

American International University-Bangladesh

Sustainable Development Goals Report



SDG 1: No Poverty

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AIUB Support for Sustainable Local Start-ups (2020–2025)

Between 2020 and 2025, American International University-Bangladesh (AIUB) has actively provided both financial and in-kind support to help launch **sustainable businesses** in the local community. These efforts include direct funding, business incubation, mentorship, training programs, and community outreach initiatives aimed at fostering enterprises with social and environmental impact.

Financial Support and Business Incubation Initiatives

- **AIUB Business Incubation Center (BIC):**

AIUB established the BIC under its Dr. Anwarul Abedin Institute of Innovation (D2A2I) to incubate new ventures. BIC offers **seed funding, grants, and other financial assistance** to promising projects, along with structural support like office space and resources aiub.edu. This support empowers both AIUB students **and local community entrepreneurs** to turn their projects into viable, financially and socially sustainable businesses aiub.edu. BIC also provides expert mentorship, skill-development workshops, and networking opportunities to nurture these start-ups. Importantly, the incubator emphasizes alignment with the **UN Sustainable Development Goals (SDGs)**, encouraging environmentally responsible business practices and social impact in the supported start-ups aiub.edu.

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.

- **Funding of Innovative Community Projects:**

Through D2A2I, AIUB has directly funded local innovation initiatives that benefit the broader community. For example, in 2023 the university **provided funding to the Amateur**

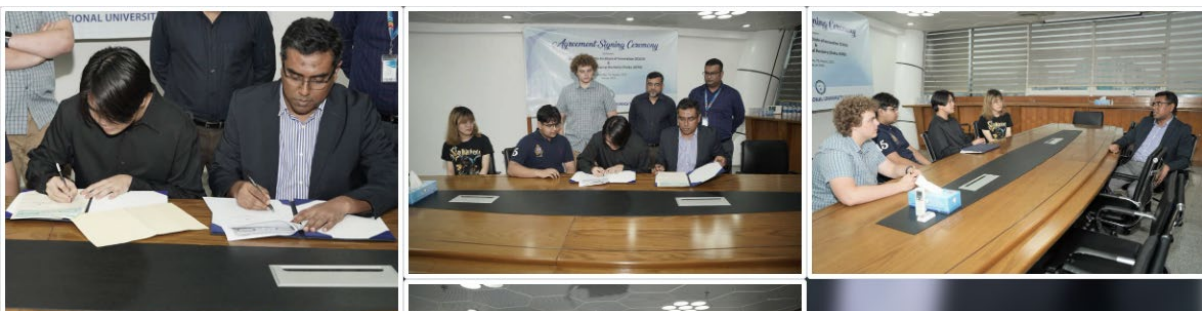
Experimental Rocketry Dhaka (AERD) team to support their research on hybrid rocket technology aiub.edu. This collaboration, formalized via an agreement in August 2023, reflects AIUB's commitment to investing in community-driven innovative projects that can have sustainable long-term benefits aiub.edu. *(While AERD is a research-focused youth initiative, it exemplifies AIUB's readiness to financially back local projects with educational and technological merit.)*

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.



Mentorship, Training, and In-Kind Entrepreneurial Support

- Office of Placement & Alumni (OPA) Programs:

AIUB's OPA plays a key role in **mentoring and preparing young entrepreneurs**. The OPA facilitates alumni networking that connects current students with graduates for mentorship and career advice, which helps spark entrepreneurial growth aiub.edu. It also hosts career development workshops (on skills like CV writing, interviewing, etc.) and job fairs that bring students and alumni together with industry professionals aiub.edu. These events not only help with traditional employment but also create opportunities for partnerships and mentorship **valuable for those launching start-ups** in the community aiub.edu. By building professional networks and skills, AIUB is providing in-kind support that equips aspiring entrepreneurs to start and sustain their own businesses.

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](#)

- **Entrepreneurship Training and Competitions:**

AIUB regularly organizes **training seminars, exhibitions, and competitions** to develop entrepreneurial skills with a focus on sustainability and social impact. For instance, the “**Smart Bangladesh Business Plan Exhibition**” in April 2023 showcased innovative business ideas by AIUB students, emphasizing **socially responsible and sustainable business models** aiub.edu. Participants presented business concepts (through posters and prototypes) that addressed social or environmental needs, receiving feedback to improve real-world viability. Similarly, in October 2023 AIUB held an **entrepreneurship seminar on “Risk Optimization, Planning, Digitization and Execution for Starting a New Business.”** An AIUB alumna (now a CEO) was invited to share her experience in building sustainable enterprises and overcoming challenges like cash-flow management aiub.edu. The seminar trained students in risk management and digital tools for entrepreneurship, directly preparing them to create **impactful, sustainable ventures** in line with SDG goals aiub.edu. These kinds of programs serve as in-kind support – providing knowledge, mentorship, and inspiration – to help young entrepreneurs develop businesses that can benefit the community.

"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. Mehzaubul 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.



- **Incubation Facilities and Mentorship:**

In addition to funding, the BIC offers in-kind support such as **collaborative workspace, labs, and technical infrastructure** for start-up teams aiub.edu. It engages experienced mentors from industry and academia who guide entrepreneurs through regular coaching sessions, workshops, and pitch events aiub.edu. The incubator's capacity-building programs cover entrepreneurship, leadership, market research, and project management, helping founders refine their business plans and skills aiub.edu. By providing these incubation services, AIUB significantly lowers the entry barriers for local start-ups – founders can access office facilities, expert guidance, and industry networks without needing their own capital or connections. This **comprehensive in-kind support** accelerates the growth of student-led and community-led ventures.

| 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.

Community-Focused Entrepreneurship and Social Enterprise Programs

- **Vocational Training and Microfinance in Local Communities:**

AIUB has extended its entrepreneurship support beyond campus through community engagement projects. Notably, from 2022–2025 AIUB led an interdisciplinary project in **Korail – one of Dhaka’s largest slums – to empower local residents**, especially women. As part of the project “The Responsive and Responsible University” (in partnership with the Magna Charta Observatory), AIUB students and faculty implemented vocational training programs and a **peer-led microfinance initiative for women** in the community aiub.edu. This enabled local women to learn income-generating skills and provided them small-scale financial support (micro-loans/savings) to **start or expand sustainable micro-businesses**, with those women in turn training others in the community aiub.edu. By directly involving slum residents in skill-building and financial inclusion, the project ensured **sustainable, community-driven outcomes** aiub.edu. This initiative, which also included low-cost housing improvements and health education, was recognized nationally – AIUB won the “Best Sustainable Initiative – University” award in 2025 for its impact in Korail aiub.edu aiub.edu. The success highlights AIUB’s role in providing both know-how and structured support to **foster grassroots entrepreneurship** among disadvantaged local populations.

AIUB Wins “Best Sustainable Initiative – University” at SDG Brand Champion Awards 2025



Sustainability is not only about operations and infrastructure - it's about people, purpose, and impact. American International University-Bangladesh (AIUB) has exemplified this through its strong commitment to community engagement as a core pillar of its sustainability journey. From empowering underserved communities to mobilizing students and faculty for grassroots projects, AIUB has consistently bridged academia with action - reflecting a deep understanding that universities must drive inclusive development and social transformation.

American International University-Bangladesh (AIUB) has been awarded the prestigious “Best Sustainable Initiative-University” at the SDG Brand Champion Awards 2025, hosted by the Bangladesh Brand Forum. The award was presented at a grand ceremony held at Radisson Blu Dhaka, where Ms. Nadia Anwar, Founder Member and Chairman, Board of Trustees and Prof. Dr. Saiful Islam, Vice Chancellor of AIUB, received the award along with Prof. Dr. Manzur H. Khan, Proctor of AIUB, was also present to witness this proud moment.

The SDG Brand Champion Awards is a prestigious recognition program that aims to commend and celebrate the exceptional efforts made by brands in Bangladesh towards achieving the United Nations Sustainable Development Goals (SDGs). Initiated by Bangladesh Innovation Conclave, this award aims to recognize and honor private organizations and brands that have contributed outstandingly to achieving the United Nations Sustainable Development Goals (SDGs) in Bangladesh. Bangladesh Brand Forum and Sustainable Brand Initiative organized the initiative.

This recognition celebrates AIUB's impactful community engagement initiative in collaboration with the Magna Charta Observatory (MCO) under the project titled “The Responsive and Responsible University.” The project focused on Korail, one of Dhaka's largest slums, addressing critical Sustainable Development Goals (SDGs) including SDG 1 (No Poverty), SDG 3 (Good Health and Well-being), SDG 4 (Quality Education), SDG 5

(Gender Equality), SDG 10 (Reduced Inequalities), and SDG 11 (Sustainable Cities and Communities).

Through student-led, interdisciplinary action, the project implemented low-cost housing improvements, adolescent health campaigns, and creative moral education sessions. A major component was the introduction of vocational training and peer-led microfinance support for women, enabling them to generate income and train others. The initiative directly involved local residents, ensuring sustainable, community-driven outcomes. Around 40 AIUB students from Architecture, BBA, and MPH departments along with some Shomoy club members were involved in the project.

The winning initiative is led by Prof. Dr. Carmen Z. Lamagna, Member of the AIUB Board of Trustees and Former Vice Chancellor, whose visionary leadership laid the foundation for the project's direction, values, and impact. She was supported by a dedicated team of project members: Prof. Farheen Hassan, Ms. Carlin Z. Lamagna, Dr. Rezbin Nahar, and Ms. Nazia Farhana. This project is also set to be published in a book by the Magna Charta Observatory at King's College London this November, alongside case studies from leading universities including Mykolas Romeris University (Lithuania), Wroclaw Medical University (Poland), Donetsk National University (Ukraine), University of Tetova (North Macedonia), and Technological University Dublin (Ireland).

For the SDG Brand Champion Award 2025, the Institutional Quality Assurance Cell (IQAC) took the lead in compiling, formatting, submitting and presenting the project, highlighting its alignment with the SDGs and its measurable community impact.

This award reflects AIUB's belief that sustainability is not just about infrastructure, but about empowering people, fostering purpose, and creating real impact, where it's needed most.



- **Student-Led Outreach to Local Entrepreneurs:**

AIUB's student clubs and academic departments frequently engage with local communities to support sustainable practices and small businesses. For example, engineering students have visited rural villages to install solar panels and teach villagers about clean energy, as well as to set up computer access and train locals in using digital tools to gather market information aiub.edu. This kind of outreach improves the capabilities of local entrepreneurs (e.g. farmers or artisans) by introducing technology for **better market access and sustainable energy**, an in-kind assistance that can boost their business productivity. Likewise, AIUB's Faculty of

Business Administration conducted an **academic outreach program at a local college in Brahmanbaria** (outside Dhaka), focusing on **sustainable business practices** and skill development for the wider community aiub.edu. Through workshops and talks, the university's experts shared knowledge on how to run businesses sustainably, thereby empowering aspiring entrepreneurs and students in that area. These community-oriented efforts indicate that AIUB does not limit its support to its own students – it actively works to **spread entrepreneurial education and resources to local community members**.

Activities of AIUB in the wider community

AIUB Social Welfare Club- SHOMOY where SHOMOY stands for Social Helping Organization to Motivate Our Youth. It is a university based students club of American International University- Bangladesh (AIUB). The club was founded on 5th April of 2009 by some former students and the management authority of AIUB with some a vision of motivating young generation to work for the betterment of this society. Pursuing a different calling, the AIUB Social Welfare Club – Shomoy, works towards social welfare and development, supporting the university's community service initiatives. They not only support various social causes, but they also raise funds, run awareness campaigns, and even organize events to further the causes, both locally and nationally, like the IDEAS Challenge (National Competition for Showcasing Ideas to Address Social Issues), Winter Clothing Drive, 'Eid er Khushi' initiative, Flood Relief Campaign, Hygiene Awareness Campaign, Self-Defense Workshops, Blood Donation Campaigns, amongst several others.

Students of the Engineering club visit vulnerable areas and set up solar panels and aware the villagers on clean water and use of renewable energy. They also set up a computer network and provide training on how to use computer to collect information about the market.

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.



- **Support for Social and Green Entrepreneurship:**

AIUB also encourages ventures with social or environmental missions. The **AIUB Business Incubation Center explicitly promotes start-ups aligned with social impact goals and environmental responsibility** as part of its mission aiub.edu. In practice, this has meant that many student projects and start-up ideas coming out of AIUB focus on areas like renewable energy, waste reduction, education for the underprivileged, and other SDG-related challenges. Additionally, AIUB participates in global social entrepreneurship challenges – for instance, hosting campus rounds of competitions like the Hult Prize (a large social-business start-up contest). Such platforms motivate students to design business solutions for issues like poverty, sustainability, and climate action. (The Hult Prize foundation even offers \$1 million seed funding globally to winning teams, incentivizing youth-led social enterprises aiub.edu.) By facilitating these opportunities, AIUB indirectly provides its students and young alumni a springboard to launch **social enterprises** that can benefit local communities.

FBA-AIUB Students at the Hult Prize Regional Finals in Kuala Lumpur, Malaysia

Hult Prize is known as the largest social-business startup competition. It provides a great platform to the participants from all over the world. Hult Prize Foundation provides seed money of USD 1 million to the 'Champion' team and immeasurable intense of support by

the United Nations. Hult Prize aims to fulfill 170 targets and 17 goals for Sustainable Development set by the United Nations with the startups. Hult Prize 2018 took place in 120 countries. Initially, Hult Prize organizes campus competitions in top universities in a country. From there, Hult Prize chooses among the top teams to participate in the Regional Finals. Teams selected from the Regional Finals receive startup training for two months in Hult Business School traditionally known as the “Hult Castle”. After training at the utopia of startup, teams compete in Global Final and the title winner receives the amount of USD 1 million as seed money.

It is a great honor and privilege for the students of the FBA Program of AIUB to participate in such international competitions and bring glory to the University through the Team CreEd of FBA, AIUB.

Team CreED's, FBA-AIUB Journey to Hult Prize

The concept of Team CreED of FBA-AIUB was recognized and selected in “Prothom Alo Edupreneurship 2017” business competition. The team comprising of 3 Students (Mr. Ashraf Hossain Sachin, Mr. B M Mohaminul Islam Rahul, and Mr. Arif Uddin Pranto) from the Faculty of Business Administration (FBA) Program, AIUB have been developing the idea since then.

Sail of the boat full of hope began with the “On Campus Competition” titled as Hult Prize at American International University-Bangladesh (AIUB) for the team CreED. The total number of participating teams was 235 in the first round, gradually narrowed down to top 25 and eventually to top 5. Team CreED, stood out as the 2nd Runner Up in the campus. As Hult Prize select among the top teams from the campus competition to participate in the Regional Finals from all over the world, CreED went for the chance. They applied all along with 100,000 more applicant teams from 120 countries. Eventually, they received the confirmation of selection as the first ever team from American International University-Bangladesh to participate in Hult Prize Regional Final at Kuala Lumpur, Malaysia

After going through countless consulting hours with corporate giants and trainers, on March 15, 2018, Team CreED flew to Kuala Lumpur, Malaysia and pitched their idea on March 16 and 17, 2018. A team from the International Islamic University of Malaysia achieved the “Championship” title by the jury members at the Final event. Despite not being on the top, team CreED received a lot of support and experience which strengthen their commitment to be the “Impact Soldier”, which is the title that they were given as a Hult Prize participator team.

Though the percentage of literacy is higher than ever before in Bangladesh, the lower rate of employment and skills resembles the deficit of quality education. Team CreED aimed

to form an organization believing the tagline “Future is now”, which planned to collaborate with primary schools with a monthly subscription fee of \$1 per student/month, providing some unique services to them which includes the mentoring session for the teachers, two new subjects for the students that cover topics like emotional intelligence, anger management, stress tolerance practice and experiment with low cost but amazing science kits. CreED team will monitor the entire process if the special curriculum is maintained properly using PISA and KPI evaluation system.

CreEd, FBA-AIUB Team’s another fascinating achievement was being in the quarterfinals of the “Brandwitz 2017”, a marketing competition organized by IBA, University of Dhaka and sponsored by BRAC Bank Limited. Brandwitz is known as the largest national branding competition in Bangladesh.

Along with this, the team members were offered with internship placement in BRAC Bank Limited after the competition. They have also participated and left their bright mark in Dhaka Bank-Marketing Samurai 2017, BUP-Rexona CreDiVE 2017, Presentation Witz Kidz (PWK) 2017 and other national competitions.

In summary, **AIUB has indeed provided substantial financial and in-kind assistance for starting sustainable businesses in the local community during 2020–2025.** Through its incubation center’s funding and resources, mentorship networks, entrepreneurship training events, and hands-on community projects, the university has supported the creation of new ventures that are not only economically viable but also socially and environmentally conscious. These university-led and student-led initiatives range from granting seed capital and workspace to budding entrepreneurs, to teaching business and technical skills in underserved communities. Collectively, AIUB’s efforts have helped nurture a more inclusive local entrepreneurship ecosystem – one where students, alumni, and community members collaborate to launch **sustainable businesses that drive social development and environmental stewardship** aiub.edu aiub.edu.