

American International University-Bangladesh

Sustainable Development Goals Report



SDG 1: No Poverty

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AIUB's Support for Community Sustainable Entrepreneurship (2020–Present)

American International University–Bangladesh (AIUB) has actively engaged in programs that help **local community members start sustainable businesses**. From establishing incubation and mentorship platforms to offering targeted training, resources, and partnerships, AIUB aligns these initiatives with sustainable development goals. Below is a structured overview of AIUB's key efforts since 2020, including evidence of **incubation/mentorship, training workshops, resource access, free vs. paid services, and collaborative partnerships**.

Mentorship and Incubation Programs Open to the Community

AIUB launched the **Dr. Anwarul Abedin Institute of Innovation (D2A2I)** and its **Business Incubation Center (BIC)** as a hub for nurturing entrepreneurs. The BIC provides a **comprehensive support system** – from guiding idea-stage projects to business launch – and is **open to both students and community members** aiub.edu. Through BIC, **local entrepreneurs** receive mentorship, project incubation support, and even **seed funding and grants** to develop *financially and socially sustainable businesses* aiub.edu. For example, BIC engages **experienced mentors** from academia and industry, and runs regular mentorship sessions, seminars, and networking events to build entrepreneurial capacity aiub.edu. These mentorship initiatives are not limited to current students; alumni and external innovators can also participate, creating a bridge between the university and the wider community.

Business Incubation Center (BIC)

The landscape of higher education is evolving rapidly, and universities are increasingly becoming hubs for innovation, research, and entrepreneurship. To capitalize on this trend, AIUB Business Incubation Center (BIC) under the Dr. Anwarul Abedin Institute of Innovation (D2A2I) of American International University-Bangladesh (AIUB), serves as a dynamic space dedicated to nurturing projects, fostering cutting-edge research, and incubating entrepreneurial ventures. This center will serve as a catalyst for translating academic excellence into tangible business opportunities.

Objectives:

- **Project Incubation:** Provide students and researchers with the resources and support needed to turn their projects, particularly those in emerging fields, into viable prototypes and products.
- **Research Hub:** Facilitate collaborative research initiatives that bridge academia and industry, with a focus on solving real-world challenges and contributing to academic publications.

- **Entrepreneurship Development:** Offer a comprehensive support system for aspiring entrepreneurs, guiding them from ideation to the successful launch and scaling of their businesses.
- **Cross-Disciplinary Collaboration:** Encourage interdisciplinary collaboration among students, faculty, and industry professionals to promote diverse perspectives and innovative solutions.
- **Academia Industry Linkage:** Forge strategic partnerships between AIUB and industry to create opportunities for project validation, mentorship, and potential business collaborations.

Key Activities/Components:

- **Collaborative Workspaces and Technical Infrastructure:**
- Flexible workspaces designed to foster collaboration and creativity.
- Dedicated project facilities for teams working on innovative initiatives.
- Cutting-edge multidisciplinary laboratories and technology hubs.
- Access to AIUB library, advanced resources, tools, and specialized equipment.

Expert Mentorship and Capacity Building:

- Engage experienced mentors from academia and industry to guide project teams and entrepreneurs.
- Regular mentorship sessions, seminars, workshops, and networking events.
- Skill development programs focusing on entrepreneurship, leadership, business development, market research, pitching and project management.

Sustainable Development Goals (SDG) Alignment:

Integrate the SDGs into the curriculum of AIUB academic programs to raise awareness among startups about global challenges.

Encourage startups to align their business models with specific SDGs and measure their impact.

Establish partnerships with international organizations working towards SDGs to facilitate collaboration and knowledge exchange.

Foster a culture of environmental responsibility by promoting conservation and waste reduction among startups, incorporate green, eco-friendly principles in the activities of the incubation center.

Internationalization:

- Facilitate global networking opportunities for startups, connecting them with international mentors, investors, and potential collaborators.
- Incorporate cross-cultural training programs to prepare entrepreneurs for international markets.
- Host international events, conferences, and pitch sessions to attract a diverse range of startups and stakeholders.

Funding and Resources:

- Seed funding for promising projects and startups.
- Access to grants, scholarships, and resources necessary for project development.
- Charging a fee for external bodies for utilizing the incubation center's facilities and support services.
- Generating revenue through collaborative projects with industry partners.
- Offering fee-based training programs and workshops for external participants and organizations.

Measuring Success:

- Startup success rate through measuring startups successfully launched and sustained.
- Quantity and quality of research publications resulting from projects incubated at the center.
- Significance of collaborations established with industry partners.
- Active participation and engagement of different stakeholders, students and alumni in entrepreneurial activities.

The AIUB Business Incubation Center will play a pivotal role in transforming the University into a dynamic hub for innovation, research, and entrepreneurship. By nurturing projects, fostering cutting-edge research, and incubating entrepreneurial ventures, the BIC will position AIUB as a leader in preparing students for the challenges and opportunities of the future while contributing to the broader community and economy.

In addition, AIUB's **Office of Placement & Alumni (OPA)** facilitates mentorship beyond the classroom. OPA connects students with alumni entrepreneurs for career advice and guidance, an approach that *encourages new graduates to pursue startups and community-based ventures* aiub.edu. Through alumni networking and career counseling, aspiring entrepreneurs gain insights and **mentorship from professionals in the field**, which benefits both the graduates and the local business community aiub.edu. This mentorship ecosystem helps cultivate an entrepreneurial mindset focused on sustainable business growth.

Office of Placement & Alumni (OPA)

Objective:

- To ensure placement of AIUB Students
- To build meaningful ties between AIUB and the corporate sector of the country
- To maintain liaison with AIUB Alumni

Activities:

1. **Career Placement Services:** This involves assisting current students and recent graduates in finding internships, part-time jobs, full-time employment, and other career-related opportunities. This could include resume building, interview preparation, and job search strategies.
2. **Alumni Networking:** Facilitating connections between current students and alumni can be invaluable for both parties. Alumni can offer mentorship, career advice, and potential job opportunities to current students. Creating events and platforms for alumni to engage with each other and with current students can strengthen the community and provide valuable networking opportunities.
3. **Job Fairs and Networking Events:** Organizing job fairs, career expos, networking mixers, and other events where students and alumni can meet with potential employers, recruiters, and industry professionals. These events provide opportunities for networking, learning about different career paths, and gaining insights into various industries.
4. **Internship Programs:** Developing and maintaining partnerships with companies and organizations to provide internship and co-op opportunities for students. These programs allow students to gain real-world experience, apply classroom knowledge in practical settings, and explore different career paths before graduation.
5. **Career Development Workshops and Seminars:** Offering workshops, seminars, and webinars on topics such as resume writing, interview skills, job search strategies, professional networking, and personal branding. These sessions equip students and alumni with the tools and knowledge they need to succeed in their job search and career advancement efforts.
6. **Alumni Database Management:** Managing databases and systems to keep track of alumni contact information, career updates, and engagement activities. This

information can also be used to build stronger relationships with alumni and showcase success stories to current students.

7. **MoU signing:** Signing of MoU with different corporate houses for improved bridge building , thereby strengthening ties between academia and industries.

Overall, the Office of Placement and Alumni Activities serves as a bridge between academic learning and professional development, helping students and alumni navigate the transition from education to employment and fostering lifelong connections within the academic community.

Industry-Academia Linkage at AIUB

AIUB fosters strong Industry-Academia collaboration to bridge the gap between theoretical knowledge and practical industry applications. This partnership enhances research, innovation, skill development, and employability for students.

Key Areas of Collaboration:

- Internships & Industrial Training – Mandatory internship programs ensure students gain hands-on experience in real-world industry settings.
- Capstone & Research Projects – Industry-partnered projects allow students to solve real-world engineering challenges.
- Industry Expert Lectures & Workshops – Professionals from leading industries conduct seminars, workshops, and training to keep students updated with the latest technologies.
- Joint Research & Development (R&D) – Collaboration in research on emerging technologies.
- Job Placement & Career Support – AIUB partners with industries to facilitate job placements, career fairs, and professional networking.
- Accreditation & Curriculum Development – Industry inputs help AIUB align its curriculum with global engineering standards and industry demands.

University-Industry Policy at AIUB

AIUB follows a structured University-Industry Policy to strengthen engagement with industry stakeholders and ensure mutual growth.

Policy Guidelines:

Internship & Job Opportunities

- Ensure structured internships for students.
- Strengthen collaboration with industries for career placement and professional growth.

Collaborative Research & Innovation

- Promote joint research initiatives and innovation hubs for emerging technologies.
- Encourage industry-sponsored research and funded projects.

Industry Advisory Board

- Form an Industry Advisory Board with professionals to guide curriculum updates and align academic programs with industry needs.

Faculty-Industry Engagement

- Encourage faculty members to participate in industry consultancy, training, and R&D projects.
- Organize faculty development programs with industry experts.

Technology Transfer & Startups

- Support entrepreneurship and incubation centers to foster tech startups.
- Facilitate patents, commercialization of research, and tech-driven innovations.

Industry-Academia Events & Networking

- Conduct job fairs, hackathons, industrial visits, and networking sessions to strengthen student-industry interactions.
- Establish MoUs (Memorandums of Understanding) with industries for long-term partnerships.

Career Support Service:

The appointed Career Counselors at American International University-Bangladesh (AIUB) act as advisors for students and assist them to achieve their career goals. Each faculty has its designated Career Counselors, who encourage students to explore and understand their career goals, interests, strengths, and skills, and guide them in making informed career choices.

The key responsibilities and tasks of the Career Counselor are:

1. Career Exploration: Providing information and resources about different career paths, industries, and job opportunities.

2. **Goal Setting:** Assisting students in setting realistic and achievable career goals based on their interests, qualifications, and aspirations.
3. **Resume/CV and Interview Preparation:** Helping students create effective resumes and cover letters, as well as providing interview coaching and practice.
4. **Job Search Strategies:** Guiding students on effective job search techniques, networking, and online job platforms.
5. **Skill Development:** Identifying any skill gaps and suggesting appropriate training or educational programs to enhance job prospects.
6. **Personal Development:** Supporting students in improving communication skills, self-confidence, and other personal attributes that can benefit their careers.
7. **Individual Counseling:** Conducting one-on-one counseling sessions to address specific career concerns and provide personalized guidance.

The steps to avail the Career Counselling:

1. Choose one counselor for counselling from your respective Faculty.
2. Visit their Faculty Profile via the following link.
3. Collect their email address from profile.
4. Email the Counselor requesting a counselling session.
5. Attend the session during the time prescribed by the Counselor.

Career Portal

[Brush up your CV](#)
[Career Tips](#)
[Job Opportunity](#)
[Internship Opportunity](#)
[Job Portal Link](#)

Programs @ OPA

The Office of Placement & Alumni (OPA) regularly organizes seminars, facilitates networking with alumni, liaises with different corporate houses of the country all aimed all at providing better opportunities for our students and ...

[More](#)

Training Workshops and Seminars on Sustainable Business & Green Technology



City Alo Women Entrepreneurship training flyer (2023) jointly offered by AIUB and City Bank's City Alo initiative.

AIUB regularly organizes **training programs and workshops** to build capacity in sustainable business practices for both students and external participants. A notable example is the **City Alo Certification Program (2023)** – a **joint initiative with City Bank** to enhance the business skills of **women entrepreneurs** in the community aiub.edu. This month-long course covers SME business fundamentals (business formation, planning, marketing, finance, bookkeeping) and is **open to all women entrepreneurs**, beyond AIUB students aiub.edu aiub.edu. By focusing on financial literacy and business planning for women, the program empowers female entrepreneurs to launch and grow sustainable SMEs.

City Alo Certification Program

“City Alo Certification Program” is jointly organized by City Bank and American International University-Bangladesh (AIUB) to increase the business skills of women entrepreneurs. After the successful completion of first batch, the registration for the second batch is ongoing. The course is designed to enhance the knowledge and skills of women entrepreneurs focusing various aspects of SME Business, like, formation of Business, planning, marketing, finance, bookkeeping.

- Duration: 1 Month
- Classes: Fridays and Saturdays (3 hours per day)
- Total Classes: 8
- 2nd Session: 23rd June, 2023
- Class location: Banani, Dhaka
- Course Fees: BDT 4,000.00
- Eligibility: Open for all women entrepreneurs
- Selection Process: Seats are limited. Only selected applicants will be contacted with detail information later.
- Deadline of application: 1st June, 2023
- Registration link:

<https://docs.google.com/forms/d/e/1FAIpQLSeVUnVoW0NpBJfDvOvOGrW1BG7rt7ZUxvTYDICNC4JVACgmog/viewform>

AIUB's academic departments have also hosted numerous **entrepreneurship seminars and exhibitions** that promote sustainable business models and innovation. For instance, the Faculty of Business Administration held a "*Smart Bangladesh Business Plan Exhibition*" in April 2023, where final-year students showcased **socially responsible and sustainable business ideas** to faculty and industry experts aiub.edu. This not only honed students' entrepreneurial skills but also created a platform for **feedback from professionals**, bridging academic concepts with real-world sustainability challenges. Similarly, in October 2023 the Department of MIS organized a seminar on "**Entrepreneurship: Risk Optimization, Planning, Digitization and Execution for Starting a New Business,**" featuring an alumna (now a CEO) who shared insights on building sustainable startups and overcoming challenges like cash flow and time management aiub.edu. Such events emphasize topics like risk management, digital tools, and resilience in business – crucial aspects of sustaining a new venture in the long run.

"Smart Bangladesh Business Plan Exhibition Spring 2022-23"

The "Smart Bangladesh Business Plan Exhibition Spring 2022-23" was held in the Annex 3, Level 2, Room 3209 from 12:00 pm to 2:00 pm, Monday, 10th April 2023. Dr. Mohammad Faridul Alam, MBA Program Director, Faculty of Business Administration and Dr. Md. Aftab Anwar, Department Head of Management Department inaugurated the exhibition and declared it open for visitors to observe the business ideas generated by the students of Entrepreneurship Development Course. The respected guests along with other faculty member Soumendra Sankar Das, Associate Professor, Marketing Department were present during the exhibition.

It has been a tradition of Management Department of the Faculty of Business Administration to hold business plan exhibitions every semester using the best practical and creative business ideas developed by final year student groups taking the Entrepreneurship Development course. The purpose of the event is to give students a platform where they can share their original business concepts with academic professionals to get input on how to improve and implement them in the future. It also develops a sense of social responsibility in students and improves their analytical and problem-solving skills. To convey their ideas to the esteemed faculty members who attended the exhibition and judged the business plans, the students created workable, creative business plans and showed them as posters or models. The audience was quite impressed with the presenters' aptitude and the well-made posters and models of the projects. The show was only made possible by the impromptu labor of the corresponding teachers and students as well as the assistance from AIUB Management. The top projects were chosen by the academics after the display and given certificates. Samia Shabnaz, Senior Assistant Professor, Management Department coordinated the event. The exhibition remained open for all till 2:00 pm on that day.



Seminar on Entrepreneurship, Risk Optimization, Planning, Digitization and Execution for Starting a New Business

On October 17, 2023, the Department of Management Information Systems (MIS), Faculty of Business Administration (FBA) organized a seminar entitled “Entrepreneurship, Risk Optimization, Planning, Digitization and Execution for Starting a New Business”. The objective of the seminar was to enlighten prospective BBA graduates about the complexities of entrepreneurship, the benefits that await those who persevere, and how to achieve entrepreneurial success in Bangladesh and internationally, in line with the Sustainable Development Goal of Zero Poverty (SDG 1), Industry, Innovation, and Infrastructure (SDG 9) and Sustainable Cities and Communities (SDG 11).

Successful alumni of AIUB, Ms. Nasrina Bari (CEO, Be Global) was the resource person on this occasion. At the beginning, Dr. Rezbin Nahar (Director, BBA Program), on behalf of AIUB, expressed sincere gratitude to the guest for taking out time from their busy schedule to come and address some of the current students of their alma mater. She also shared her opinion regarding the importance of understanding the challenges of entrepreneurship and understanding the risk mitigation strategies in undergraduate academic curriculum. The program started off with our alumni Ms. Nasrina Bari who shared her career journey. She explained how Entrepreneurship is the act of starting and managing a business venture to make a profit which involves taking calculated risks, being innovative, and combining resources, skills, and vision to bring forth new products, services, or solutions that meet market demands and create value. She also gave the audience tips on Selecting a service or product, developing a sales strategy, Establishing starting funds, Cash flow management, time constraints, Lack of technical expertise and Work-life balance issues. She also shares her insights on how to deal with Self-doubt and Procrastination. She also put lots of emphasis on digitization of business and acquiring digital skills. Because they can help entrepreneurs to access information and resources,

reinvent traditional business practices, boost entrepreneurial activity, identify and exploit opportunities, and empower entrepreneurship for impact. Lastly, Mr. Danilo G Morgia (Director, IT Operations, AIUB) delivered the vote of thanks and concluding remarks. The program was hosted by Mr. Mehzaul Hoque Nahid, Head of the Dept. of MIS. In his closing remarks urged students and educators to take consider entrepreneurship more seriously in academia because it can have a significant impact on the economy of a country by creating new jobs, increasing competition and productivity, creating new businesses and markets, adding to the national income, promoting innovation, expanding international trade, making the economy more resilient, reducing poverty, and improving the standard of living. Esteemed faculty members of FBA present on the occasion were Mr. Jubayer Suhan, Mr. Mohammad Baijed, Dr. Mohammad Sirajul Islam, Ms. Azmery Sultana and Ms. Tamanna Nazneen Rahman. In conclusion, the seminar offered BBA students an invaluable opportunity to acquire critical insights regarding the ways in which entrepreneurs must proactively prepare for and anticipate these challenges, prioritize self-care and networking, and cultivate a positive mindset throughout their journey.



AIUB's training initiatives often integrate **green technology and sustainability themes**. In December 2023, AIUB hosted a two-day workshop on *"Prospects of Local Products for Micro, Small & Medium Enterprises in Bangladesh,"* covering sectors like agriculture, textiles, and food with an emphasis on **sustainable business practices** aiub.edu. Successful entrepreneurs were invited to speak, giving students and attendees practical knowledge on eco-friendly production and inclusive growth. The university also collaborated with **Grameen Shakti (an NGO)** to conduct renewable energy workshops on campus, raising awareness of **clean energy technologies and climate action solutions** (SDG 7 and SDG 13) among participants aiub.edu. These workshops empower youth with knowledge of solar power and green tech, encouraging them to incorporate sustainability into future business ventures.

Workshop on "Prospects of the local products for Micro, Small & Medium Enterprises in Bangladesh"

A two-day workshop titled, "Prospects of the local products for Micro, Small & Medium Enterprises in Bangladesh" organized by the Department of Management Information Systems (MIS) and Department of Management & HRM, FBA, in collaboration with E-Commerce Development Centre. The event incorporated six sessions and took place on

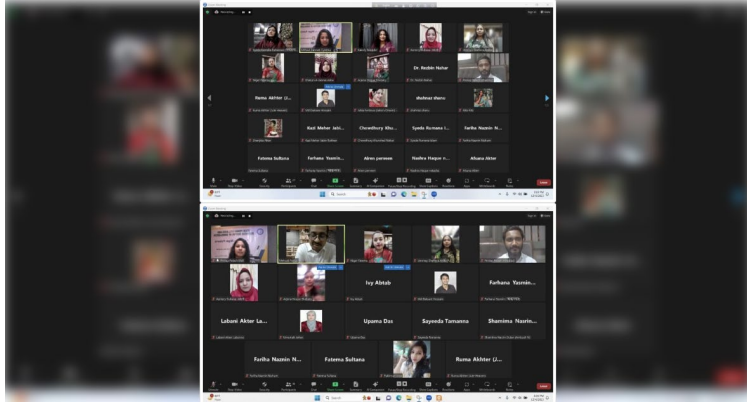
December 3 – 4, 2023 via MS Teams platform. The workshop adheres with the goal of SDG achievement of AIUB as the event represents “Decent Work and Economic Growth for everyone” (SDG-8), “Eliminating Poverty” (SDG-1) and “Quality Education” (SDG-4)

As resource person, Mr. Razib Ahmed, Advisor, E-Commerce Development Centre (EDC), & Founding President, E-Commerce Association of Bangladesh, and Ms. Niger Fatema, Vice President, E-Commerce Development Centre and Owner, Aria’s Collection, were invited to the program to share their valuable thoughts and guidance among the students of BBA program. As special guest, Mr. Razib Ahmed, and Ms. Kakoly Talokder introduced AIUB students with e-commerce sector of Bangladesh. Niger Fatema was the designer of the Local Products Syllabus of Bangladesh as well as the main organizer of the event on behalf of the EDC.

The main purpose of the workshop was to introduce the students with the local product of Bangladesh and the ways they can conduct business for their better career. The workshop helped the students to understand the opportunities and challenges of the e-commerce sector of Bangladesh. Throughout the workshop several topics related to Weaving factory/Textile Industries, Fisheries and animal resource, Handmade local jewelry, Agriculture Food Crops, Agriculture Cash Crops, Food/Homemade Food were discussed. Students experienced the journeys of the entrepreneurs, as well as their success story throughout the program.

Dr. Rezbin Nahar, Director, Undergraduate Program, Faculty of Business Administration, AIUB, delivered a vote of thanks to the resource persons and the participants. She outlined the importance of such workshops for our students to make better decisions towards their entrepreneurship journeys. In his closing remarks, Mr. Mehzaul Hoque Nahid, Head, Department of MIS, applauded the digitization efforts of micro, small, and medium-sized enterprises, who are engaged in developing locally procured products. In addition, he praised the ‘E-Commerce Development Centre’ for their dedication to provide educational materials for those involved in promoting Quality Education (SDG 4) that will assist aspiring small and micro entrepreneurs, with limited resources and confined opportunities. He also expressed appreciation to Ms. Kakoly Talokder, President, E-Commerce Development Centre, and all the organizers for their invaluable counsel for this outstanding initiative. A number of students from BBA Program of American International University Bangladesh (AIUB) were the participants of this workshop. Throughout the whole workshop the trainers; Ummay Shahera Anika, Sirajum Munira, Syeda Kamalia Rahaman, Arjena Hoque Shabaty, Palash Chandra Shil had taken session on e-commerce and local products of Bangladesh. Md. Daloare Hossain maintained the technical part and Miftaul Zannati Cynthia hosted the program from EDC. Around 50 entrepreneurs shared their journey briefly with the participants. The entire event was coordinated and moderated by Ms. Azmery Sultana, Lecturer, Department of MIS.

Dr. Md. Aftab Anwar, Head, Department of Management & HRM, FBA, along with other faculty members, Ms. Nazia Farhana, Mr. Jubayer Suhan, Ms. Tamanna Nazneen Rahman, and Dr. Mohammad Sirajul Islam attended the event. The immense support from AIUB management and Administration made the event a success.



Workshop conducted by “Grameen Shakti”

On Tuesday, 26th September 2023, IEEE AIUB Student Branch WIE Affinity Group participated in a workshop organized by the non-profit company Grameen Shakti. The event emphasized the significance of greenhouse gases, as well as the impacts of global warming and climate change.

The workshop was hosted and inaugurated by Mr. Abdul Arif, Manager, Project Development, Grameen Shakti, Engr. Md. Arafath Mostafa, Deputy Manager, Grameen Shakti, and Ms. Rubaya Nasrin, Assistant Manager, Project Development, Grameen Shakti. They addressed the topics of global warming and climate change, delving into the concept of greenhouse gases. Additionally, they explored various forms of renewable energy, particularly focusing on solar energy and the diverse types of solar panels. The discussion revolved around the significance of solar energy, highlighting its associated benefits.

Moreover, they specifically talked about the solar panel installations at AIUB, following which they visited the solar panels installed at AIUB campus. The workshop concluded as Prof. Dr. Mohammad Abdul Mannan, Associate Dean, Faculty of Engineering, American International University – Bangladesh; Advisor, IEEE AIUB Student Branch and Dr. Md. Saniat Rahman Zishan, Director, Faculty of Engineering, AIUB; Advisor, IEEE AIUB Student Branch provided the closing remarks and handed over the tokens of appreciation to the hosts.

The workshop effectively accomplished its objective by raising awareness about the consequences of global warming and climate change among participants. It also highlighted the merits of renewable energy sources and the advantages associated with various solar panel technologies. As this workshop emphasized the significance of providing affordable and sustainable energy access for everyone in the fight against

climate change and its effects, it ultimately aligned with SDG-7 (Affordable and Clean Energy) and SDG-13 (Climate Action).



Furthermore, AIUB has been part of thought-leadership events to inspire sustainable entrepreneurship. In August 2025, AIUB's MIS Department arranged **“A New Generation of Visionaries: Crafting a Sustainable Future for Bangladesh,”** a panel discussion where young startup founders (including an AIUB alumnus) shared their journeys and stressed ethical business, innovation, and gender inclusivity in entrepreneurship aiub.edu aiub.edu. Panelists discussed securing funding, achieving product-market fit, and adopting a *“moonshot mentality”* for large-scale impact aiub.edu [aiub.edu](http://aiub.edu. The Vice Chancellor, in closing remarks, highlighted the importance of technology-oriented sustainable business practices and job creation as outcomes of entrepreneurship <a href=). These seminars and training sessions – often aligning with UN SDGs like **Decent Work & Economic Growth (SDG 8)** and **Industry, Innovation & Infrastructure (SDG 9)** – illustrate AIUB's commitment to educate both its students and the broader community on building businesses that are innovative, responsible, and sustainable aiub.edu [## A New Generation of Visionaries: Crafting a Sustainable Future for Bangladesh](http://aiub.edu.</p></div><div data-bbox=)

The Department of Management Information Systems (MIS) of the Faculty of Business Administration (FBA) at American International University-Bangladesh (AIUB) successfully organized a seminar titled **“A New Generation of Visionaries: Crafting a Sustainable Future for Bangladesh.”** Held on Sunday, 24 August 2025, at the Multipurpose Hall, Annex-7, on the AIUB Campus, the event brought together a distinguished panel of young startup entrepreneurs to share their invaluable insights and inspiring journeys with an engaged audience of BBA students and faculty members from

FBA. The seminar was expertly moderated by Mr. Mehzabul Hoque Nahid, the Head of the Department of MIS and Business Analytics, who set a dynamic tone for the discussion. The panel featured four notable visionaries: Mr. Ashraf Hossain Sachin, the Founder of KINSO Stores; Mr. Sayed Zubaer Hasan, the Founder & CEO of "Krishi Shwapno"; Ms. Nurunnassa (Nasim), the Co-Founder & COO of InsureCow; and Mr. Tasvir A. Faheem, the Founder & CEO of InsureCow. Their collective presence provided a powerful platform for the audience to learn more about the entrepreneurial landscape in Bangladesh. The event was designed to bridge the gap between academic knowledge and real-world application, offering practical advice and motivation to the next generation of business leaders.

The core of the seminar centered on the personal and professional experiences of the esteemed panel members, who each offered unique and compelling narratives of their success. Mr. Tasvir A. Faheem, drawing from his winning journey at the Grameenphone Accelerator, shared how he and his team were able to secure significant national and international funding for their ventures. He emphasized a pragmatic approach, strongly advising aspiring entrepreneurs to work in a corporate or business organization for a few years before embarking on their own entrepreneurial journey. He provided the audience with a foundation of essential skills and a deeper understanding of market dynamics. Ms. Nurunnassa (Nasim) captivated the audience with her heartfelt account of being a female entrepreneur in Bangladesh's challenging yet rewarding ecosystem. She spoke candidly about the unique obstacles she overcame and the triumphs that followed, offering a message of resilience and empowerment. Mr. Sayed Zubaer Hasan provided a deep dive into the critical concept of achieving product-market fit. He explained the iterative process of listening to customer feedback, adapting the product, and finding the right niche. He highlighted the vast opportunities that await students who possess the right skills, urging them to

proactively prepare for the demands of the modern startup world. Finally, Mr. Ashraf Hossain Sachin, an alumnus of FBA, AIUB, shared his personal journey with a "moonshot mentality" approach to entrepreneurship. Mr. Ashraf Hossain Sachin emphasized the significance of setting ambitious goals and embracing failure. He offered candid advice, detailing what future entrepreneurs should and should not expect. His guidance included a set of "dos and don'ts" and a "recipe for success," which resonated strongly with the students. A particularly impactful piece of advice he offered was for future entrepreneurs to be discerning about their role models and not follow someone that they do not want to become.

The seminar concluded with thoughtful remarks from key academic figures at AIUB. Professor Dr. Anwar Hossain, the Advisor and Dean-in-Charge of the Faculty of Business Administration (FBA), delivered the concluding remarks. He concisely explained the importance of maintaining ethics and integrity for start-ups and their pivotal role in

building a trustworthy business environment. Professor Dr. Saiful Islam, the Vice Chancellor of AIUB, delivered the vote of thanks. Professor Dr. Saiful Islam expressed his gratitude to the distinguished panel members and offered encouragement for their respective ventures. He reminded everyone of the necessity of following technology-oriented sustainable business practices, emphasizing the need for these ventures to create more employment opportunities for graduates and contribute positively to the nation's economic growth. The event's smooth execution was a testament to the collaborative efforts of its coordinators, Mohammad Bajed and Khandakar Tahurul Islam, both lecturers from the Department of MIS. The event was supported by the presence of several esteemed faculty members, including Jubayer Suhan, Assistant Professor, Department of MIS; Dr. Rezbin Nahar, Director, Undergraduate Program, FBA; and Dr. Mohammad Faridul Alam, Professor, Director, Graduate Program [MBA & EMBA]. By encouraging entrepreneurship and innovation as a means of job creation and economic progress, the event contributed to SDG 8 (Decent Work and Economic Growth). It also supported SDG 5 (Gender Equality) by showcasing a successful female entrepreneur, providing a powerful role model and encouraging more women to enter the business world. Furthermore, the seminar supported SDG 4 (Quality Education) by providing a practical, real-world learning experience that complemented the students' formal curriculum.



Access to University Resources for Community Startups

AIUB extends access to its **facilities, expertise, and funding resources** to support community-based startups. The **AIUB Business Incubation Center (BIC)** offers **collaborative workspaces, laboratories, and technical infrastructure** to incubated teams, enabling entrepreneurs to utilize university labs, specialized equipment, and the AIUB library for research and product development aiub.edu. These resources are crucial for local innovators who may not otherwise have access to high-end facilities. For example, startups in the incubator can work in flexible co-working spaces and multidisciplinary labs on campus,

fostering innovation in fields from ICT to renewable energy aiub.edu. They also benefit from **expert consultations**: BIC connects entrepreneurs with faculty advisors and industry mentors who provide technical guidance, market insights, and feedback on prototypes aiub.edu. This expert support helps ensure that community-led projects are grounded in solid research and industry best practices.

| Collaborative Workspaces and Technical Infrastructure:

- | Flexible workspaces designed to foster collaboration and creativity.
- | Dedicated project facilities for teams working on innovative initiatives.
- | Cutting-edge multidisciplinary laboratories and technology hubs.
- | Access to AIUB library, advanced resources, tools, and specialized equipment.

| Expert Mentorship and Capacity Building:

- | Engage experienced mentors from academia and industry to guide project teams and entrepreneurs.
- | Regular mentorship sessions, seminars, workshops, and networking events.
- | Skill development programs focusing on entrepreneurship, leadership, business development, market research, pitching and project management.

Importantly, AIUB leverages its **innovation institute (D2A2I)** to provide direct support to community initiatives. In 2023, D2A2I funded the **Amateur Experimental Rocketry Dhaka (AERD)** – a youth-led research group of high school students – to pursue a project on hybrid rocket engine technology aiub.edu aiub.edu. This partnership gave AERD access to resources and research mentorship, demonstrating AIUB’s willingness to **invest in non-AIUB community projects** for the wider benefit. By supporting AERD’s innovation, AIUB contributed to community capacity-building in a niche STEM field and signaled its openness to **collaborate with young innovators outside its student body** aiub.edu aiub.edu.

Agreement Signing Ceremony between Dr. Anwarul Abedin Institute of Innovation, AIUB and Amateur Experimental Rocketry Dhaka

The Dr. Anwarul Abedin Institute of Innovation (D2A2I) at the American International University-Bangladesh (AIUB) is dedicated to promoting innovation among young researchers, fostering high-quality research aligned with sustainable development goals (SDGs). In furtherance of this mission, the Dr. Anwarul Abedin Institute of Innovation has provided funding to the Amateur Experimental Rocketry Dhaka (AERD) for conducting research activities, thereby contributing to the betterment of the wider community. The official signing ceremony for this collaboration took place at the AIUB premises on August 7, 2023.

Present at the signing ceremony were key individuals including Prof. Dr. Md. Abdur Rahman, Pro Vice Chancellor of AIUB; Chowdhury Akram Hossain, Associate Professor

at AIUB; Mr. Szu Hen Baldwin Chen, Principal Investigator of AERD; Mr. Shahzaib Muaz Abedin, Member of AERD; Mr. Liam Oliver Novak, Member of AERD; Mr. Zhaoyan Sam Cui, Member of AERD; and Mr. Ian Michael Meservy, Member of AERD.

AERD is a research group led by high-school students, focusing on the advancement of hybrid rocket engine technology. This collaborative agreement is poised to inspire and empower young researchers to contribute to the nation's progress through innovative ideas, aligning with AIUB's commitment to fostering a culture of innovation and research excellence.



Additionally, the university's open events and competitions provide community entrepreneurs with valuable exposure and use of campus facilities. For instance, AIUB regularly **hosts national hackathons and tech competitions** in partnership with industry, where teams from various institutions compete on campus. The "Cisco IoT Hackathon 2024" at AIUB brought together 125 programming teams from across Bangladesh to develop IoT-based solutions for agriculture, healthcare, and education aiub.edu. Finalists presented their projects at AIUB to expert judges, effectively accessing the university's venue, networks, and technical milieu for their innovations aiub.edu aiub.edu. Such events open AIUB's doors to **aspiring entrepreneurs nationwide**, allowing them to benefit from the university's environment (e.g. meeting faculty, using internet labs, etc.) even if they are not enrolled students. Through these channels – incubator facilities, funding for community research, and open innovation challenges – AIUB provides tangible resources that help nascent businesses in the community develop and thrive.

AIUB Hosts the Cisco IoT Hackathon 2024

On November 2, 2024, the American International University-Bangladesh (AIUB) hosted the "Cisco IoT Hackathon 2024" in its campus at Kuratoli, Khilkhet, Dhaka. This day-long event brought together 125 talented programming teams from educational institutions across the country. From this remarkable pool of innovative minds, 20 teams advanced to the final competition round, where they presented their projects to a distinguished panel of judges.

Following a rigorous evaluation, the judges awarded prizes to the top three teams for their exceptional projects. The first prize of 50,000 BDT was awarded to Team Underrated—comprising Md. Shakil Hossain, Mahin Shikder, Kamrul Islam, and Safid Hasan—for their outstanding project, "Smart Farm Management System Using IoT for Enhanced

Agricultural Productivity and Disaster Mitigation," which impressed the judges with its innovation and technical prowess. The second prize of 30,000 BDT went to Team Sohayok (Md. Rahat Al Mamun, Sujoy Mahmud, Samiul Haque, Md. Rayhan Hossain, Jotirmoy Mollick) for their project, "A Cost-Efficient Device for Individuals with Cerebral Palsy Utilizing IoT." The third prize of 20,000 BDT was awarded to Team Artificial Intelligence Bangladesh (Shahida Afrin, K.M. Farzadul Islam, Shoriful Islam Sumon, Sheikh Ashim Asman Azaz) for their impactful project, Interactive Educational Bot for Children using IoT.

The winners were selected based on creativity, innovation, and technical execution. The event concluded with an award ceremony, where Mrs. Nadia Anwar, Chairperson of the AIUB Board of Trustees, and Prof. Dr. Saiful Islam, Vice Chancellor of AIUB, presented the prizes to the winning teams. They were joined by respected members of the AIUB leadership, including Pro-Vice Chancellor Prof. Dr. Abdur Rahman, Proctor Prof. Dr. Manzur H. Khan, and Mr. Md. Manirul Islam, Director of the Institute of Continuing Education, along with other distinguished university officials.

Prof. Dr. Saiful Islam extended heartfelt thanks to Cisco, the event's Title Sponsor, for its invaluable support in making the hackathon a resounding success and for fostering innovation among the next generation of tech talent.



Free vs. Paid Initiatives and Services

AIUB offers a mix of free support and fee-based programs for community entrepreneurship, clearly distinguishing which services incur costs. **On-campus mentorship, networking events, and student/alumni workshops are typically free of charge** to participants, as they are part of the university's educational mission. For example, when AIUB hosts a startup seminar or a hackathon, students and invited community teams do not pay attendance fees – instead, costs are covered by the university or sponsors (as seen with Cisco sponsoring the 2024 IoT Hackathon's prizes) aiub.edu. Similarly, the guidance and seed funding provided by the BIC to AIUB students or local startup teams are a form of **financial assistance, not a loan**, aimed at incubation rather than profit aiub.edu. The incubator's goal is to empower entrepreneurs, so internal support (mentorship, use of labs, small grants) is offered **free to AIUB-affiliated innovators** and often to community members selected for incubation.

AIUB offers financial assistance to support sustainable local start-ups, promoting economic resilience and poverty alleviation. The AIUB Business Incubation Center (BIC), under the Dr. Anwarul Abedin Institute of Innovation, provides critical financial and structural support to local entrepreneurs, helping them launch financially and socially sustainable businesses. Through seed funding, access to grants, and various resources, BIC empowers students and community members to develop projects into viable businesses. The center offers expert mentorship, skill development workshops, and networking events that build essential entrepreneurial competencies. BIC also focuses on sustainability, aligning start-ups with the Sustainable Development Goals (SDGs) by encouraging environmentally responsible business practices. By providing collaborative workspaces, international networking, and partnerships with industry, BIC supports a robust entrepreneurial ecosystem. The center's efforts to foster innovation and sustainable development position AIUB as a crucial contributor to economic growth and community development through business incubation and support.

However, when extending resources to **external individuals or organizations beyond structured programs**, AIUB may charge fees to sustain these services. The Business Incubation Center explicitly plans to **charge external startups or companies for using its facilities and expert support** aiub.edu. For instance, if a non-AIUB startup team wants to utilize BIC's co-working space, labs, or mentorship network independently, they would pay a service fee to cover costs aiub.edu. AIUB also **offers fee-based training courses and workshops for external participants** as part of continuing education or special programs aiub.edu. The **City Alo Certification Program for women entrepreneurs** is one such paid initiative – participants pay a course fee of **BDT 4,000** for the month-long training aiub.edu. This fee is relatively low (about \$40–\$50) and likely subsidized by AIUB and City Bank, but it is not free. The cost covers instruction by faculty/experts and training materials, while ensuring commitment from attendees.

| Funding and Resources:

- | Seed funding for promising projects and startups.
- | Access to grants, scholarships, and resources necessary for project development.
- | Charging a fee for external bodies for utilizing the incubation center's facilities and support services.
- | Generating revenue through collaborative projects with industry partners.
- | Offering fee-based training programs and workshops for external participants and organizations.

AIUB's approach thus balances **free mentorship and funding support** (to encourage broad participation and social impact) with **nominal fees for extensive training or use of facilities** (to cover operational expenses). Notably, even for paid programs, AIUB often partners with sponsors or offers scholarships to keep them affordable. The Institute of Continuing Education, for example, provides need-based scholarships for professional courses ice.aiub.edu, which implies that deserving community members can access training at reduced cost. In summary, **general advisory services, competitions, and networking events are free**, whereas **specialized courses or long-term use of incubator space** may be fee-based for non-students – a structure that sustains the initiatives while remaining inclusive aiub.edu aiub.edu.

Welcome to AIUB ICE

Institute of Continuing Education at American International University-Bangladesh is an award winning center of excellence providing short-range specialized courses in various disciplines.

We have partnered with industry-leading vendors and professional bodies from home and abroad such as Cisco, Juniper, Microsoft, Fortinet, Amazon, Redhat, SAP, ISCEA, IMRT, BSHRM, BASIS etc. to deliver internationally recognized professional courses so that our students can acquire the skills they need to enter into the competitive job market.

Scholarship Facility

01

We provide need-based scholarship to deserving meritorious students.

Skilled Instructors

02

Our instructors are passionate, highly skilled, and certified.

Conclusion

In summary, from 2020 onwards AIUB has developed a rich portfolio of initiatives supporting local (non-student) community members in starting and growing sustainable businesses. The university provides mentorship and incubation through structures like BIC (with guidance, workspace, and funding) aiub.edu, runs training sessions and certification programs on entrepreneurship and green business skills aiub.edu aiub.edu, and opens up its resources and networks to the wider community. Some programs are offered free (e.g. mentoring, competitions), while specialized training or use of facilities for external startups may involve modest fees aiub.edu aiub.edu. Underpinning these efforts is a strong alignment with sustainable development goals and strategic partnerships – AIUB works hand in hand with banks, industries, government ministries, and NGOs to maximize its local impact aiub.edu. All these measures demonstrate that AIUB is not only educating its students but also **empowering the broader community with opportunities, knowledge, and support to launch sustainable, impactful businesses** aiub.edu aiub.edu. Such endeavors are key contributors to AIUB's high standing in social impact rankings and its role in fostering inclusive growth in Bangladesh.