

# American International University-Bangladesh

## Sustainable Development Goals Report



### SDG 4: QUALITY EDUCATION

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# AIUB's Educational Outreach Beyond Campus

## Ongoing Outreach Programs (Programmed Initiatives)

- **FBA Academic Outreach Program (Career & Capacity Building):**

The Faculty of Business Administration runs a structured outreach program where teams of AIUB faculty visit local high schools and colleges to conduct career-oriented workshops and teacher training. Each visit typically features interactive lectures on higher education and career planning for students, plus a pedagogy seminar for the host institution's teachers, often capped by a quiz competition for students [aiub.edu](http://aiub.edu) [aiub.edu](http://aiub.edu). For example, in March 2023 an FBA team (led by senior professors from Marketing, Accounting, etc.) visited Kazi Mohammad Shafiqul Islam Degree College (Brahmanbaria) to guide students on academic/career paths and to train the college's teachers – an effort warmly received by the principal and staff [aiub.edu](http://aiub.edu) [aiub.edu](http://aiub.edu). *Status:* Programmed (recurring since 2017), *Led by:* FBA faculty (department-driven, with university support), *Target:* Senior students and teachers of partner colleges (e.g. Dhaka Imperial College, BAF Shaheen Colleges, St. Gregory's High School), *Scope:* Department-specific academic outreach across various schools.

## Department of Marketing organizes 'FBA, AIUB Academic Outreach Program'

As a part of the social responsibility and commitment towards the students' sustainable capacity development, the Department of Marketing, Faculty of Business Administration (FBA) organized the 'FBA, AIUB Academic Outreach Program' for the college students at Dhaka Imperial College, Jahurul Islam City, Aftab Nagar, Dhaka on Thursday, May 09, 2024

The event's main objective was to assist the college students in enhancing their academic and extracurricular capabilities to ensure a smooth and successful entrepreneurship/ corporate career ahead. A Team from FBA, AIUB composed of Dr. Mohammad Faridul Alam, Associate Professor and Director of Graduate Programs (MBA and EMBA), Mr. Hamidul Islam [Hamid], and Mr. Stanley Rodrick, Senior Assistant Professors from the Department of Marketing, FBA, visited the institution.

Upon arrival at the college premises, Mr. Mohammed Delowar Hossain Mridha, Vice Principal of Dhaka Imperial College, greeted the team members and facilitated the session. An opening speech was delivered by the Vice Principal, who introduced the visiting team to the students and teachers. After that, Dr. Mohammad Faridul Alam addressed the students and delivered his interactive speech on "Higher Studies and Career Orientation for the College Students". The speech covered various topics, including general features of being an excellent student, options of higher studies in Bangladesh, key essentials for a successful career choice, the benefits and consequences of effective career planning, the journey towards success—struggles and growth opportunities, and other relevant topics. The students actively participated in the discussion, showcasing their enthusiasm and interactive skills.

Mr. Hamidul Islam [Hamid] and Mr. Stanley Rodrick then conducted an interactive business quiz contest, and prizes were distributed among the winners. Dr. Alam, on behalf of the visiting team from AIUB, expressed his appreciation to the college students and teachers for actively listening and participating in the discussion and business quiz contest. At the end of the session, the visiting team from AIUB was introduced to Mr. Arif Ahmed, Principal of Dhaka Imperial College, who expressed his gratitude and appreciated the visiting team members' efforts to organize and manage the event successfully and showed his sincere interest in participating in any academic and competitive events organized by AIUB in future.

The outreach program was organized under the direct guidance and supervision of Prof. Dr. Partha P. Chowdhury, Head, Department of Marketing, THM, and IB, FBA; and Dr. Rezbin Nahar, Director, Undergraduate Program (BBA), FBA. The FBA, AIUB, is especially thankful to the AIUB Management and Administration for their substantial support in arranging the outreach program successfully.



## FBA, AIUB Academic Outreach Program at Kazi Mohammad Shafiqul Islam Degree College, Islampur, Brahmanbaria

As a part of the social responsibility and commitment to the student's sustainable capacity development, the Faculty of Business Administration (FBA), American International University–Bangladesh (AIUB), organized an academic outreach program for the students of Kazi Mohammad Shafiqul Islam Degree College, Islampur, Brahmanbaria, on Tuesday, March 14, 2023.

The event's main objective was to assist the students in enhancing their academic and extracurricular capabilities to ensure a smooth and successful entrepreneurship/ corporate career in the near future. A Team from FBA, AIUB comprised of Dr. Mohammad Faridul Alam, Associate Professor & Head, Department of Accounting, Mr. Hamidul Islam, Senior Assistant Professor, Dept. of Marketing, Mr. Stanley Rodrick, Senior Assistant Professor, Dept. of Marketing, and Mr. Abdullah Al Mohit, Teaching Assistant, FBA visited the institution.

Upon arrival at the college premises, Mr. Md. Shafiqur Rahman, Principal, and Mr. Zahir Uddin, Vice Principal, greeted the team members and facilitated the session. An opening speech was delivered by the College Principal, who introduced the visiting FBA Team to the college

students and teachers. Dr. Mohammad Faridul Alam then addressed and delivered his interactive speech on “Higher Studies and Career Orientation” for College Students. Certain topics included academic preparations for career development, external and internal influences in choosing a particular career, the importance of career exploration, the benefits, and consequences of not having effective career planning etc. The journey towards success – struggles and growth opportunities, interview preparations and techniques, and other relevant topics were also discussed during his lecture. The students participated in the dialogs with their enthusiastic and interactive performances.

Mr. Hamidul Islam, and Mr. Stanley Rodrick coordinated the question-answer session, and then conducted a quiz contest for the participating students. Prizes were distributed among the winners, and the visiting team presented gift packs respectively to the college teachers and management, on behalf of AIUB. The event concluded with a Vote of Thanks from the Principal on behalf of the beneficiary students, teachers, and the college managing committee. He appreciated the visiting team members’ efforts to organize and manage the event successfully and showed his sincere interest in participating in any event organized by AIUB.

The outreach program was organized under direct guidance and supervision from Prof. Dr. Farheen Hassan, Director, Undergraduate Program (BBA), FBA. The FBA, AIUB is especially thankful to the AIUB Management, Administration, and Office of Student Affairs (OSA), AIUB, for their continuous support in arranging the program successfully.



- **Kathpencil Pathshala (Community School for Children):**

AIUB supports “Kathpencil Pathshala,” an ongoing educational outreach program providing a *free non-formal school* for underprivileged children aged 5–12. This initiative offers basic education along with meals, arts-and-crafts activities, and even vocational skills training, creating a safe, holistic learning space for kids who lack access to traditional schooling [aiub.edu](http://aiub.edu). The program – run in collaboration with volunteers (often AIUB students/faculty) – emphasizes creative education (“arts for education, crafts for goods, theatre for development, play for growth”) to foster the children’s development. *Status:* Programmed (continuously operating), Led by: AIUB Social Welfare bodies (with Office of Student Affairs oversight),

often via student volunteers, Target: Underprivileged local children (e.g. in Tejgaon, Dhaka), Scope: University-wide social initiative (non-academic community education aligned with AIUB's inclusive education mission).

## AIUB Social Welfare Club–Shomoy organises “Rongin Shomoy 2025” for underprivileged children at Kathpencil Pathshala



On September 6, the AIUB Social Welfare Club–Shomoy, with the support of the Office of Student Affairs (OSA), American International University-Bangladesh (AIUB), organised a day-long event titled "Rongin Shomoy 2025" at Kathpencil Pathshala – a non-profit organisation dedicated to the education and well-being of underprivileged children.

The programme was inaugurated and graced by Nadia Anwar, Founder Member and Chairman, Board of Trustees, AIUB, along with Prof. Dr Manzur H Khan, Proctor, AIUB. The day was filled with cultural performances, painting sessions, fun activities, and the distribution of colourful custom-made dresses, school bags, and stationery items among the students of Kathpencil Pathshala.

- **Student Volunteering & Social Outreach (Shomoy Club):**

AIUB's Social Welfare Club “Shomoy” coordinates year-round outreach and charity efforts driven by student volunteers. This includes regular teaching sessions at local slum schools, as well as awareness campaigns and relief drives for the broader community. For instance, club members routinely teach and train children at a local school for underprivileged youth, organize fundraising to provide food and gifts during Eid, run hygiene-awareness and self-defense workshops, and even mobilize aid for disaster relief [aiub.edu](http://aiub.edu). These activities are often done in partnership with NGOs and supported by AIUB's Office of Student Affairs. The Shomoy Club thereby serves as a platform for students to engage in civic education outreach (e.g. mentoring street children) and social causes (blood drives, winter clothing donations, etc.),

developing student leadership and empathy [aiub.edu](http://aiub.edu). *Status:* Programmed/Ongoing (continuous club activities since 2009), *Led by:* Student club (Shomoy) with faculty/administration guidance, *Target:* Marginalized groups in the community (underprivileged children, disaster-affected families, etc.), *Scope:* University-wide volunteer effort (open to all students, multi-departmental impact).

AIUB Social Welfare Club – SHOMOY

<https://www.aiub.edu/oncampus/clubs/aiub-social-welfare-club--shomoy>

Beyond the classroom, AIUB fosters social sustainability through various student-led organizations and activities. The AIUB Social Welfare Club – Shomoy, established in 2009, provides students with opportunities to engage in social welfare issues, volunteer their time, and develop leadership skills. The club focuses on educating students about concerns such as poverty, gender discrimination, and food insecurity, thereby creating awareness of the SDGs and motivating the youth to take action through volunteerism and advocacy.



ASC focuses on volunteering for social causes ranging from flood relief, blood donations, winter clothing drives, self-defense, and various other charitable work. The club collaborates with numerous non-governmental organizations (NGOs) to further pursue social welfare for a larger community. From teaching and training at a local school for underprivileged children to raising funds for providing rations to them on Eid, and even running campaigns for critically diagnosed patients of the AIUB community, supporting the university's community service initiatives, ASC shapes future leaders to help bring about a positive change to develop the society.

## One-off and Short-Term Outreach Activities (Ad Hoc Examples)

- **Public Workshops, Contests & Seminars:**

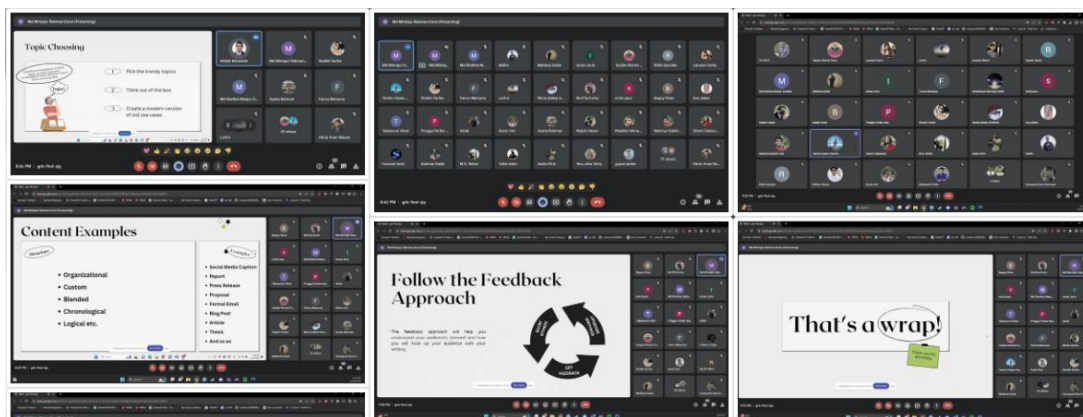
AIUB frequently hosts one-off educational events that are open to the wider community or held off-campus, extending learning beyond its student body. Recent examples include a “*Content Writing: Become a Content Wizard*” workshop and a *Microsoft Excel skill development* workshop – both offered free to students outside AIUB to build practical skills [aiub.edu](http://aiub.edu). Similarly, the university organized an Inter-College Engineering Quiz Contest to promote STEM education among high school students beyond its campus. On the cultural side, AIUB has held public academic seminars like “*Exploring the Gothic in Literature*” and “*Voices from the Root: Celebration of Language and Mother Tongue*,” which were open to local audiences and high school learners [aiub.edu](http://aiub.edu). *Status:* Ad hoc (one-time events, though some recur annually), *Led by:* Various departments or student clubs (e.g. AIUB Computer Club for the content writing workshop, Faculty of Engineering for quiz contests, FASS for literature/language seminars), *Target:* School/college students, local residents, and other external participants, *Scope:* University-wide outreach (events may be hosted on campus or at external venues, but involve non-AIUB attendees).

### Content Writing workshop by AIUB Computer Club

On November 26, 2023, AIUB Computer Club organized a workshop named “Roadmaps of Content Writing: Become a Content Wizard” at 8.00 PM via Google meet. The speaker of the workshop was Mintajur Rahman Emon (Former Assistant General Secretary of Media and Publication, AIUB Computer Club).

The main purpose of the workshop was to provide students with the opportunity to learn the fundamental skills they need to write well both in academic and day-to-day life. The speaker began the session by showing the agendas of the workshop and started with the introduction of the content writing, pillars of content writing, examples and structures, brainstorming, feedback approach, summary, and action items. He explained the importance of effective communication and dynamic content to make sure the message is delivered to the audience clearly. He encouraged everyone to think out of the box to create modern versions of old use cases. Additionally, Abhijit Bhowmik (Associate Professor of CSE at AIUB and Special Assistant, Office of Student Affairs) joined the meeting and inspired the audience to focus more on content writing skills and appreciated the workshop for its purpose. Mr. Mintajur then highlighted four considerable pillars of content writing. He continued by talking about the examples of contents and their structure. Then he briefly discussed how to write social media captions, reports, press releases, article, thesis and explained how the content should be structured. The speaker also talked about how a writer might use digital brainstorming to collect fresh, impactful ideas that will appeal to a certain audience. Later, he discussed how the feedback strategy will connect the audience with the work and aid in understanding their needs. He then inquired about the platform that the audience used to compose their articles.

There was a question answer session at the end. Mr. Mintajur Rahman took a while to answer all the questions asked by the attendees, which helped them to clear their confusion and get a clear view on the overall session. Lastly, Ms. Tunaj and Ms. Lamyia concluded the session at 9:30 PM and conveyed their appreciation to the speaker and former executive committee members who attended, as well as to the participants. The workshop was a great success with nearly 60 participants and motivated the attendees to consider pursuing further skills in content writing.



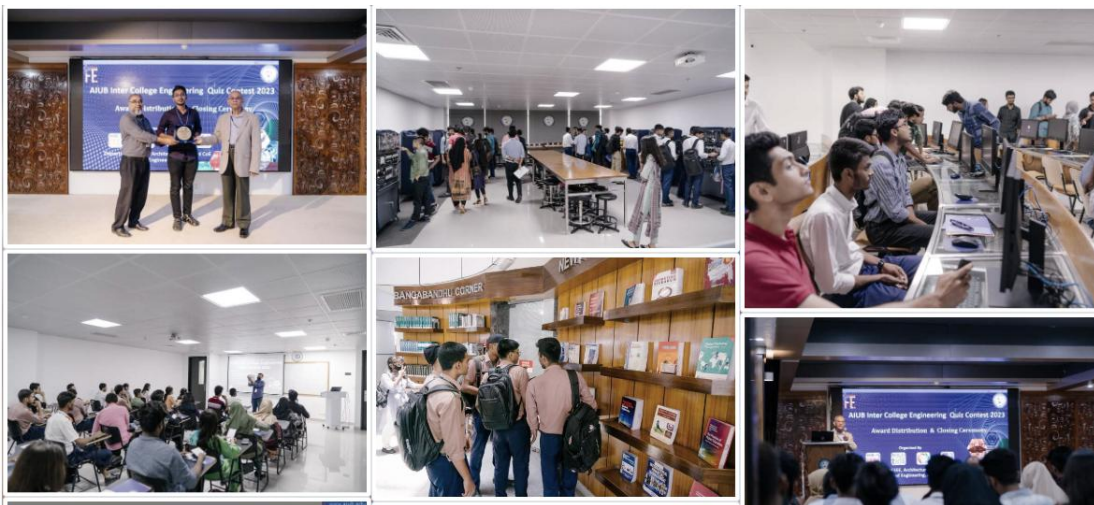
## Faculty of Engineering Organized “AIUB Inter College Engineering Quiz Contest 2023.”

On May 20, 2023, the Faculty of Engineering of American International University-Bangladesh (AIUB) organized the event titled “AIUB Inter College Engineering Quiz Contest 2023”. The event was held at the university premises. It started at 9:30 AM with more than 180 participants of 30 different colleges from Dhaka and concluded at 3:00 PM. This was an

initiative by the faculty of engineering to encourage the higher school students towards STEM education.

The event began with participants completing the registration process, where they were provided with souvenirs and served refreshments. At 10:30 AM, the quiz contest officially started, and following that, the participants were given a guided tour of the beautiful AIUB campus. This tour included visits to notable locations such as engineering laboratories, classrooms, library, field, sports complex, gym, and other places. The guided campus tour concluded at 12:30 PM, and the participants were taken to the Multipurpose Hall for the prize-giving ceremony. During the ceremony, the Faculty of Business Administration (FBA) organized another engaging informative quiz session and discussed the future prospects of education. Later, the members of AIUB Performing Arts Club (APAC) performed cultural activities which were lively enjoyed by all the participants. After the performance of APAC, Prof. Dr. A.B.M Siddique Hossain (Dean, Faculty of Engineering, AIUB) shared his lifelong experiences as a renowned academician for over 3 decades. His informative and inspiring words enlightened the young participants. After the speech from honorable Dean, token of appreciation from AIUB were handed over to the College teachers from Birshreshtha Noor Mohammad Public College (BNMPC) and South Point School & College, who supported the students from their colleges and visited the campus. They also expressed their sincere gratitude to AIUB and exchanged valuable feedback with the other faculty members.

The quiz contest winners were announced, and prizes were awarded by Prof. Dr. A.B.M Siddique Hossain (Dean, Faculty of Engineering, AIUB), Prof. Dr. Mohammad Abdul Mannan (Associate Dean, Faculty of Engineering, AIUB), and Dr. Md. Saniat Rahman Zishan (Director, Faculty of Engineering, AIUB). Among the contestants Mr. Fardin Hasan Dhruba from Notre Dame College, Dhaka secured the first position, Mr. Ahnaf Hameed Rauf from South Point School & College secured the second position and Mr. Farhan Mashuk Tanim from ELC Inspires secured the third position. Faculty of Engineering, AIUB extends appreciation to all the participants for their whole-hearted participation and appreciated their involvement in various activities.



## Voices from the Root: Celebration of Language and Mother Tongue



An enchanting cultural event with songs, dance, skit, fun-debate, poetry recitation and poetry performance took place on 21 March 2023 at 3pm in Multi-purpose Hall (D building) of AIUB campus. The event was organized by the Department of English, AIUB. It was titled “Voices from the Root: Celebration of Language and Mother Tongue”. In this event, all the students of AIUB were invited as audience. The event was participated by the students of English Department and AOC. The performers had gone through a rigorous rehearsal process before the final event under the supervision of English department teachers as mentors. The Dean of the Faculty of Arts and Social Sciences (FASS) Prof. Dr. Tazul Islam, the Associate Dean of the Faculty Dr. ABM Rahmatullah and the Head of the Department of English, Mr. M Hamidul Haque were present on the occasion. All the faculties of the Department of English were also present among the audience. The head of the department inaugurated the cultural program. The program ended with certificate distribution among the performers and the speeches by the Dean and Associate Dean of FAASS.

## Exploring the Gothic in Literature



The Audience who had gathered at multi-purpose hall in Annex 7 of American International University-Bangladesh were certainly somewhat surprised as Bram Stoker's immortal creation the frightening vampire Count Dracula welcomed them to an afternoon of exploration of 'The

Gothic' in literature. From his shadow emerged the co-host of the event, another figure from the realms of popular culture, the creepy and mysterious Wednesday Adams.

The faculties and students of the Department of English were busy planning this intriguing afternoon since the beginning of fall 2023-24 semester. After weeks of hard work and rehearsals finally on October 11, Wednesday (a happy accident) the stage was set. Audience started gathering from 3:15 pm and soon the event was inaugurated by Prof. Dr. Tazul Islam, Dean of the Faculty of Arts & Social Sciences.

As the title suggested the focus of the program was not only literature identified as 'gothic romance' of the Victorian period (1837-1901) but also works that are thematically similar across literary history and culture. The event began with creative presentations from the greats such as Edgar Allan Poe, Mary Shelley, Emily Dickinson, and Charlotte Bronte's canonical works. This was soon followed by gothic interpretation of a segment from modernist poet T.S. Eliot's haunting poem *The Waste Land*, and stage adaptation of contemporary popular fantasy and horror fiction author Stephen King's novel *Secret Window, Secret Garden*. The humorous chemistry between Dracula and Wednesday was triggering the audience into bursts of laughter and several performances received applaud and ovation, notably Bertha Mason's role played by Tasnia Elahi Proma a final semester student of the Department.

Among the audience, the Dean Prof. Dr. Tazul Islam, Associate Dean Prof Dr. Rahmatullah, Head of the English Department Hamidul Haque and faculties of various departments were present. The hearts of the gathering, however, were the booming and cheering students of the university who crowded the Multi-purpose Hall to its brim.

After a surprise faculty performance and a very interactive mock-tarot card reading session, the curtain dropped. However, the student enthusiasm seemed to have lingered as an ecstatic echo soon could be traced on social media.

- **Field Visits & Community-Based Projects:**

As part of experiential learning, AIUB faculties sometimes undertake community engagement trips that double as outreach. For example, students of Media and Mass Communication visited the traditional Jamdani weaving village in Sonargaon (2023) to learn from local artisans and assist in preserving a cultural heritage craft [aiub.edu](http://aiub.edu). During this visit, the students not only gained hands-on insights but also contributed to the community's development – an educational outreach aligning with sustainable community goals. Such one-off projects – including field trips, rural internships, or day-camps – are typically course- or club-based and provide mutual knowledge exchange (students share modern knowledge or publicity, while communities share indigenous skills). *Status:* Ad hoc (single projects or study tours), Led by: Specific academic departments or faculty (in the MMC case, the Media & Mass Communication program), sometimes student groups, Target: Local community groups (villages, crafts communities, etc.), Scope: Department-specific initiative (integrating outreach into academic curriculum).

*(Additional outreach in health and well-being is also pursued on a short-term basis. For instance, the AIUB Shomoy Club recently facilitated a Cervical Cancer Awareness session*

*(Dec 2024) in collaboration with a pharmaceutical company – educating young women on cancer prevention and even offering on-site vaccinations [aiub.edu](http://aiub.edu). While held on campus, this kind of awareness drive extends preventive education to the university community and underscores AIUB's wider social responsibility.)*

## MMC students visited and participated in a community development project at Jamdani Village, Bargaon, Sonargaon

The Media and Mass Communication (MMC) students of the American International University-Bangladesh (AIUB) participated in a community development project at Jamdani Village, Bargaon, Sonargaon, under the guidance of Senior Faculty Mr. Niaz Majumder of MMC department on July 15, 2023.

The workshop was organized by the Summer 2023 BLC Field School Bangladesh Chapter and was titled: “Story of Jamdani People and Place, Bargaon”. The objective of the workshop is to document the cultural landscape and stories of Jamdani people and places. At the end of the day students have gained knowledge to document the environment and cultural landscapes of local communities, how to write local histories of people and places "from the ground," and gleaned materials through hands-on activities.

In the concluding session, Mr. Niaz Majumdar presented an interesting topic from his research paper; Maa & Mati – “Terracotta our culture! Our heritage”, in the context of art and architecture of Bangladesh. Thanks to architect Dilruba Ferdous Shubhra, (former faculty of AIUB, Department of Architecture), for her kind invitation to this wonderful Field work projects and a resourceful event.

