluddin Ahmed, Mr. Abdul Hamid Dr. Nazrul Islam. & Dr. M Sharif)

EWU won the bid to hold AUDC 2009 during the 4th AUDC 2008 hosted by International Islamic University Malaysia (IIUM). Two other institutes, De La Salle - College of Saint Benilde (CSB) Philippines, and Singapore Management University (SMU) were also contenders to host the 5th AUDC 2009. This was the first time that AUDC was held in any South Asian country. This indeed was a matter of pride and honor for the people of Bangladesh.



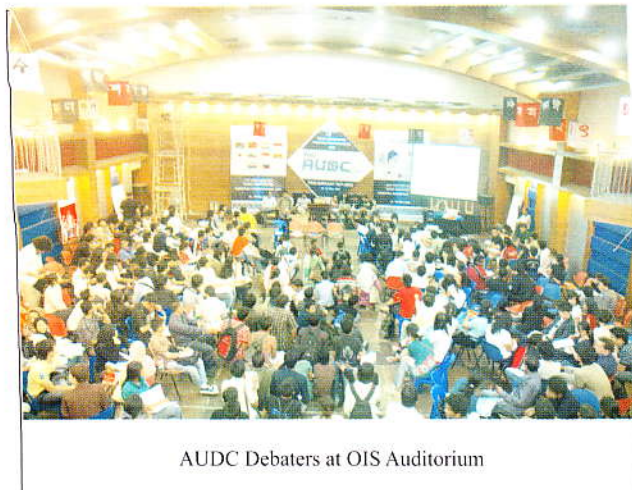
Chief Guest, Honourable Speaker of the National Parliament, Mr. Md. Abdul Hamid at the Inaugural Ceremony of AUDC

East West University formed three committees to organize the event. The Advisory Committee, headed by Mr. Jalaluddin Ahmed, President, Board of Directors, was the apex body of AUDC 2009. This committee was responsible for the overall guidance and preparations related to EWU AUDC 2009. The Management Committee, chaired by Professor Anisul Haque, supervised activities. The Organizing Committee of students was responsible for executing the event. Mirza Salman Hossain Beg was the Convener of the Organizing Committee.



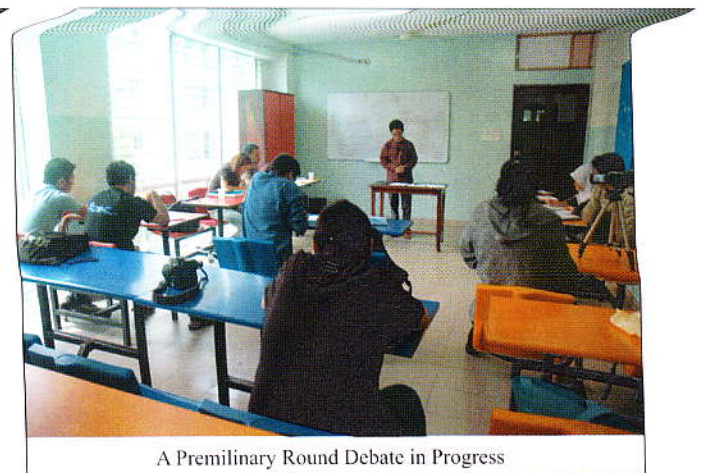
Cultural Show Organized by EPDC after the Inauguration Ceremony

The Inaugural Ceremony of the event was held on 14 May 2009 at the Ballroom of the Pan Pacific Sonargaon Hotel at 7:00 pm. Mr. Md. Abdul Hamid, Advocate, Member of Parliament and Honorable Speaker of the Bangladesh National Parliament, declared the tournament open. Professor Nazrul Islam, Chairman, University Grants Commission, was present as the Special Guest.



AUDC Debaters at OIS Auditorium

The tournament was divided into two parts. The preliminary rounds were held during 15 - 17 May 2009 at the Oxford International School (OIS), which was the Tournament Partner of EWU AUDC 2009. All the teams participated in the initial three-day long seven rounds of preliminary debate. Leading debaters across Asia performed impressively at the OIS Auditorium. Subjects like world economy, human rights, resource management and foreign policy created an atmosphere for students to bring in the latest issues. The top 16 teams of the preliminary rounds qualified for the Octo-finals, also known as the Breaking Rounds; 8 teams were selected for the quarter finals. The Breaking Rounds were held on 18 & 19 May 2009 at the Pan Pacific Sonargaon Hotel, which was the Accommodation Partner of EWU AUDC 2009.



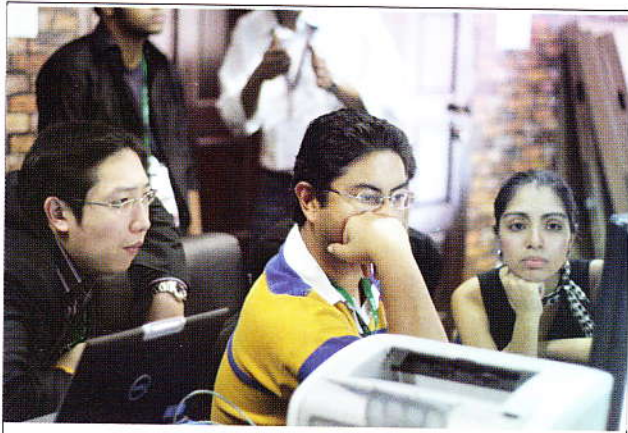
A Preliminary Round Debate in Progress

The finals were held on 19 May at the Pan Pacific Sonargaon Hotel, Dhaka. After a lively final debate session on the topic, "Emigration of the Best and the Brightest from Poor Countries to the First World Profits Both Countries", Ateneo De Manila University (ADMU) of the Philippines won the crown while Nanyang Technological University (NTU) of Singapore became the Runner Up. The Best Speaker's title went to Ang Wee Jiaa from the National University of Singapore. Among the 10 Bangladeshi teams that participated, IBA, Dhaka University, had the highest score. The EFL round was a separate contest held outside the core championship. The idea of this contest was to recognize the best teams who had not been provided an education in the English language.



Cheerful AUDC Participants During Preliminary Rounds

The Champion of EFL round was Universiti Teknologi MARA, Malaysia and the Runners Up was BINUS International University, Indonesia. The best debater award in this category went to Raj Kumar Narendra from the Runners Up team. Among the Bangladeshi contestants, only Chittagong University team made their way to the semi-finals of the EFL round.



CA Sharmila, DCAs Azrul & TJ, Awaiting Results

The Closing and Award Giving Ceremony was held on 19 May 2009 at 8:00 PM, also at the Ballroom of the Pan Pacific Sonargaon Hotel. Chief Guest of the Closing Ceremony, Barrister Shafique Ahmed, Honorable Minister, Ministry of Law, Justice & Parliamentary Affairs, Government of the People's Republic of Bangladesh, presented the prizes along with Dr. Hasan Mahmud, MP Honorable State Minister for Foreign Affairs, and prominent media personality Mr. Aly Zaker, who also enlightened the audience with their thoughts on the importance of debating.



AUDC Unity Meeting at EFES

"Debate is a battle of thoughts as well as opinions and ideas," The Honourable Minister of Law told the audience. He pointed out that logical discussions can resolve problems of society. "Great scholars from different periods in the history of mankind have always tried to find solutions through logical debates."

State Minister of Foreign Affairs, Dr. Hasan Mahmud, called on participants to utilize their talent for ensuring world peace, upholding human rights and easing poverty. Media personality Aly Zaker, the special guest, said the occasion was important as it had brought together the bright young minds of Asia in a festive atmosphere where they could learn and apply their skills and knowledge to test.

The concluding session also heard from AUDC executive committee chair Estelle Osorio who said "the 5th EWU AUDC was the most efficient and well-organized tournament in the competition to date".



From left - Mr. Sayeed Alam, Sharmila (CA)
Mr. Zubayer Alam, Mr. Latif (Tab)
Mr. Sadrul Huda, Azrul (DCA), TJ (DCA)
Mr. Omar Faruq, LP, Estelle (AUDC Chair)

President, EWU Board of Directors, Mr. Jalaluddin Ahmed, and Vice-Chancellor, Dr. Mohammad Sharif, presented crests to the chief and special guests. In their speech they expressed thanks to all concerned including AUDC council, the international participants, EWU students, faculty members and AUDC event sponsors.



Adjudicator Panel Judging the Final Debate

With a total budget of Tk. 6.5 million, EWU AUDC 2009 was the largest ever student event held in the history of Bangladesh. Approximately 20 English & Bengali newspapers and TV channels covered the proceedings of this event. 11 outdoor billboards from Saarc Fountain to Kakoli, Banani including the Farmgate main foot over-bridge, two newspaper ads and numerous radio announcements were sponsored by the media partners to publicize this event.

Oxford International School, Pan Pacific Sonargaon Hotel, Akij Food & Beverages, Arkay Multimedia Ltd., New Age daily newspaper, BD news24.com, Radio Foorti, Pink City by Xeno Valley Ltd. and Remex Corporation were among the sponsors of this event.



Participants at the AUDC Closing Ceremony

This tournament became a platform for exchanging ideas among the participants. It also helped uphold the image of Bangladesh internationally providing the young debaters of Bangladesh with the opportunity to witness a competition of international stature. Overall, the debate became an effective means of sharing knowledge and experience. It also helped the young debaters, future leaders of their countries, to nurture their knowledge and skill to the utmost level. In sum, this tournament raised the reputation of Bangladesh in terms of holding and organizing international tournaments at this level.



AUDC Council Chair, Estelle Osorio, thanking host EWU (from left Mr. Jalaluddin Ahmed, Dr. Hasan Mahmud, Barrister Shafiq Ahmed Mr. Aly Zaker and Dr. Mohammed Sharif)

Also, this year the two major debating forums of Asia, namely, AUDC and All Asians, came together to form United Asian Debating Championship (UADC). EWU is proud to have been the host of the event where this merger took place and thanks all concerned for its great success.

Participating Countries & Universities

Bangladesh

1. BUET
2. Chittagong University
3. Institute of Business Administration, IBA
4. North South University
5. Stamford University

China

6. Beijing University of Aeronautics and Astronautics
7. Beijing University of Technology
8. Huazhong Normal University
9. Wai Yan She FLTRP Institute

India

10. National Law School, India
11. West Bengal National University of Juridical Science
12. Xavier University

Indonesia

13. BINUS International University
14. Hasanuddin University (UNHAS)

Japan

15. University of Tokyo

Malaysia

16. International Islamic University, Malaysia
17. Multimedia University, MMU
18. Universiti Teknologi, MARA
19. University Tun Hussein Onn, Malaysia

Singapore

20. Nanyang Technological University
21. The National University of SPORE

Sri Lanka

22. University of Colombo

Thailand

23. Assumption University, Thailand
24. Mahidol University, International College

The Philippines

25. Ateneo De Manila University
26. De La Salle University, Malina
27. The University of the Philippines, Diliman
28. The University of the Philippines, Manila
29. Universiti Putra, Malaysia

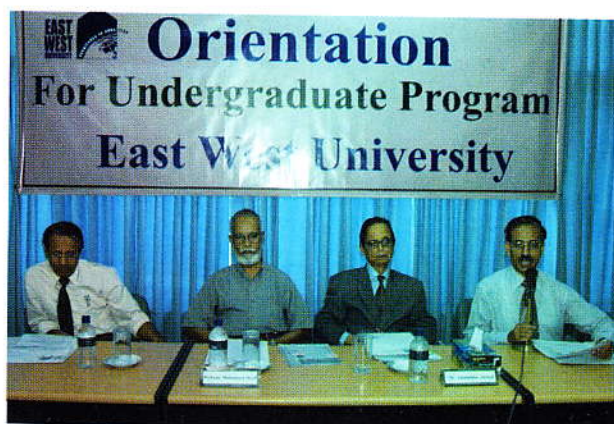
New Pro-Vice Chancellor of East West University



Eminent educationist, scientist, Professor of the Department of Clinical Pharmacy and Pharmacology, University of Dhaka, Dr. Muniruddin Ahmed, has been appointed as Pro-Vice Chancellor of East West University with effect from 11 May 2009 for a period of four years. Prior to his appointment as Pro-Vice Chancellor of East West University, he served as the Chairperson of the Department of Pharmacy of this university from January 01, 2009. Dr. Muniruddin Ahmed was born in Feni in 1952. He passed his B. Pharm (Hons) (1972) and M. Pharm (1973) examinations from the Department of Pharmacy, University of Dhaka, and stood first in the first class in both the examinations. He joined the Department of Pharmacy, University of Dhaka, as Lecturer in 1976. He did his Ph.D from Berlin Free University, Germany in 1982. He served as the Chairman of the Department of Pharmacy (1986-1989), Department of Clinical Pharmacy and Pharmacology (2003-2007) and Dean of the Faculty of Pharmacy ((1996-1999), of the University of Dhaka. Professor Ahmed was awarded many prestigious fellowships such as DAAD, JSPS and Alexander von Humboldt Foundation Post-Doctoral Fellowship during his research and teaching periods. For outstanding research contributions, he was awarded Hakim Habibur Rahman Gold Medal in 2001, A R Chowdhury Memorial Gold Medal in 1987 and University Grants Commission of Bangladesh (UGC) Award in 1991. He has published more than ninety scientific research articles in different reputed national and international journals. He is a prominent columnist and has published two books on health and medicine.

Professionally, he was elected General Secretary and President of Bangladesh Pharmaceutical Society and Pharmacy Graduates' Association. In addition, he served as the Vice President of the Pharmacy Council of Bangladesh for four years.

Undergraduate Orientation



The orientation program of the newly admitted students for Summer Semester 2009 in different undergraduate programs of East West University was held at the university premises on Wednesday, 13 May 2009

Mr. Jalaluddin Ahmed, President of the Board of Directors of the university, graced the orientation program as the chief guest. In his speech, Mr. Ahmed urged students to make the best use of the unique learning opportunities available at this university. A total of 668 students got themselves admitted in this semester in undergraduate programs in Business Administration, Pharmacy, Economics, Computer Science and Engineering, Electrical and Electronics Engineering, Electronic and Telecommunications Engineering and English.

In his concluding remarks, Professor Dr. Mohammed Sharif, Vice Chancellor of East West University, highlighted the existing infrastructure facilities, qualified faculty members in terms of quality, knowledge and experience, and availability of merit scholarship schemes of the university.

Colonel Shah Murtoza Ali (Retd.) Registrar, gave the welcome remarks. Professor Dr. Muniruddin Ahmed, Pro-Vice Chancellor of the University, also spoke on the occasion.

Graduate Orientation

The orientation program of the newly admitted students for Summer 2009 in different graduate programs of East West University was held at the university auditorium on 14 May 2009 at 5:30 p.m. Professor Dr. Muniruddin Ahmed, Pro-Vice Chancellor, East West University, graced the occasion as Chief Guest, while Professor Dr. Tanbir Ahmed Chowdhury, Dean, Faculty of Business and Economics, and Chairperson, Department of Business Administration, EWU, chaired the session.

A total number of 235 students enrolled in different graduate programs in Executive MBA, MBA, MBM, MS in Computer Science & Engineering, MS in Telecommunications Engineering and Master in Development Studies.



Professor Dr. Muniruddin Ahmed urged students to be well-equipped with proper education to become worthy citizens of the country. He mentioned that the University's efforts to support meritorious students coming from middle-class family have been commended. He also urged students to make the best use of the unique learning opportunities available at the University.

Professor Dr. Tanbir Ahmed Chowdhury, Dean, Faculty of Business and Economics and Program Chair, welcomed the newcomers and asked them to think of themselves as member of the EWU family. Due to the globalization the market is highly competitive now. To face the challenges, students need to learn the tools and techniques of business thoroughly, he added.

The Coordinator of Graduate Studies (MBA, EMBA & MBM), Professor Dr. Nazrul Islam, discussed the availability of generous merit scholarships and financial assistance schemes of the university. He stressed the maximum use of existing support facilities of the university by students. He also mentioned some important rules of the University in his speech.

Among others, Professor Dr. M. Ruhul Amin, Dean, Faculty of Sciences and Engineering, and Colonel Shah Murtoza Ali (Retd.), Registrar, EWU, spoke on the occasion. Mr. Tanvir Omer, President of MBA Club, spoke on behalf of graduate students. Ms. Munmun Jahan, an MBA student, gave a presentation on East West University. She enthralled new students with her impressive slideshow.



Blood Donation Program

EWU Rotaract club organized a day-long blood donation program at the campus on August 5, 2009 in collaboration with Quantum Foundation. Professor Dr. Mohhamed Sharif, VC EWU, and Professor Dr. Muniruddin Ahmed, Pro-VC EWU, were present on the occasion. A large number of students, faculties and university staff members participated in this voluntary blood donation program. Nearly, 200 bags of blood were collected by Quantum Foundation volunteers during the daylong event.

A new program titled MS in Applied Physics and Electronics (APE) from Fall 2009

This course is specially designed for physics graduates. However, graduates from other disciplines like Electrical / Electronic / Computer / Communications Engineering will find the program attractive since Applied Physics is in the interface between Physics and Engineering.

Applied Physics intends to connect what are conventionally considered "engineering" and "pure physics". The importance of Applied Physics in the development of technology and the broad scope of the advanced applied physics courses prepare graduates for a wide variety of stimulating and interesting careers. Applied physicists work on problems at the frontiers of knowledge, looking for new insights into the working of nature. They also tackle the challenging problems that arise in the application of physical ideas to industrial and engineering problems, to the protection of the environment, and to the utilization of new discoveries in other areas of human activity.

Demand for applied physics graduates worldwide has remained strong. They may be found anywhere from research and development to production and management

in every field of scientific endeavor: industrial productions, medical services, communications, scientific civil services and environmental control. Opportunities extend through all aspects of physical sciences and into various branches of engineering and technology where skills of the applied physicists are highly valued.

EWU Offering New Program (MPRHGD) from Fall 2009

A new program, Master of Population, Reproductive Health, Gender and Development (MPRHGD) is starting from Fall 2009.

The course is designed to develop human resources and expertise in collection, analysis and interpretation of population, reproductive health (RH) and gender statistics, integration of population, RH and gender concerns into development strategies and formulation, management, and evaluation of policies and programs, and addressing current & emerging population, RH, & gender issues.

Workshop on Social Change



The Institute of Hazrat Mohammad (SAW) and East West University launched a joint and collaborative program for engaging youths in community concerns as citizens of tomorrow through a workshop - 'Youth Ambassadors for Social Change' on 01 August 2009. The members of the Environment and Social Club of East West University, consisting of students from different faculties took part in a daylong introductory workshop that focused on the subject of youth leadership for addressing socio-economic and cultural issues that impact on individuals and the community. It was an interactive event that encouraged participants to think about their moral roles in addressing social issues like education, environment, health and poverty as a means of augmenting peace and harmony. The workshop was inaugurated by Colonel (Retd.) Shah Murtoza Ali, Registrar East West University, who applauded the organizers for their innovative approach

to developing youth leaders. The group work was moderated by young professionals, students, teachers and social workers from the two organizations for developing a multi-disciplinary approach towards creating a common language of understanding. The event decided to establish the paradigm of 'Youth Social Ambassadors' and form network and alliances within the country and region through selecting 16 leaders and support leaders for community action.

Professor Dr. Muniruddin Ahmed, Pro-VC, EWU, presided over the closing session, addressed the participants, and gave the vote of thanks. He reiterated the need for augmenting the attitudes and interests of the youth in the well-being of the community and stressed their active participation. As the Chief Guest, Lt. General (Retd.) M. Nooruddin Khan, Honorable President of the Institute of Hazrat Mohammad (SAW), lauded this collaboration efforts and pledged support on behalf of the Institute for future endeavors. The panel of speakers included Mr. Mohiuddin Jahangir, Ex-Ambassador of Bangladesh to the UN, and Advisor, and Dr. N. I. Khan, Director of the Institute of Hazrat Mohammad (SAW) respectively, Mr. Christopher Hardaway, Country Director, American Bar Association and Dr. Bijoy P. Barua, Chairperson, Department of Social Science, EWU.

Ms. Habiba Tasneem, Chief Coordinator, IHMS and Mr. SSM Sadrul Huda, Assistant Professor, EWU ESC, jointly facilitated the event.

Merit Scholarship Award Ceremony of East West University

The Merit Scholarship Award Ceremony of East West University for Spring & Summer Semesters 2009 was held on 30 July 2009 at the University Auditorium. A total of 121 students received merit scholarships. Moreover, in these two semesters, a total of 674 students (12 per cent of the total enrollment) received merit scholarships and other forms of need-based financial assistance, for which a total amount of Taka two crores thirty-four lacs will be spent in the course of the academic year.

Mr. H. T. Imam, Honourable Prime Minister's Adviser for Administration & Establishment Affairs, Government of the People's Republic of Bangladesh, graced the program as the Chief Guest, and distributed certificates among the recipients of merit scholarships. The Chief Guest advised students to pay attention to their studies as well as to extra-curricular activities in order to make them competent enough to serve the nation. He also lauded the performance of the university and the process through which it has become one of the top private universities of the country in the last twelve years. "This university is producing

quality graduates who are able to contribute to the development of the country," said Mr. Imam. He also pointed out that for professional success in life, there is no alternative to training. He urged students to try to excel in all spheres of life.



Mr. Jalaluddin Ahmed, President, Board of Directors, East West University, was present in the program as the Special Guest. He recalled the reasons behind the introduction of the scholarship program and praised the founders of the university, faculty and staff members, and students for their combined and coordinated efforts in making East West University what it is today.

Professor Mohammed Sharif, Vice Chancellor of the university, presided over the program. Professor Dr. Muniruddin Ahmed, Pro-Vice Chancellor, and Registrar, Colonel Shah Murtoza Ali (Retd.) also spoke on the occasion.

3rd International Conference: Call for Papers

The third international conference of East West University's English Department titled "Empire and English Studies: Pedagogy & Activism Now" will take place on 11-12 December 2009. Papers relating to the subject are welcome and should be sent to the Chair, Department of English, East West University.

Workshop on Stress Management

EWU Environmental & Social Club organized a workshop on stress management through meditation in collaboration with United Nation Students Association of Bangladesh on July 23, 2009 at the university campus. Mr. Pran Shill from Quantum Foundation was the facilitator of the event. Mr. Kamrul Hassan, Assistant Professor, Department of Business Administration delivered the welcome speech.

Mr. SSM Sadrul Huda, Assistant Professor, and Moderator, EWU ESC, coordinated the program. A large number of students, faculty members and staff participated in the workshop.



EWU Interuniversity Math Olympiad 2009

East West University Science Club organized the INTER UNIVERSITY MATH OLYMPIAD 2009 for the second time in its campus on 4th July 2009 from 9am to 5pm. Bangladesh University of Engineering and Technology (BUET) secured the first, second and third positions. Some 80 participants from 16 public and private universities took part in the competitions.

Dr. Mohammed Farashuddin, Founder Vice Chancellor and Member, Board of Directors of the university inaugurated the event. Mr. Jalaluddin Ahmed, President, Board of Directors, East West University was present as the chief guest in the prize-giving ceremony. He said "Mathematics is an exercise of brain, helps to make us think rationally and it is an important mean of learning & doing in all disciplines." He added that he hoped the EWU could organize and International Math Olympiad very soon.



Professor Mohammed Sharif, Vice Chancellor, East West University, presided over the prize-giving ceremony.



Professor Md. Zafar Iqbal of Shahjalal University of Science and Technology was also present as the convener

of the panel of the judges in the competition. Professor Zafar Iqbal, advised students to be innovative, honest & versatile. He thanked East West University for organizing such a wonderful event. Professor Mohammed Kaykobad, Dr. Abu Saleh Abdul Noor, Dr. Mozammel Huq Azad Khan and Dr. Anisul Haque were also present as members of the judges' panel.



Ms. Anindita Paul and Md. Anisur Rahman, Moderators and club members of EWU Science Club, were the driving force of the event. The media partners of the competition were Radio Today and Digonto Television and Pubali Bank was the co-sponsor of the event. The result of the competition is as follows:

Final Results

Place	Name	University
First	Md. Mahbubul Hasan	Bangladesh University of Engineering and Technology
Second	Tanaeem M Moosa	Bangladesh University of Engineering and Technology
Third	Shariar Raouf	Bangladesh University of Engineering and Technology
Fourth	Mohammad Murtaza Mahmud	BRAC University
Fifth	Anindya Das	Bangladesh University of Engineering and Technology
Sixth	Ershadur Rahman Talukder	Shahjalal University of Science and Technology
Seventh	Mohammad Sazzadul Hoque	Shahjalal University of Science and Technology
Eight	Kazi Shudipto Amin	BRAC University
Ninth	Akkas Uddin Haque	Chittagong University of Engineering and Technology
Tenth	Nasiba Anni	United International University

Prize-Giving Ceremony of Essay Competition for Young Thinkers 2009

The prize-giving ceremony of the "Essay Writing Competition for Young Thinkers 2009" was held on June 27, 2009 at the EWU auditorium at 5 pm.

Professor Dr. Syed Modasser Ali, Advisor to the Honorable Prime Minister, Health & Family Welfare and Social Welfare Ministry, was present in the occasion as the Chief Guest and Meher Afroze Chumki M.P. Chairman, Parliamentary Standing Committee on Ministry of Women and Children



Affairs was present on the function as the Special Guest. Mr. Jalaluddin Ahmed, President, Board of Directors, East West University presided over the function. Mr. S.S.M. Sadrul Huda, Moderator, EWU ESC, and Assistant Professor, DBA, coordinated the program.

The competition was held in three groups. Group A was for students up to class three, Group B for those in class four to six, and Group C for students of class seven to ten. The theme of the competition was how social issues affect the lives of children.

There were "top three prizes" and 20 special prizes but all participants got consolation prizes. The prize money for the 1st, 2nd and 3rd positions was Tk 5000, Tk 3000 and Tk 2000 respectively. Nestle, PRAN, and Half Stop Down participated in the event to encourage participants. The *Daily Jugantor*, Channel I, and Radio Today were the media partners.

The 1st, 2nd & 3rd winners from group 'A' were Sadman Siam Sammo, Anonto Annesha Adhora and Zeba Fariha Faruq. The 1st, 2nd & 3rd winners from group 'B' were Tanzila Hossain & Mahmudul Hassan (jointly first), Shahana Akhtar, and Farah Tahsin. The 1st, 2nd & 3rd winners from group 'C' were Maria Tahsin, Sningdha Sharmeen, and Mahub Alam Khan.

The winners of the special prize were Shihab Ahmed Shanto, Naiarin Farija Moin, Rukaiya Akhtar, Sayema, Mehnaz Ahmed Mom, Latila Sarkar Lira, Sirajus Salekin sifaf, Fahmida Sharmeen, Momenunnessa Akhi, Md. Sayem Bin Islam, and Mania Akhtar.

Saplings Distribution Program Held at EWU



As part of its ongoing nature preservation program, East West University Environmental and Social Club (ESC) organized a saplings distribution program among tree-loving faculty members, officials and students at its Mohakhali campus. A total number of 4000 saplings were

distributed with the support of British American Tobacco (BAT). Mr. Jalaluddin Ahmed, President, BoD, EWU inaugurated the program. Among others, faculty members, university officials and students were present on the occasion. Mr. SSM Sadrul Huda, Assistant Professor & Moderator, ESC coordinated the program.

Seminar on "Issues in Digital Preservation in Asian Digital Libraries"



A seminar on "Issues in Digital Preservation in Asian Digital Libraries" was held on Sunday, 21 June 2009 at the East West University Library. Two eminent Professors of the School of Information Management of Victoria University, Wellington, New Zealand, Professor G E Gorman and Dr. Daniel G Dorner were present as resource persons. Professor Dr. Muniruddin Ahmed, Vice-Chancellor (acting) inaugurated the seminar. Ms. Dilara Begum, head of East West University library, conveyed the vote of thanks. Nearly fifty library professionals from different public and private universities, national and international organizations, different NGO's, and faculty members of East West University participated in the seminar.

This seminar focused on digital preservation as a principal consideration in digital library development in the wider Asian region. It was based on New Zealand's experience of digital library development and was part of a study of the literature on digital preservation. There appears to be a lack of synergy between what 'should be' or 'might be' and what 'is' in terms of attention paid to digital preservation as an integral component in digital library development in most parts of Asia. The seminar outlined the principal issues faced by digital preservationists, including access, use, content, selection, and systems. It included discussion of social equity in terms of access and use, and significance as a key criterion in selection for digital preservation.

Seminar on Michael Madhusudan Dutta

Department of English, East West University organized a seminar on Michael Madhusudan Dutta at EWU.

Auditorium on 16 June 2009 (Tuesday) at 5:00 p.m. Dr. Faheem Hasan Shahed, Associate Professor and Head of the Department of English in American International University-Bangladesh (AIUB), spoke on the occasion.

Michael Madhusudan Dutta, key figure of Bangla Literature, is widely remembered as the 'Englishman Bangalee poet who had initially abandoned his religion and motherland for his love for the English'. Hated by his compatriots for his 'snobbishness' and 'Englishness', Michael, however, did not receive fame and respect from the English, who considered his English writings as 'substandard' and 'un-English'. Nevertheless, in his bid to become a notable English writer, Madhusudan composed a number of volumes of English prose and poetry and translated some plays into English. It is in this context that Dr. Shahed investigated the validity of the criticisms that the 'Englishmen' directed toward him. He attempted to uncover the underlying reasons and motives behind such criticism. He concluded by showing how Michel can still be regarded as an acclaimed bilingual writer who anticipated the path pursued by the next generation of Bangalee writers writing in English.

Seminar on "Prospects and Possibilities of Introducing Textile & Garment Management (TGM) as a Major in MBA/EMBA Programs"

To explore the prospect and possibility of introducing a major in Textile and Garment Management (TGM) at the MBA/EMBA programs of East West University, Professor Nazrul Islam, Coordinator, Graduate Studies (MBA, EMBA & MBM), Department of Business Administration, conducted a seminar on 6 August 2009 from 4:30 - 5:30 p.m. in the MBA Seminar Room. A number of enthusiastic MBA and EMBA students attended the seminar and shared their views with him.



The seminar was organized jointly by the MBA Office and EWU MBA Club.



An MBA student of EWU participated in the EBES 2009 Conference at Istanbul, Turkey



Md. Touhidul Islam, an MBA student from East West University (EWU) participated in the Eurasia Business and Economic Society (EBES) Conference on 1st and 2nd June 2009 held in the Kadir Has University, Istanbul, Turkey. He presented a paper on "Socio-economic Development Role of Small and Medium Enterprises in Bangladesh" based on the SME sector of Bangladesh and the effect of SME on the socio-economic development of Bangladesh.

Workshop on "Corporate Safety and Security Management"

A day-long training workshop was conducted by Prothom Alo jobs.com on "Corporate Security & Safety Management" at the seminar room of Prothom Alo office complex. Wing Commander M.A. Gaffar (Retd.), Chief of HR & Logistics, EWU, conducted the workshop. Lt. Col. Saiful Saleh, psc, Director, Safety & Security, Sheraton Hotel attended as special guest. The participants were from organizations such as ICCDRB, Sanofi Aventis,

Group 4 Securities, BRAC Bank, Bangla Cat, Social Marketing Company, Beximco Pharmaceuticals, Marico BD Ltd, and Plan Bangladesh.

Workshop on "Oracle Database Program"

The Department of Computer Science and Engineering at East West University and IBCS-Primax Software (BD) Ltd. organized a two-day long workshop on "Oracle Database Program" during 21 - 22 June, 2009. Experts from IBCS-Primax Software (BD) Ltd. conducted the workshop and provided hands-on training on Database management using Oracle to 25 students of the university.



Workshop on "Rapid Development of Microcontroller Based Systems"

Computer Science and Engineering Department in collaboration with Computer Programming Club organized a workshop on 24th May, 2009 on "Rapid Development of Microcontroller Based Systems". Mr. Mehedi Al Imran, Assistant Systems Manager, ICS, EWU conducted the workshop and gave students a hands-on demonstration on microcontroller-based systems design.



EWU YES Group News



To build awareness and organize youths against corruption, Transparency International Bangladesh (TIB) has formed a Youth Engagement & Support (YES) groups in a number of educational institutions of Dhaka City. East West University involved in this programme. During May 7- 9, 2009 TIB organized a 3-day workshop at Proshika HRD Center located in Koitta, Manikganj, where 13 YES Groups participated. 15 YES Group members from EWU led by Mr. Kamrul Hassan, Assistant Professor and Moderator, joined the workshop. Apart from getting to know each other, the workshop helped our students work in collaboration with other YES groups and share experiences. Each group had to prepare and present a 12-month action program on the last day of the Workshop. Apart from some 200 jubilant students, YES Group Moderators, TIB officials and eminent writers joined the workshop. A. F. M. Fahmidur Rahman, Group Leader, and Zubayer Shams gave presentationa while others participated in the cultural show.



To commemorate International Youth Day, TIB organized a day-long program on 12 August, 2009. The program started with a youth rally in the Dhaka University campus in the morning and ended with a colourful cultural program at Bangabandhu International Conference Center in the evening. The day also witnessed a debate competition

in the parliamentary format among YES Group debaters. Two EWU YES Group debaters, Samiul Mueed and Kamaluddin Rony, won the 5th and the 6th position respectively in this open debate competition.



A "Cartoon Against Corruption" exhibition was held at the EWU campus on 11 August, 2009. The cartoons drawn by students of various educational institutions of Bangladesh registered anger, disgust and protest against corruption. The exhibition was inaugurated by Vice Chancellor Professor Mohammed Sharif and was viewed by a large number of EWU students who signed posters 'I Hate Corruption' and also put their comments in the Comments Book.

EWU Student Takes a Brief Journey to United Nations Headquarter, Geneva



Mirza Salman Hossain Beg, a student of the business department of East West University, was recently selected by the United Nations Department of Public Information, New York, to take part in the First Ever Global Model United Nations Conference, GMUN in Switzerland, Geneva. The conference was a simulation of General Assembly plenary sessions and the Assembly's Main Committees. The theme of the 2009 conference was "The Millennium Development Goals: Lifting the Bottom Billion out of Poverty."

More than 1,000 university-level students from ages 18 to 24 were invited from Member States where Model United

Nations programmes are currently organized.

The conference was the first of its kind and was organized by the United Nations itself.

Mirza Salman Hossain Beg was selected to represent Brazil under the Third Committee to deal with issues related to "Human Rights and Environment" as per his personal area of interest. At home, Salman Hossain is involved in various extra-curricular activities and social events. He has been working with the United Nations Youth and Students Association of Bangladesh for the last three years and is currently Director, Organizational Affairs of the Association.

EWU Student Takes Part in an Exchange Program with the United States of America

Mirza Salman Hossain Beg, currently enrolled in the business department of East West University, was selected by the United States Government for the prestigious International Visitors program titled 'Students Leaders and Civic Responsibilities' from April 18 - May 09, 2009. This was the first time that a EWU student participated in this prestigious program. Bongo Bondhu Sheikh Mujibur Rahman in 1954 and Dr Fakhruddin Ahmed in 1977 were also participants of this program.

The 4 week program started in Washington DC, and moved to Birmingham Alabama, Seattle, Buffalo, Rochester NY and New York City. Salman Hossain had the opportunity to meet a diverse group of people involved in volunteer activities, social work, charity, as well as students from different parts of life

EWU Center for Research and Training

a) EWUCRT releases Grants for Faculty-supervised Research Initiatives

Ongoing Research Projects Funded by EWUCRT:

Research Proposal 1: An Appraisal of the Problems and Prospects of SME in Bangladesh by Dr. Tanbir Ahmed Chowdhury and Ms. Kashfia Ahmed, Department of Business Administration, EWU.

Total Cost: Tk. 100,000

Research Proposal 2: Environmental Adaptation of Rakhaine Communities in the South East Coast of Bangladesh by Mr. Rayyan Hassan, Department of Social Sciences, EWU.

Total Cost: Tk. 265,000

b) Abstract Series

Abstract of Published Papers 2008: EWUCRT published the 3rd volume of the Abstract of Published

Papers (2008) on April 20, 2009. In this volume a total of 79 research articles, books chapters and conference presentations have been compiled. In terms of academic contributions 23 research articles have been accepted in international journals, 12 articles in national journals, and a further 5 book chapters and a working paper have been published. In regard to conference presentations, a total of 38 papers were presented by EWU scholars at home and abroad.

c) Journals

East West Journal of Humanities

The inaugural issue of the *East West Journal of Humanities* (ISSN 2074-6628) is already in the press and will be published in September 2009.

East West Journal of Business and Social Studies

The "Call for Papers" of the *East West Journal of Business and Social Studies* (ISSN 2074-5443) has been announced through the EWU website.

The EWU Library: a Centre for Nurturing Excellence

Introduction:

The East West University (EWU) Library holds a unique place among the private university libraries of the country. It provides an array of extraordinary facilities to its users with the help of state-of-the art techniques and technologies. EWU Library is an integral part of the university and has been designed to meet the information, research, and curriculum needs of its students, faculty & staff members for research and development activities.

The library intends to forge a stronger partnership with the University's teaching and learning community to make a more active contribution to the educational mission of the University. It offers a wide range of information and enquiry services to its users. It aids the teaching, learning and research endeavors of the University by delivering flexible access to relevant information resources and by providing quality services and facilities. To meet these needs the library provides access to an extensive range of information resources both electronically and in print.

Objective:

1. To support the mission of the university to emerge as a leading university of the country, embracing the traditional values of higher education, but adapted to the global community of the 21st century.
2. To identify, acquire, organize, store, and provide on-

demand access to the available intellectual and research products of scholars to support teaching, learning, research and creative endeavors.

3. To provide greater access to digital collections while continuing to build and improve access to collections in all formats to meet the research and teaching needs of the university.

4. To foster information literacy and work involving the EWU community and to enable users to think critically, create knowledge, and be life-long learners.

5. To provide and ensure quality services and good professional practice in library.

Mission:

To support the university community in developing innovative and analytical thinking, research and information literacy and by providing distinctive collections, services, facilities and programs.

Location:

The Library is located in the 2nd, 3rd and 4th floors of Foundation Building, 49 Mohakhali C/A, Dhaka. Pigeon-holes are located in the ground floor of the building.

Accommodation:

The total area of the library is approximately 11,000 square feet. It can accommodate over 250 students at a time in its well-furnished reading rooms. On an average 2,000 students use then and 800 students carry out transactions per day.

Automated library:

East West University Library started its automation in January 2000. Now it is completely automated and uses its own library management software developed by Software Development Center (SDC), EWU. The software includes processing, circulation (based on barcodes) and search as well as other useful features. This Library web site (<http://lib.ewubd.edu>) is designed to provide online reservation, search library collections and display rules and regulations of the library, user guides etc. Users can compile bibliographies directly for their specific purpose from the library catalogue. At the same time, users can check their current user status. Faculty members can place new library materials requisition through the website.

Different Sections of the Library:

Groundfloor: Pigeonhole area (capacity 450)

- To deposit personal belongings of students before entering the library

2nd floor: Reserve Section

- All books are reserved here for reading purpose only.
- Text book only
- Processing section
- Photocopy section
- Reference service desk.

3rd floor: Circulation Section

- Issuing and borrowing section
- Text and CD-ROM
- Acquisition section
- Library clearance issuance

4th floor: Reference Section

- Periodicals and Journals
- Magazines and Daily Newspapers
- Reference Book Collection

Encyclopedias, Britannica, Banglapeadia, Statistical Reports, Dissertation Reports, Yearbooks, etc.

- Newspaper Clippings Service
- Library Administration

Online Journal & Library catalogue search corner are available in all floors.

In addition, there are separate study rooms in each EWU department for reading and group discussions. Many students use these study rooms for academic purposes. They remain open from 8:30 am to 10 pm from Sunday to Thursday.

Arrangement of library materials

Books are arranged on the shelves subject-wise in numerical order and are classified according to the widely used Dewey Decimal Classification (DDC) scheme so that items on the same or related subjects can generally be found together. Both the Sears list of Subject Headings (SSH) and Library of Congress Subject Headings (LCSH) are used to determine subjects.

Library collection at a glance:

Types	Quantity
(As on August 12, 2009)	
Books	: 22,421 copies
Local journals/ Periodicals / Magazines	: 143 titles
Foreign Journals	: 19 titles
Report/Thesis	: 255 titles
CD-ROMs	: 1306 copies
Audio Cassettes	: 137 copies
Online journals	: + 10,000 titles
National Newspapers	: 16 titles
Maps (Large size)	: 6 titles

E-Resources:

The library provides users the opportunity to access several full texts e-resources. Over 10,000 titled journal can be searched directly from the EWU computer network. The library is a member of Bangladesh INASP-PERI Consortium (BIPC) for getting access to full-text articles, abstracts, and bibliographical information of online journals of different publishers on different disciplines through the Bangladesh Academy of Sciences (BAS). Currently, the library provides students and faculties access to 33 online journal databases through the consortium. Some of them are Wiley Blackwell, Springer, EBSCO Host, Project Muse, American Institute of Physics, American Chemical Society, etc.

Moreover, users are able to use the facilities to search and browse research publications and access the following international on-line journals databases too:

1. AGORA (Access to Global Online Research in Agriculture)
2. HINARI (The Health Internetwork Access to the Research Initiative)
3. JSTOR, Business Collection
4. JSTOR, Language & Literature Collection
5. OARE (Online Access to Research in the Environment)
6. OUP (Oxford University Press)
7. TESOL (Teachers of English to Speakers of Others Languages)

User can access these online journals through the East West University domain.

Facilities:

EWU Library provides the following facilities for library users:

- Three spacious floors uses separate circulation, reserve, and reference sections
- The Library is fully air-conditioned and can accommodate more than 250 students at a time.
- It has a rich collection of more than 22,000 books
- It has extensive collection of CD-ROMs and audiocassettes on different academic subjects
- It has automated borrowing system
- It has online journals facilities
- It has an openshelf access system
- Current Awareness Services (CAS) and Selective Dissemination of Information (SDI) services
- Newspaper clippings services on important subjects
- It has a newspaper corner, special corner and German language corner
- Library users can get back issues of daily newspapers

up to the last two months.

- Pigeonholes are available to keep personal belongings

Services

- Lending reading materials
- Books, periodicals, journals, daily newspapers and audiovisual material ordering
- Reference and referral service
- Guidance to students on how to get desired materials
- Online literature search services
- News clippings services
- Current Awareness Services (CAS) i.e. New Arrivals
- Selective Dissemination of Information (SDI) services
- Photocopy services
- Access to electronic resources
- Reading room services
- Reservation services

Newspapers Clippings:

The library provides news clipping services on the following subjects on a regular basis:

- Agriculture
- Information Science & Library Management
- Biography
- Marketing
- Business Affairs
- NGO Affairs
- Commercial Law
- Pharmacy
- East West University Affairs
- Population & Census
- Economics
- Power & Energy
- Education (General)
- Publication/Articles of EWU Faculty/Staff
- English Literature
- Rural Development
- Financial Management
- Social Problems & Development
- Environment & Natural Resources
- United Nations Offices
- Human Rights (Civil & Political Rights)
- University Education
- Information & Communication Technology
- Women's Affairs

Corporate Membership

EWU Library is a corporate member of the British Council, Dhaka and Archer K. Blood American Center Library, Dhaka. Membership facilities like borrowing books, CD/DVD-ROM, training videos, photocopying service,

reference service, Internet accesses and access to online journals are available in the respective premises. To avail these services, users should contact the library first.

Modification of library borrowing rules:

As per decision of the library committee meeting held on 9 June 2009, library materials borrowing rules will be changed from the beginning of the fall semester (Wednesday, 2 September 2009) and will be as follows:

There will be two categories of books in the library:

a) **Textbooks** (previously known as textbook or related reference book)

i. Undergraduate students will be entitled to borrow two textbooks and one CD/DVD-ROM for 4 (four) days at a time.

ii. Graduate students will be entitled to borrow two textbooks and one CD/DVD-ROM for 7 (seven) days.

b) **Pure Reference Book** (Non-issuable and available in the reference section only)

Library Visit

Four foreign library professionals visited the East West University library on 22 June 2009.



They were Mr. Kelefa Mwantimwa, Librarian of University of Dar Es Salaam Library, Tanzania, Ms. Mildred S. Yabes, Librarian of College of Science Library, University of The Philippines, Philippines, Ms. Utami Budi Rahayu Hariyadi, Lecturer of the Department of Library Science, University of Indonesia, Indonesia and Dr. Sudharma Haridasan, Reader of the Department of Library and Information Science, Aligarh Muslim University, India.

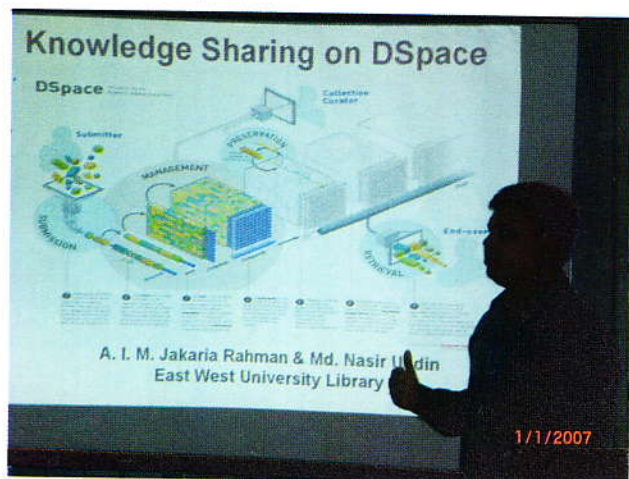
Attachment Program:

Ms. Dilara Begum, Joint Librarian, Head of Library, attended an attachment program at the University of Malaya, Malaysia from 6-8 July 2009.

Training:

- Mr. Md. Nasir Uddin, Assistant Librarian (Electronic Resources) attended the two-day follow up training

program on KOHA, an open source Integrated Library System (ILS) software from 5-6 August, 2009 at BRAC University, Dhaka. The training included installation and customization of KOHA, acquisition, serial management, and other related problems.



- Mr. A. I. M. Jakaria Rahman, Assistant Librarian and Ms. Asfia Begum, Assistant Library Officer, participated in the "International Workshop on Information Literacy" held on 22 to 26 June 2009. It was jointly organized by Independent University Bangladesh and International Federation of Library Associations and Institution (IFLA).

- Mr. Md. Ahasan Habib, Assistant Librarian, attended a training program on "Beyond Google: Using Electronic Resources for Effective Resources" held on 8 June 2009, presented by Steven Kerchoff at Archer K. Blood American Center Library, Dhaka.

- Mr. A. I. M. Jakaria Rahman, Assistant Librarian and Mr. Md. Nasir Uddin, Assistant Librarian (Electronic Resources) participated in the training program on "DSpace" (Institutional Repository Software) open source software from 5-7 May 2009. The program was organized by Southeast University and funded by International Network for the Availability of Scientific Publications (INASP), UK.

Publications:

Nazmul Islam, Md. and Shariful Islam, Md. 2009, 'Marketing of Library and Information Products and services: A Theoretical Analysis', *Business Information Review*, vol. 26, no. 2, pp. 123-132.

In-house presentation:

Mr. A. I. M. Jakaria Raham, Assistant Librarian and Mr. Md. Nasir Uddin, Assistant Librarian (Electronic Resources) spoke on "DSpace" (Institutional Repository Software) open source software on Monday 18 May 2009 at 3:00 pm in the library Reference Section (Level 4). Three persons from ICS, EWU, including library personnel, participated in the knowledge-sharing session.

Library hours

Sunday to Thursday : 8:30 am -10:00 pm (without break)

Friday : 8:30 am -5:30 pm

(with break for Jummah prayer and lunch)

Saturday : 5:00 pm - 10:00 pm

The EWU Library remains closed on government holidays and as per academic calendar.

Career Counseling Centre

Interview in CCC

Mr. M. Shamimuzzaman, Chairman, Ms. Nusrat Sultana, Managing Director, and Mr. Nahian Mustafa, Assistant Manager, Operations, Virtual American Companies (BD) Ltd. visited CCC and met Mr. Omar Faruq, Assistant Professor and Deputy Director regarding newly introduced companies and recruitment process. Later, they took interviews of EWU students for internships and part-time jobs.

Written Test by Peoplescape



Peoplescape took a written test of graduate and graduating students of EWU for different positions in various multinational and local organizations on 2 June 2009 from 10:00 in ACAD-501. Mr. Masrur Ali, Recruitment Manager, Ms. Nafisa Manzur, MT, Ms. Sabina Yesmin, MT, Peoplescape visited CCC to discuss employing them and to talk about their recruitment system.

Corporate Companies Visit EWU

Local BioCamp at Novartis (Bangladesh) Limited

Career Counseling Center and Department of Pharmacy organized a workshop on Novartis International Biotechnology Leadership Global Camp (BioCamp) 2009 on 10 June 2009 at 3:10 at EWU Auditorium. (International BioCamp is a pioneering seminar that brings the biotechnology sector closer to young talented people. It provides students post-doctoral

fellowships in natural sciences and business administration and gives them the opportunity to learn from leading biotech experts and to work together with other participants from various countries and network with global leaders).

To participate in an international BioCamp from October 27-31, 2009 at the Novartis Institute for Biological Research (NIBR) in Cambridge, Mass., USA, Novartis Bangladesh Limited searched for outstanding student from different top universities. EWU nominated five students (Pharmacy, Business Administration, and Economics) for the Local Biocamp which was held on 14-15 August 2009. The top two students from the Novartis Local BioCamp will participate in this year's Global BioCamp 2009. EWU students also participated in the Local BioCamp of 2008.

Social Awareness program

Career Counseling Center and EKMATRA organized a digital film show on street children (Support the Underprivileged Children) at EWU Auditorium on 27 July 2009 with the support of the Creative Marketing Club. EKMATRA is working for underprivileged children. They made a film named "JE SHOHOR CHORABALI" based on the true story of the daily life of these children. This 80 minutes digital movie was shown thrice in the EWU Auditorium. Foreign University representatives' visited and participate in information sessions at the EWU campus.

Asian Institute of Technology (AIT)



Dr. Mokbul Morshed Ahmad, Assistant Professor, School of Environment, Resources and Development, AIT, visited the EWU campus following a MoU signed between EWU and AIT. He met the Vice Chancellor, Professor Mohammed Sharif. Collaboration (academic, research and training activities) between EWU and AIT was discussed. The Asian Institute of Technology promotes technological change and sustainable development in the Asian-Pacific region through higher education, research and outreach. Dr. Ahmad made a presentation on how to pursue higher studies at AIT on 9 June 2009 at the EWU Auditorium.

The University of Hull

Dr. Anthea Gregory, Deputy Dean, Business School, The University of Hull, and Ms. Sazia Alam, Operations Director, Infozee, visited EWU campus and met the Vice Chancellor. He also talked about the education system of UK and the facilities in the University of Hull and how to apply to graduate programs in an interactive session with students and graduates on 1 June 2009 at 3:10 p.m. in the EWU Auditorium.

Bradford College UK

Ms. Jane Briggs and Mr. Adil Mahmood from Bradford College UK visited EWU campus and met the Vice Chancellor and Pro-Vice Chancellor on 2 July 2009. Faculty members Mr. Mustafa Mahmud Hussain, Mr. Omar Faruq and others were present.

Seminar on Scholarships and Financial Aid

University of Wollongong

University of Wollongong conducted a seminar on scholarships and financial aid to study abroad on 6 July 2009 at 01:30 p.m. at the EWU Auditorium.

International University of Japan

International University of Japan organized an "Information Session" for graduate and postgraduates scholarship for EWU students on 28 July 2009 at the EWU campus.

Promotional Activities

The following renowned organizations visited EWU campus for events/promotional activities -

Lasik Sight Center (Free Eye Test in Campus), Akij Beverage, Ranks Telecom Limited, Flora Limited, Dynamic Communications, Computer Source Ltd., University of Wollongong.

Special Thanks

A significant number of EWU students got jobs in the following renowned organizations during Summer 2008. We, on behalf of EWU, congratulate our graduates for a good start in their career journey.

Avery Dennison + PAXAR Bangladesh Ltd
Bangladesh Express Company
Banglalink
BRAC Bank Limited
British American Tobacco Bangladesh
CEMS Bangladesh
Double A Pulp & Paper Co.
Dutch-Bangla pack limited
Eastern Bank Limited
Enroute Management Consulting
Envoy Textiles Ltd.
FireWorks Ltd.
Grameen Phone Ltd.

Hotel Sonargaon
 HSBC
 IDCOL (Infrastructure Development Company Limited)
 Lafarge Surma Cement Ltd.
 Lanka Bangla Finance Ltd.
 Lanka Bangla Securities Ltd.
 M & J Group
 Multimude Group
 Mutual Trust Bank Ltd.
 NITS Service (Pvt.) Ltd.
 Osram
 Pacific Bangladesh Telecom Limited (CITYCELL)
 Prime Bank Limited
 Standard Chartered Bank
 TM International Bangladesh Limited
 AKTEL
 Virtual American Companies (BD) Ltd.
 VISTA Consulting Services Limited
 Intertek Bangladesh
 Nandos's
 Warid Telecom International Limited
 NITS Service (Pvt.) Ltd.
 ViewFinder

CCC conveys heartfelt thanks to the authorities of the following organizations for providing internships to students of EWU.

AB Bank
 ACME Agrovet
 Aktel
 Al Arafah Islami Bank Ltd.
 Bank Asia Ltd.
 Basic Bank Ltd.
 British American Tobacco Bangladesh
 Biman Bangladesh Airlines
 BRAC Bank
 Chevron
 Citibank N.A.
 Consumark Limited
 DESCO
 Dhaka Footwear Ltd.
 Dutch-Bangla Bank Ltd.
 EXIM Bank Ltd.
 GlaxoSmithKline
 GrameenPhone
 HSBC
 IDCOL
 IDLC Finance Ltd.
 IFIC Bank
 Infotech
 Jamuna Bank
 Mercantile Bank Ltd.
 MGH Group
 National Bank Ltd.
 NCC Bank
 One Bank Ltd.
 Prime Bank Ltd
 Pubali Bank
 Rahimafrooz
 RanksTel
 Standard Chartered Bank
 Shahjalal Islami Bank
 South East Bank Ltd.

SQUARE
 Stock & Bond Limited
 Technological Aid
 Transcom Beverages Ltd.
 Triple Star
 Trust Bank Ltd.
 TRX Optimizations Limited
 Uttara Bank Ltd.
 View Finder
 Westin
 Windmill

CCC is grateful to these organizations who periodically provide our students with internships/jobs.

Faculty Update

Department of Business Administration

Conference Papers

Dr. Nazrul Islam and Md. Wahidul Habib, (2009) Health Belief and Motivating Factors to Buy Bottled Water: A Case Study of University Students in Bangladesh, accepted for publication in the *Conference Proceedings of the International Academy of Management and Business (IAMB)* to be held in the Dedeman Hotel, Istanbul, Turkey on October 12-14, 2009.

Dr. Nazrul Islam, G.M Shafayet Ullah, and Syed Tufikul Bary Abu Nasim, (2009), "Factors Related to Consumers' Preferences of Fast Food Products in Bangladesh: A Case Study". Accepted for presentation in the Second Annual International Conference on Energy, Logistics and the Environment organized by The Global Commerce Forum to be held in the Mirage Hotel in Las Vegas, Nevada, USA on October 23-24, 2009.

Dr. Nazrul Islam, Kazi Ebadat Hossain, Abu Shayem, Jahirul Islam, (2009), "Reasons for Environmental Pollution in Bangladesh: A Case Study on Tannery Industry". Accepted for presentation in the Second Annual International Conference on Energy, Logistics and the Environment organized by The Global Commerce Forum to be held in the Mirage Hotel in Las Vegas, Nevada, USA on October 23-24, 2009.

Durre Maknun, Rasel Alam Chowdhury, and Dr. Nazrul Islam, (2009), "Socioeconomic Impact of Media on Middle Class People of Bangladesh", Accepted for presentation in the Second Annual International Conference on Energy, Logistics and the Environment organized by The Global Commerce Forum to be held in the Mirage Hotel in Las Vegas, Nevada, USA on October 23-24, 2009.

Articles

SSM Sadrul Huda, Assistant Professor Taneem Mujaffar, Asst. Prof and Dr. Jashim Uddin Ahmed, "An Enquiry into The Perception on Food Quality Among Urban People: A Case Study of Bangladesh" *African Journal of Business Management*, May, 2009.

SSM Sadrul Huda, Assistant Professor; Omar Faruq, Assistant Professor; "The Influence of Food Store Environment on Customer Satisfaction" *Journal of Marketing*, University of Dhaka, Vol 10.

SSM Sadrul Huda, Assistant Professor; Afsana Akhtar, and Segufta Dilshad, "Identification of Skills for Fair Negotiation for Sustainable Business Relationship: Bangladesh Context" *Journal of Institute of Cost and Management Accounting*, May, 2009.

SSM Sadrul Huda, Assistant Professor; Dr. Nazrul Islam, Professor and Dr. Jashim Uddin Ahmed, "Contribution of Henry Fayol, H W Taylor and Peter F Drucker to Modern Management" *ASA University Review*, July-December, 2008.

M. Sayeed Alam, Assistant Professor; and Monowar Hossain Mahmood, "Export Marketing in Bangladesh: Problems and Prospects" *Indian Journal of Marketing*, Volume -XXXIX, Number-7, 2009.

M Sayeed Alam, Assistant Professor; Ms. Kohinoor Biswas, Senior Lecturer and Kamrul Hassan, Assistant Professor; "A Test of Association between Working Hour and Work Family Conflict: A Glimpse on Dhaka's Female White Collar Professionals" *International Journal of Business and Management*, Canadian Centre for Science and Education, Toronto, Vol.4, No. 4, May, 2009.

M Sayeed Alam, Assistant Professor; S.I Nusrat A Chaudhury, Associate Professor, and Shihab Ahmed Siddique, "Problems in Policy and Operational Level of Export-oriented SMEs in Bangladesh - an Empirical Study", *Maneggiare*, Dept. of Management Studies, University of Chittagang, Volume-4, pp 57-68, 2008

Kashfia Ahmed, Senior Lecturer and Dr. Tanbir Ahmed Chowdhury, Professor; "Performance Evaluation of SMEs of Bangladesh", *International Journal of Business and Management*, Canadian Centre for Science and Education, Toronto, Vol. 4, No. 7, July 2009.

A.K. M Masud, A.A Khaled, Farhana Abedin, A.F.M Nasiuddin, M Sayeed Alam, Assistant Professor "Quality control by information technology in RMG industry in Bangladesh", *Int. J. of Quality and Innovation*, Vol.1 ,no.1, pp-53-64

Conference Papers

Kamrul Hassan, Asstt. Prof. and A K M Zahidul Islam, "The Application of Newtonian Laws of Mechanics to Marketing" Conference for Academic Disciplines, March 23-26,2009, Central Connecticut State University (CCSU), Las Vegas, USA.

M. Sayeed Alam, Asst. Prof and Kohinoor Biswas, Senior Lecturer; "Capitalizing on the Regional Potential: A Guide to Enhance Competitiveness of India Inc". Global Competition and Competitiveness of Indian Corporation, May 21-23, 2009, Indian Institute of Mangement, Kozikode and Indian Institute of Mangement, Lucknow, India, pp. 212-15.

Seminar

Department of Business Administration organized a seminar where Saadia Shabnam, Senior Lecturer and Kohinoor Biswas, Senior Lecturer, jointly presented a paper titled "Export Potential of Bangladesh Pharmaceutical Industry: Situational Analysis Using TOWS Matrix" on 2 July 2009. We congratulate the presenters for sharing their knowledge with the audience.

Department of English

Publications

Professor Fakrul Alam:

Essays:

"The Last Romantic, the First Modern". In *Essays on Jibananda Das*. Ed. Faizul Latif Chowdhury. Dhaka: Pathak Samabesh, 2009: 109-116.

Presentations:

Three Lectures on August 7 and 8, 2009 at the Academic Staff College of the University of Burdawan, India, on "Literature and the Visual Arts".

Seminar-Series: Summer 2009:

As the Convenor of the Seminar-Series: Summer 2009, Mr. Zahid Akter, on behalf of the Department of English, organized the following research presentations:

Mr. Sheikh Mehedi Hasan, Lecturer, Department of English, Prime University presented a paper titled "Pinter's The Birthday Party: Not Absurdity, Nor Menace, But the Portrait of the Human Predicament" at East West University Auditorium on 2 June 2009 as part of the regular seminar series organized by the Department of English.

Mr. Harunur Rashid Khan, Assistant Professor, presented a paper titled "Bangladeshi English: emerging issue of world Englishes" in the 8th International Language and Development Conference held on 24 June in Dhaka.

Publications:

Dr. Moriam Quadir, Assistant Professor, has published a paper titled "Do English and Non-English Major University Students Use the Same EFL Speaking Strategies in Bangladesh?" in *Asian English Studies*, Vol. 11, published by The Japan Association for Asian Englishes, Japan, (2009), pp 49-67.

Conference Papers

Dr. Muhammed Shahriar Haque has presented the research paper entitled *Discourse of Intra/Intercultural Communication: Banglish in Bangladeshi Cinema*, at the "2nd International Discourses and Cultural Practices Conferences 2009", organized jointly by the University of Technology Sydney, University of New South Wales and The University of Sydney, held at the Eastern Avenue Complex at the University of Sydney, Australia, from July 7-9 2009.

Dr. Moriam Quadir, Assistant Professor, attended a conference on 'Collaboration and Creativity in English Language Teaching and Learning in Asia' organized by Asia TEFL in Bangkok on August 7-9, 2009. The topic of her presented paper was 'A Study on English and Non-English Major University Students' Strategy Use to Learn Spoken English in Bangladesh.'

Zahid Akter, Assistant Professor, Department of English, presented a paper on "Does ELT Lend a Hand to English's Imperialist Role" at the 8th International Language & Development Conference held from 23-26 June 2009 in Dhaka, Bangladesh.

His another paper on "Imperialism, Nation States, and Languages of the Indigene" was presented at the international conference titled "Language Policy & Language Learning: New Paradigms and New Challenges" held from 16-18 June, 2009 at the University of Limerick, Ireland.

Department of Electrical and Electrical Engineering

Seminar

Mr. Mehedi Hassan, Senior Member of Teacher Staff, Texas Instruments, USA gave a talk on "Evolution of Optical Disk Drives : CD to Blu Ray DVD" on 21 June, 2009 at East West University auditorium. The talk introduced students to various issues related to Optical Disk Drives, including, historical v perspective and technology trends. Mr. Hassan also made a brief presentation on R&D activities going on at Texas Instruments. The talk was attended by around 50 students and faculty members of the university.

Publications

● **Khairul Alam**, "Transport and performance of a gate all around InAs nanowire transistor," *Semiconductor Science and Technology*, vol. 24, pp. 085003(1-6), (2009)

Other activities

● **Professor Anisul Haque** has been selected as a Distinguished Lecturer of IEEE Electron Devices Society. IEEE Distinguished Lecturers are well known educators and researchers in their respective fields who can give quality technical talks organized by IEEE Sections and Chapters. Professor Haque is the only IEEE Distinguished Lecturer in Bangladesh.

● **Dr. Kharirul Alam** served as a peer reviewer for *Semiconductor Science and Technology*.

Department of Electronics & Communications Engineering

Publications

Journal Papers

1. Md. Imdadul Islam, J.K. Das, and M.R. Amin, "Call Admission Scheme of Mixed Traffic for Mobile Cellular Networks", *J. Discrete Mathematical Sciences & Cryptography*, Accepted (In Press), June 2009.
2. S.K. Paul, G. Mandal, A.A. Mamun, and M.R. Amin, "Dust-Acoustic Shock Waves in a Dusty Plasma with Charge Fluctuating Positive Dust", *IEEE Trans. Plasma Science*, vol. 37, no. 4, pp. 627-631, 2009.
3. T. Saha, P. Chatterjee, and M.R. Amin, "Nonlinear Ion Acoustic Waves in a Magnetized Dusty Plasma in presence of Nonthermal Electron," *Zeitschrift fuer Naturforschung*, vol. 64a, no. 5, pp. 370-376, 2009.
4. M.R. Amin and Md. I. Islam, "Performance Evaluation of Delay of Voice End User in Cellular Mobile Networks with 2D Traffic System", *Research Journal of Information Technology*, vol. 1, no. 2, pp. 57-69, 2009.
5. S.H. Shah Newaz, Jong Min Lee, Sarwar Jahan, M.R. Amin, and Junkyun Choi, "A New Strategy to Implement Security in an Area Using Picocell Base Transceiver Station", *ICACT Korea*, 2009.
6. M. Mofazzal Hossain, Yaochun Yao and Takayuki Watanabe, "A Numerical Study of Plasma-Particle Heat Transfer Dynamics in Induction Thermal Plasmas for Glassification," *IEEJ Transactions on Electrical and Electronic Engineering*, Volume 4 Issue 4, pp. 504 - 509 (2009).
7. M. Mofazzal Hossain, Yaochun Yao, Takayuki Watanabe, Fuji Funabiki and Tetsuji Yano, "In-flight melting mechanism of soda-lime-silica glass powders for glass production by argon-oxygen induction thermal plasmas," *Chemical Engineering Journal*, vol 150, pp. 561-568, (2009).

8. Yaochun Yao, M. Mofazzal. Hossain, T. Watanabe, "Numerical and experimental investigation on the in-flight melting behavior of granulated powders in induction thermal plasmas," *Plasma Science and Technology*, vol 11, No.1, Feb 2009.

9. Gurudas Mandal, Kaushik Roy, and Prasanta Chatterjee, "Large Amplitude Double Layer in Four Component Dusty Plasma with non-thermal ions", *Indian J. Phys.* 83(3), 365-374 (2009).

10. Ramit Azad, Yu. G. Ermolaev, "Magnetic field of a rotating massive sphere taking baroelectric effect into account", *International Physics Conference Organized by Bangladesh Physical Society*, 2009: Dhaka, Abstract, Lecture, Magnetism section.

11. Ramit Azad, Pyzh V.M, "Static solution with spherical symmetry with conformal gravitation: vacuum solution", *Vestnik of Peoples' Friendship University of Russia, Series "Physics" 2009*, No.(1)

12. M Ali Asgar "I-IT 01 Development of New Magnetic Materials, Their Application and Prospects" *International Physics Conference*, p-2, Bangladesh Physical Society, May 15-17, 2009.

13. Shaikh Khosruzzaman, Naimul Karim, M. Ali Asgar, K.M Rezaur Rahman and Shawkat Akbar, "X-CP 04 Computation and Analysis of Energy Indicators for Long-Term Sustainable Development in Bangladesh" *International Physics Conference*, p-58, Bangladesh Physical Society, May 15-17, 2009.

Technical Talk

- ECE Dept. in collaboration with the EWU Cisco Local Academy organized a technical talk on 24 June 2009 titled "Career Prospects of CCNA". The seminar was conducted by Mr. Syeed Zahid Hossain, CCIE, Head of Cisco Technical Operation, Techvalley Computers Ltd. & Mr. Md. Manirul Islam, Quality Assurance Support Specialist, Cisco System Inc. The event was held at EWU auditorium and numerous faculty members and students were present.

- ECE dept. organized a technical talk on "Bioinformatics from Gene Expression to Metabolomics" which was conducted by Dr. Md. Altaf-Ul-Amin. The speaker is currently working as an Associate Professor, Compative Genomics Lab., Nara, Institute of Science & Technology, Nara, Japan. A good number of faculty members and students participated in the talk.

Industrial Attachment

The department of ECE for the first time arranged an industrial attachment for students in BTCL for a period of

2 weeks. During that period, students visited different establishments of BTCL in Dhaka city (such as Satellite Earth Station, Korail, Banani, Dhaka, ITX, Overseas Telecom Region, Korail, Banani, Dhaka, Sher-E-Bangla Nagar Telephone Exchange, Dhaka, Ramna Telephone Exchange, Ramna, Dhaka, Microwave Station, Korail, Banani, Dhaka, Mogbazar Internet Exchange, Mogbazar, Dhaka, Uttara Exchange, Uttara, Dhaka, Mogbazar Telephone Exchange/OLT, Dhaka, Gulshan Exchange, Dhaka).

Colloquium

The regular colloquium has been arranged particularly for final year undergraduate and graduate students of the department.

The following colloquiums were held at the ECE department:

Dr. Ali Asgar

Visiting Professor, ECE Dept., EWU "Energy Education for Scientists and Also for Users".

Dr. Gurudas Mandal

Assistant Professor, ECE Dept., EWU "Reductive Perturbation Techniques in Non-linear System".

Dr. Ramit Azad

Assistant Professor, ECE Dept., EWU "Conception of Rationalism".

Department of Economics

Publications

1. Basanta Kumar Barmon, Assistant Professor, EWU. Abdus Sattar, Associate Professor, EWU and Mehe Zebunnesa, Senior Lecturer, Department of Economics, Southeast University, "Adoption of Hybrid Paddy and Its Future Consequences in Bangladesh: An Economic Analysis", *Bangladesh Research Publications Journal*, Vol. 2, Issue 4.

2. Shamsun Nahar Momotaz, Assistant Professor, Department of Business Administration, Stamford University Bangladesh, Imrana Sharmin, Lecturer, Department of Economics, East West University, Farzana Enam Rasna, Lecturer, Department of Economics, Stamford University Bangladesh, Socio-economic Benefits of Rickshaw-pulling with special reference to 'Income', 'Employment' and 'Services': A case study of Dhaka city in Bangladesh, *Journal of Business and Economics*, Daffodil International University, Volume 4, Number 1.

3. Dr. Muhammad Sirajul Haque and Shantanu Deb Barman, "Determinants of Household Health Care Expenditure in Chittagong, Bangladesh", *ICFAI Journal of Applied Economics*, forthcoming.

Department of Computer Science and Engineering

Publications:

1. Mozammel H A Khan, "Quantum Realization of Multiple-Valued Feynman and Toffoli Gates Without Ancilla Input," *Proceedings of IEEE 39th International Symposium on Multiple-Valued Logic (ISMVL2009)*, 21-23 May 2009, Naha, Okinawa, Japan, pp. 103-108.
2. Mozammel H A Khan, "Scalable Architecture for Synthesis of Reversible Quaternary Multiplexer and Demultiplexer Circuits," *Proceeding of IEEE 39th International Symposium on Multiple-Valued Logic (ISMVL2009)*, 21-23 May 2009, Naha, Okinawa, Japan, pp. 343-348.
3. Mozammel H A Khan, "Reversible Synthesis of Quinary Logic Function," *18th International Workshop on Post-Binary ULSI Systems (ULSIWS2009)*, 20 May 2009, Naha, Okinawa, Japan.
4. Ziaul Karim, Nafize Rabbani Paiker, M. Ameer Ali, and G Sorwar, "Pattern based object segmentation using split and merge," *IEEE International Conference on Fuzzy Systems*, South Korea, August 20-24, 2009.
5. M. S. Q. Zulkar Nine, Md. A. K. Khan, Mahedi Hasanul Hoque, M. Ameer Ali, Nikhil C Sil, and G. Sorwar, "Vendor selection using fuzzy c-means clustering and analytical hierarchy process," *IEEE International Conference on Fuzzy Systems*, South Korea, August 20-24, 2009.

Department of Pharmacy

Publications:

Dr Sufia Islam published a paper on "Safety of Rapid Intravenous Rehydration and Comparative Efficacy of Oral Rehydration Solutions in the Treatment of Severely Malnourished Children With Dehydrating Cholera" in the *Journal of Pediatric Gastroenterology and Nutrition* (2009; 48:318-327).

Mr. Apurba Sarkar Apu (Lecturer) & Mr. Atiqul Haque Pathan (Sr. Lecturer) jointly published a paper on "In vitro Release Kinetic Study of Theophylline from Eudragit RS PO and Eudragit RL PO Matrix Tablets" in *Dhaka University Journal of Pharmaceutical Sciences* (2009; 1, 1-6).

International Conference/Lectures:

Dr. Shamsun Nahar Khan, Assistant Professor of the Department of Pharmacy, participated in the IUPAC Conference in UK.

Dr. Shamsun Nahar Khan, a delivered an lecture on Medicinal Chemistry for Postgraduate Research Students of University of Bath in UK.

Events

First anniversary celebrations of the students of Fall 2008 semester under the supervision of Mr. Zakiur Rahman, Lecturer of the Department of Pharmacy, was held in EWU auditorium on May 20, 2009.

A cultural program was arranged by the Spring 2006 batch under the supervision of Mr. Apurba Sarkar Apu, Lecturer of the Department of Pharmacy in EWU auditorium on 09 August, 2009.

Arrival of New Instruments in Pharmacy Lab:

- Tablet Punch Machine
- Mixer Machine
- Grinder
- Blister Coating Machine
- Double Cone Blender
- Multi-Mill
- Planetary Mixture
- Friability Test Apparatus

Department of Social Sciences

Publication:

● Dr. Bijoy Barua contributed a research article entitled, "Colonial Education and Non-Violent Activism of Rural Buddhist Communities in Bangladesh" as a chapter in the book (along with contributions from five international scholars from North America), to *Education, Decolonization and Development Perspectives from Asia, Africa and the Americas*, Publisher: Sense Publishers B.V., The Netherlands, 2009.

Club Update

EWU MBA Club

A Trip to DBL Group



EWU MBA club, with the aim of gathering practical knowledge, arranged a day-long fieldtrip to the Dulal Brothers Limited (DBL) factory situated at Savar, Dhaka. Students of MBA, EMBA & MBM programs along with club members participated in the trip. The Coordinator of MBA, EMBA & MBM programs, Dr. Nazrul Islam and some other faculty members accompanied them on the tour.

The management of DBL tried their best to give the visitors a clear idea about their business ventures. They described the production systems of the company. Mr. Sk. Rafiqul Islam, Manager Administration, and Mr. Md. Harunur or Rashid, Manager, HR Department, guided them while they were visiting their plants. The Coordinator of Graduate Studies (MBA, EMBA & MBM) and Moderator of MBA Club, East West University, Dr. Nazrul Islam thanked the DBL management for their hospitality and cooperation. He also handed over crests to the Chairman and Managing Director as a token of appreciation on behalf of EWU MBA club.

A Field Trip to Partex Beverage Limited



EWU MBA club, arranged a daylong fieldtrip to the Partex Beverage Limited located at Banglabazar, Gazipur. The program was arranged by the newly elected executive body of the MBA Club with the direct help and supervision of former members of the executive body. Students of graduate programs along with club members participated in this trip. The Coordinator of MBA, EMBA & MBM programs, Prof. Dr. Nazrul Islam and Assistant Registrar, Md. Mosharraf Hussain Mridha accompanied them on the tour.

The management of Partex Beverage tried their best to give the visitors a clear idea about their business. They showed us how they ensure good manufacturing process. At the end of the journey The Coordinator of Graduate Studies (MBA, EMBA & MBM) and Moderator of MBA Club, East West University, Professor Dr. Nazrul Islam, thanked the Partex Management for their hospitality and cooperation. He also handed over crests to the Managing

Director Mr. Rubel Aziz and General Manager (Operation) Engr. Md. Shamsul Alam as a token of appreciation on behalf of EWU MBA club.

IEEE Student Branch

Name of the Club: IEEE Student Branch, EWU

Club Objective: IEEE is the largest professional organization in the world. In the Asia Pacific region, it has 490 student branches. The objective is to arrange and attend seminars, talks, workshop, study tours, and various competitions.

❖ The branch organized a talk on "Novel development of lab-on-a-chip and system-on-a-chip" by Dr. Nazmul Islam, Assistant Professor, Department of Engineering, University of Texas, Brownsville, USA on July 02, 2009.

❖ The branch celebrated its first year anniversary, distributed the certificates and awards of electronic circuit design completion, and organized a talk on "Sustainable energy-the new challenge" by Professor A. F. M. Anwar, Department of ECE, University of Connecticut, Storrs, USA on August 2, 2009.

Executive Committee:

Branch Counselor	: Dr. Khairul Alam, Asst. Professor EEE Dept. EWU
Chairman	: Shaik Ashraf Hossain
Vice-Chairman	: Fazlul Karim
Treasurer	: Pintu Das
General Secretary	: Marzana M Mahmud
Branch Coordinator	: (1) Nusrat Haque (2) Asif Iqbal
Web Page Designer	: M. A. Jobayer Bin Bakkre

East West University English Conversation Club (EWUECC)

Club Objectives:

The objective of the East West University Conversation Club (EWUCC) is to make students talk through different activities in order to make them fluent English speakers. Since the students of our country do not have the opportunity to talk to others in English and are afraid to speak the language, by participating in different chat sessions they get the opportunity to use English. This is why the club arranges conversation in groups and organize regular chat session, quiz shows and workshops to increase the use of the language among students.

Students from Bangla medium schools often complain that they will never develop the ability to speak in English fluently and accurately like students of English medium and even if they are fluent they will not be accurate.

Some of them complain that although they want to speak in English, they don't get anybody either in their family or in their university with whom they can converse in English. Even if they speak English some people laugh at them and make fun of them. However, when students come to this club they get the opportunity to express their ideas in English.

Moreover, the club invites innovative ideas from students to incorporate them in club activities to make sessions interesting. Apart from the regular session, the club organizes movie shows overall club objective is to increase and strengthen the speaking skills of students in English through different activities.

Club Activities:

East West University English Conversation Club (EWUECC) organized different programs apart from its regular chat sessions every week in Summer 2009. East West University English Conversation Club (EWUECC) organized Logo Competition on 29 July 2009 in the auditorium from 3:30 - 4:30 pm Seven contestants from different departments presented their logos. The winner of the logo competition was Moiyedul Azam Koreshi, a student from the department of Business Administration. The judges were Mr. Kamrul Hasan, Assistant Professor, Department of Business Administration, Omar Faruq, Assistant Professor, Department of Business Administration and Mr. Hasan Al Zayed, Senior Lecturer, Department of English.



East West University English Conversation Club (EWUECC) organized a Poster Design Competition on 10 August, 2009 from 4 pm to 6 30 pm. A total number of 29 posters were presented by 29 groups, out of which 16 posters were from East West University and 13 from Daffodil International University. The 29 posters were displayed in the auditorium of East West University. The adjudicators looked at each poster and the respective presenters at that time had an opportunity to present their posters.

The adjudicators enquired about the posters and evaluated them accordingly. Mr. Kamrul Hasan, Assistant Professor, Department of Business Administration and Mr. Golam Rabbani, Lecturer, Department of English were present as adjudicators from East West University and Ms. Irina Ishrat, Senior Lecturer, Department of English and Mr. Saiful Haque, Lecturer, Department of Journalism, University of Dhaka also acted as adjudicators. The Pro-Vice Chancellor of East West University Professor Muniruddin Ahmed visited the program and appreciated the posters. He congratulated the organizers and the participants.

According to the evaluation of the judges, the poster designed by Mahadi Hossain of Daffodil International University was deemed to be the best designed. The group of Sarira Hossain Tanisha, Farhana Yasmin, Mir Nasif Ahmed and Mariam Akter of East West University secured the second position and the third prize went to Imran Mahmud of East West University.

Mr. Kamrul Hasan declared the names of the winners and Dr. Biony Barman, Head of the Department of English, Daffodil International University, handed over the certificates to the winners. Ms. Sonia Sharmin, the moderator of EWUECC, presented gift hampers to the adjudicators and the guests.

The executive members of EWUECC supervised the program. The program was anchored by Moiyedul Azam Koreshi, president of the club.

Club Moderator:

Sonia Sharmin, Senior Lecturer, Dept of English

Executive Committee Members:

President	Moiyedul Azam Koreshi
Vice President	Muntaka Enayet Khan
General Secretary	Sharif Wahida Shawon
Treasurer	Towhida Khan Khusbu
Event Coordinator	Jerry Anthony Rozario

EWU Computer Programming Club

Workshop on "Rapid Development of Microcontroller Based Systems"

This workshop was held in the ICS Lab of East West University on 24th May, 2009. It was conducted by Mehedi Al Imran, Assistant System Manager, EWU. He discussed the basics of microcontroller based systems and prospects of these systems. Considering the industry trends towards microcontroller-based systems, several software tools were introduced to the students. For writing efficient code in C, Keil uVision (<http://www.keil.com/e51/>) was introduced. Instant hardware simulation was shown using Proteus VSM (<http://www.labcenter.co.uk/index.cfm>).

For developing the PCB board, Orcad (<http://www.cadence.com/products/orcad/Pages/default.aspx>) was introduced. The workshop was very helpful for students interested in developing systems.

Seminar on "Friend 2 Friend Network Structure"

This seminar was held in the Auditorium of East West University on 4th June, 2009 for all students of East West University. The keynote speaker was Dr. Robin Upton, founder of Altruists International. He discussed the current activities and prospects of the project. It was really enlightening for students to learn the concept of friend 2 friend architecture



Intra University Gaming Contest, Summer 2009

This event was held on 28th May, 2009 in the Computer Lab (Research Building) for all students of East West University. The top three participants were awarded prizes. They were Fahim Ahmed, Shawan Asad and Riasat Ullah.

Intra University Computer Programming Contest, Summer 2009

EWUCPC organizes Intra University Computer Programming Contests every semester. This semester, two contests were held. One was for individual participation and the second one was for group participation. The contest for group participation was held on 20th July and the contest for individuals was held on 22nd July. Amongst the participants of group contest, the top two teams were awarded. Among the individual participants, the top five were awarded prizes. They were M. M. Rifat-Un-Nabi, Ayesha Mukarrama, Tonmoy Majumdar, Riasat Ullah, Fahim Ahmed, Joseph Armand Baroi, Md. Nur Alam

Training Program

EWUCPC has always arranged training programs to groom contestants. This semester the training program helped more students augment their programming skills. The Training Program was launched on 5th July, 2009 and continued for the rest of the semester. The contestants were trained by Shamim Hafiz, EWU alumnae, regular

problem setter for the ACM site, Valladolid. There was a separate class for junior programmers, conducted by M.M. Rifat-Un-Nabi and Joseph Armand Baroi.



Contest Participation

EWU Computer Programming Club successfully sent two teams to participate in the AUST Programming Contest organized by Ahsanullah University of Science & Technology on 24th July 2009. The members of the teams were M. M. Rifat-Un-Nabi, Ayesha Mukarrama, Tonmoy Majumdar, Riasat Ullah, Fahim Ahmed and Joseph Armand Baroi. A team from EWU Computer Programming Club participated in 2nd IUT National ICT Fest 2009 organized by Islamic University of Technology on 14th August 2009. Team members were M. M. Rifat-Un-Nabi, Tonmoy Majumdar and Md. Rashidul Hasan.

Club Moderators

Md. Nawab Yousuf Ali, Assistant Professor, Dept. of CSE, EWU
Sazia Mahfuz, Senior Lecturer, Dept. of CSE, EWU
Shaila Sharmeen, Lecturer, Dept. of CSE, EWU

Executive Committee Members

M. M. Rifat-Un-Nabi, President
Rokibul Hassan Chowdhury, Vice President
Al Muktedir, General Secretary
Md. Imtiaz Kabir, Treasurer
Mehedi Hasan, Organizing Secretary
Khalid Bin Yousuf, Organizing Member

EWU Telecommunications Club

Workshop on "LINUX OS"

The four day long workshop was organized by EWUTC. It was conducted by Md. Habibul Hasan, Rajib Hosan, K.M. Lutfullah and Mr. Shahriar Kabir. All the instructors are RHCE certified engineers. Around 40 students participated in the program. Certificates were given to successful participants.

Seminars

Seminar on "3G Technology & Its Marketing Prospects"

EWUTC organized a seminar on "3G Technology & Its Marketing Prospects" on 21st July at EWU Auditorium. Mr. Safayatul I. Khan, Manager, Market development, Banglalink and Mr. Mustafa Hussain, Assistant Professor, EWU were speakers at the seminar. A large number of students and faculty members were present on the occasion.

Seminar on "Professional Implications of LINUX"

For coping with LINUX system in the Telecom sector, EWUTC organized a seminar on "Professional implications of LINUX" for Telecom students. The seminar was conducted by Mr. Shahriar Kabir, Sr. Network Engineer, IT Division, Aktel. After the program certificates were given to participants of the Workshop on "LINUX OS" by Professor Dr. Ruhul Amin. Dr. Mofazzal Hossain, Mr. Imdadul Islam, Mr. Sarwar Jahan were present in the program along with the moderators of EWUTC.

Moderators

Sabiha Rahman Juthy
Md. Asif Hossain

Executive Committee

President: Mohammed Zahid Sarwar
Vice President: Bishwadip Gupta Amit
General Secretary: Tasnuva Islam
Treasurer: Md. Moshir Rahman
Event Co-coordinator: Shihabul Alam Muhin



Pharmacy Club

Objectives:

The pharmacy club's primary objective is to prepare students to meet the future needs of the pharmacy profession. The club intends to organize seminars and carry out other formal interactive programs for the dissemination of advanced knowledge in different areas of Pharmacy. The club also provides opportunities for pharmacy students to meet each other as well as faculty and professional pharmacists in order to interact in a setting outside the classroom.

Seminar on May 20, 2009:

A seminar was held on Wednesday, May 20, 2009 at 4:00 PM in the EWU auditorium. Mr. Mohammad Rafiqul Islam, Director, Marketing and Sales, Acme Laboratories delivered a speech on "Potholes in communication and communication skills."



Moderators:

Dr. Sufia Islam
Associate Professor, Department of Pharmacy
Mr. Abu Taiab Md. Jamaluddin
Lecturer, Department of Pharmacy

Executive Committee:

President: Nur A Al-Amin
Vice President: Maria Ahmed
General Secretary: Shahreen Raihana
Treasurer: Md. Kawser Hossain
Event Coordinator: Asif Imran Ruben

East West University Cine and Photography Club

East West University Cine and Photography Club (EWPC), established in September 2000, is working to make students more aware of the different dimensions of photography. The club motivates students to learn and share new ideas and techniques with fellows with similar interest and imaginative power in the cinema and in photography. East West University Cine and Photography Club has arranged and participated in quite a good number of local and international photography exhibitions and competitions and won prizes in different categories.

Club News

EWU Cine and Photography Club organized a workshop on 24- 25 June, 2009. 80 students participated in it. This was the largest workshop in EWU Cine and Photography Club history. Based on the knowledge acquired in this session, a practical field trip to PANAM city of Sonargaon was held on 27 June, 2009.

About 45 students took part on this trip. Easel Gairik Mortuza and Md. Ismail Hossain Ferdous conducted the workshop and the field trip.



Executive Committee

Moderators:

M. Sayeed Alam, Assistant Professor, DBA
 Ms. Farhana Ferdousi, Senior Lecturer, DBA
 Muntasar Chawdhary, Senior Lecturer, Department of Economics
 President: Raihan Quadir
 Vice-President: Ahmed Tamim
 General Secretary: Easel Gairik Mortuza
 Treasurer: Yamin Tawseef Jahangir
 Public Relation: Md. Ismail Hossain
 Event Coordinators: Najmus Saquib & Md. Nymul Islam

Creative Marketing Club (CMC)

The country's first ever club created for Marketing is the Creative Marketing Club (CMC). The objective of this club is to unearth the raw marketing talents of the students of East West University. The Club updates its members about different activities being currently undertaken in the marketing world CMC aims to create future leadership in the area. With this end in mind, it undertakes activities such as inviting people from the corporate world as guest speakers in class or workshops on advertising, branding; arranging competition on marketing case analysis, arranging marketing quizzes, product identification game shows, print advertisement competition, etc. It intends to make the marketing students of East West University become the best in the country and to build excellent corporate links. The different activities undertaken in the last few months are:

CMC Poster Battle

Creative Marketing Club (CMC) organized the CMC Poster Battle a marketing poster designing competition on 18 June 2009. Students were given three alternative scenarios on three different marketing concepts to find who could be more successful in portraying the concept in a poster.

The posters were scored on eight different criteria. From the first round, the top 5 posters were selected based on the scoring, and their names were declared at the beginning of the final presentation and prize giving ceremony, held on 18 June 2009, at the EWU Auditorium. The top 5 poster designers then gave presentation on their posters justifying their poster designs. Senior Lecturer Kashfia Ahmed and club moderators Md. Farhan Faruqui and Md. Anamul Haque Rubai judged their presentation using the same criteria, to determine the ranking. The top 5 were awarded CMC certificates while the champion, Urmi Noor Binte Giash, was presented a crest.



The Top 5: 1) Urmi Noor Binte Giash (Champion)

- 2) S. M. Nazmus Sakib Chowdhury
- 3) Fazle Kaiser
- 4) Kazi Saad Bin Nasir
- 5) Mir Tabassum

ACME Industry Tour

On June 21, 2009, CMC went on an industry tour to ACME Agrovet & Beverages Ltd. This is a sister concern of the ACME Group, established in 1954. They took participants to their quality assurance based plant at Dhamrai, 30 km west of Dhaka City. General Manager of ACME Agrovet Mr. Sarowar Habib Sinha, Production Development Manager of ACME Laboratories, Md. Mahfizur Rahman, and other senior officials welcomed the guests at their seminar room. Then the students toured the production plant. Quality Assurance Manager Shen Babu demonstrated all the steps of the production process of their juice and mineral water. After having lunch, there was an interactive session where ACME officials took feedback from the students and answered their queries. At the end, on behalf of the EWU students, Club Moderator Md. Farhan Faruqui thanked ACME officials and wished the long-term sustainability of this relationship between the renowned company and the university.

Marketing Case Competition

A competition was held on Marketing Case Study Analysis on February 8, 2009. Groups were selected on "first come first serve" basis. The objective was to enable students to practice case study analysis and perfect presentation styles, and for junior students to learn from the event. Club moderator Md. Farhan Faruqui conducted the program and gave valuable feedbacks on presentations and analysis.

Moderator

Md. Farhan Faruqui

Md. Anamul Haque Rubai

Executive Committee

President : Faysal Kabir

Senior Vice President: Muntasir Rashid

Assistant Vice President: Abdur Rob Raiyan

Treasurer: Rashed Imrose

General Secretary: Ahmed Imtiaz Shihab

Chief Coordinator: Md. Mustafizur Rahman & Mueen Probal

EWU Debating Club (EWUDC)

Within a span 11 years, East West University Debating Club has become competitive both locally and internationally. It has been participating in Worlds Debating Championship WUDC since 2003 and Asian Universities Debating Championship AUDC since 2005. This club has won twelve national championship titles in last five years in different national debating tournaments.

Executive Committee for the year 2009-10 of the club included Nusrat Safaa (President), Mehrab Binte Imtiaz (Vice President), Tauhid Hossain Papon (General Secretary), Taslima Begum Molic (Treasurer) and Md. Kamal Uddin Rony (Event Coordinator). The club moderators are Mr. Omar Faruq, Assistant Professor & Ms. Kohinoor Biswas, Senior Lecturer of Department of Business Administration, East West University. In view of its achievements in the debating fraternity locally & internationally, EWUDC plans to re-launch itself as an international club very soon.

EWU Environmental & Social Club

Moderator: S S M Sadrul Huda

Executive Committee:

President: Muhammed Shahedur Rahman

Vice President: Iram Mahfuza

General Secretary: Md. Raihan Haider Ranjan

Treasurer: Nishat Saif Badhan

Event Management: Munir Mohammad Sami (Logistics)

G. M. Zakir Hossain (Media Relations)

Tayan Nazir (Volunter)

Abid Hossain (Publication & Design)

East West University Science Club

East West University Science Club organized the Interuniversity Math Olympiad 2009 for the second time consecutively at its campus on 4th July 2009 from 9am to 5pm. Participants from 16 public and private universities took part in the competition. Participants from the following universities won prizes.

- ❖ Bangladesh University of Engineering and Technology: first, second, third and fifth places
- ❖ BRAC University: fourth and eighth places
- ❖ Shahjalal University of Science and Technology: sixth and seventh places

❖ Chittagong University of Engineering and Technology: ninth place

❖ United International University: tenth place

Dr. Mohammed Farashuddin, founder Vice Chancellor and member, Board of Directors of the university inaugurated the event. Mr. Jalaluddin Ahmed, President, Board of Directors, East West University was present as the chief guest in the prize giving ceremony. He said "Mathematics is an exercise of brain, it helps us think rationally and it is an important mean of learning & doing in all disciplines." He added that he hopes EWU will be able to organize and International Math Olympiad very soon. Professor Mohammed Sharif, Vice Chancellor, East West University presided over the prize-giving ceremony.

Professor Md. Zafar Iqbal of Shahjalal University of Science and Technology was also present as the convener of the panel of the judges in the competition. Prof. Zafar Iqbal in his interactive session advised students to be innovative, honest & diversified. He thanked East West University for organizing such a wonderful event. Professor Mohammed Kaykobad, Dr. Abu Saleh Abdul Noor, Dr. Mozammel Huq Azad Khan and Dr. Anisul Haque - were also present as members of the judge panel.

The media partners of the competition were - Radio Today and Digonto Television and Pubali Bank were co-sponsors of the event.

Moderators:

Anindita Paul, Assistant Professor, Department of ECE

Md. Anisur Rahman, Lecturer, Department of CSE

Executive committee members:

President : Md. Mahabubul Alam

Vice-President : Md. Monirul Haque

General Secretary : Sharmin Jahan

Treasure : Muntaha Karim

EWU Business Clubs

Objective: The objective of the club is to prepare future leaders for the challenges in the business world through nurturing their talents.

Club Activities: In the Summer - 2009 semester East West University Business Club conducted several successful activities. In the beginning of the semester a General Meeting of the club members was arranged where a good number of students participated and expressed their views. Also, EWUBC organized a workshop on case study analysis which was conducted by Mr. Mujahid Mohiudding Babu, Senior Lecturer, Department of Business Administration. The purpose of the workshop was to give students some in-depth knowledge and insights regarding the process of analyzing cases based on real life situations, problems and providing solutions, which will help the students in both their

academic and professional life. A significant number of students participated in the workshop. Moreover, EWUBC as part of its expansion plan, carried out a member search to recruit enthusiastic and active members.

Moderators:

Mr. Mohammad Abdur Razzak, Assistant Professor, DBA
Mr. Mahmud Zubayer, Assistant Professor, DBA
Mr. Lutfur Rahman, Senior Lecturer, DBA

Executive Committee Members:

President: Quazi Mushfiqur Rahman
Vice President: Samiha Ali
General Secretary: Sheikh Safdar Nishu
Treasurer: Mohammad Shabbir Ahmed Khan
Chief Coordinator: Md. Nahid Ali Mosleh (Jitu)

Appointments, Promotions and New Assignments

Appointments (Faculty Members)

Dr. Chowdhury Faiz Hossain, Professor & Chairperson, Department of Pharmacy
Dr. Edward Lee Organ, Associate Professor, Department of Pharmacy
Ms. Farheen Khurram, Lecturer, BBA
Ms. Afreen Choudhury, Lecturer, BBA
Ms. Laila Zaman, Lecturer, BBA
Ms. Nusrat Khan, Lecturer, BBA
Ms. Nafish Sarwar Islam, Lecturer, BBA
Dr. Mst. Moriam Quadir, Assistant Professor, ENG
Mr. Golam Rabbani, Lecturer, ENG
Ms. Waseema Tasneen, Lecturer, ENG
Ms. Farzana Sharmin Islam Pamela, Lecturer, ENG
Ms. Israt Jahan, Lecturer, ENG
Mr. Debasish Basak, Lecturer, Pharmacy
Mr. Ahsanul Hasan, Lecturer, Pharmacy
Mr. Abdullah Al Maruf, Lecturer, Pharmacy
Mr. Mahmudul Hasan, Research Lecturer, CSE
Mr. Raqibul Hasan, Research Lecturer, CSE

Appointments (Administrative Staff Members)

Mr. Md. Tawhidoul Azad, Accounts Officer, Accounts
Mr. Ahsan Habib, Assistant Librarian, Library
Mr. Md. Zahidul Islam, HR Officer, HR & Logistics
Mr. A.S.M. Sarwar, Assistant Registration Officer, Registrar's Office
Md. Ahasan Habib, Assistant Librarian, EWU Library

Promotions

Mr. Nawab Yousuf Ali, Senior Lecturer, Dept of CSE, has been promoted to Assistant Professor.
Ms. Sazia Mahfuz, Lecturer, Dept of CSE, has been promoted to Senior Lecturer.

Mr. Muntasir Chaudhury, Lecturer, Department of Economics has been promoted to Senior Lecturer.

Ms. Farhana Rizwan, Lecturer, Department of Pharmacy has been promoted to Senior Lecturer.

Mr. Atiqul Haque Pathan, Lecturer, Department of Pharmacy has been promoted to Senior Lecturer.

Mr. Muhammad Asaduzzaman, Lecturer, Department of Pharmacy has been promoted to Senior Lecturer.

Mr. Rayyan Hassan has been promoted to Senior Lecturer.

Ms. Farzana Akhter has been promoted to Assistant Professor from Senior Lecturer.

Ms. Akhter Jahan, Ms. Sonia Sharmin, Ms. Zahida Sharmin have been promoted to Senior Lecturer from Lecturer.

Mr. Abidur Rahman, Deputy Logistics Officer, has been promoted to Protocol Officer.

Newborns



Mr. S I Nusrat A Chaudhury, Associate Professor, Department of Business Administration, Head of Career Counseling Center, East West University, and Mrs. Chaudhury, are blessed with a son born on 06 July 2009 at Houston, Texas. They have named the newborn Kinnor Koushol Chaudhury.

Mr. Mohammed Motiur Rahman, Assistant Librarian, was blessed with a baby girl on 12 June 2009. Congratulations to Mr. and Mrs. Rahman and may the Almighty bless the newborn.

Mr. Muhammad Asaduzzaman (Sr. Lecturer) & Ms. Nishat Nasrin (Lecturer) have blessed with a daughter named Adeeva Zunairah on 25 June 2009.

Mr. Apurba Sarkar (Lecturer) have blessed with a daughter named Aneliya Arani Sayanno on 22 May 2009.

Mr. Zahid Akter, Assistant Professor, Department of English and his wife Farhana Afroz became parents for the second time. Their second son was born on 25 July 2009. The baby is named Tahsan Zahid Anan.

Ms. Tania Ferdous (Lab Officer) have blessed with a son on 20 May 2009.

Weeding

Mr. Nowsad Ali, Assistant Library Officer got married to Ms. Nilufar Yasmin on 15 May 2009. Congratulations to Mr. and Mrs. Nowsad.

Elected BELTA Vice President

Mr. Harunur Rashid Khan has been elected recently as a Vice President of Bangladesh English Language Teachers Association (BELTA), a voluntary organization for English teachers in the country for 2009-2010.

EWU's Academic Programs

Undergraduate Programs

BBA
B.Sc in CSC
B.Sc in CSE
B.Sc in ICE
B.Sc in EEE
B.Sc in ETE
B.Sc in Pharmacy
BA in English
BSS in Economics

Graduate Programs

Master of Business Administration
Master of Business Administration (Executive)
Master of Bank Management
MS in Computer Science and Engineering
MS in Telecommunications Engineering
MS in Applied Physics & Electronics
Master in Development Studies
MA in English
MA in English Language Teaching
Master of Population, Reproductive Health, Gender and Development (MPRHGD)

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EWU's own campus construction work in progress