



## East West University observes 40th Victory Day

East West University observed the 40th Victory Day of Bangladesh commemorating the heroes who gallantly made the best of all sacrifices for the country's liberation war in 1971.

To mark this historic day, East West University arranged a program that started at 06.45 a.m. with hoisting the national flag by Dr. Mohammed Farashuddin, President, Board of Trustees of EWU and Professor Ahmed Shafee, Vice Chancellor of EWU. This program also included a "Doa Mahfil" for peace and prosperity for the country. Deans, chairpersons, faculty members, administrative personnel and students from different departments participated in this event.

## Merit Scholarship Awarding Ceremony at East West University

The Merit Scholarship Awarding Ceremony for the students of East West University (EWU) was held on 30 October at the university auditorium. In the ceremony, 59 students from graduate and undergraduate programs received full and half tuition merit scholarships.

Professor Ahmed Shafee, Vice Chancellor of East West University was present as the chief guest on this occasion while Dr. Mohammed Farashuddin, President, Board of Trustees of EWU chaired the whole session. In his speech, Professor Shafee congratulated the scholarship recipients, emphasizing the need to

(Pls, see page 6 for the last part)

## Professor Ahmed Shafee is the New Vice Chancellor of EWU

Dr. Ahmed Shafee has been appointed Vice-Chancellor of East West University by the Honorable President of Bangladesh, who is the Chancellor of the University, on the recommendation of the Board of Trustees of the University.

Dr. Shafee had a very distinguished academic record, securing the top position in every public examination from Matriculation (East Pakistan) to MSc, with record marks at Notre Dame College and at the Physics Department of Dhaka University. He received the Award of the President of Pakistan for the best undergraduate student of East Pakistan and an Overseas Merit Scholarship for the top science student of Dhaka University. He has a PhD degree from of the University of Cambridge for his research in theoretical particle physics. Dr Shafee completed postdoctoral fellowships at Abdus Salam International Center for Theoretical Physics, Italy (where he was a visiting scientist many times and also an Associate) and the University of Cambridge and later returned to Bangladesh to join Dhaka University. Besides serving his term as Chairman of the Physics Department, he was the Founder-Director of the Institute of Information Technology of Dhaka University, and also acted as Dean of Science from time to time.



In addition to particle physics, Professor Shafee has worked on and guided research on various aspects of mathematical physics, including chaos, solitons, percolation, catastrophe theory, biophysics, atmospheric physics, astrophysics etc. His research papers have been published in some of the most well-known and respected journals in the USA, Holland, France and Italy, as well as in Bangladesh. He has worked on drug design at the Department of Molecular Biophysics of the University of Oxford and on medical imaging at the Medical Physics Department of Sheffield University. He was elected a Fellow of Bangladesh Physical Society and a Member of the Biophysical Society of the USA. He has given talks on physics and science education in many conferences.

Professor Shafee was the Convener of the Physics Section of the National School Syllabus Review Committee of the GoB, and also the Convener of the Review Committee of the Ministry of Science for research projects in physical sciences for many years.

Professor Shafee edited "The Physicist" - Journal of Bangladesh Physical Society - for more than a decade. He writes occasionally for newspapers, both print and web-based.



## Editorial

They say a university is made not by the kind of students it takes in, but by the kind it produces. At the end of yet another successful academic year, East West University can proudly claim its students are leaving their mark on their community and the world at large. Fifty-nine students from graduate and undergraduate programs received full and half tuition merit scholarships this semester. From students winning case-study competitions to winning major debate tournaments to publishing and creating raves in the job market-our students continue to make us proud.

This Fall, we also had the privilege of welcoming Dr. Ahmed Shafee as the Vice-Chancellor of this institution. We are extremely fortunate to have such an accomplished academic and researcher at the helm of affairs.

As the soft wintry breeze of a short-lived winter draws to an end, so does our time at the Mohakhali campus of EWU. As we eagerly await the day we bid adieu to a campus that has been home since 1996, the Photography club of EWU took some time to organize an exhibition that looked at the current campus from a retrospect. Among the many other clubs, this season Rotaract Club distributed warm clothes among the less-fortunate, Creative Marketing Club organized Intra Marketing Debate Season with much flair and festivity and the Debate Club's 5th national Debate Spree 2011 witnessed the participation of 85 teams from over 30 institutions. In short, we were full of energy and creativity!

As the curtain draws on 2011 and 2012 makes an entry into our lives, let us welcome the new students who just got enrolled into this vibrant institution. We hope that theirs would be an enriching experience.

Wishing everyone a very Happy New Year!

Nazia Manzoor  
Editor,  
EWU Newsletter



## Seminar on "Road Safety" held at East West University

Rotaract Club of East West University arranged a seminar on "Road Safety" on 30 November at the auditorium of East West University.

Advocate Tarana Halim, Member of Parliament, was present as the chief guest in this program while Dr. Mohammed Farashuddin, President, Board of Trustees of East West University chaired the whole session. Professor Ahmed Shafee, Vice Chancellor, EWU, Ekram Ahmed, Member, Public Service Commission, Munni Shaha, Head of News, ATN News, and Nurul Aktar, Director, Energypac joined the event as respected guests.

In her address, Advocate Tarana Halim, MP, focused on forming a national unity to raise awareness on road safety among the mass people of the country. This would create a national movement and thereby help change the policy of the country in favor of creating safe roads in Bangladesh. She also talked about the need of removing corruption from the country.

Remembering some unforgettable accidents, Dr. Mohammed Farashuddin also emphasized the need to create awareness regarding the problem, and urged media and civil society to play a vital role in shaping a concrete movement on "Road Safety" in Bangladesh. In his speech, Professor Ahmed Shafee also reiterated the need of honest supervision on issuing driving licenses and fitness certificates so that unskilled drivers and old/unfit vehicles never get road permits from the authority.

Senior journalist Munni Shaha also spoke on this event, and expressed her emotion over the loss of Mishuk Munir and others in

a recent road accident on Dhaka- Aricha highway in Manikganj. She expressed her personal attitude in protesting the events of road accident, and in bringing changes in reporting such events in media on behalf of the victims. Students, teachers and administrative personnel of EWU listened to the speeches and took the event seriously with a pledge to unite on creating safe road in Bangladesh.



Advocate Tarana Halim, Member of Parliament, was delivering speech on "Road Safety" on 30 November at the auditorium of East West University.

## Construction work for boundary wall of EWU in Tongi area inaugurated

The inauguration ceremony of construction work for boundary wall of EWU campus at Mouza Vadam in Tongi, Gazipur was held on 26 September.

Advocate Md. Azmat Ullah Khan, mayor of Tongi Pourasava, graced this occasion as the chief guest and inaugurated this construction work with Dr. Mohammed Farashuddin, President, Board of Trustees of EWU and Mr. S. M. Nousher Ali, member, Board of Trustees of EWU. Professor Dr. Muniruddin Ahmed, Vice Chancellor (In-charge) chaired the whole session.

In his address, advocate Md. Azmat Ullah Khan praised the initiative of EWU to establish a future campus in Tongi area. It will increase the rate of literacy of people in that area in turn. He also thanked the EWU community for their future mission to disseminate education among the middle class people of Bangladesh at an affordable cost.

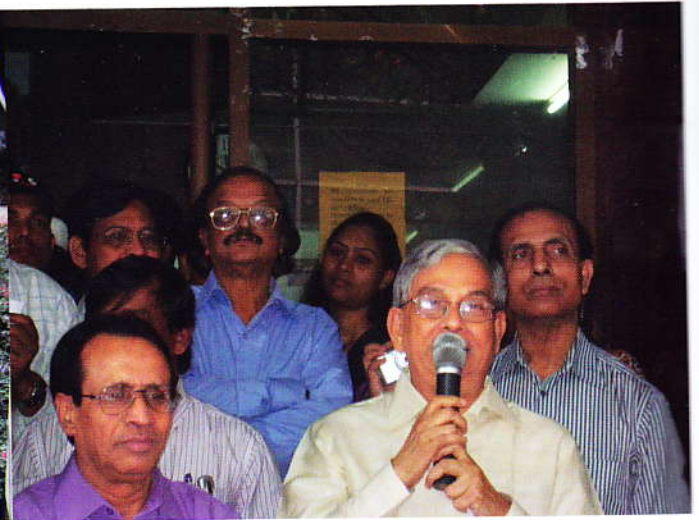
In his speech, Dr. Mohammed Farashuddin also told that East West University is committed to provide time-efficient and quality education. It is a pride that today we have skilled faculty members and administrative personnel for teaching and helping the students to build their future career. He hoped that EWU would broaden the scope of curriculum toward technical horizons in near future.

In his concluding speech, Professor Dr. Muniruddin Ahmed also thanked the local people and leaders for their support to construct the boundary wall. He told that a campus of EWU at Tongi area would be a great achievement for the people. It will increase the status of the area and the inhabitants also.

Colonel Shah Murtoza Ali (Retd), Registrar, Mr. Nurul Islam, Board Secretary, Md. Mobarak Ali, Chief of HR & Logistics, Mr. Mohammad Eklas Uddin, Controller Finance & Accounts, Habib Mohammad Ali, Public Relations Officer and other administrative personnel were also present on this occasion.







## Vote for Sundarban held at East West University

A gathering was organized in front of the Administrative Building of East West University to motivate everybody to vote for Sundarban to be listed as one of the 7 natural wonders in the world on 31 October.

Dr. Mohammed Farashuddin, President of the Board of Trustees of East West University, and Professor Ahmed Shafee, Vice Chancellor of East West University were present there to vote for Sundarban. In a spontaneous speech, Dr. Mohammed Farashuddin

said that this voting would upgrade the status of our country and set our valuable natural beauty in an honorable position in the world. Professor Ahmed Shafee also reiterated the need to preserve the natural beauty of Sundarban, and to become conscious of our responsibility to conserve our ecology by participating in such voting by SMS. Pro-Vice Chancellor, deans, chairpersons, faculty members, registrar, administrative personnel and a huge number of students also took part in this gathering spontaneously.

## Undergraduate Orientation held at East West University

The plenary session of the undergraduate orientation program for the parents and guardians of newly admitted students in the Fall semester of East West University was held on 15 September at the auditorium.

Dr. Mohammed Farashuddin, President, Board of Trustees of East West University graced this occasion as the chief guest while Professor Dr. Muniruddin Ahmed, Vice Chancellor (In-charge) chaired the whole session. In his speech, congratulating the newcomers, Dr. Mohammed Farashuddin told that the most remarkable achievement of East West University is its own campus at Aftabnagar.

With a short explanation about the history of the university, he thanked the founder members, faculty members and administrative personnel for their contributions and ongoing efforts to fulfill a dream for its own campus. Today, the graduates of EWU are serving in various sectors both at home and abroad with reputation, because we provide quality education.

In his concluding speech, Professor Dr. Muniruddin Ahmed, Vice

Chancellor (In-charge) urged the parents and guardians to take care of their sons and daughters at home and guide them for their bright future. He also advised the students to follow the rules of the university and concentrate on their studies properly to set a right career.

Dr. Chowdhury Faiz Hossain, Dean, Faculty of Science and Engineering, Dr. Bijoy P. Barua, Dean, Faculty of Liberal Arts and Social Sciences, Professor Dr. Muhammad Sirajul Haque, Dean, Faculty of Business and Economics and Colonel Shah Murtoza Ali (Retd), Registrar spoke in this ceremony welcoming the newcomers in the university.

## BBA Undergraduate Orientation

The orientation program of the new students enrolled into the BBA Program of East West University into the Fall semester was held on 11 September 2011 in the auditorium of the university.

Professor Dr. Muniruddin Ahmed, Vice Chancellor (In-charge) was the chief guest of the occasion while Professor Dr. Humayun Kabir Chowdhury, Chairperson of the Department of Business Administration chaired the whole session.

In his speech, Professor Dr. Muniruddin Ahmed put emphasis on the students to follow the rules and regulations of the university. He also urged the students to develop a guideline for themselves for their career and daily life in a disciplined manner. In his concluding speech, Professor Dr. Humayun Kabir Chowdhury told the students that they are so lucky to get chances to study in leading university like East West. It is their time to build their career. Dr. Muhammad Sirajul Haque, Dean, Faculty of Business and Economics and Ms. Kohinoor Biswas, Assistant Professor, Department of Business Administration spoke on the occasion.





## Agreement signed between East West University and Gazi Communications



An agreement was signed between East West University and Gazi Communications on supplying, installation and commissioning structured cabling, core networking, data center and server in the permanent campus of EWU.

## Debate Spree- 2011 organized at EWU



East West University Debating Club organized a national level debate contest in which 85 teams from different institutions of the country participated. The contestants were included in this tournament in three categories: inter-university Bangla debate, inter-club English debate and inter-college Bangla debate.

This 8-day long contest kicked off on November 17 and ended on November 24 in the auditorium of East West University with a prize giving ceremony. Dr. Mohammed Farashuddin, President of the Board of Trustees graced the occasion as the chief guest while the program was chaired by the Vice Chancellor Professor Ahmed Shafee.

This year Jahangirnagar University won the championship and Dhaka University became the runner-up in inter-university Bangla debate. In inter-club English debate category, North South University got the champion's trophy and the runner-up trophy went to London College of Legal Studies. In the college round Bangla debate, Residential Model College was the winner of the Champion's trophy and Viqarunnesa Noon College was the runner-up.

Professor Ahmed Shafee, Vice Chancellor of East West University, and Gazi Golam Murtoza, Managing Director of Gazi Communications signed this agreement on behalf of their respective institutions on 20 November.

In his speech, Professor Ahmed Shafee said about the importance of new communication technology in the development of society. It is a pride for the nation that the permanent campus of EWU will be equipped with world-class networking and data server process to modernize the networking and internet facilities, and also provide support to CCTV and access control arrangements.

Gazi Golam Murtoza also spoke on this occasion and said that the modern equipment will enhance our endeavor for achieving a digital Bangladesh successfully. This is the time to work for our nation and to work for the people to build a modern and prosperous Bangladesh.

Dr. Mohammed Farashuddin, President, Board of Trustees of EWU, Bir Protik Golam Dastagir Gazi, MP and Chairman of Gazi Group, Dr. Saidur Rahman Lasker and Mr. H. N. Ashequr Rahman, MP, members, Board of Trustees of EWU, Professor Dr. Muniruddin Ahmed, Pro-Vice Chancellor, Deans, Chairpersons, Registrar and administrative personnel were present on this occasion.

## EWU Photography Club organizes Photography Exhibition

East West University Photography Club (EWUPC) organized its 7th annual photography exhibition at DRIK gallery from 26-31 December. Professor Ahmed Shafee, Vice Chancellor of East West University inaugurated this program on the 26th December.

This year a total of 3500 photos were submitted from which 50 photographs were selected for displaying in six categories: Action, Architecture, Life Style, Nature and Landscape, Portrait and Still life. Renowned photographer Hasan Saifuddin Chandan and Dr. Md Rashid Un Nabi were the jury of this exhibition. This year EWUPC honored Mr. Nasir Ali Mamun with "Life Time Achievement" award for his contribution in portrait photography in Bangladesh. Nasir Ali Mamun in his 40 years career in photography had more than 50 solo photography exhibitions and published 10 books. He was the first photo editor of a daily newspaper of Bangladesh. SM Farhad was declared Photographer of the Year.







## Merit Scholarship

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nurture the meritorious students in the academic climate of private universities in Bangladesh. He praised the initiative of East West University in initiating this scheme for the meritorious students studying in this university. Every year, East West University awards more than three crore taka as scholarships. Dr. Mohammed Farashuddin also told that East West University was established with an aim of disseminating time-befitting education among the students and to nurture the merit and qualities of the students at the

same time. The institution has quality faculty members and a very congenial atmosphere for higher education in Bangladesh. He urged students to work together to meet the demand of our country.

Dr. Saidur Rahman Lasker, member, Board of Trustees of EWU, Professor Dr. Muniruddin Ahmed, Pro-Vice Chancellor and Colonel Shah Murtoza Ali (Retd), Registrar of the University also spoke on this occasion, congratulating the students for their achievements. Ms. Sabrina Farin, a scholarship-holder from the Department of Business Administration also delivered a speech describing her experience in the university.

## Poster Presentation held at EWU

Department of Pharmacy and the Pharmacy Club of East West University organized a poster presentation on "Impact of Pharmaceutical Waste on Environment and its Management" on 22 December at the university auditorium.

Mr. Akhter Matin Chaudhury, Chairman and Managing Director of Nuvista Pharma Ltd was present as the chief guest of the event while Dr. Sufia Islam, Chairperson, Department of Pharmacy, inaugurated the event. In his speech, Mr. Chaudhury highly appreciated the level of enthusiasm displayed by the students. He said that disposal of pharmaceutical waste is very important. It is a social issue and goes beyond the pharmaceutical companies. Furthermore he believed that even if we can achieve a fraction of what the students proposed, we have a good future lying ahead of us. He also emphasized public awareness and intervention of the Government in this matter.

Professor Dr. Chowdhury Faiz Hossain, Dean, faculty of Science and Engineering was also present in this presentation where a total of fourteen groups participated with the aim to create awareness about the impact of pharmaceutical waste on environment and the preventive strategies that we can undertake. They discussed about

the undesired consequences of improper waste disposal on drinking water, aquatic life, human health and others. The event ended with the announcement of the names of the winners. "Green Pharmacy Program", "Plasma Arc: Healthcare Wastes to Energy" and "Health and Safety Practices for Healthcare Personnel and Waste Workers" stood first, second and third respectively. The faculty members of Pharmacy Department were present at the event.







## Workshop on Gender

A workshop on Gender and Social Inclusion was held at East West University on 4 December. Ms. Deepa Shakya, Program Coordinator, HURDEC Pvt. Ltd., Nepal coordinated the workshop for the undergraduate students as the resource person. The students took active interest in the discussion on various aspects of gender followed by the presentation of the resource person. Prof. Serajul Haque, Dean, Business & Economics, EWU gave the welcome speech while Dr. Mohammed Farashuddin, President, Board of Trustees, EWU was present as the chief guest in this program. Mr. SSM Sadrul Huda, Assistant Professor, Business Administration and Moderator, EWU Environmental & Social Club coordinated the program. Faculty members, staff, and members of EWU Rotaract Club and EWU Environmental & Social club attended the workshop.

## CSE Department organizes Orientation



East West University Department of Computer Science and Engineering organized an orientation program for newly admitted undergraduate students on 31 October 2011.

Professor Ahmed Shafee, Vice Chancellor of EWU, was present as the chief guest of this program, while Mr. A. K. Sabbir Mahub, Managing Director, Devnet Ltd and Director of BASIS, was the special guest. Prof. Chowdhury Faiz Hossain, Dean, Faculty of Science and Engineering, Prof. Mozammel Huq Azad Khan, Professor, Department of Computer Science and Engineering, and Dr. M. Ameer Ali, Associate Professor and Chairperson, Department of Computer Science and Engineering were also present in this program.

The first phase of the program started with citation of the holy Quran followed by a video clip of the departmental activities. In his speech, the special guest told the newly admitted students that national and international job markets have demands for CSE graduates, and therefore students need to concentrate on this discipline for their careers. Vice Chancellor Professor Shafee also emphasized the need to develop the aspirations of the students to study CSE related education like programming, solving problems and software development. He remarked that EWU students were meritorious and with good guidance should be able to reach the top.

Professor M. H. Azad Khan said that East West University is one of the best universities in Bangladesh among both public and private universities where 50% teaching staff of the Department of CSE are PhD degree holders. Due to the huge requirement of CSE graduates, Dr. M. Ameer Ali reiterated "be CSE graduates, make your family, your society, and your country full of CSE graduates so that we can move towards building our country free from corruption".

In the second stage of the program, drama, dances and songs were presented for recreational activities.



Professor Dr. Muniruddin Ahmed, Vice Chancellor (In-charge) was delivering speech in the BBA undergraduate orientation program. (News is in page 4)

## East West University Center for Research and Training (EWUCRT)

### 1. Appointment as Executive Director (Honorary) and Deputy Executive Director of East West University Center for Research and Training.

Professor Muhammad Sirajul Haque, PhD, Dean, Faculty of Business and Economics and Chairperson, Department of Economics has been appointed as Executive Director and Mr. Md. Lutfur Rahman, Assistant Professor, Department of Business Administration has been appointed as Deputy Executive Director of East West University Center for Research and Training.

### 2. Call for Research Proposal Round 6

The East West University Center for Research and Training (EWUCRT) invites proposals for its 6th Internal Funding Round. This research fund is a seed grant provided to researchers affiliated with academic Departments for conducting research activities in accordance with the University research policy. Such grants are aimed at nurturing and sustaining a vibrant research community at EWU by engaging academics and researchers from all faculties/fields.

### Extension of Date of Research Proposal of Round 6

Submission for Fall 2011 Research Competition is extended from November 20, 2011 to January 30, 2012. Any submission after this date will not be considered in the Fall 2011 competition. Key dates, policy and guidelines have been uploaded to the EWU web page.

### 3. Academic Publications: Journals

East West Journal of Humanities (Vol. 2), 2011 is already published and Journal of Business and Social Studies (Vol.2), 2011 is awaiting publication.

### 4. Research Reports

Five research study reports by the faculty members of the university are on the pipeline:

An Appraisal of the Problems and Prospects of SME Financing in Bangladesh, by Dr. Tanbir Ahmed Chowdhury and Kasfia Ahmed, Department of Business Administration, East West University (EWU).

Discourse of Advertising Linguistic/Semiotic Strategies and Discourse Structure Bangladesh Advertisement, by Shahriar Haque, Department of English, EWU.

Activity Based Costing Bangladesh: An Empirical Study on the Level of Sophisticate, by Mr. Nikhil Chandra Shil, Department of Business Administration, EWU.

Advertisement Practices in Bangladesh Agency Perspectives, by Mr. S.S.M Sadrul Huda, Department of Business Administration, EWU.

Viewer's Attitude towards Advertisement, by Mr. S.S.M Sadrul Huda, Department of Business Administration, EWU.



# East West University Library



Section	Descriptions
3rd floor: Circulation Section	Issuing membership card Issuing and borrowing section Text and CD-ROM only Acquisition section Library clearance issuance Online Journal & Library catalogue search corner
4th floor: Reference Section	Periodicals and Journals Magazines and Daily Newspapers Theses and dissertations Reference Book Collection Encyclopedia, Britannica, Banglapedia, Statistical Reports, Dissertation Reports, Yearbooks, etc. Online Journal & Library catalogue search corner Newspaper Clippings Service UN and German corners Library Administration

The East West University Library is a catalyst for imagination, a conduit to information and a cornerstone of the EWU community. The library has over the years built a robust collection of books, bound volumes, journals and news papers, and many other resources like theses, student's project reports, CDs and videos.

The library, located on the Foundation building, spread over 11,000 sq. ft., also provides access to the best of digital resources through its subscription to various databases consisting of scholarly and science, business, management relevant content. The library has network to provide business, environment, agricultural and economic, and academic information to the users.

#### Library hours:

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

Friday: 3:00 pm -8:30 pm

Saturday: 5:00 pm - 10:00 pm

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

East West University Library offers something for all of its users by helping them find information they can't get elsewhere, encouraging users to love learning and become lifelong readers, giving people a place to meet and for communities to grow, offering classes, programs and readings on literature and literacy, enabling free Internet access and encouraging users to be information literate.

#### Different Sections of Library:

Section	Descriptions
Ground floor: Pigeonhole area	To deposit the personal belongings of students before entering the library.
2nd floor: Reserve Section	All books are reserved here for reading purpose only. Text books only Processing section Photocopy section Online Journal & Library catalogue search corner Reference service desk.

#### EWU Digital Library

EWU digital library was launched on 27 July 2011. Syed Manzur Elahi, founder member, Board of Trustees, East West University, Chairman, Apex Group, and former Adviser to Caretaker Government of Bangladesh was present as the chief guest in this ceremony while Dr. Mohammed Farashuddin, President, Board of Trustees of East West University, presided over the program. EWU Library is the first university library in Bangladesh that uses Greenstone Digital Library Software for building a digital library with a contribution to implement Bengali version of this software. To maintain a world class standard, East West University Library has chosen this software to build a digital library for this university. Greenstone Digital Library Software was successfully installed and implemented to serve the huge demand of digital information of the users as well as the intellectual community of the country. Primarily EWU Digital Library consists of News clippings, Theses and some other sample collections.





## Collection

The general collection consists of approximately 24300 volumes, primarily scholarly monographs, related reference books, textbooks, pure reference materials, journals, magazines, and statistical publications, as well as current newspapers and periodicals. Collection of EWU Library is comprised of books and periodicals related to the field of Business Studies, Economics, Liberal Arts, Social Sciences, Electrical and Electronic Engineering, Physics, Pharmacy, Computer Science, Mathematics, English Language and Literature, and Bangladesh Studies.

Books are placed in open stacks for the convenience of use and consultation. EWU Library maintains open access shelves to give enough choices to users so that they can select desired library materials. Users can go directly to stacks and look for their required materials. Library personnel are ready to assist in locating information, answer on-the-spot queries, guide and provide instruction in the use of the catalogue, databases, resources, indexes, and abstracts whenever needed. Users can read books, journals, periodicals, newsletters, newspapers, etc. inside the library and are allowed to pull books from shelves for reading and taking them to the Circulation desk, so that they can issue them.

## Types of collections

General Books	Periodicals
Text Books	Magazines, Newsletters
Related Reference Books	Dissertations
Pure Reference Books	Reports
CD-ROMs	Audio Cassettes
Journals	Maps
On-line journals	Daily Newspapers

## Types of services:

**i. Reproduction Services:** Library members may get photocopy services from the library materials. The photocopy service is available from 9:00 to 5:00 pm through Sunday to Thursday. The students may also get the photocopy services after 5.30 pm of each working day, and on Friday and Saturday from the university ground floor of DDC building.

**ii. News Clipping Service:** The library provides news clipping services on some selected subjects such as ICT, Population and census, Economics, Education, Business affaires, Pharmacy and so on.

Besides, the user may get following services from the library:

Circulation Services

Current Awareness Services

Selective Dissemination of Information Services

Reference Services

Virtual Reference Services

Referral Services

Online Journal & E-books services

Internet Service

News clipping Service

Photocopy Service

## Library Resources

Types	Quantity (As on November 25, 2011)	
Books	: 24300	copies
Local journals/ Periodicals/ Magazines	: 131	titles
Foreign Journals	: 12	titles
Report/Thesis	: 632	titles
CD-ROMs	: 1450	copies
Audio Cassettes	: 137	copies
Online journals	: 36	titles
National Newspapers	: 18	titles
Maps (Large size)	: 06	copies

## Online Journals:

Online journals using tendency worldwide spread out as a stormy way due to bless of World Wide Web. So it is a timely demand resource to any research and academic institution. All online journals are not free of cost. So EWU library subscribes world renowned online journals some of them directly from publisher and some of them through consortia for flexible and economic benefits and registered some selected free online journals.

## Currently EWU Library subscribes to the following online journals:

Sl. No.	Name of the Publishers	URL Address	Note
1.	Acoustical Society of America	<a href="http://scitation.aip.org/JASA">http://scitation.aip.org/JASA</a>	
2.	American Astronomical Society	<a href="http://aas.org/journals">http://aas.org/journals</a>	
3.	American Chemical Society	<a href="http://pubs.acs.org/search/advanced">http://pubs.acs.org/search/advanced</a>	
4.	American Institute of Physics	<a href="http://www.aip.org/pubs/">http://www.aip.org/pubs/</a>	
5.	American Physical Society	<a href="http://prola.aps.org/search">http://prola.aps.org/search</a>	
6.	American Society of Agricultural and Biological Engineers	<a href="http://asae.frymulti.com/">http://asae.frymulti.com/</a>	
7.	American Society of Civil Engineers	<a href="http://www.ascelibrary.org">http://www.ascelibrary.org</a>	
8.	Annual Reviews	<a href="http://arjournals.annualreviews.org/">http://arjournals.annualreviews.org/</a>	
9.	Beech Tree Publishing	<a href="http://www.ingentaconnect.com/content/beechn">http://www.ingentaconnect.com/content/beechn</a>	
10.	Cambridge University Press - Cambridge Journals Online	<a href="http://journals.cambridge.org">http://journals.cambridge.org</a>	
11.	De Gruyter	<a href="http://www.reference-global.com/action/showPublications?display=bySubject&amp;pubType=journal">www.reference-global.com/action/showPublications?display=bySubject&amp;pubType=journal</a>	
12.	EBSCO Host	<a href="http://search.ebscohost.com">http://search.ebscohost.com</a>	
13.	Geological Society	<a href="http://www.lyellcollection.org/">http://www.lyellcollection.org/</a>	
14.	Institute for Operations Research and Management Sciences (INFORMS)	<a href="http://journals.informs.org/">http://journals.informs.org/</a>	
15.	Institute of Electrical and Electronics Engineers	<a href="http://ieeexplore.ieee.org/">http://ieeexplore.ieee.org/</a>	
16.	International Forestry Review - Commonwealth Forestry Association	<a href="http://www.cfa-international.org/IFR.html">http://www.cfa-international.org/IFR.html</a>	
17.	IOP Publishing	<a href="http://iopscience.iop.org/">http://iopscience.iop.org/</a>	
18.	Mary Ann Liebert, Inc., publishers	<a href="http://www.liebertonline.com/">http://www.liebertonline.com/</a>	
19.	NPG (Nature and Palgrave Macmillan Journals) (as subscribed)	<a href="http://www.palgrave-journals.com/pal">http://www.palgrave-journals.com/pal</a>	
20.	NRC Research Press Journals Online	<a href="http://www.ingentaconnect.com/content/nrc">http://www.ingentaconnect.com/content/nrc</a>	



Sl. No.	Name of the Publishers	URL Address	Note
21.	OSA - Optical Society of America	<a href="http://www.opticsinfobase.org/">http://www.opticsinfobase.org/</a>	
22.	Oxford University Press - ebooks (as subscribed)	<a href="http://www.oxfordscholarship.com/oso/public/index.html">http://www.oxfordscholarship.com/oso/public/index.html</a>	E-Book
23.	Oxford University Press - Oxford Journals	<a href="http://www.oxfordjournals.org/">http://www.oxfordjournals.org/</a>	
24.	Policy Press	<a href="http://www.ingentaconnect.com/content/pp">http://www.ingentaconnect.com/content/pp</a>	
25.	Project MUSE	<a href="http://muse.jhu.edu">http://muse.jhu.edu</a>	
26.	Royal College of Physicians	<a href="http://www.ingentaconnect.com/content/rcop/cm">http://www.ingentaconnect.com/content/rcop/cm</a>	
27.	Royal Society - Royal Society Journals Online	<a href="http://www.royalsocietypublishing.org/journals">http://www.royalsocietypublishing.org/journals</a>	
28.	Sage Online Journals - IMechE (was Professional Engineering Publishing)	<a href="http://journals.pepublishing.com/home/main.mpx">http://journals.pepublishing.com/home/main.mpx</a>	
29.	SPIE Digital Library	<a href="http://www.SPIEDigitalLibrary.org">www.SPIEDigitalLibrary.org</a>	
30.	Springer	<a href="http://www.springerlink.com">www.springerlink.com</a>	
31.	Symposium Journals	<a href="http://www.symposium-journals.co.uk/">http://www.symposium-journals.co.uk/</a>	
32.	Taylor & Francis E-Books, Agropedia or Europa World Plus	<a href="http://peri8.etailer.dpnl.net/home/html/subjectcategory.asp">http://peri8.etailer.dpnl.net/home/html/subjectcategory.asp</a>	E-Book
33.	University of Chicago Press	<a href="http://www.journals.uchicago.edu">www.journals.uchicago.edu</a>	
34.	Wiley-Blackwell - former Interscience content	<a href="http://www.interscience.wiley.com">www.interscience.wiley.com</a> <a href="http://www.thecochranelibrary.com">www.thecochranelibrary.com</a>	
35.	Wiley-Blackwell - former Synergy content	<a href="http://www3.interscience.wiley.com/">http://www3.interscience.wiley.com/</a>	
36.	World Bank eLibrary	<a href="http://elibrary.worldbank.org/">http://elibrary.worldbank.org/</a>	E-book & E-Journals
37.	AGORA	<a href="http://www.aginternetwork.org/en/journals/">http://www.aginternetwork.org/en/journals/</a>	
38.	HINARI	<a href="http://extranet.who.int/hinari/en/journals.php">http://extranet.who.int/hinari/en/journals.php</a>	
39.	OARE	<a href="http://oare.oaresciences.org/content/en/journals.php">http://oare.oaresciences.org/content/en/journals.php</a>	

Sl. No.	Name of the Publishers	URL Address	Note
40.	JSTOR	<a href="http://www.jstor.com">http://www.jstor.com</a>	
41.	TESOL	<a href="http://www.tesol.org/s_tesol/index.asp">http://www.tesol.org/s_tesol/index.asp</a>	

#### Important Links of EWU Library:

Web address : <http://lib.ewubd.edu/>  
 Online catalog : <http://koha.ewubd.edu:8000/>  
 Digital Library : <http://gsdl.ewubd.edu:8030/>

#### Conference:

Dilara Begum, Librarian, Head of Library, attended on 7th International Conference of the University Librarians Associations titled "Contribution of the Academic Librarians towards a knowledge society" and presented a paper titled "Information Management in the Digital Era: A study of selected websites and Digital Librarians" at Colombo, Sri Lanka on August 16-17, 2011.

#### Workshop:

Mr. Mohammed Motiur Rahman, Senior Assistant Librarian, attended on a program "Online Library Management System" arranged by The Prime Minister's Office, GoB on November 17, 2011.

#### Promotions:

Mr. Mohammed Motiur Rahman, Assistant Librarian has been promoted to Senior Assistant Librarian.

Mr. Waliur Rahman, Assistant Library Officer has been promoted to Assistant Librarian.

Ms. Shahin Akter, Department Secretary, has been promoted to Senior Department Secretary.

## Career Counseling Center

### EWU wins the Championship "The Blue Tie Challenge 2011" Organized by Nestle Bangladesh Limited

East West University won a championship for the first time in a case study competition titled "The Blue Tie Challenge 2011" on 30th October, 2011. Organized by Nestle Bangladesh Limited (NBL), in the final day of this program, eight teams were given a business case to solve within a span of 24 hours. The eight participating teams were East West University, Independent University Bangladesh, DU-Finance, DU-Marketing, BRAC University, Khulna University, IBA-JU, and North South University. The East West University team consisted of Md. Abu Syeed, Md. Maruf Hassan, Rakhi K. Zaman, and Afrida Tasnim Shagoti.



Before holding the said program Nestlé in collaboration with CCC organized a road show program on 19th October, 2011 at EWU auditorium. The motive behind this program was to open the door of opportunity for getting the authentic information of the current trend of job market for the students of final year. A total no. of 150 students attended this event.

### EWU became 1st Runner-up in Project Laser Beam, partner program of Unilever.

Students of East West University became 1st runner-up in a project making competition titled "Project Laser Beam: All for One" on 22 November. Project Laser Beam is Unilever's partner program with the UN World Food Program.

In the final round of the competition, four students of EWU represented the university as a team named "Eureka" and became 1st runner-up with their project-plan. The students were S. Md. Naimul Ehasan Barkati, Nazia Choudhury, N.M. Baki Billah and Nahid Hasan, They received prize money of 30,000 BD Taka and a crest from the Chief Guest, Mr. G. M. Kader, Honorable Minister for Civil Aviation and Tourism.





# Career Counseling Center



## Unilever "BizMaestros" program

Unilever Bangladesh Limited in collaboration with Career Counseling Center arranged information session for "BizMaestros"- a case competition program on 25th September 2011 at EWU Auditorium. A total of 16 groups took part in this program. Among them, the group led by Sabriya Tasneem with her team members, Maruf Hassan, Maliyat Samad, Rahat Amjad, Syed Md.Tauseef Chowdhury, was able to reach the final round.

## Training on Skill Development

CCC arranged a Skill Development Program for final-year students of EWU which started from September 23, 2011 and ended on November 25, 2011. The contents of the training were goal setting, self motivation, CV writing, creative job search, interview skills, mock interviews, networking etc. The program was conducted by G. Sumdany Don, Consumer Engagement Specialist, Philip Morris Services India S.A. Mr. Don highlighted some valuable techniques of successful interview and also urged the students to engage in extracurricular activities.

## Information Session of Battle of Minds 2011

An information session on Battle of Minds (BoM) 2011 was held at the university auditorium on 30 November 2011. Lamiya Bushra, Learning and Sourcing Executive and other representatives conducted the session. They told the students that Battle of Minds is an opportunity for them to display their entrepreneurial skills. BoM is a competition among the leading universities and institutes of the country, which gives a platform for the young talented individuals to be prepared for the corporate world.



## Training on Career Success

CCC arranged a five day career development program titled "Career Success Program". The purpose of this program was to make the students skillful so that they can handle or counter the upcoming challenges very effectively. The program basically dealt with career planning and job strategies, CV writing and cover letter, etiquette and grooming, interview techniques, networking, etc. The program was conducted by Quazi M. Ahmed, Lead Consultant & CEO, Future Leaders.

## Pran Case Breaker competition

Purple Magazine and Career Counseling Center arranged a Marketing Case Competition for the students of final year on 4th and 5th October at EWU Auditorium. The aim of this program was to familiarize the students with the current competitive job market. The program started with an introductory speech of Mr. Nahid Hassan Khan, Adviser, Students' Welfare Center. Then Mr. Behshid Khan Fardu, Program Coordinator of Purple Magazine gave a brief introduction of Purple Magazine. A total no 15 groups each consisting of 5 members joined the case competition. Students were given a case on the first day of the program. On the second day students were asked to share their idea in front of the judging panel comprising of Shams Haider Chowdhury, Head of Marketing, Rahimafrooz, Farhan Rashid, Senior Brand Manager, Pran RFL Group and Mishu Rahman, Chief Editor, Purple Magazine. Among them, the group consisting of Istiaque Ahmed Talukder, Aysha Chowdhury Arin, K.M.Reazwanul Haq, Tariqul Alam Chowdhury and Shahriar Omar has been selected as the winner of this competition. The First, Second and Third winners - Shain Mohammed Samiul Haque, Raiyan Farzana Zaman, Sabriya - have been employed at Purple Magazine.





# Career Counseling Center

## Education Service under British Council

British Council and CCC organized a seminar on "Education Service" on 23 October 2011. The sole motive of this program was to provide authentic information for the students who possess a keen interest to pursue higher studies in UK. Ms. Samina, gave informative speeches regarding the essential aspects of British education that students need to know before going to UK. She not only talked on different required criteria for getting admission in UK but also told how British Council could help them for receiving higher studies in UK.

## Software Distribution Program by Microsoft



Free Software Distribution Program was held on 16 November 2011 at the auditorium of EWU. The program was conducted by Omi Azad, Developer Evangelist, Microsoft BD Ltd. The purpose of this program was to introduce the students about Microsoft. Around 300 students were present in this program. The program ended with the promise of free distribution of Microsoft.

## EWU graduate in "Unilever Future Leader-2012"

Fahmida Dilnaz, a student of BBA program of EWU has been selected as Management Trainee of Unilever by beating the students of top local universities. Her achievement surely elevates the image of EWU.



## Workshop on Case Solving

The Career Counseling Center arranged a workshop on "How to Solve a Case" on 21st September 2011. The workshop was conducted by Mr. Fazluz Zaman, ex faculty member of EWU. The environment of the workshop was highly entertaining and the students were thrilled with the overwhelming lecture of Mr. Fazlu. In his lecture, he urged the students to be creative.

## Internship

Aamra Resources Ltd.  
Chevron  
Dutch Bangla Bank Ltd.  
DBR Apperals Ltd  
EMERGING Credit Rating Ltd  
Islami Bank Bangladesh Ltd.  
First security Islami Bank  
Grameen Phone,ULC  
Grey Advertising Bangladesh.  
ICDDR  
Incepta Pharmaceuticals  
Mutual Trust Bank  
Polly Biddut  
Prime Bank  
Service Engine  
Rahimaafroz  
Reneta  
Robi Axiata Limited  
Rural Power Company Ltd  
Service Engine  
Shahjalal Islami Bank  
Standard Chartered  
Stock Bangladesh  
Synesisit Ltd  
UCE Telecom Solutions Ltd  
Unilever Bangladesh  
United Commercial Bank Ltd

## Job

Unilever  
Purple Magazine  
AIMS of Bangladesh  
Eastern Bank Ltd.  
HSBC  
Hewlett-Packard  
Service Engine  
Bankok Hospital  
MGH Group  
Rangs Auto  
Bangladesh Agricultural Development Corporation  
Oriental Services Ltd.  
Delta Brac Housing  
Rupayan Housing Estate Ltd.





# Faculty Update

## Department of Business Administration



## Marketing Fair

Department of Business Administration organized a three-day long Marketing Fair from 1-3 December 2011. The main objective of this fair was to help students learn how to brand generic products which are not yet branded. A total of 13 teams participated in this fair. Professor Dr. Humayun Kabir Chowdhury, Chairperson of Department of Business Administration was the chief guest of this program.

## Seminar on "Supply Chain Management: Challenges and opportunities for Future Market leaders"



A seminar titled "Supply Chain Management: Challenges and Opportunities for Future Market leaders" was held at the EWU auditorium on 29th November. The seminar addresses contemporary issues in marketing and gave some thought-provoking avenues about facing the new challenges. Discussants shared their views on developing preparedness for the future leaders in the area of supply chain management- the field to develop competitive advantage for today's marketer.

## List of Publications

Dr. Tanbir Ahmed Chowdhury and Kashfia Ahmed, "An Appraisal of the Problems and Prospects of Small and Medium Enterprises (SMEs) Financing in Bangladesh: A Study on Selected Districts", Research Report, Centre for Research and Training, East West University, 2011.

Dr. Tanbir Ahmed Chowdhury, Dr. A.A. Mahboob Uddin Chowdhury and Kashfia Ahmed, "An Analysis on the Growth of Chittagong Stock Market", *Journal of Finance and Banking*, University of Dhaka, Volume 9, Number 1, June 2011.

Dr. Tanbir Ahmed Chowdhury and Sarahat Salma Chowdhury, "Performance Evaluation of Agricultural Banks in Bangladesh", *International Journal of Business and Management*, Canadian Center of Science and Education, Vol 6, No.4: April 2011., 2011.

Nurunnabi, A, Hossain, M. A and Hossain, M (2011) "Intellectual capital reporting in a South Asian country: evidence from Bangladesh". *Journal of Human Resource Costing & Accounting (JHRCA)*, Vol. 15 No.3, pp. 196-231.

Hossain, M. A and Nurunnabi, A (2011). "Enforcement and Compliance of Accounting Standards in Emerging Economies: The Case of Pakistan". *International Journal of Managerial and Financial Accounting (JMFA)*, Vol. 3, No. 2, pp 200-218.

Kohinoor Biswas, M Sayeed Alam (2011) "Penetrating the Middle Class of the SAARC Region: A Gateway to Competitiveness of Emerging India" *Metamorphosis: A Journal of Management Research*, Indian Institute of Management Lucknow. Issue No.1, January-June, 2011, Vol. 10.

Laila Zaman (2011), Performance Appraisal Process of Pharmaceutical Companies in Bangladesh: A Case Study on GlaxoSmithKline Bangladesh Limited, *Journal of Management and Sustainability*, Vol 1, No 1 September (2011), doi:10.5539/jms.v1n1p141

Sarahat Salma Chowdhury, Sifat Adiya Chowdhury (2011) "Microfinance and Women Empowerment: A Panel Data Analysis Using Evidence from Rural Bangladesh" *International Journal of Economics and Finance*, Canadian Center of Science and Education, Vol.3, No.5, October 2011

Sheikh Abdur Rahim, Farzana Huda, "Global Financial Crisis and Its Impact on Bangladesh Economy", International Forum of Researchers Students and Academician (IFRSA) Business Review, volume: 1, issue: 1, page: 53-60, September 2011.

Farzana Huda, Tazrina Farah, "Determinants of Dividend Decision: A Focus on Banking Sector in Bangladesh", *International Research Journal of Finance and Economics*, ISSN 1450-2885, Issue 77 (2011).

## Edited Book

Ms Kohinoor Biswas, M Sayeed Alam (2011) "Cooperative Finance : A new Product for Women In Business ", Women and Development, Novel Corporation, Chennai, India , pp 978-81, ISBN 978-81-906512-1-9

Ms Kohinoor Biswas, M Sayeed Alam (2011) "Chronic Poverty Trap- an Etiology from Dhaka and few recommendation "Poverty and Food Security in Rural India, Novel Corporation, Chennai, India , pp 273-282, ISBN 978-81-906529-4-6

Saadia Shabnam, Dept of Businesses Administration, East West University , an edited book on- RURAL MARKETING by ASHRAF IMAM, ISBN:978-81-313-1265-0 , Ch 4 Marketing Mix Adaptability: Rural Marketing Perspective in Bangladesh.



# Faculty Update

Saadia Shabnam, Dept. of Businesses Administration, East West University, Status of Corporate Social Responsibility Practices, in *Business Enterprises: An Exploratory Study* by Farhana Ferdousi, Saadia Shabnam and Amir Ahmed by Lambert academic publishing no. 978-3-8473-0376-3

## Business Case

Mr. Kohinoor Biswas and Mr. M Sayeed Alam (2011) "Maruti Suzuki India Ltd (MSIL) misses opportunity in Bangladesh" 8th Renvoi International Case Study Competition on the theme Challenges and Opportunities for the Indian Industries after two decades of Liberalization, organized by Amity Business School India on 26 August, 2011.

## Honor

M Sayeed Alam has been nominated as a Member of editorial advisory board in Srikrishna International Research and Educational Consortium, India

## Achievement

Kamrul Hassan, Assistant Professor, Department of Business Administration wrote 13 articles on different socio-economic, political and technological issues that has influence on national life, in the popular online newspaper bdnews24.com. Recently he also contributed 3 articles to a national daily called Dainik Shokaler Khabor. Besides, a number of literary pieces, including poems and articles, written by him have been published in various literary magazines and supplements. On December 09, a full page interview of Mr. Hassan appeared in a daily called Cox's Bazar Bani. Mr. Hassan will publish Selected Poems in the upcoming February 2012 Boimela.

## Department of Computer Science and Engineering

### Publications

Mozammel H A Khan, "Quaternary Quantum Algorithm for Determining Properties of Quaternary Logic Function," *International Conference on Computer and Information Technology (ICCIT 2011)*, 22-24 December 2011, Dhaka, Bangladesh.

Mozammel H A Khan and Raqibul Hasan, "Minimized Reversible/Quantum Synthesis of Non-Reversible Quinary Logic Function," *International Conference on Computer and Information Technology (ICCIT 2011)*, 22-24 December 2011, Dhaka, Bangladesh.

Md. Nawab Yousuf Ali, Shaikh Muhammad Allayear, M. Ameer Ali, Golam Sorwar, "Generation of Bangla Text from Universal Networking Language Expression", International Conference on Recent Trends in Information Processing & Computing (IPC) Kuala Lumpur, Malaysia, November 14-15, 2011, pp. 84-90

Shaikh Muhammad Allayear, Sung Soon Park, Md. Nawab Yousuf Ali, Ullah Mohammad Hasmad, "Error Recovery Mechanism for iSCSI Protocol Based Mobile NAS Cluster System", International Conference on Recent Trends in Information Processing &

Computing (IPC) Kuala Lumpur, Malaysia, November 14-15, 2011, pp. 78-83

Ullah Mohammad Hasmad, Sung Soon Park, Sunwan Choi and Shaikh M Allayear, "Content-Based Middleware for Sensor-Cloud Integration", The 3rd International Conference on Internet (ICONI 2011), Malaysia

Shaikh M Allayear, Sung Soon Park and Sunwan Choi, "ISCSI Protocol Adaptation Mechanism with Network Attached Storage Cluster System for Wireless Environment", Korean Internet Society Journal (KIS), Korea, 2011

## Other Faculty Activities

Prof. Mozammel Huq Azad Khan served as an expert member of professor up-gradation committee of Computer Science and Engineering Department at Shahjalal University of Science and Technology (SUST), Sylhet.

Prof. Mozammel Huq Azad Khan reviewed paper for IEEE Transactions on Very Large Scale Integration Systems.

Prof. Mozammel Huq Azad Khan has been selected as one of the International Program Committee (IPC) Member of *International Conference on Informatics, Electronics & Vision 2012 (ICIEV12)*. Dhaka, Bangladesh, 18-19 May, 2012 <http://aa.binbd.com/ICIEV/committee.html>.

Dr. M. Ameer Ali reviewed paper for IEEE Transactions on CSVT and SPIE Journal of Optical Engineering.

Dr. M. Ameer Ali served as the external subject specialist of Department of Computer Science and Engineering, University of Dhaka.

## Departmental Activities

A reception was organized by the department of Computer Science and Engineering to welcome the freshers and make them feel at home on 31 October 2011. Professor Ahmed Shafee, Vice Chancellor of EWU, was present as the chief guest of this program, while Mr. A. K. Sabbir Mahbub, Managing Director, Devnet Ltd and Director of BASIS, was the special guest. Prof. Chowdhury Faiz Hossain, Dean, Faculty of Science and Engineering, Prof. Mozammel Huq Azad Khan, Professor and Dr. M. Ameer Ali, Associate Professor and Chairperson, Department of Computer Science and Engineering were also present in this program.

## PhD Scholarship Awarded

Mr. Anisur Rahman, Senior Lecturer, Dept. of CSE has been awarded both "International Postgraduate Research Scholarship" (IPRS) and "Griffith University Postgraduate Research Scholarship" (GUPRS) to commence his PhD studies in the department of Information and Communication Technology at Griffith University, Australia.

## New Appointment

Mr. Asfaqul Islam has joined the department as Lecturer in Fall 2011.



# Faculty Update

## Department of Economics

### Publication:

Ashok Kumar Debnath, Basanta Kumar Barmon, and Mrityunjoy Biswas (2011). Motivation of Civil Servants in Bangladesh: A Comparative Study of Technical Cadres and Administrative Cadres, *World Review of Business Research*, Vol. 1 No. 4, Pp.1-17.  
<http://www.wbiaus.org/1.%20Basanta.pdf>

### Executive Director:

Dr. Muhammad Sirajul Haque, Professor, Department of Economics, East West University, has been appointed as Executive Director of the Center for Research and Training, since November, 2011.

### Assistant Proctor:

Mr. Muntasir Chaudhury, Senior Lecturer, Department of Economics, East West University, has been appointed as Assistant Proctor since the beginning of Fall semester, 2011.

### Moderators:

Dr. Basanta Kumar Barmon, Assistant Professor, Department of Economics, East West University, has been appointed as moderator of the Agro-Industrialization Club (AIC).

Ms Imrana Sharmin, Senior Lecturer, Department of Economics, East West University, has been appointed as moderator of the Rotaract Club East West University (RCEWU).

## Department of Electronics & Communications Engineering

### Publications:

M.Ayub Ali and A.S.A.Noor, "Lattices whose finitely generated  $n$ -ideals form a generalized Stone Lattice", Accepted in the Journal of Physical Sciences, Vidyasagar University, West Bengal, India, In Press, December, 2011.

Abu Sayed Rahaman, Md. Imdadul Islam and M. R. Amin, "Performance Evaluation of Two-Hop Wireless Link Under Rayleigh and Nakagami-m Fading Channel", *International Journal of Engineering and Technology (IJET)*, (Singapore), vol. 3, no. 5, pp. 454-459, Oct. 2011.

M. Nazimuzzaman, Himadri S. Saha, Md. Imdadul Islam, M. R. Amin, "Performance Comparison of Uplink Cognitive Cellular Network under Rayleigh and Nakagami-m Fading Environments", *International J. Soft Computing and Engineering (India)*, vol. 1, no. 5, pp. 276-280, Nov. 2011.

Kamal Ahmed, Himadri S. Saha, Mustafa M. Hussain, M. R. Amin, "Comparison between the Performance of PUSC and FFR Network", *International J. Soft Computing and Engineering (India)*, vol. 1, no. 5, pp. 281-285, Nov. 2011.

Abu Sayed Rahaman, Md. Imdadul Islam and M. R. Amin, "Application of Zero-Forcing Adaptive Equalization in

Compensation of Fading Effect of Two-Hop Wireless Link" *International Journal of Engineering and Technology (IJET)*, (Singapore), In press, Nov. 2011.

Anupam Roy, Md. Imdadul Islam, and M. R. Amin, "MMPP+M/D/1 Traffic Model in Video-Data Integrated Service under ATM System", *International J. Engineering and Technology (Singapore)*, In Press, Nov. 2011.

Md. Syeful Islam, Md. Rezaur Rahman, Anupam Roy, Md. Imdadul Islam, and M. R. Amin, "Performance Evaluation of a Finite Queue Switching Under Two-Dimensional M/G/1(m) Traffic", *International Journal of Imaging Systems (IJIS)*, (Korea), In press, Sept. 2011.

M. Mofazzal Hossain, Takayuki Watanabe, "Thermal Treatment of Granulated Particles by Induction Thermal Plasma," ISBN 978-953-307-569-3, Edited: Marco Aurélio dos Santos Bernardes, InTech Publisher, September 2011.

Sakib M. Muhtadi, S. M. Sajjad Hossain, Ashraful G. Bhuiyan, K. Sugita, A. Hashimoto, A. Yamamoto and M. Mofazzal Hossain, "DC and RF Performance of an In<sub>0.1</sub>Ga<sub>0.9</sub>N/InN High Electron Mobility Transistor," *P hys. Status Solidi C* vol. 8, No. 7-8, pp. 2292-2295 (2011).

## Department of Electrical and Electronic Engineering

### Seminars and Study Tours



*Dr. Abu Hena Mostofa Kamal giving presentation on design of an IC chip.*

Dr. Abu Hena Mostofa Kamal, Sr. Principal Engineer and Chip Lead, NXP Semiconductor Corporation, USA gave a talk on Design of a Microchip from Concept to Productization on 14 December 2011 at the East West University Auditorium. Around 40 students and faculty members attended the presentation. In this talk, Dr. Kamal gave a lucid description of the processes that are involved in building an integrated circuit, from the beginning of the design to the end of the packaging.

Thirty five senior students of the EEE department visited the factory of Unilever Bangladesh Ltd at Kalurghat, Chittagong on 26 November, 2011. The visit started with a short training on PLC, industrial automation and safety. The students were then shown around the factory demonstrating how the theoretical concepts were



# Faculty Update

practically applied in a modern factory. The team of students was led by Dr. Khairul Alam, associate professor and Dr. Halima Begum, Assistant Professor.



Students and faculty members of the EEE department visiting the factory of Unilever Bangladesh at Kalurghat, Chittagong on a study tour.

## Publications

Khairul Alam, "Uniaxial stress modulated electronic properties of a free standing InAs nanowire," IEEE Transactions on Electron Devices (in press), 2011.

M. M. Mahmud, N. Haque, S. Sumaia and Anisul Haque, "Impact of Quantum Mechanical Correction in Surface Potential Based Compact Model on the Drain Current of Nanoscale MOSFETs," to be presented in the International Conference on Advances in Electrical Engineering (ICAEE) - 2011, Dhaka, Bangladesh, 19-21 December, 2011.

## Professional Activities

Prof. Anisul Haque, Chairperson, presented a key-note speech in the 2011 IEEE Regional Symposium on Micro and Nano Electronics (IEEE-RSM2011) held on 28 September, 2011 in Kota Kinabalu, Malaysia. The topic of his presentation was Quantum mechanical effects in surface potential based MOS compact models. He also conducted a half-day tutorial in the symposium on 27 September, 2011. The tutorial topic was Extraction of interface trap densities in High-Mobility Semiconductor MOSFET.

Prof. Anisul Haque served as a peer reviewer of Journal of Applied Physics.

Dr. Khairul Alam served as a peer reviewer of IEEE Transactions on Electron Devices and IEEE Electron Devices Letters.

## Appointments

Mr. Fakir Mashuque Alamgir joined the EEE department as a lecturer in Fall 2011 semester.

## Student Achievement

A paper entitled "impact of quantum mechanical correction in surface potential based compact model on the drain current of nanoscale MOSFETs" submitted by three undergraduate students

of the EEE department has been selected for the Second prize award in the 3rd Student Paper Contest organized by IEEE Electron Devices Society/Solid State Circuits Society Joint Bangladesh Chapter. The students are Marzana Mantasha Mahmud, Nusrat Haque and Siddiqa Sumaia. Their paper has outperformed many other student papers submitted from other reputed universities, such as, BUET and Dhaka University.

## Department of English

### ENGLISH DEPARTMENT SEMINAR SERIES, Fall-2011

The East West University English Department organized a seminar on Non-native Creative Writers in English on 15 November 2011, Tuesday. Bijoy Lal Basu, Assistant Professor, Department of English, University of Dhaka, presented a paper on the occasion. Mr. Basu talked about the influx of creative writers writing in English from the Indian sub-continent. However, he also tried to contextualize their works by taking into account the various critical responses with regards to Non-native English literature.

The final lecture of the Seminar Series, Fall-2011 took place on Tuesday, 13 December, 2011 at 5:30 P.M at the East West University Auditorium. The lecture was on Tagore's Universalism and the presenter was Dr. Fakrul Alam, Professor, Department of English, University of Dhaka and Advisor, Department of English, East West University.

## Publications

Quadir Mst. Moriam (2011). A Comparative Study of English and Non-English Major University Students' Motivation to Learn English Oral Communication. East West Journal of Humanities. 2, pp. 91-111.

Akter, Zahid. (2011) "Indigenous Languages in the Postcolonial Era" in Devy, GN, G. Davis & KK Chakravarty (eds), *Indigenous Cultures in Transition*. London, Routledge.

Zayed, Hasan Al "C.L.R. James and Reading Lincoln Dialectically" in S.P. Rath, J. Tripathy, and W. D. Pederson, Eds., *Lincoln Without Borders*, Delhi: Pencraft International, December 2010.

Alam Md. Manzur "Of Paradoxes and Misrepresentations: The Enigma of Identity in V. S. Naipaul's *Half a Life* and *Magic Seeds*". Harvest: Jahangirnagar Studies in Language and Literature, 2011.

Islam, FS Pamela (2011) EFL Learning Online: A case of South Asia, [Accepted to be published in the February 2012 issue of *The Dhaka University Journal of Linguistics*].

Islam, FS Pamela & Islam, W (December 2010) Globalization, English Hegemony and Cultural Imperialism: The Bangladesh context, in *Journal of SUB*, vol.2, pp.9-24.

Iqbal, Asif (2010) "Power and Sexuality in *Othello*, *Hamlet* and *Measure for Measure*", *SPECTRUM*, Vol. 6 & 7, Journal of the Department of English, Dhaka University, 223-233.



# Faculty Update

## Presentations:

### Harunur Rashid Khan

Made a Power-point presentation on "Capacity Development for Madrasah Education: An Overview" in the 15th BAFED-UNESCO Conference at IDB on 8 December 2011.

He also took part in WEBINAR (A web based seminar series) sponsored by the American Center in October-November 2011.

### Nabila Huq

Nabila Huq was the chair of a session at the first International Conference on Applied Sciences, Mathematics and Humanities (ICASMH'11) organized by Universiti Teknologi MARA in Seremban, Negeri Sembilan, Malaysia, on 14 - 15 November 2011.

Nabila Huq presented her paper titled 'The Use of Food for Cultural Orientations in Women's Novels' at the biennial conference of the Inter Asia Cultural Studies Society (IACSS) in BRAC University, Dhaka, Bangladesh on 17 - 18 December 2011.

Nabila Huq presented a paper titled 'Reading Mark Twain in Bangla: How Truthful Are the Translations?' at Revisiting Missouri: The Adventures of Mark Twain, organized by Independent University, Bangladesh (IUB) in collaboration with The American Center in Dhaka, 23 September 2010

### Asif Iqbal

Asif Iqbal presented his paper "Naipaul's travelogues and neo-imperial, anti-Islamic propaganda: A Study of *Among the Believers* and *Beyond Belief*" at the biennial conference of the Inter Asia Cultural Studies Society (IACSS) in BRAC University, Dhaka, Bangladesh on 17 - 18 December 2011.

Presented a paper titled "Re-Contextualizing the silent 'Other': anti-colonial desire in *Jane Eyre* and *Lord Jim*" at a conference on Language and Literature Teaching: Exploring Opportunities and Facing Challenges, held on 27 January 2011, organized by the Department of English, Stamford University Bangladesh.

### Syeda Nadia Hasan

Presented a paper titled "Hollywood and Cat on a Hot Tin Roof" in a seminar on Tennessee Williams in his Centenary Years organized by the Department of English, University of Dhaka on September 25.

## Department of Pharmacy

A seminar on "Scientific Research Methodology" was organized by the Department of Pharmacy in 17 November, 2011. The guest speaker for the seminar was Ms. Momena Shirin, Food Chemist, Institute of Public Health and Nutrition. The faculty members and the senior students of the department who are conducting research projects were present in the seminar.

All the 2nd semester students of the department participated in a workshop on "Aspects of dental problems and cleanliness". The workshop was organized by Mr. Md. Amran Howlader, Sr. Lecturer and the guest speaker was Dr. Mohammad Saiful Alam Talukder, MRSPH (UK), MPH, BDS PGT (Oral & Maxillofacial Surgery)

Member, Americal Dental Association (ADA) Consultant Cosmetic Dentistry & Dentofacial Surgery.

Two of the faculty members of the Department of Pharmacy, Mr. Md. Amran Howlader and Mr. Kh. Tanvir Ahmed underwent week-long workshop on Gas Chromatography organized by Sanofi-Aventis Bangladesh Ltd from 8 to 15 September, 2011. The faculty members are now developing research protocols that will involve Gas chromatography.

A training session of the faculty members and the lab officers was arranged on Enzyme Kinetics in the Advanced Research lab of Department of Pharmacy using the newly installed UV spectrophotometer.

Pharmacy graduates are now successfully employed in different key positions at various esteemed Pharmaceutical companies and Hospitals. Square Pharmaceuticals Ltd., Sanofi-Aventis Bangladesh Ltd., Incepta Pharmaceuticals Ltd., Eskayef Bangladesh Ltd., Apex Pharma Ltd., Reneta Ltd., Healthcare Pharmaceuticals Ltd., Apollo Hospital Ltd., United Hospital Ltd. are amongst the few of a big list of employers.



The students of the Department of Pharmacy of East West University arranged a program at "Surer Dhara", a music school located at Lalmatia on 18th November, 2011. Apart from other activities, "Surer Dhara" has most recently launched a program for underprivileged but deserving children living in the slums of Dhaka to teach them music and other activities for their development. The Chairperson and the students of the department visited these disadvantaged children to spend some time with them with the aim of making them feel happy and pleased and also to create awareness among the children regarding hygiene and personal cleanliness, importance of education in life etc.

## New Appointment

Mr. Arindom Pal joined as lecturer in the Department of Pharmacy in Fall 2011.

## Faculty Development

Shamsunnahar Khan, Assistant Professor, has been awarded with "TWAS young Scientist Award" from Trieste, Italy, Theoretical



# Faculty Update

Physic's Center founded by Nobel Laureate Professor Aabdu Salam for her excellent contribution to the scientific society.

Abdullah Al Maruf, Senior Lecturer of the Department (currently on study leave) recently has been awarded a prestigious Connaught Award for pursuing his Ph.D. in the University of Toronto, Canada. The funding will continue during his four years of study. Dr. David Naylor, President, University of Toronto honored Mr. Maruf with the award in the Annual Award Reception on November 15, 2011".

## List of Publications

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AK Azad Chowdhury, Tapash Roy, ABM Faroque, Sitesh C Bachar, Muhammad Asaduzzaman, Nishat Nasrin, Nahid Akter, Hamidur Rahman Gazi, Abul Kalam Lutful Kabir, Masuma Parvin, and Claire Anderson. A comprehensive situation assessment of injection practices in primary health care hospitals in Bangladesh. *BMC Public Health*. 2011; 11: 779.

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Ashiqul Alam, Muhammad Asaduzzaman and Nishat Nasrin. Isolation, Characterization and Evaluation of Anti-microbial Activity of *Ravenia spectabilis* (Rutaceae). *International Journal of Pharmacognosy and Phytochemical Research*. 2011;3(3): 80-84.

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Islam MS, Akter N, Shohag MH, Ullah MA, Maruf AA, Sultana TA, Latif AHMM & Hasnat A. Bioequivalence Evaluation of Two Esomeprazole 20 mg Capsule Formulations in Healthy Male Bangladeshi Volunteers. *Journal of Bioequivalence & Bioavailability*, 3 (6): 139-143 (Ominics Publishing Group, USA).

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## US Patents

Patent Title: Method of producing tibolone metabolites by fermentation with *Rhizopus stolonifer*, Inventors: Attaur Rahman, Mohammed Iqbal Choudhary, Syed Adnan Ali Shah, Shamsun Nahar Khan, Assignees: International Center for Chemical Sciences IPC8 Class: AC12P3300FI USPC Class: 435 52 Class name: Preparing compound containing a cyclopentanohydrophenanthrene nucleus; nor-, homo-, or D-ring lactone derivatives thereof Publication date: 05/26/2011, US Patent application number: 20110124041

Patent Title: Method of producing tibolone metabolites by

fermentation with *Fusarium lini*, Inventors: Attaur Rahman, Mohammed Iqbal Choudhary, Syed Adnan Ali Shah, Shamsun Nahar Khan, Assignees: International Center for Chemical Sciences IPC8 Class: AC12P3300FI USPC Class: 435 52 Class name: Preparing compound containing a cyclopentanohydrophenanthrene nucleus; nor-, homo-, or D-ring lactone derivatives thereof Publication date: 05/26/2011 US Patent application number: 20110124042

Patent Title: Method of producing tibolone metabolites by fermentation with *Gibberella fujikuroi*, Inventors: Atta-ur-Rahman, Mohammed Iqbal Choudhary, Syed Adnan Ali Shah, Shamsun Nahar Khan, International Center for Chemical Sciences, IPC8 Class: AC12P3312FI USPC Class: 435 54 Class name: Acting on D-ring Publication date: 05/26/2011, US Patent application number: 20110124043.

## Conference Proceedings

Dr. Shamsun Nahar Khan. Structure and Function of Human 7SK snRNA and HIV1 Tat Interaction, Molecular and Cellular Biology, 2011 MCB Research Retreat 16-18 September, 2011, Woods Hole Marine Biological Laboratories, Woods Hole USA

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Maruf AA, Ahmed M, Azad MAK, Ahmed M & Hasnat A (2011) CYP3A Genotypes in Bangladeshi Tuberculosis Patients. HUGO's 15th Human Genome Meeting, 4th Pan Arab Human Genetics Conference: Genomics of Human Diversity and Heritable Disorders, Dubai, UAE, March 14-17. The HUGO Journal, 5 (Suppl 1): 251-252. DOI: 10.1007/s11568-011-9151-8 (Springer, USA) (Poster).

## Department of Social Sciences

### Students of EWU Visit Community Health Clinic and Education Projects



Students of GEN 214 (Development Studies) and POP 602 (Population, Gender & Development) made a day-long field visit to Plan International, Sreepur, Gazipur, Dhaka as part of reflective



# Faculty Update

learning practice on December 10, 2011. For the trip, twenty-six students were drawn from the Undergraduate and Graduate levels who were guided by Dr. Bijoy. P. Barua, Instructor for both the courses. They visited Dustho Shastho Kendro (DSK) regional office, a partner organization of Plan International where two officials supervised and oriented the students with their ongoing projects on health and education. During the trip, the participants visited Community Health Clinic and education projects. Such experiential learning processes help students gain and enhance their practical knowledge and experience in the areas of the community

development and education in order to build a just society in the country.

## Publication:

Dr. Sudhangshu Sekhar Roy

Adjunct Faculty

Acceptance for publication of a research article titled as 'Ethical Lapses in Journalism: Present trend in Bangladeshi media with particular emphasis on newspaper' in Media Asia, a journal of Asian Media Information and Communication Centre (AMIC), Singapore.

## Club Update



### Agro-Industrialization Club

Name of the club: Agro-Industrialization Club

Aims of the club: To analyze the various segment of agro based markets, to take the advantages in our career, to learn how to start an agro base business.

Activities of the club: EWUAIC has done three days promotional activities for providing information about the club and collecting new members from 17th October to 20th October. EWUAIC has arranged two general meetings for providing more information and speeding up the activities in the auditorium on 27th October & 24th November. EWUAIC has organized a seminar on "Tilapia – A Golden Key of Career" in the auditorium on 12th December.

#### Moderators of EWUAIC:

1. Dr. Basanta Kumar Barmon  
Assistant Professor, Department of Economics
2. Mashruha Zabeen  
Lecturer, Department Business Administration

#### Executive Committee Members:

- President : Md. Neshat Fahmid Bhuiya  
Vice President : Mohammad Masudur Rahman Khan  
General Secretary : Md. Mahmodul Hassan  
Treasurer : Anup Kumar Das  
Coordinator : Kamruzzan Rifat  
Coordinator : Kashfia Farhin

### Business Club

The dynamic team of Business Club had been enriched in October, 2011 by appointment of two more faculty members as new moderators from Department of Business Administration. New moderators Senior Lecturer Ms Kashfia Ahmed and Ms. Afreen Choudhury along with existing moderator Lecturer, Mr. Atiqur Rahman Sarker hope to give a boost in the club activity. The new team plans to organize a number of on and off campus events.

#### Moderators:

Kashfia Ahmed, Senior Lecturer, Department of Business Administration

Afreen Choudhury, Senior Lecturer, Department of Business Administration

Md. Atiqur Rahman Sarker, Lecturer, Department of Business Administration

#### Executive Committee Members:

- President : Irfan Hossain  
Vice President : Faysal Amin  
General Secretary : Asif Hassan Anik & Shuvo Murshed  
Treasurer : Sabriya Tasneem & Sarwar Riyad  
Chief Coordinators : Rashedul Islam Rajib & Rahatul Ashekin



### East West University Computer Programming Club

East West University Computer Programming Club upholds the motto of providing information and knowledge of latest technologies and concept regarding computer among the students and nurturing them to advance their knowledge in computer programming. The club held some important seminars and events this semester which were very helpful for the students to increase their technological knowledge and develop their concept.

#### Summary of club activities:

##### Training Program for the Computer Programmers

Our programming teams have performed well in the regional contests held so far. To achieve that, EWU Computer Programming Club has always arranged training programs to groom the contestants up to their potential. Starting from the beginning of each semester, the club organizes a semester long training program for the computer programmers.

##### Programming Contest Titled "Intra University Programming Contest"

Each semester an Intra University Programming Contest is organized for all the students of East West University. The basic purpose of these contests is to identify the potential programmers of



# Club Update

this university. This was a good opportunity for the interested programmers to prove their skills, so that they could be trained to compete in the Inter University contests in future.

## Regional Programming Contest Participation

Like every semester our teams have successfully participated in different regional programming contest organized throughout the country. In the ACM Dhaka Regional Contest 2011, our team Ctrl+z consisting of Tasneem Ferhat, Md. Nur Alam Zico and Symunur Rahman achieved 20th position among 115 teams. In the SUST Inter University Contest three teams consisting of team members Tasneem Ferhat, Md. Nur Alam Zico, Symunur Rahman, Al Muktaadir, Lenin Hasda, Sohan also did well. In the Daffodil Inter University Programming Contest two teams consisting of Al Muktaadir, Shamim, Sohan, Sohanoor Rahman, Symunur Rahman, Pronoy Prasun Das also did well.



## Study Tour

In the year 2011, a study tour was organized by the club. It was in Betbungia Satellite Ground Station at Rangamati.

## Intra-University Gaming Competition

This semester, an Intra-University Gaming Competition was held. Top three participants will be awarded from this contest.

EWU Computer Programming Club will conclude the year with the prize giving ceremony of the Intra University Programming Contest, Fall 2011. Top six contestants will be awarded in that ceremony.

### Moderators:

Md. Nawab Yusuf Ali, Assistant Professor, Dept. of CSE, EWU,  
Dr. Shaikh Muhammad Allayear, Assistant Professor, Dept. of CSE, EWU.

Sazia Mahfuz, Senior Lecturer, Dept. of CSE, EWU.  
Shaila Sharmeen, Lecturer, Dept. of CSE, EWU.

### Executive Committee members:

President : Khaled Bin Yousuf  
Vice President : Arup Kumar Pramanik  
General Secretary : Mrinmoy Kumar Das  
Treasurer : Md. Sohanoor Rahman  
Event Coordinator : Jisan Jamil Tonmoy

Public Relation Secretary : S.M. Shariar Mahmud  
Organizing Member : Md. Shajharul Islam, Ishtiak Ahmed,  
Yasir Taher.



## East West University Creative Marketing Club (EWUCMC)

The Creative Marketing Club which is bigger and better than before closed the Fall 2011 semester with a wide range of activities that were largely appreciated and participated by general students, faculty and administrative members of East West University.

After the huge success of Season # 1, East West University Creative Marketing Club (EWUCMC) organized Intra Marketing Debate Season # 2 with much festivity and flair. The competition is designed with the purpose to sharpen the marketing talent of tomorrow's business leaders with greater marketing insights and logical arguments. Marketing issues are usually debated in this competition. EWU students majoring in marketing participate here:

On 20th October 2011, the event started with welcome speeches from the Club's moderators Md. Farhan Faruqui, Md. Anamul Haque Rubai, and Husne Ara and the formation of eight teams, consisting two members. The grand finale had the presence of Chief Guest Ahmed Abu Insaf, Executive Director of MGH Restaurants Pvt. Ltd. and the Special Guest Kazi Mohiuddin, Senior Account Manager of Mediacom Ltd. along with the moderators. After much competition Md. Sofiullah & Mukit were awarded champion trophy and Md. Saddam & Faisal were runner up. Md. Shofiullah was also awarded Best Performer.

A total of seven "Weekly Communication Skill Practice" sessions were organized for students to learn the conceptual theories of marketing in a more practical approach and interesting manner. Activities like branding, marketing quizzes and crosswords, TVC analysis and marketing case were arranged. The sessions received great response from the general members and moderators.

### Moderators:

Md. Farhan Faruqui  
Md. Anamul Haque Rubai  
Husne Ara

### Executive Committee

President: Istiaque Ahmed Talukdar  
Vice president: Md. Riajul Islam (Tuhin)  
Assistant Vice President: Shahin Md. Samiul Haque  
General Secretary: Rashed Khan  
Treasurer: Jubair Hossain (Zubo)  
Chief Co-ordinator: Morshed Alam Shuva



## East West University Club for Performing Arts (ECPA)

Objective: To organize different events and to perform with creativity to uphold the image of East West University on cultural sector.

East West University Club for Performing Arts (ECPA) is one of the major clubs of East West University with around one hundred highly active members who are versatile and very much dedicated



# Club Update

to cultural activities. In this club all the member are given their opportunities to show their expertise in different cultural segments. ECPA's cultural activities include music, drama, recitation and dance. As it is a club for Performing Arts, so any kind performing arts are encouraged in this club. Besides, members of this club are also engaged in event management activities as different cultural events often occur in this university which are mostly organized by ECPA. In this way, almost every member of this club is capable of launching programs with the resources that they have.

At present ECPA is led by Rizwanul Gias (President), Md. Tanvir Hossain Bhuiyan Niloy (Vice President), Nahid Hasan (General Secretary) and Nishat Saif Badhan (Treasurer) with the help of sub-executive committee members Asad Zaman, Tasfia Rayhan, Imran Mahmud Rana, Mohammad Ashrafur Rahmar Shetu, Risul Islam Rimon and Samiul Ahsan Upal. ECPA's current moderators are Mrs Farhana Farid (Senior Lecturer, Dept. of English) & Mr Muntasir Chaudhury (Senior Lecturer, Dept. of Economics & Assistant Proctor).

On 21st October 2011 and 24th October 2011 ECPA had two major programs. The "2nd Inter University Cultural Festival 2011" was held at BUET Auditorium and "Laloner Ashor" was organized at East West University Auditorium. The programs required intense rehearsals and preparations which was possible because of the generous cooperation of the university authority.

East West University Club for Performing Arts is always looking forward to creating a stage for a performer and welcomes any creative work that may help anyone to create a base for professional sector.

## Performances of ECPA at a glance



## Debating Club

### EWUDC ranks 2nd among the national teams in NSU Asian BP-2011

3rd Asian British Parliamentary Debate Competition- 2011 was organized by North South University, held since Dec 7 till Dec 11, 2011. A total 80 plus teams from 24 Asian nations participated in the contest. From Bangladesh, there were 14 universities and 30 debating teams; namely East West University, LCLS (London College of Legal Studies), North South University, IBA, Dhaka University, BRAC, BUET, IUB, IUT, UIU, Southeast University, Eastern University, Stamford University and Chittagong University.

On the criteria of overall points East West University ranked 2nd among the national teams. LCLS topped with 10 points, East West University 1 (Sanin and Hadee) followed the topper with 9 points. 4 other institutes tied with East West with the same 9 points are: NSU, BRAC, IUT, UIU and IUB. East West University 3 (Sabrina and Shofee) and IBA 1 jointly shared the third position with 8 points.



### 'EWUDC Spark' keeps sparking

'EWU Spark' (Sadi, Tanim and Tasnim) made a record by achieving 3 trophies in last Fall. They snatched Champion's trophy by defeating the home team, in October 2011 in the tournament organized by Government and Politics Department, Jahangirnagar University. Again, in December, 'EWU Spark' became Runner up in TIB-DUDS 10th Inter University Debate Tournament organized by Dhaka University, where 32 institutions participated from throughout the nation. Another Runner up trophy came from the '1st inter club debate championship' organized by Debating Society of Economics, Jahangirnagar University (JU).

East West University hosted the 5th National Debate Competition in November 2011, titled "EWU Debate Spree 2011" – "Where words come out of the depth of truth". It was one of the biggest nationals in scale with a total of 85 teams and over 30 institutions from all over Bangladesh. Jahangirnagar University and North South University became the Champion in Bangla and English debate respectively.

At the beginning of Fall 2011, East West University Debating Club (EWUDC) organized 'Debate Premier League (DPL) 2011' with the motto of 'Battle of Words', where 36 debaters took part. Team '52' comprising of Srabonty, Rumana and Jewel was the winner while team 'Nobarun' comprising of Awnisha, Shawon and Sazzad secured the Runner up position in this tournament.

## Electronics Club

On Software Freedom day, EWUEC organized a seminar for celebrating software freedom day- 2011 on 14th September. Dr. Shaikh Muhammad Allayear, Assistant Professor, Department of Computer Science & Engineering was the speaker of the seminar. Around 150 students, from all engineering departments, participated in the seminar. They shared the knowledge with speaker about open source software and freelancing.

EWUEC also organized a study tour at Sea Beach Sand Exploitation Centre, Cox's Bazaar on 27th-29th Oct. Thirty eight students from different departments and Dr. Gurudas Mandal, moderator of EWUEC participated in this tour. This is the only center of this kind in the country and it is a center of Bangladesh



# Club Update



Atomic Energy Commission. The centre is mainly doing exploration and exploitation of heavy minerals in the beach sands of coastal areas and off-shore islands of Bangladesh and their processing. The total process is explained by an expert engineer of the center. Students had different questions about this exploitation process of sea beach sand and they got their answers. They also enjoyed the stay in Cox's Bazar, world's longest Sea Beach and enjoyed the taste of different sea fishes.

E-Asia 2011 is the biggest technology fair of Asia which was held in Bangabandhu International Conference Centre (BICC), Dhaka from 1st to 3rd December. EWUEC worked as core team members with the BCC (Bangladesh Computer Council) under the ministry of Information & Communications Technology (ICT). EWUEC arranged free pass and free registration for the all students of East West University to attend/enjoy the fair. Mr. John Devais, Vice President of Intel, USA was present in the fair.

#### List of club moderators:

Dr. Gurudas Mandal, Associate Professor, Dept. of ECE  
Ms. Tahseen Kamal, Senior Lecturer, Dept. of EEE  
Fakir MASHUQUE Alamgir, Lecturer, Dept. of EEE

#### List of Executive Committee Members:

President-	Shah Md. Imran
Vice President-	Md.Sadrudin Suvro
General Secretary-	Ismail Hossain
Treasurer-	Subir Mandal
Event Coordinator-	Zahid Choudhury
Public Relation-	Rejwana Rahman

## English Conversation Club

East West University English Conversation Club is a very popular and successful club in carrying out its activities and following its objectives. The main objective of this club is to make students feel comfortable using English and become fluent in English. This club arranges different kinds of activities like conducting chat sessions, public speaking sessions and workshops throughout each academic year. Its motto is "we try to keep you thinking... in English." Though it is moderated by Department of English, this club is open for all students. The moderators of this club are Ms Tanzina Tahereen, Ms Sarah Zahed and Ms Syeda Nadia Hasan, Lecturers of the Department of English.

This Fall semester the club held its regular chat sessions once in a week. Every chat session comprises of two segments: presentation, and chat. In every session one particular student gives a PowerPoint presentation on a selected topic, and



it is followed, in the second part, by the participation of all the students who practice conversation in English with their friends on an interesting topic. The topics are provided by the moderators in each session. In addition to conducting these sessions, the club organized a workshop on "Presentation Skill" on 2 October, 2011. Mr. Omar Faruk, Assistant Professor, Department of BBA, East West University, was invited as the key note speaker. Mr. Faruk delivered an enthralling multimedia presentation before an engrossed audience. This has been a very fruitful venture by East West University English Conversation Club this semester.

Mr. Omar Faruk, Assistant Professor, Department of BBA, East West University, is presiding over the workshop on "Presentation Skill" on 2 October, 2011, organized by East West English Conversation Club.

#### Executive Committee:

President	: Md Zunnun Farazi
Vice President	: Md Mehnaj Kabir Abesh
General Secretary	: Jasper Amit Mitra
Treasurer	: Shomi Tamara
Events Coordinator	: Anik

## EWU Environmental & Social Club (ESC)

### EWU ESC Observed World Diabetes Day, 2011

Diabetic Wellbeing Foundation in cooperation with EWU Environmental & Social Club has observed the World's Diabetes Day, 2011. On that occasion a Health Fair was



held at newspapers offices, universities, streets, and around Badda area. The program activity included checking blood pressure & sugar, measuring height /weight, Calculating BMI and counseling and consultation with a doctor.

The program was covered by The Daily Prothom Alo, The Daily Star, RTV, Desh TV, etc. A total of number of 1200 people participated in different places.

Moderator	: S S M Sadrul Huda
President	: Eram Mahfuza
Vice President	: Md.Raihan Haider Ranjan
General Secretary	: Abid Hossain
Treasurer	: G.M.Najmuz Saadat



# Club Update

## IEEE Student Branch



Name of the Club: IEEE Student Branch, East West University

Club Objective: IEEE is the largest professional organization in the world. In Asia Pacific region, it has 490 student branches and East West student branch is one of them. The objective is related to IEEE activities such as arranging and attending seminars, talks, workshop, study tours, and various competitions.



Summary of Club Activities: The student branch arranged a workshop on microcontroller. The resource person was Md. Ariful Hoque Shuhan, senior engineer, Energypac Ltd. The student branch organized a five day workshop on programmable logic controller. The resource person was Mr. Pinak Pani Mandol, Chief Engineer, Embrotronics Limited. The student branch arranged a study tour to Ghorasal power plant, Narsingdi.

**Executive Committee: Following is the list of executive committee**

Branch Counselor:	Khairul Alam Associate Professor, EEE Dept. EWU
President:	Pintu Das
Vice-President:	Mithila Barman
Treasurer:	G M Banna
General Secretary:	Injamanur Rashid
Event Coordinators:	(1) Irfan Arafat (2) Manan Chowdhury

## Photography Club

East West University Photography Club (EWPC), established in September, 2000 is working to make students more aware of different dimensions of photography.

### International and award performance

#### Ismail Ferdous

- 3rd prize in "Break the Chains" photo contest on "Human Trafficking". Exhibition held at the KELOWNA Art Gallery, British Columbia, Canada on 25 September 2011.
- Honorable Mention Award - prestigious "Daily star-Standard Charter Bank Celebrating Life" photo competition 2011.
- 6 photos are selected for Young Portfolio 2011 in prestigious The Kiyosato Museum of Photographic Arts.

#### Aranyataru Chattopadhyay

- Won 2nd prize in Lifestyle category at the "International Inter University Photography Exhibition (IIUPE) organized by North South University.
- One photo of Aranyataru Chattopadhyay was selected in NAT GEO Moment Awards 2011 organized by National Geography Photography and Nikon jointly. Renowned National Geography Photographer Steve Winters was the judge of the competition.

### Life at East West University

EWU campus is a loving home to its students. Photography club of EWU organized a photo exhibition from 18 to 19 April 2011 at East West University auditorium comprising few snapshots of the "Life at East West". East West started its journey at Mohakhali campus in 1996. Within a few months, it moves to its permanent campus at

Aftabnagar. This exhibition looked at East West from a retrospect. This is an omnibus of the present campus in a nutshell. The exhibition was inaugurated by Dr. Mohammed Farashuddin, President, Board of trustees and Founding Vice Chancellor of East West University.



### Travel exhibition on Bangladesh:

An exhibition on travel photography focusing on Bangladesh organized by EWUPC was held on 6th & 12th July 2011 in EWU Auditorium. There were 35 photographs of 22 photographers. Among those 35 photos, 3 photos were awarded.

### Still Life photography Exhibition

East West University Photography Club organized photography exhibition on Still life from 16 to 18 October, 2011 at the university auditorium. Professor Ahmed Shafee, Vice Chancellor of EWU inaugurated the exhibition. In this exhibition, 300 photos were submitted, among those, 30 photos on still life were displayed.

## MBA Club

MBA Club organized a field trip to Kashem Ali Sons Textile Mills located at Gozaria, Munshiganj on 4 June 2011. Forty-eight students from the graduate program joined the field trip. The team was led by the Club Moderator. The objective of the visit was to make graduating students familiar with the production process and to see one of the most fundamental manufacturing processes of civilization – spinning of cotton to make yarn. The team was welcome by the officials of the Mill and they were shown various units. Apart from the manufacturing process, the members also witnessed the working environment and conditions of the labor. On the way back the team visited Sonargaon - the historical capital of Bangla, where students got to know the past heritage of our land and spent an enchanting afternoon together.

On 2 October, 2011 a new committee for running the MBA Club was formed through a ceremony held in the Auditorium. Members of the new committee were greeted with floral bouquet. ID cards were also issued to each of them for club identity. The session also hosted an ice-breaking session for the newly admitted graduate students. The session was chaired by Mr. Kamrul Hassan - the Club Moderator.

President	: Md. Faisal Kabir
Vice president	: Muhammad Raqibul Hasan Easel Mortuza
General Sectary	: Mohammed Touhidul Islam
Joint Secretary	: Md. Muntasir Rashid
Treasurer	: B.M.Khurshed Anowar

### Executive Members:

Mohammad Ali  
Md. Iftekhar Ahmed  
Mohammad Shariful Islam  
Gulam Kobir Titu  
Shamir Ghosh  
Indrani Saha  
Rafia Ummul Hasan

**Moderator** : Kamrul Hassan





# Club Update

## Pharmacy Club

The Pharmacy Club of East West University has been working to make students more aware of the different fields of Pharmaceutical professions. The club organizes seminars and other formal and informal interactive programs for the dissemination of advanced knowledge in different areas of Pharmacy. The club provides opportunities for pharmacy students to meet each other as well as faculty & professional pharmacists in order to promote interaction in a setting outside the classroom.



On 13 October, 2011, East West University Pharmacy Club organized a seminar on "Safety, Health and Environment Issues of Pharmaceutical Industries" at the auditorium. Md. Khurshed Alam, Manager of Health, Safety and Environment Department of Sanofi Aventis Bangladesh Limited was present as the guest-speaker of the event. Dr. Sufia Islam, Chairperson of Pharmacy Department, inaugurated the session. The seminar ended with a vote of thanks by Farhana Rizwan. The students & faculty members of Pharmacy department were present in this program.

On 29 - 30 October, 2011, a two-day long workshop on "Communication Skill Development" took place at DDC-1502 of East West University. The event was conducted by Humaira Sharmeen, a freelance Management and HR consultant. She talked about communication skill development and presentation skill that will help the students in their competitive field of job in the near future. Md. Amran Howlader, Senior Lecturer of Pharmacy Department, Farjana Khatun, Lecturer of Pharmacy Department, Kh. Tanvir Ahmed, Lecturer of Pharmacy Department and K.M. Shams-Ud-Doha, Lecturer of Pharmacy Department were present in the event. The workshop was an interesting one with the participation of the students of the last and second last semesters of the Pharmacy Department.

### Club Moderators

Dr. Sufia Islam, Associate Professor, Department of Pharmacy  
Ms. Farhana Rizwan, Senior Lecturer, Department of Pharmacy

### Executive Committee Members:

Md. Hasan Showkat Bhuiyan – President  
Shamina Saiyara Prova – Vice President  
Maria Ahmed – General Secretary  
Asif Imran Ruben – Treasurer/Event Co-ordinator  
Nishat Jahan – Media Co-ordinator

## Rotaract Club of East West University

Rotaract Club of East West University (RCEWU) achieved Charter Certificate on June 6, 2006 with an aim to introduce humanitarian service and encourage high ethical standards among the students. It is a Rotary-sponsored service club for young men and women ages 18 to 30. Since the club began its journey, it organized various successful programs.



### Activities of the club:

#### Winter Cloths Distribution Program 2011



Rotaract Club of East West University (RCEWU) organized "Winter Cloths Distribution Program 2011" in Fall semester. Members of the Rotaract Club went to distribute warm cloths on December 22 to the poor people near Mohakhali slums after a month long collection at EWU Campus.

#### Blood Donation Camp



In accordance with previous blood donation camps, Rotaract Club of East West University (RCEWU) conducted a Blood Donation Camp on the campus on October 24, 2011 with the assistance of Quantum Foundation. The program was a very successful one as a record breaking 141 bags of priceless blood had been collected from the camp in a day.

#### Virtual Blood Bank

To add more value to the regular blood donation camps, a "Virtual Blood Bank" had been created on Facebook. The first ever virtual



# Club Update

blood bank of EWU is always ready to serve the students of East West University at the time of their needs.

## Voluntary effort

As part of the mission and vision of the Rotary Club (Parent club of RCEWU), RCEWU is always ready to provide voluntary support for any program conducted by EWU. It was active in organizing an awareness program with Rowshnee Foundation titled "4 Decades of Victory" which was held on the victory day. The objective of this project was to spread awareness among general people of being a true patriot and a good citizen.

## Seminar on "Road Safety"

The year 2011 ended with a very successful seminar program titled "Nirapad Sorok Chai". The motto of this seminar was to raise awareness among the young generation about this blazing issue. Rotaract Club of East West University (RCEWU) organized the seminar on Wednesday, November 30, 2011 at 12:00 p.m. in the EWU auditorium.

Advocate Tarana Halim, Member of Parliament, was present as the chief guest in the seminar while Dr. Mohammed Farashuddin, President, Board of Trustees, EWU, presided over the whole session. Professor Ahmed Shafee, Vice Chancellor, EWU; Ekram Ahmed, Member, Public Service Commission; Munni Shaha, head of news, ATN Bangla and Nurul Akhtar, director, Energypac Power Generation Limited also enriched the discussion with their well thought-out ideas and advises.

RCEWU has a large number of dedicated members who are very versatile in performance and with all the help and support from the moderator Imrana Sharmin, Senior Lecturer, Department of Economics, the young members of this club hope to present a very united and committed club in future.

## "Victory day survey" performed by RCEWU

As the sun rose on the east on December 16, 2011, the whole country began the Victory Day celebration. This year was even more special as Bangladesh celebrates four decades of victory. To celebrate this day with utmost enthusiasm, Rotaract Club of East West University went through a survey program titled "4 Decades of Victory" on 16 December. The volunteers of East West University and Rowshnee Foundation made the program a success.

From the very early in the morning about 500 volunteers started surveying along the streets of 11 busiest traffic points of Dhaka city. The point of this survey was to spread awareness among people, especially young people, about being a true patriot and a good citizen. Three questions had been designed to hit the patriotic feelings of the people. A brochure, where detailed victory day information, stories and facts were written to motivate people to be a good citizen, and a paper flag, as the symbol of victory day, had been given to the surveyed people. The volunteers made a total survey of 5000 people from 9:30am to 1:30pm on the very day. The whole team was divided into 11 groups and had been set at 11 busiest traffic hubs like Gulshan 1 (Circle), Uttara (Jashimuddin Road), Uttara (Azampur to Sector 7), Banani (Kakoli), Banani (Road- 11), Gulshan 2 (Circle), Dhanmondi (Road- 27), Dhanmondi (Science Laboratory), Dhaka University, Baily Road, Mirpur (Road-

1), Mirpur (Road- 10). The highest number of 2000 survey had been conducted at the Shantinagar area.

## RCEWU Moderator:

Imrana Sharmin  
Senior Lecturer  
Department of Economics

## RCEWU Executive Committee Members:

Md. Raihan Kabir, President  
Md. Wahidujjaman Quadery, Vice-President  
Md. Bashirul Islam, General Secretary  
Rajib Ahmed, Treasurer  
Ronjoy Kumar Roy, Event-Coordinator

## East West University Science Club

### Objective

The Objective of EWU Science Club is to nurture and guide the young minds of East West University to know the known and unknown of sciences and find ways to utilize the gathered knowledge for the betterment of humanity.



### Events



EWU Science Club organized a two-day long program for the new students. On September 28, 11 a workshop on MATLAB was arranged, where a good number of students participated. The resource person Mr. S. M. Shahriar Rashid, Research Lecturer, Department of Electrical & Electronic Engineering, EWU conducted the workshop very nicely and the participants enjoyed it thoroughly. On September 29, 11 the club organized a colorful program and an exciting and lively quiz competition for all the audience at the university auditorium. Professor Chowdhury Faiz Hossain, Dean, Faculty of Sciences and Engineerings was present as chief guest.

The club also arranged a study tour for the undergraduate engineering students at Submarine Cable Landing Station, Cox's Bazar from November 30, 11 to December 2, 11. Thirty eight



# Club Update



students and two faculty members visited the only landing station in Bangladesh. Through this tour students got a clear and practical idea of what the landing station is, how it works and the importance of it. This tour will play an important role in their educational career.

## Moderator

Ms. Anindita Paul, Assistant Professor, Department of ECE.

## Executive committee

President : Muntaha Karim

Vice-President : Sharmin Jahan

General Secretary : Md. Kamrul Hasan

Treasurer : Kazi Aousafur Rahman

Event Coordinator : Md. Sharafat Hossain

## EWU Sports Club

ASM Ashif and Nafish Sarwar Islam, Senior Lecturers of East West University have recently been appointed as club moderators. They have decided to immediately form an executive committee of the club as well as collect new members for the club. Recently the club has participated in "Inter private university football tournament 2011."

## EWU Telecommunications Club

### Objective

East West University Telecommunications Club (EWUTC) is a club which keeps the pace with the telecom related events and support at the university. The club is enhancing the knowledge of its members by organizing various important and valuable activities. These include inviting guest speakers from the Telecommunications industry, organizing discussions about employment opportunities and arranging field trips to observe the applications of technology in the industry. The club further enhances the education of its members by organizing picnics, hosting study groups and workshops on selected topics. Throughout the academic year, the club plans to regularly host and participate in a number of events both on and off the campus.



## Workshop on MikroTik:

East West University Telecommunications Club (EWUTC) arranged a workshop on "MikroTik". It was held on September 30, 2011 at the Networking Lab of EWU. The session on BTS Hardware Setup was carried out by M. Nazrul Islam, System Engineer of Triangle ISP Services. The program was attended by more than forty enthusiastic students of various Engineering departments. The participants found the workshop very effective. After the session, the students participated in a short quiz contest and four of them were awarded attractive prizes. As a token of appreciation, Md. Asif Hossain, Senior Lecturer of the Department of ECE & Moderator of EWUTC handed over mementos to the instructor. The workshop was successfully organized by the dedicated team of EWU Telecom Club.



## Inter University Tele- Olympiad-2011

Md. Touhidul Islam, a student of Department of Electronics & Communications Engineering and an executive member of EWUTC became the winner in Inter University Tele- Olympiad-2011 in the category of Electronics. He also got second prize in Telecommunication category. The Olympiad was organized by North South University (NSU). The Olympiad was held on 18 October 2011, where more than 16 public & private universities participated.

## Annual Picnic

East West University telecommunication Club (EWUTC) organized its annual picnic on 6th December - 2011. They went to Pond Garden Park at Narayanganj. Around 140 students attended this picnic. The members of EWUTC worked hard to make this a memorable picnic with lots of enjoyment. EWUTC arranged some games for boys and girls both. They also gave prizes to the winners. The arrangement of food items, cook and services were really good. There was a nice stage where some students performed a drama after taking lunch. In the afternoon, a band group of East West University performed there with a lots of rock songs till evening. All students enjoyed the music with tea and all danced together. The students had a great time and they are thankful to the moderator of EWUTC, Mustafa Hussain, who was very supportive of this fun occasion.

## Moderators

Sabiha Rahman Juthy

Mustafa M. Hussain

## Executive Committee:

President :

S. M. Abdul Awal

Vice President:

AfsanaUmme Hani

Treasurer:

Md. Touhidul Islam

General Secretary:

Nur Mohammad Bipu

Public Relations Officer:

Md. MuzahedulHaque

Event Co-coordinator:

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

### **Graduate Programs**

Master of Business Administration  
Master of Business Administration (Executive)  
Master of Bank Management  
Master in Development Studies  
MSS in Economics  
MS in Computer Science and Engineering  
MS in Telecommunication Engineering  
MS in Applied Physics and Electronics  
MA in English  
MA in English Language Teaching  
Master of Population, Reproductive Health, Gender  
Development (MPRH)  
M. Pharm in Clinical Pharmacy and Molecular Pharm



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