

## East West University Celebrates 14th Foundation Day 2009

East West University (EWU) celebrated its 14th founding anniversary on 14 November 2009 at the Bangabandhu International Conference Center, Shere-e-Banglanagar, Dhaka.

Mr. Abul Kalam Azad, Honorable Minister, Ministry of Information and Cultural Affairs, Government of the People's Republic of Bangladesh, was the Chief Guest while Professor Serajul Islam Choudhury, Professor Emeritus, Department of English, University of Dhaka, was the Special Guest at the program. Mr. M. A. Mumin, Acting President of the Board of Directors and Treasurer of the university, presided over the program. Professor Dr. Mohammed Sharif, Vice Chancellor of EWU gave the welcome address while Professor Dr. Muniruddin Ahmed, Pro-Vice Chancellor and Convener of the Organizing Committee of the 14th Foundation Day celebrations, gave the vote of thanks at the ceremony.

The celebration included art competition for children, presentation of certificates of recognition to the faculty members and employees for their services and dedication to the university, cultural show, distribution of souvenirs, and many other attractive events.

EWU also recognized the contribution of SWID Bangladesh, a school for Autistic Children, by presenting a cheque of Tk 50,000/- to SWID Bangladesh's Ramna Branch.



ইস্ট ওয়েস্ট ইউনিভার্সিটির “চতুর্দশ প্রতিষ্ঠা  
বার্ষিকী ২০০৯” এর বিশেষ অতিথি প্রফেসর  
ড. সিরাজুল ইসলাম চৌধুরী (প্রফেসর  
ইমিরিটাস, ইংরেজী বিভাগ, ঢাকা  
বিশ্ববিদ্যালয়) এর বক্তৃতা-



মাননীয় প্রধান অতিথি, মাননীয় উপাচার্য, বোর্ড অব ডিরেক্টরসের প্রেসিডেন্ট, প্রো-উপাচার্য, শিক্ষকবৃন্দ, অতিথিবৃন্দ এবং ছাত্রছাত্রীরা, ইস্ট ওয়েস্ট বিশ্ববিদ্যালয়ের চতুর্দশ প্রতিষ্ঠা বার্ষিকীর এই আনন্দঘন অনুষ্ঠানে যোগ দিতে পেরে আমি আনন্দিত ও গর্বিত। বিশ্ববিদ্যালয়কে আমার আন্তরিক অভিনন্দন। এই বিশ্ববিদ্যালয়ের পরিচালকদের সম্পর্কে আমি জানি, তাঁদের বিদ্যানুরাগ ও কর্মদক্ষতায় বিশ্ববিদ্যালয়ের ক্রম সম্প্রসারণ ও উন্নয়ন ঘটেছে। নতুন নতুন বিভাগ যুক্ত হয়েছে, শিক্ষকের সংখ্যা বৃদ্ধি পেয়েছে, বেড়েছে ছাত্রছাত্রীর সংখ্যাও। সেই সাথে সম্প্রসারিত হয়েছে এর অঙ্গন, ঘটেছে নতুন নতুন ভবন ও স্থানের সংযোজন। কিন্তু কেবল বহিরাঙ্গন নয়, বিশ্ববিদ্যালয় সমৃদ্ধ হয়েছে গভীরতার দিক থেকেও। আমি শিক্ষাগত গভীরতার কথাই বলছি।

এই গভীরতা দৃষ্টিভঙ্গির সঙ্গে জড়িত। আজকের অনুষ্ঠানে ছাত্রছাত্রীদেরকে আনুষ্ঠানিক শিক্ষা কর্মসূচীর বাইরের যে কার্যক্রম, যাকে সাংস্কৃতিক কার্যক্রম বলা যায়, তাতে কৃতিত্বের জন্য যে স্বীকৃতি দেওয়া হয়েছে এটা একটা দৃষ্টিভঙ্গির ব্যাপার। সেই সঙ্গে অটিস্টিক শিশুদের পরিচর্যা নিয়োজিত SWID Bangladesh এর Ramna Branch কে যে আর্থিক সাহায্য প্রদান করা হয়েছে তার ভেতরও এই বিশ্ববিদ্যালয়ের নিজস্ব দৃষ্টিভঙ্গি প্রতিফলিত। স্পষ্ট দেখতে পাচ্ছি যে ইস্ট ওয়েস্ট বিশ্ববিদ্যালয় সাংস্কৃতিক ও সামাজিক কাজকে গুরুত্ব দেয় এবং মূল্যবান বলে বিবেচনা করে।

যে কোন বিশ্ববিদ্যালয়ই একটি শিক্ষা প্রতিষ্ঠান তো বটেই, জ্ঞানের সৃষ্টি, আহরণ ও বিতরণই এর প্রথম দায়িত্ব ও কর্তব্য; কিন্তু সকল বিশ্ববিদ্যালয়ই আবার সাংস্কৃতিক এবং চূড়ান্ত বিচারে সামাজিক প্রতিষ্ঠান বটে। মানুষ মাত্রই সামাজিক প্রাণী। তার বুদ্ধিবৃত্তি এবং সৃষ্টিশীলতা দুটোই সামাজিক ভাবে বিকশিত হয়। অন্য প্রাণী থেকে মানুষের ভিন্নতা এখানেই যে সে বুদ্ধিমান ও সৃষ্টিশীল, এবং এই ভিন্নতাই তাকে সামাজিক করে তোলে। সমাজ থেকে বিচ্ছিন্ন হতে চাইলেই যে আমরা বিচ্ছিন্ন হতে পারি তা নয়, সামাজিক অভ্যাস ও মূল্যবোধ আমাদের সঙ্গে সঙ্গেই থাকে, তার থেকে মুক্তি লাভ সম্ভব নয়।

কিন্তু মুক্তির কথা কেন বলছি? সমাজের ভেতর বাস করি বলেই তো আমরা বিকশিত ও সমৃদ্ধ হই। জ্ঞান, বুদ্ধি, মেধা, সৃষ্টিশীলতা সবকিছুই নির্ভর করে আদান প্রদানের ওপর। এই আদান প্রদানের মধ্য দিয়েই

আমরা বড় একটা জগৎ পাই। কেবল সমসাময়িক থাকি না, চিরকালের ঐতিহ্যের সঙ্গে যুক্ত হয়ে পড়ি, কেবল স্থানে থাকি না, চলে যাই সমগ্র বিশ্বে। সমাজ তাই শুধু বন্ধনই নয়, সমাজ হচ্ছে বন্ধু ও অভিভাবকও। সমাজে কি ঘটছে সেদিকে তাই তাকাতে হয়। এবং বিশ্ববিদ্যালয় যদি সেদিকে না তাকায় তবে কে তাকাবে, কার আছে সে যোগ্যতা ও দৃষ্টিভঙ্গি, বিশ্ববিদ্যালয়ের যেমনটা আছে, যতটা আছে?

প্রাইভেট বিশ্ববিদ্যালয়গুলোর ব্যাপারে নানা রকমের সমালোচনা রয়েছে। সেইসব সমালোচনার সবটাই যে অযথার্থ তা মোটেই নয়। কিন্তু সব বিশ্ববিদ্যালয় সমান মানের নয়, এটাও মানতে হবে। দেখা দরকার বিশ্ববিদ্যালয় কি করেছে, কোন ধরনের মানুষ তৈরি করেছে। একজন শিক্ষার্থী যখন পাশ করে বেরিয়ে যায় তখন তার মনে অবশ্যই প্রশ্ন জাগে, জাগাটা খুবই স্বাভাবিক, যে সে কি পেল? কি পেয়েছে, কতটা পেয়েছে তার দ্বারা তার যোগ্যতা নিরূপিত হয়, কর্মজীবনে তার স্থান নির্দিষ্ট হয়ে যায়। কিন্তু মানুষ তো কেবল একজন উপার্জনক্ষম প্রাণী নয়, সে মানুষও; ওই যে বললাম সে সামাজিক প্রাণীও বটে। তাই যে প্রশ্নটা, কেবল আমি কি পেলাম তা নয়। মূল প্রশ্নটা হলো আমি কি হলাম, বিশ্ববিদ্যালয় আমার মনুষ্যত্বকে কতটা বিকশিত করলো, কোন দৃষ্টিভঙ্গি আমার ভেতর সংক্রমিত করে দিল। এই যে কি হলাম এর পরীক্ষাটা হয় দেওয়ার ক্ষেত্রে। সমাজ থেকে নিচ্ছি, কিন্তু সমাজকে আমি কি দিচ্ছি সেটাও তো দেখতে হবে। সারা জীবনই কি আমি ঋণখেলাপী হয়ে থাকবো, নাকি শোধ করবো আমার ঋণ? কিন্তু ব্যাপারটা তো কেবল ঋণ পরিশোধের নয়। আসল ঘটনা নিজেদেরই সমৃদ্ধ করা; কিন্তু সমাজকে সমৃদ্ধ না করতে পারলে তা আমার নিজের সমৃদ্ধি ঘটবে না।

পুকুরের পানি যদি ভালো না হয় তবে মাছ বাঁচে কি করে? ভালো ভাবে বাঁচার জন্য কেবল বুদ্ধির নয়, হৃদয়েরও শিক্ষা চাই। শিক্ষা প্রতিষ্ঠানকে এই দায়িত্বটা নিতে হয়। বিশেষ করে বিশ্ববিদ্যালয়কে। সেই বিশ্ববিদ্যালয়কে তো কিছুতেই বিশ্ববিদ্যালয় বলা যাবে না, যে কেবল বুদ্ধিকে শিক্ষিত করে, হৃদয়কে বাদ দিয়ে। এই যে সাংস্কৃতিক কাজ, সামাজিক দায়বদ্ধতা, এসবই হচ্ছে শিক্ষিত হৃদয়ের প্রমাণ। বুদ্ধি অবশ্যই সৃষ্টিশীল, কিন্তু বুদ্ধি যদি হৃদয়ের প্রয়োজন না মেটায় তাহলে সে হয়ে পড়ে সংকীর্ণ, স্বার্থপর এবং এমনকি ধ্বংসাত্মক। যারা যুদ্ধ বাধায় তারা বুদ্ধিমান, যারা সভ্যতাকে এগিয়ে নিয়ে যায় তারা একই সঙ্গে বুদ্ধিমান ও হৃদয়বান। কেবল বুদ্ধিতে কাজ হবার নয়। কেবল হৃদয়েও নয়। শিক্ষিত বুদ্ধি এবং শিক্ষিত হৃদয় দুটোই চাই। এই দুয়ের ভেতর সম্পর্কটা শুধু যে সহযোগিতারই হতে হবে তা নয়। দ্বন্দ্বিত্বও হওয়া দরকার বৈকি। বুদ্ধি হৃদয়কে পথ চলতে সাহায্য করবে, এবং হৃদয় বুদ্ধিকে করবে সংবেদনশীল ও দায়িত্বপ্রবণ। এই যে বুদ্ধি ও হৃদয়ের শিক্ষার একত্রযোগ এর প্রয়োজনেই তো আমাদের বিশ্ববিদ্যালয়ে আসা। বিশ্ববিদ্যালয় তো বাজারের সেবক ও উৎপাদনের কারিগর তৈরি করে না, সৃষ্টি করে পরিপূর্ণ মানুষ। অন্তত সৃষ্টি করতে চায় এবং যতটা করতে পারে ততটাই সার্থক হয়।

উন্নতির কথাটা এসেছে। আসবেই। কিন্তু প্রশ্ন হল আমরা কোন ধরনের উন্নতি চাই? উন্নতিটা কি হবে ঝাড়াখাড়ি পাহাড়ের মতো? নাকি ভিন্ন ধরনের। পাহাড়ের সামাজিক ভূমিকা আছে বৈকি। সে মেঘকে থামিয়ে দিয়ে বৃষ্টিপাত ঘটায়। বরফ জমিয়ে ঋণার সৃষ্টি করে। কিন্তু উন্নতি যদি পর্বতপ্রতিম হয় তাহলে তো ভীষণ বিপদ। পর্বত তো হৃদয়হীন, সে তো পাষণে গড়া। চতুর্দিকে আজ যে উন্নতি দেখছি সেটা কিন্তু এই পাহাড়ের মতোই, কেত্র বিশেষ সে জগদল পাহাড়ই। তাহলে উন্নতি কি হবে আকাশের মতো? না, তাও নয়। উন্নতি আকাশচরী হোক এটা চাইবো না।

তাকে থাকতে হবে ভূমিতেই। চাইবো কি যে উন্নতি নেমে আসুক বৃষ্টির মতো? না তাও নয়, কেননা বৃষ্টিপাত স্থায়ী নয় এবং অতিরিক্ত বৃষ্টিতে প্রাবন হয়। না, আমরা বৃষ্টি নির্ভরতা চাইবো না, যেমন চাইবো প্রাবন। উন্নতি হওয়া দরকার নদীর মতো। নদীর মতোই সে সর্বত্রগামী হবে, হবে সুষ্টিশীল, ভূমিকে উর্বর করবে, চলমানতা আনবে যানবাহনে। একদিকে হবে সে সমুদ্রমুখী, অন্যদিকে তার বিচরণ ঘটবে জনভূমিতে। ধারণ করবে পাহাড়ী বৃষ্টিপাত ও বর্ণাকে, পুষ্ট রাখবে খাল, বিল নালাকে। ভালো কথা, ওই যে সমুদ্র এবং খাল, বিল, নালা ওদেরকে যেন আমরা না ভুলি। সমুদ্রকে উপেক্ষা করে এখন আক্ষরিক অর্থেই আমরা সমুদ্রকে হারাচ্ছি, আবার জলধারা ও জলাশয়কে অবজ্ঞা করে তাদেরকে শুকিয়ে যেতে দিয়েছি। আমাদের সমুদ্র চলে যাচ্ছে অন্যের দখলে, জলাশয়গুলো সামাজিক মালিকানা থেকে চ্যুত হয়ে পরিণত হচ্ছে ব্যক্তিগত সম্পত্তিতে।

সবকিছুকে ব্যক্তিগত করে তোলার পরিণতি যে কেমন ভয়াবহ হতে পারে আজকের পুঁজিবাদী বিশ্ব সেটা মর্মে মর্মে টের পাচ্ছে। অর্থনৈতিক ব্যবস্থায় সে এখন সামাজিক হস্তক্ষেপকে ডেকে নিয়ে আসছে। কিন্তু পুঁজিবাদী ব্যবস্থাটাতো বদলাচ্ছেনা, বহু মানুষের শ্রম ও সঞ্চয়ে সে অল্প মানুষের সেবা করছে। এই উন্নতিটা পাহাড়ের মতো, সমাজের বুকে বোঝার মতো চেপে বসে, আবার সে খরার মতোও বটে, নিষ্পেষিত করে মানুষের হৃদয়ানুভূতিকে, কেড়ে নেয় তার মনুষ্যত্ব, এবং অতিশয় স্বাস্থ্যবান মানুষেরাও পরিণত হয় নরকঙ্কালে। নিরনু কঙ্কাল আমরা দেখতে পাই, স্থূল স্বাস্থ্য ও উজ্জ্বল পোশাকে সজ্জিত কঙ্কালরা দৃশ্যমান হয় না- তফাৎটাতো এটুকুরই মাত্র।

বাংলাদেশ প্রতিষ্ঠিত হয়েছে জয়ের মধ্য দিয়ে। কিন্তু আজ সর্বত্র দেখি হতাশা। এর কারণ প্রত্যেকে নিজের কথা ভাবে, সমাজের কথা না ভেবে। প্রত্যেকেরই বুদ্ধি তীক্ষ্ণ, কিন্তু হৃদয় সংকীর্ণ। এই মনোভাবের একটা কারণ পরাজিতের অনুভূতি। যেন জয়ের পর আমরা হেরে গেছি। হেরে গেলাম কার কাছে? পরাজয়টা আসলে সেখানে ঘটেছে যেখানে আমরা জয়ী হয়েছিলাম। জয়ী হয়েছিলাম সমষ্টিগত চেতনার কারণে, পরাজিত হচ্ছি ওই চেতনা বিধ্বস্ত হয়ে যাবার দরুন। প্রয়োজন ছিল আমাদের রাজনৈতিক বিজয়কে সামাজিক বিজয়ের দিকে এগিয়ে নিয়ে যাওয়া, সমাজে বৈপ্লবিক পরিবর্তন ঘটানো। সেই লক্ষ্য ভুলে আমরা ব্যক্তিগত হয়ে পড়লাম, আমাদের স্বপ্নগুলো ব্যক্তিগত উন্নতির দিকে আবর্তিত হতে থাকলো। বিশ্ববিদ্যালয়ের কাজ এই বৃত্তকে ভাঙ্গা, ব্যক্তিকে সামাজিক করে তোলা। ইস্ট ওয়েস্ট বিশ্ববিদ্যালয় সে দায়িত্ব সম্পর্কে সচেতন বলে জানি। সেই জন্যই ভরসা করি এই বিশ্ববিদ্যালয় আরো এগুবে। চতুর্দশ প্রতিষ্ঠা বার্ষিকীতে তাকে আবারো আন্তরিক অভিনন্দন।

**প্রফেসর ড. সিরাজুল ইসলাম চৌধুরী**

প্রফেসর ইমিরিটাস

ইংরেজী বিভাগ

ঢাকা বিশ্ববিদ্যালয়

ঢাকা।

## EWU's Contribution to Underprivileged Children

On the occasion of the 14th Foundation Day of East West University, EWU Environmental & Social Club donated educational materials on 17 November 2009, to Chetana Bikash Kendra School (CBK), founded by Community Development Library. CBK provides primary level education from Nursery to Class Five for slum children.

Professor Dr. Muniruddin Ahmed, Pro-Vice Chancellor of EWU, handed over 750 educational materials for CBK students to Mr. A. K. M. Mofizur Rahman, Executive Director (In Charge) of CDL. In his brief speech, Professor Ahmed observed that we have to extend our hands of cooperation for the betterment of deprived children in various ways. East West University is very happy to contribute educational materials for slum children. Mr. Rahman appreciated the various social activities of East West University Environmental & Social Club.

Among others, Mr. S.S.M Sadrul Huda, Assistant Professor & Moderator, EWU ESC, Ms. Dilara Begum, Joint Librarian (Head of the Library), faculty members of Business Administration, Mr. Kamrul Hassan, Mr. Mahmud Zubayer, students and staff members of East West University and Ms. Oleda Sultana, Program Officer of CDL, were present in the occasion.

## Result of Art Competition for Children

East West University (EWU) Environmental and Social Club organized an art competition for children on November 14, 2009 at Bangabandhu International Conference Center on the occasion of the 14th Foundation Day of East West University.

The competition was held in three groups: Group-A up to 6 years, Group-B 7 to 9 years and Group-C 10 to 12 years. The theme of the competition was open for Group-A, "My Village" for Group-B and "Fairy Tale Characters" for Group-C. A total of 600 children participated in the competition.

There were three top prizes and 30 special prizes awarded in each group and all participants got consolation prizes. There were 12 special prizes for EWU category. The prize money for the 1st, 2nd and 3rd positions were Tk 5000, Tk 3000 and Tk 2000 respectively. Toggi World, Tasmeri and Anjans also participated in the event to encourage the participants.

Eminent artists Dr. Abdus Satter, Hamizuuzzaman Khan, and Abual Barak Alvi were present in the function as judges. Eminent actors, Iliyas Kanchon, Hassan Mahmud and Rokeya Prachi were also present to encourage the young artists. Prof. Dr. Muniruddin Ahmed, Pro-Vice Chancellor of

EWU, presided over the presentation ceremony. Mr. SSM Sadrul Huda, Assistant Professor, & Moderator, EWU ESC coordinated the program.

The 1st, 2nd & 3rd winners from Group-A were Israt Jahan Iffat, Annafe Ajaro Fatin, Ullah Mahi respectively. The 1st, 2nd & 3rd winners from Group-B were Ahit Shaha Ador, Sadia Afrin, Jahun and Ferdous Kshafia, respectively. The 1st, 2nd & 3rd winners from Group-C were Sadia Sultana Tasneem, Sanjida Hoq Sharna and Janntul Ferdousi respectively. The 1st prize winners from EWU category from A, B, C, were Syeda Aida Mowla, Tanha Binte Abid, and Fahim Hassan Shanto respectively. The 2nd prize winners from EWU category were Audri Rana, Tanha Binte Abid and Mahin from B, and the 3rd prize winners from Group A, and B were Eeman Syed Huda and Syeda Madeha Mowla respectively.

## Department of English Holds 3rd International Conference on “Empire and English Studies: Pedagogy and Activism Now”



The English Department of East West University, organized a two-day conference on 11 December 2009. This was the 3rd international conference held by the university. The conference titled ‘Empire and English Studies: Pedagogy and Activism Now’ received an overwhelming response from eminent scholars. The conference saw a congregation of scholars from the different of the world. The Vice Chancellor, Dr. Md. Sharif, the President of Board of Directors, Jalaluddin Ahmed, UGC Chair Professor Nazrul Islam graced the inaugural session of the conference. The conference was brightened up when Dr. Serajul Islam Choudhury, Professor Emeritus of the University of Dhaka, stepped in. The conveners of the conference were Zahid Akter and Hasanal Zayed of the English Department.

The conference began with a warm-hearted welcoming speech by Farhana Farid, a faculty member. Afterwards, plenary speeches were delivered, highlighting issues relating to empire, colonialism, post-colonialism, education and the English language; Dr. Harish K. Trivedi, Professor, Delhi University focused on ‘A Postcolonial Trajectory: English Studies in India 1947-2007’; Dr. Kaiser Haq, Professor of Dhaka University, on ‘Nirad C.Choudhuri, CBE (Hony) and the Twilight of Empire Now’; Dr. Fakrul Alam on ‘Confronting Empire’; Dr. Z.N. Patil, professor of The English and Foreign Languages University of Hyderabad discussed ‘Multilingualism and Key Issues in Postcolonial English Language Pedagogy: A Plenary’; Dr. Niyogi De, University of California at Los Angeles ‘Postcolonial Education and Empire of Media: A Feminist Argument for Interdisciplinary Studies’.

The plenary sessions were followed by tea breaks where the ice cubes of empire, pedagogy, colonialism, postcolonialism and the English language continued among the participants. The issue of imperialism was everywhere in the air on the day.

Dr. Shamshad Mortuza presented a paper on ‘English Studies: A Master-Slave Discourse’ where he employed Lacanian psychoanalytic theory in order to analyze the English departments as a site for the Master-Slave discourse.

Dr. Smita Sinha, from Berhampur University, presented a paper on ‘Linguistic Chauvinism in India – English vs. Regional Languages’ focusing on quantitative research with an aim to classifying various issues relating to the existence of linguistic chauvinism in India. Debasish Lahiri noted in his presentation on ‘Writing Back and Forth: Incontinent Ordinance in “Oriental” Jones’ that imperialism did not end with the British in India, and that imperialism’s instabilities and illusions are always evident, if we care to look, in the language it uses to describe itself.

Dr. V. Lakshmanan, from Annamalai University, presented a paper on ‘Maori Predicament in Hone Kouke’s Waiora’ highlighting on “assimilation” of the Maori culture into the dominant culture.

Mohammad Jahangir Alam, a graduate student of IER, Dhaka University, presented a paper on ‘The Political Economy of EFL in Bangladesh: Present Extent and Future Implications’ and to delve into the extent of permanence and prevalence of English in Bangladesh’s post-colonial, post-independence society.

Sharmin Sultana, from United International University, in her paper ‘Language as a Means of Perpetuation of Men-Women Power Hierarchy: Illustrating from English Texts Used in Bangladesh’, talked about the challenges relating to language in order to reshape existing gender relations in society.

## Undergraduate Orientation for Fall 2009

A joint presentation on 'ESL Materials and Cultural Imperialism: A Case Study of Bangladesh' by F.S. Pamela Islam, from East West University, and Dr. Waliul Islam, from Dhaka University, emphasized how English apparently shifted from its imperial status, with its base in Britain, to an international language repositioning itself through its divergence in different parts of this globalized world, but has continued spreading its cultural hues. He also noted how English cultural elements are infiltrating silently into Bangladeshi culture through ESL materials used here. The first day concluded with a "Creative Writing" session where distinguished writers including Niaz Zaman and Kaiser Huq, read from their works.

**Second Day of Conference:** After Professor Z. N. Patil's presentation in the plenary session, Ishrat Jahan, from East West University presented 'Reading Fanon and Wright Today: Violence, Master-Slave Dichotomy, and the Negro Question' stressing the process through which a Black person understands that it is not he/she, who makes meaning for his/herself, but meaning itself that was always there, pre-existing.

Kathryn Hummel, a Ph.D student from South Australia, explored the tension between post-imperial/postcolonial versus gender identification in the context of her experience as an Australian researcher attempting to represent the work and life stories of Bangladeshi women in a paper titled 'Can Bidesi-apa Build a Bridge? Poco, Gender and the Longing to Belong'.

Dr. Mridula Nath Chakraborty of the University of Western Australia in her paper 'In Praise of English Literary Studies' argued that literary studies in the third world prepared its students to travel much more easily in the world and that colonial canons produced cosmopolitan readers that made global citizens out of third world scholars.

Farhana Zareen Bashir, of East West University, in her paper on 'Subversion or Subsistence? The Remains of the Empire in Nigeria: the Postcolonial Elite, Linguistic Domination, and Native Missionary Moments' highlighted her personal experiences and interaction with westernized Nigerians and commented on their apparent Afro-European lifestyle.

Md. Manzur Alam, of East West University, presented a paper on 'Capital, Empire and Globalization: The Unholy Trinity'. A fascinating cultural program was arranged, in which faculty members and students participated to give a taste of Bangladeshi culture and customs through folk songs, Nazrul and Tagore songs. The Conference program concluded with a dinner party arranged at EFES, a nearby restaurant.



An orientation program of newly admitted students for Fall semester 2009 in different undergraduate programs of East West University was held at the Bashundhara Convention Centre, Bashundhara R/A, Dhaka on Wednesday, 02 September 2009 at 10.00 a. m.

Mr. Jalaluddin Ahmed, President of the Board of Directors of the university, graced the orientation program as the Chief Guest. Mr. Ahmed in his speech urged students to make the best use of the unique learning opportunities available at this university. 228 students were admitted in this semester in undergraduate programs in Business Administration, Economics, Computer Science and Engineering, Electrical and Electronics Engineering, Electronic and Telecommunications Engineering and English.

Professor Dr. Mohamed Ruhul Amin, Dean of the Faculty of Science and Engineering, and Professor Dr. Tanbir Ahmed Chowdhury, Dean, Faculty of Business and Economics, spoke on the occasion.

In his concluding address, Professor Dr. Mohammed Sharif, Vice Chancellor of East West University highlighted the existing infrastructure facilities and commented on the faculty members in terms of their quality, knowledge and experience while noting the number of merit scholarships awarded by the university.

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

## Graduate Orientation Program for Fall 2009



The orientation program of newly admitted students for Fall 2009 in MBA, EMBA, MBM and MDS programs of East West University, was held at the university auditorium on 3 September 2009 at 5:30 p.m. Mr. Jalaluddin Ahmed, President, Board of Directors, East West University, graced the occasion as Chief Guest, while Professor Dr. Mohammed Sharif, Vice Chancellor, East West University, chaired the session. A total number of 158 students enrolled in different graduate programs in MBA, Executive MBA, MBM and Master in Development Studies.

As the Chief Guest of the program, Mr. Jalaluddin Ahmed, urged students to be well-equipped with proper education and knowledge to become worthy citizens of the country. He mentioned the availability of merit scholarships and the financial assistance schemes of the University for students, especially those coming from middleclass families to support their study at EWU. He also urged students to make the best use of the facilities the university provides.

Professor Dr. Mohammed Sharif, Vice Chancellor, East West University and Program Chair, welcomed newcomers and urged them to become members of the EWU family. He stressed on mastering modern learning in order to face the challenges of the corporate sector. He advised students to learn the techniques use in local and multinational companies and advised them to equip themselves for the future with the help of our experienced faculty members.

The Coordinator of Graduate Studies (MBA, EMBA & MBM), Professor Dr. Nazrul Islam, discussed the academic calendar and noted important dates and deadlines. He highlighted the maximum use of existing facilities of the university by students. He also mentioned some important rules of the University which students need to know to study purposefully at EWU.

Among others, Professor Dr. Tanbir Ahmed Chowdhury, Dean, Faculty of Business and Economics and Colonel Shah Murtoza Ali (Retd.), Registrar, EWU, spoke on the occasion. Mr. Kayedul Islam, President of the MBA Club, delivered a speech on behalf of graduate students. Ms. Munmun Jahan, an MBA student, gave a presentation on graduate programs at East West University. She enthralled freshers with an impressive slideshow. The program was anchored by Ms. Durre Maknun, an MBA student of EWU and newsreader in Channel-i. The program was followed by an Iffter party.

## Merit Scholarship Award Ceremony



The Merit Scholarship Award Ceremony of East West University for Fall Semester 2008 & 2009 was held on 25 November 2009 at the University Auditorium. A total of 30 students received merit scholarships for the semesters.

Mr. Jalaluddin Ahmed, President, Board of Directors, East West University, graced the program as the Chief Guest and distributed certificates among the recipients of merit scholarships. In his speech the Chief Guest lauded the performance of the university because of which it has become one of the top private universities of the country. He further added that the university will continue to nurture the need of middle class meritorious students through its existing need-based financial schemes. He also noted the introduction of the scholarship program and praised the founders of the university, the faculty members and the students for their combined and coordinated efforts in making East West University what it is today.

Professor Dr. Mohammed Sharif, Vice Chancellor presided over the program. He advised students to give back to people the benefits they would be getting from society for its growth and development. Professor Dr. Muniruddin Ahmed, Pro-Vice Chancellor and Colonel Murtoza Ali (Retd), Registrar, East West University also spoke on the occasion.

## Blood Donation Program



A day-long blood donation program for Fall Semester 2009 was held on 26 October 2009 at the ground floor of the Foundation Building of East West University. The program was organized by the Medical Center of East West University in association with the Bangladesh Thalassaemia Hospital, Dhaka. Mr. Jalaluddin Ahmed, President, Board of Directors inaugurated the program. Students of East West University donated blood voluntarily for the Thalassaemia Patients. The program was aimed at raising public awareness about the need for regular blood donations, encouraging new and reenergizing current donors, and helping reduce the blood crises of the country. Students, faculty members and staff all came forward to donate blood to help save the lives of hundreds of people.

## IFC Project News

East West University, along with the top of the four private universities of Bangladesh, signed a memorandum of agreement with International Finance Corporation (IFC) to foster research, academic partnership and internship programs in the field of investment climate issues in Bangladesh under a project titled 'International Finance Corporation- Bangladesh Investment Climate Fund (IFC-BICF)'. Dr. Muhammad Sirajul Haque, Professor and Chairperson, Department of Economics, EWU was appointed coordinator of the EWU branch of the project. Professor Nazrul Islam, Dean, Faculty of Business & Economics and Coordinator, MBA, EMBA, MBM Programs, EWU; Professor Humayun Kabir Chowdhury, Chairperson, Department of Business Administration, EWU, and Coordinator, Students' Affairs, EWU; and Professor Tanbir Ahmed Chowdhury, Professor, Department of

Business Administration, EWU were coopted in the Coordination Committee of the same project at EWU. The members of the Coordination Committee met in a number of meetings to set up a research cell on Investment Climate Issues in Bangladesh, to collect research proposals on investment climate issues from faculty members of the Department of Business Administration and the Department of Economics at EWU, and to nominate four students for internship programs under IFC.

## Pro-Vice Chancellor Prof. Dr. Muniruddin Ahmed Selected for BAS Gold Medal Award

After completion of a thorough evaluation of nominated candidates, Professor Dr. Muniruddin Ahmed (Department of Clinical Pharmacy and Pharmacology, Faculty of Pharmacy, University of Dhaka), Pro-Vice Chancellor of East West University was selected for Bangladesh Academy of Sciences Gold Medal Award-2007 in Biological Sciences (Senior Group). The selection reflected Professor Ahmed's excellent work and contribution in his field of research and in general on the progress of Biological Sciences in this country. The Award Ceremony will be held soon.

## Professor Dr. Anisul Haque Received University Grants Commission Award

Professor Dr. Anisul Haque, Chairperson of Electrical and Electronic Engineering Department of East West University, has been honored with the University Grants Commission Award for the year 2006 for contribution in the area of engineering and technical sciences. This award is given in recognition of fundamental research in different areas of expertise. It carries a certificate, a crest and cash honorarium. The University Grants Commission introduced the award in 1980 to encourage university teachers to do fundamental research works and publish work in journals of international repute. For the year 2006, nine teachers were selected for the award in five areas.

## Dr. Nazrul Islam Appointed Member of a Conference Committee

Dr Nazrul Islam, Dean, Faculty of Business and Economics, has been appointed a member of the conference committee for the *Journal of Global Commerce Research*, a journal published by the Global Commerce Forum of USA.

## GBMF Officials Meet the Vice Chancellor



Vice Presidents of Global Business and Management Forum (GBMF) Professor Dr. Prithvi Yadav, Director, Dr. Gaur Hari Singhania Institute of Management & Research, Kanpur, India, and Professor Dr. Gour C Saha, Dean, Pearl School of Business, National Capital Region, India, made a courtesy call on the Vice Chancellor, East West University. Professor Dr. Nazrul Islam, Dean, Faculty of Business and Economics and Coordinator, Graduate Studies (MBA, EMBA & MBM), was present during the meeting. They discussed issues of mutual interest such as exchange programs, curriculum development, credit transfer, faculty development and joint research collaboration.

## U.S. Professors Visit EWU



Dr. Javed Ashraf, Dean and Professor, Cameron School of Business, University of St. Thomas, Houston, Texas, USA and Dr. Birjees Ashraf, Professor of Economics, Social and

Behavioral Sciences Department, Houston Community College, Missouri City, Texas, USA, made a courtesy call on the Vice Chancellor, East West University. Professor Dr. Nazrul Islam, Dean, Faculty of Business and Economics and Coordinator, Graduate Studies (MBA, EMBA & MBM), was present during the meeting. They discussed various issues of mutual interest.

## An MBA Student of EWU Participates in Second Annual International Conference on Energy, Logistics and the Environment, 2009 at Las Vegas, USA



Mr. G. M. Shafayet Ullah, an MBA student from East West University, participated in the Second Annual International Conference on Energy, Logistics and the Environment, sponsored by the Global Commerce Forum on 23rd and 24th October 2009 at the Mirage Hotel, Las Vegas, USA. This trip was funded by East West University. The conference papers, abstracts, case studies and panel discussions from scholars and practitioners from academia, business, government, and nonprofit organizations were developed to practise and identify issues in the business community that could serve as a basis for further research and for business solutions.

Mr. Ullah presented a paper titled "Factors Related to Consumers' Preferences of Fast Food Products in Bangladesh: A Case Study" of which he is the co-author with Professor Dr. Nazrul Islam, Dean, Faculty of Business and Economics and Coordinator of Graduate Studies, Department of Business Administration, East West University.



## Workshop on "MCSE (Microsoft Certified Systems Engineer)"



CSE Dept, in collaboration with New Horizons Computer Learning Center of Dhaka and EWU Computer Programming Club organized a two-day long workshop on "MCSE (Microsoft Certified Systems Engineer)" on 22-23 November 2009. The resource person of the workshop was Mr. Rana Saha, Senior. Technical Instructor, New Horizons. The workshop was of great interests for students of CSE, EEE, and ECE.

## Seminar on "Impact of Rescheduled Interest Rate of Financial Institutions on the Capital Market of Bangladesh" held at EWU



The East West University MBA Club organized a seminar on "Impact of Rescheduled Interest Rate of Financial Institutions on the Capital Market of Bangladesh" on 19 October 2009 from 5:00-6:00 p.m. at the MBA Seminar

Room (1st Floor of Academic Building), 43 Mohakhali C/A, Dhaka-1212. Mr. Mohammed Nurul Amin, Managing Director & CEO, National Credit and Commerce Bank Limited (NCCBL), delivered the keynote paper as resource person. Mr. Amin explained elaborately the interest rates of banks, capital market, financial institutions, etc. He also explained the impact of rescheduling interest rates on capital market of Bangladesh. He expressed concern over low demand of borrowing money from banks by investors. He opined that macroeconomic factors are responsible in this regard.

Professor Dr. Muniruddin Ahmed, Pro-Vice Chancellor, EWU, Dr. Nazrul Islam, Professor and Dean, Faculty of Business and Economics and Coordinator, Graduate Studies (MBA, EMBA & MBM) attended the seminar.

The participants were enchanted with the lectures of the resource person. The Dean, Faculty of Business and Economics, Dr. Nazrul Islam presented a crest and a gift pack of East West University to the resource person.

## Announcement

Annual Conference of Global Business and Management Forum (GBMF), Bangladesh will be held on 23 December 2010 in Dhaka. The theme of the conference is "Business Competencies in a Changing Global Environment". This conference will be organized by GBMF-Bangladesh. The venue of the conference will be announced later on.

## Editorial

The excitement and enthusiasm evident everywhere on the 14th Foundation Day of East West University confirm that it is continuing to build up its reputation as one of the leading private universities of the region. The dynamism of EWU is also everywhere evident in the pages of this newsletter; its pages record fully the manifold activities that marked Fall 2009 in the East West campus. A major international conference organized by the English department was no doubt the highlight of the semester but the honors accorded to faculty members, seminars, discussion sessions, club events, philanthropic activities, visits by distinguished academics and representative of corporate bodies indicate the lively and stimulating nature of the campus and the esteem in which it is held by the world outside. The pages of this newsletter also testify to the fast-developing infrastructure of the university that is making it a solid place for research and study. As always, we can see that the EWU Library is playing a major role in the university's development. Readers will note, too, the many international as well as national exchanges taking place in the campus and the increasingly global nature of faculty publications.

In sum, the pages of this newsletter testify that EWU is a vibrant and stimulating place. 2009 was a good year for the university and surely 2010 will be even better!

## EWU's Contribution to Freedom Fighter



East West University Environmental and Social Club (ESC) organized a day-long program on 20 December 2010 at its campus to celebrate Victory Day 2009 in a befitting manner. The program include, screening of documentary on liberation war produced by ATN Bangla, signature campaign, victory procession, discussion session and cultural program. The most notable part of the program was the donation of a sewing machine to the family of a deceased freedom fighter of Kasba, Surronjon Ali, who had committed suicide in the morning of the Victory Day in 2005 out of poverty, frustration and dishonor. Major (Retd.) Rafiqul Islam, Bir Uttam, Chairman, Parliamentary Steering Committee on liberation attended the discussion session as the Chief Guest and Prof. Mohammed Shairf, Vice Chancellor of the university presided over the program. Among others, Prof. Muniruddin Ahmed, Pro-VC, Col (Retd.) Shah Murtoza Ali, Registrar, and noted actress Rokeya Prachi spoke on the occasion.

## World AIDS Day Observed at EWU



East West University observed World AIDS Day in the campus with the assistance of UNFPA on 23 November 2009. The program started at around 11 am with a colorful

rally circling the campus. Mr. Jalaluddin Ahmed, President, Board of Directors, EWU, inaugurated the rally. Professor Dr. Mohammed Sharif, Vice Chancellor, EWU, Pro-Vice Chancellor, Dr. Muniruddin Ahmed, senior faculty members and many students participated enthusiastically, carrying festoons and banners and wearing T-shirts with embedded slogans for "Universal Access and Human Rights" and wore red ribbons, the universal symbol of the battle against AIDS. A day-long signature campaign was induced by the president immediately after the rally was over.

The rally was followed by an awareness-raising seminar held at the EWU auditorium. Mr. Jalaluddin Ahmed, President of the Board of Directors, was the Chief Guest and Mr. Enamul Karim, Architect and Film Director, Mr. Anisul Haq, Deputy Editor; Prothom Alo and Mr. Mahmuduzzaman Babu, singer were the special guests. Dr. Mohammed Sharif, Vice Chancellor presided over the event and Dr. Muniruddin Ahmed, Pro-VC the keynote speaker, delivered an informative speech on the occasion. All the speakers focused on the various ways AIDS spread and suggested that it was easy to prevent but impossible to cure.

## ICS News

### Website Launching:

Information and communications services (ICS) is responsible for computer and communications development, maintenance and support at EWU. For quick help and support ICS intends to launch a new website <http://www.ewubd.edu/ics/>. That will help all members of EWU for troubleshooting simple problems which can be solved by any non-IT background person. This website has been developed by ICS. It contains:

1. Latest virus information
2. Anti virus support
3. Windows solutions
4. Linux solution
5. Troubleshooting
6. Mail-related solutions
7. Software related solutions
8. Network-related solutions.

### Seminar:

EWU ICS organized a seminar on "Present and Future Network Architecture of EWU" on December 13, 2009. ICS members were present to discuss the present network architecture of EWU, its benefits and problems. This seminar decided that EWU needs to migrate its network to VLAN in the near future. This will secure the EWU network and provide remote support which will increase reliability and decrease support time.

## EWU Alumni Association

East West University has formed an Alumni Association Steering Committee to create a pro-active Alumni Association. Its members are as follows:

1. M. Lutfur Rahman - Convener
2. Prof. Humayun Kabir Chowdhury - Member  
Coordinator, Student Welfare Activity
3. Mr. Omar Faruk - Member  
Asst. Prof. & Deputy Director, CCC
4. Tahmidul Islam Munaj - Member
5. Walid Shams - Member
6. Abdullah Al-Mamun - Member
7. Md. Tabrez Bin Mahbub - Member
8. Md. Shakhawat Hossain - Member
9. Imroz Sohel Titu - Member
10. Kamrul Huda Talukdar - Member
11. Rejaul Karim Raj - Member
12. Md. Samdad Tanveer - Member Secretary

The Alumni Association Steering Committee launched the alumni website on Foundation Day November 14, 2009. The website (<http://alumni.ewubd.edu>) was inaugurated by Mr. M. A Mumin, Founder Director, Board of Directors, East West University. He also revealed the cover layout of the EWU alumni directory, which will be published on February 13, 2010, on the occasion of the alumni get-together. All EWU graduate students who have attended their convocation can join the Alumni Association. To sign up, EWU ID and date of birth will be needed. Any one can mail his information to [alumni@ewubd.edu](mailto:alumni@ewubd.edu) and can contact it for further information and suggestions. This website has been developed by ICS.



## EWU Center for Research and Training

### Call for Research Proposal

Call for Research Proposals of Round Five (5th Internal Funding Round) has been announced. Guidelines have been circulated to different EWU departments.

### Research Symposium 2009

The Center organized a research symposium on October 15, 2009, where Mr. Nikhil Chandra Shil, Senior Lecturer, Department of Business Administration, EWU, presented a paper, entitled "Cost Management Accounting Practices in Bangladesh: An Empirical Study on Level of Sophistication".

### Pre-Award Orientation and Workshop for Faculty Members 2009

The Center organized an orientation session on October 13, 2009 which focused on writing research proposals and on ethical considerations and methodologies for prospective grantees amongst interested faculty members of the University. The session was facilitated by Dr. Bijoy P. Barua, Executive Director, EWUCRT.

### East West Journal of Humanities

The inaugural issue of the *East West Journal of Humanities* (ISSN 2074-6628) is in the press and will be published in January 2010.

### East West Journal of Business and Social Studies

The *East West Journal of Business and Social Studies* (ISSN 2074-5443) has received several articles, which are currently within the review process for publication.

### Call for Abstract of Published Research Papers-2009

The Center for Research and Training (CRT) will continue the publication of Annual Abstract of Published Research Papers 2009 meant for faculty members of the University. In this series, abstracts of already published papers, articles in journals and conference proceedings and chapters in edited books will be included. Contributors are requested to forward a soft copy of their abstract to [ewucrt@ewubd.edu](mailto:ewucrt@ewubd.edu) and also submit a hard copy to the office of the Centre for Research and Training (CRT). The deadline for submissions is February 28, 2010.

# EWU Library: the Heart of the University

Aiming to provide continuous educational opportunities and fulfill the University's mission, the East West University Library started its journey from the beginning of the university in 1996. From then on the Library has been playing an essential part in the university through its various services and facilities. It has been designed to meet the information, research, and curriculum needs of students, faculties, and staff members for research and development activities. ICT-based EWU Library provides maximum IT based library services to its users. Overall library activities are done by customized library software named Library MIS developed by Software Development Centre (SDC). The Library is often seen as a model of an automated library by other academic and non-academic libraries in Bangladesh.

## Objective of the library:

To support the university community in developing lifelong skills in innovative and analytical thinking, research and information literacy, and to provide distinctive collections, services, facilities and programs.

## EWU Library Daily Report:

The EWU Library is very popular among its users' community. About 2000 users visit the library daily and nearly 300 to 600 users make use of its circulation facilities; photocopy services are provided to nearly 100 to 200 users and 200 to 300 avail the journals and newspapers facilities, while other readers access text books, reference books & reference service facilities. Moreover, online journals through our in-house workstations are searched by a good number of users.

## EWU Library Website

Address: <http://lib.ewubd.edu>

The EWU Library website provides necessary links to users. They can avail most of the library's online facilities through the internet from anywhere. Available information in the EWU Library website is as follows:

- \* About Library
- \* Library Catalogue
- \* Library at a glance
- \* New Arrivals
- \* Users guide
- \* Online Journals
- \* Services
- \* Reservation (faculty only)
- \* Requisition forms
- \* Reference styles
- \* My Account (to know user status)

## Location and Floor Distribution:

The main library is located at 49 Foundation Building, Mohakhali, Dhaka, extending from the ground floor to the 4th floor. Floor distributions of the library are as follows:

## Ground Floor:

- \* Pigeon-hole area (where users can keep their belongings before entering the library)
- \* New arrival display board.

## 1st Floor: (under plan)

### 2nd Floor: (Reserve Section)

- \* Books of every title of library holdings
- \* Reference service desk
- \* Photocopy from library materials
- \* Search corner for online journals and library catalogue
- \* Study space

### 3rd Floor: (Circulation Section)

- \* Circulation service (lending facilities)
- \* Issuance and renewal of library cards
- \* Issuance of library clearance
- \* Text book collections for lending & reading
- \* Search corner for online journals and library catalogue
- \* Study space

### 4th Floor (Reference Section)

- \* Periodicals and journals
- \* Magazines and daily newspapers
- \* Reference book collections (Dictionary, Encyclopedia, Banglapedia, Statistical reports, Dissertation, Yearbooks, etc.)
- \* News clippings services
- \* German language corner
- \* Online journal & library database search corner.
- \* Study space.

## Present Status of Library Resources:

The present collections of EWU Library are as follows:

Description of Items	Quantity
Books	22,725 (As of Dec 2009)
Journals, Periodicals, Magazines (Local)	130
Journals (Foreign)	13
CD-ROMs	1317
Audio Cassettes	137
Dissertation/Thesis/Reports	268
Maps	06

## Online Resources:

In addition to the above collection, the EWU library provides access to the following online resources to its users through EWU Library website

<http://lib.ewubd.edu/Page.aspx?Command=OnlineJournal> :

## NAME OF JOURNALS AND URLS

### Subscribed Journals

1. JSTOR, Business Collection  
URL: <http://www.jstor.org/browse>
2. JSTOR, Language & Literature Collection  
URL: <http://www.jstor.org/browse>
3. ACM (Association for Computing Machinery)  
URL: <http://portal.acm.org/dl.cfm>
4. BIPC (Bangladesh-INASP-PERI-Consortium)  
URL: [www.inasp.info](http://www.inasp.info)
5. TESOL (Teachers of English to Speakers of Other Languages)  
URL: <http://www.tesol.org/>

### Registered Journals

6. HINARI (The Health Internet Access to the Research Initiative)  
URL: <http://www.who.int/hinari/en/>
7. AGORA (Access to Global Online Research in Agriculture)  
URL: <http://www.aginternetwork.org/en>
8. OUP (Oxford University Press)  
URL: <http://www.oxfordjournals.org>
9. OARE (Online Access to Research in the Environment)  
URL: <http://www.oaresciences.org/en/>

### Library Services:

- i. **Reproduction Services:** Library members may avail photocopy services from library materials. The photocopy service is available from 9:00 to 5:30 pm through Sunday to Thursday. Students may also make use of 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 the following subjects on a regular basis:

1. Agriculture
2. Pharmacy
3. Biography
4. Marketing
5. NGO Affairs
6. Management
7. Women Affair
8. Power & Energy
9. Business Affairs
10. Commercial Law
11. Education (General)
12. English Literature
13. Rural Development
14. University Education
15. Financial Management
16. United Nations Offices
17. East West University Affairs
18. Population Census & Economics
19. Social Problems & Development

20. Environment & Natural Resources
21. Human Rights (Civil & Political Rights)
22. Publication/Articles of EWU faculty/Staff
23. Information & Communication Technology
24. General news on universities of Bangladesh
25. Information Science & Library Management.

In addition, the user may avail the following services from the library:

- \* Internet services
- \* Reference services
- \* Current Awareness Services
- \* Selective Dissemination of Information Services

### Library Facilities:

- i. **Reading facilities:** The EWU library's reading rooms are spread out on all the three floors of the library. Around 300 students can sit comfortably in its well-furnished air-conditioned reading rooms at a time.

- ii. **Borrowing facilities:**

Undergraduate students are entitled to borrow two textbooks and one CD/DVD-ROM at a time for 4 days (according to the revised EWU library rules).

Graduate students are entitled to borrow two textbooks and one CD/DVD-ROM at a time for 7 days (according to the revised EWU library rules).

- iii. **Browsing facilities:** Users may search/browse library online journals and the EWU online catalogue through six PCs (two PCs at each floor) in the library.

- iv. **Newspaper facilities:** The library subscribes to 16 national leading dailies (9 Bengali and 7 English). Users may also access back issues of newspapers up to last two months.

- v. **Online access facilities:** East West University Library is a member of the INASP-PERI Consortium (BIPC) for getting access to full-text articles, abstracts, and bibliographical information of online journals of different publishers on different disciplines through the Bangladesh Academy of Sciences (BAS).

**Corporate Membership:** EWU Library has corporate membership with British Council Library, Dhaka, and American Information Centre (Archer K. Blood American Center Library). With these memberships EWU library users may avail browsing, searching Online Public Access Catalogue, photocopy services, and access to online journal of those institutions.

### IFLA Membership

EWU library became a member of the International Federation of Library Associations and Institutions (IFLA) on 11 November 2008. EWU Library will benefit from this arrangement by getting or sharing specialized expertise on various types of libraries and library workshops, receiving

selective newsletters and facilities to exchange electronic information of IFLA documents, including *IFLA journal* (a widely used information source), *IFLA Directory*, *IFLA Annual Report* etc. EWU Library will also get the opportunity to participate in the IFLA general conference with a discount registration fee.

Moreover, EWU library will get various opportunities from IFLA like the right to associate and elect members for the governing board and the presidential election of IFLA.

#### **Timing:**

The Library is open for 7 days a week except government holidays and as per academic calendar under the following time schedule:

**Sunday to Thursday** : 9:00 am - 10:00 pm (without any break)

**Friday** : 9:00 am - 6:00 pm (break from 1:30 pm - 3:30 pm for lunch and Jummah Prayer)

**Saturday** : 5:00 pm - 10: 00 pm.

#### **Conferences Attended:**

Ms. Dilara Begum, Joint Librarian, Head of Library, attended an international conference on Academic Libraries from 5 to 8 October, 2009, arranged by the University of Delhi, India and contributed a research paper titled "East West University Library: a Model of Automated Information Services"

Ms. Begum also attended a national seminar on "Right to Information and Libraries" on 8 - 9 October, 2009 at Banaras Hindu University, Varanasi, India, as a guest of honor.

Ms. Begum attended a workshop arranged by UN Library Network in Bangladesh, on Climate Change, Social Science Information Network in Bangladesh and Bibliometrics on 19 November, 2009, at University of Liberal Arts Bangladesh, Dhaka.

Ms. Begum was invited to Chair a Technical Session at the 26th IATLIS (Indian Association of Teacher's of Library and Information Science) Conference on "Envisioning Employable LIS course in Developing Countries for the Emerging Knowledge Society" at the University of Burdwan, Bardhaman, India from 25-27 November 2009.

Ms. Begum was invited to deliver two lectures on Information Literacy to Masters of Library and Information Science students on 30th November 2009 at Punjabi University, Patiala, India

Kumaun University, Nainital, India, invited Ms. Dilara Begum, to deliver a lecture in a refresher course funded by the University Grants Commission (UGC) of India held on 2nd December 2009.

#### **Seminar/Workshop:**

Mr. Md. Ahasan Habib, Assistant Librarian, Mr. Mamun-Ur-Rasid, Library Circulation Officer, and Ms. Safinoor Sagorika, Library Circulation Officer, participated in a workshop held in October 2009, on "Communicating Without Words" held at British Council, Dhaka

Seminar on "AIDS in Asia and the vulnerability of young people in Bangladesh" at Nabab Nawab Ali Senate Bhaban at Dhaka University was participated by Md. Nasir Uddin, Assistant Librarian (Electronic Resources) and Md. Mominul Islam, Library Circulation Officer on Wednesday, 11 November 2009.

#### **In-house Presentation**

Mr. A.I.M. Jakaria Rahman, Assistant Librarian, delivered a presentation on "Information Literacy" at 3.00 p.m. on 11 October 2009 in the reference section of the library. Almost all library officials attended the presentation.

Mr. Mamun-Ur-Rashid, Library Circulation Officer, arranged a slide presentation on Joomla, Content Management System (CMS) at 3.00 p.m on October 27, 2009, in the Library Reserve Section. Library personnel participated in the knowledge-sharing presentation.

#### **Publications:**

1. Begum, Dilara. (2009). "Abstract and Abstracting" (in Bengali). In Training Manual, Dhaka: National Academy for Educational Management.

2. Begum, Dilara. (2009). East University Library: a "Model of Automated Information Services". In "*Globalizing Academic Libraries Vision 2020*". Paper presented in "The International Conference on Academic Libraries 2009." New Delhi: Mittal Publications, p 677-679.

3. Begum, Dilara, and Singh, Jagtar. (2009). "Envisioning Employable LIS Courses in Developing Countries for the Emerging Knowledge Society: Balancing the Relics and Harbinger of LIS Courses for the Emerging Job Market". In XXVI National Conference 2009, Indian Association of Teachers of Library and Information Services.

**Foundation Day Honor:** EWU foundation day observed Day 14 November 2009. EWU gave recognition to three library staff members for ten years services. They are Md. Waliur Rahman, Assistant Library Officer, Mr. Atiqur Rahman, Messenger and Mr. Ruhul Amin, Attendant.

## Career Counseling Center

### Eastern Bank Limited Road Show



Eastern Bank Limited organized a "Road Show" for prospective management trainee officers from EWU on 25 November 2009 at EWU Auditorium. Mr. Md. Hasanuzzaman Begh, Associate Manager, Human Resources, EBL conducted the road show. He is an EWU alumni. Mr. Md. Sirajul Islam; Head of HR, EBL, gave a brief overview on EBL and talked about their recruitment process and their recruitment functions. A group of managers accompanied the Head of HR. They including Mr. Monjurul Alam; Sr. Manager, HR, Ms. Selina Rahman; Manager, HR, Mr. Irfan Islam; Manager, Marketing, Mr. Mohammed Rishad Hussain; Associate Manager, HR, Mr. Hasan Rubyat; Associate Manager, HR. Mr. Begh shared his own experience at EBL. The seminar was chaired by Professor Muniruddin Ahmed, Ph.D, Pro Vice Chancellor, EWU. Mr. S I Nusrat A Chaudhury, Associate Professor of Business Administration and Head of Career Counseling Center, Mr. Omar Faruq, Assistant Professor of Business Administration and Deputy Director of Career Counseling Center. Other faculty members and graduates and graduating student were present in the seminar. After the seminar they collected résumés from graduates who participated in a question and answer session.

## "Great Things Come to Those Who Want Them" - Unilever Bangladesh Ltd.



On 18 October 2009, Unilever Bangladesh Limited conducted an information session about Unilever and its recruitment system titled "Great Things Come to Those Who Want Them". They presented a corporate video. Senior Managers shared their personal experiences in an engaging session with students for 3 hours. The Unilever personnel who attended were Ms. Mononita Syed Haq, HR Business Partner, Mr. Sharadha Gray, Learning & Talent Manager, Sri Lanka & Bangladesh, Ms. Tanvira Choudhury, HR Transformation Manager, Mr. Md. Rabiul Hossain, Asst. Manager Recruitment & Learning, Mr. Tanveer Faruq, Supply Chain Manager, Mr. Kazi Minhazur Rahman, Management Accountant, Mr. Nafees Anwar, Senior Brand Manager, Mr. Mohammad Hedayet Ullah, RTM Development & Project Manager.

## Introduction Session for Battle of Minds 2009

An "Introduction Session for Battle of Minds 2009" was held on 1 October 2009 at EWU Auditorium. "Battle of Minds" is one of the most prestigious interuniversity competitions of the country. British American Tobacco Bangladesh (BATB) has been organizing this event since 2004 to inspire students to become future leaders.

Over the years, the competition has evolved to include contemporary issues and provide a platform for talented individuals to display entrepreneurial acumen. "Battle of Minds" thus enables potential graduates to prepare for the extremely competitive job market.

EWU Team, the 1st Runner Up of Battle of Minds 2008 shared their experiences and showed power point presentations in this session. The four members of the EWU team were Naveen Ambarin, Raisa Chowdhury (BBA Graduates), Md. Tasmim Zahid Anwar and Zahidul Naim Zakaria (Economics Graduates).

Mr. S I Nusrat A Chaudhury, Associate Professor, BA and Head, Career Counseling Center, Mr. Omar Faruq, Assistant Professor & Deputy Director, Career Counseling Centers also spoke on the occasion.

## Grand Finale for Battle of Minds 2009

This year "Battle of Minds 2009" provided something unique for participants by introducing an online portal for registration. Ten candidates from EWU were selected for grooming session and individual assessment of the Road Show. Grooming session included a workshop on research, the presentation, team building and 7-Habits of highly effective people. On individual-assessment basis, four candidates have been selected for the final round. And EWU team qualified in top six out of 14 universities by overcoming pre-launch and road-show stages. A total of 186 participants from across the country participated in this year's event, which involved business case idea generation, market visit, research and presentation.

Ziaul Karim, Editor of *Ice Today*, Shama R Alam, Group Finance Director of Duncan Brothers (Bangladesh) Ltd, Akku Chowdhury, Executive Director of Transcom Foods Ltd, and Syed Imtiaz Faruque, Head of HR of BAT Bangladesh, were the judges for the final event.

The North South University (NSU) team emerged as the champion and American International University of Bangladesh (AIUB) and Bangladesh University of Engineering and Technology (BUET) teams became first and second runners up respectively. Institute of Business Administration (IBA), East West University and Chittagong University became fourth, fifth and sixth respectively.

Participants were Sumaiya Tabassum Qaudeer, Mohammad Shibir Ahmed Khan, Grace Kanta Sarkar, Sabera Haque.

## American Center



On 18 October 2009, American Center, U.S. Embassy, conducted a seminar on Graduate Studies in U.S. at 12 noon in EWU Auditorium. Representatives (Public Affairs Section and Consular Section) from U.S. Embassy gave a

presentation for those interested in pursuing U.S. Masters (Masters/PhD) degrees and availing student visas. They included Ms. Catherine A. Lalloek, Cultural Affairs Officer, American Center and Ms. Mahbuba Khanam, Student Counseling Assistant.

## Human Rights, the Right to Life and Terrorism

On 27 October 2009, Mr. Barry Collins, Senior Lecturer, School of Law, University of East London, made a presentation on "Human Rights, the Right to Life and Terrorism" in the EWU auditorium.

## Bredfordshare College, UK

On 13 October 2009, Ms. Jane Briggs, Director International and Adil Mahmood, Head of Region South and Central Asia of Bradford College, UK gave a presentation on the Study in UK.

## Introduction to Swiss Education System



On 8 October 2009, Swiss Study Centre conducted an information session on the Swiss Education System, culture and weather in the EWU Auditorium. Ms. Sultana Ferdose Majumder, Student Affairs, coordinated the program. They highlighted Swiss culture, environment, weather, education system, scholarship programs, facilities for accommodation, paid internship schemes, etc. in Swiss Universities.

### Meeting:

Enam Level Limited, Agni Systems Limited, Assurance Developments, Prothom-jobs.com,

Unilever, American Center, Pharmacy Chairperson

On 4 October 2009, Mr. Tawhid Mahmood Chowdhury, Director-Finance & Operations, and other employers of Enam Labels Limited visited CCC, met the Head, Deputy Director, and discussed recruitment and internships.



On 4 October 2009, Mr. Zia Shamsi, Director and other personnel from Agni Systems Limited visited CCC, met the Head, Deputy Director, CCC and discussed recruitment and internships.

On 5 October 2009, Ms. Tanvira Choudhury, HR Transformation Manager, Unilever Bangladesh, Mr. Sharadha Gray, Leadership Development Manager, Sri Lanka & Bangladesh, Unilever Sri Lanka visited CCC and explained why Unilever could not recruit anyone on the basis of the last written test. They expressed interest in recruitings from EWU in the future and to arrange a recruitment session at EWU campus.

On 12 October 2009, Mr. Md. Riyad Hossain, COO, Mr. Shajal Chandra Bala, Web Developer, Mr. Md. Shajahan Ahmed, Executive, Business Development, Mr. Upon Chowdhury, Executive, BD & PR, Prothom-alojobs.com visited the EWU campus.

On 13 October 2009, Ms. Jane Briggs, Director International and Adil Mahmood, Head of Region South and Central Asia of Bradford College, visited CCC and met the Deputy Director, CCC.

On October 2009, Mr. Md. Ashraful Alam Joarder, General Manager, Sales, Mr. Azizul H. Baten, Asst. General Manager, Sales, Assurance Developments and other personnel visited CCC, and discussed jobs, internships placements, etc.

### Promotional Activities

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

Anggina Advertising (for IDS Group),

### Special Thanks

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

Avery Dennison + PAXAR Bangladesh Ltd

Banglalink

BRAC Bank Limited

Double A Pulp & Paper Co.

Eastern Bank Limited

Grameen Phone Ltd.

Grownexcel

HSBC

Osram

Pacific Bangladesh Telecom Limited (CITYCELL)

Prime Bank Limited

Standard Chartered Bank

TM International Bangladesh Limited, AKTEL

Warid Telecom International Limited

Enroute Management Consulting

The Nielsen Company (Bangladesh) Limited

MGH Group

Grameenphone

Double A Pulp & Paper Co. Ltd.

Incitaa e-zone

Asiatic Marketing Communications Ltd.

NetLink Ltd.

Nestlé Bangladesh Limited

GREY

Hosaf Group

Augere Broadband Bangladesh

Limited, brand name is QUBEE

Secutronic Ltd.

Ananta Apparels/Fashion/Denim Technology Ltd.

LankaBangla

Commercial Bank of Ceylon

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

Bitopi

Dhaka Bank Ltd.

EXIM Bank Ltd.

Grameenphone

GREY

HRC Technology

HSBC

IFIC Bank Ltd.

Maxwell Stamp

Mediacom

Mercantile Bank Ltd

Mutual Trust Bank Ltd.

Premier Bank Ltd.

Prime Bank Ltd

Teletalk Bangladesh Ltd.

Transcom

Trust Bank Ltd

Uttara Bank Ltd.

CCC would also like to express its gratitude to those organizations that periodically provide our students with internships/jobs.

# Faculty Update

## Department of Business Administration

### Publications

1. Sharmina Afrin, Nazrul Islam, and Shahid Uddin Ahmed, "Micro Credit and Rural Women Entrepreneurship Development in Bangladesh: A Multivariate Model", *Journal of Business and Management*, Vol. 16, No. 1, 2010, Argyros School of Business and Economics, Chapman University, One University Drive, Orange, CA 92688, USA, 2009.

2. Nazrul Islam, G. M. Shafayet Ullah & Syed Tufikul Bary Abu Nasim, "Factors Related to Consumers' Preferences of Fast Food Products in Bangladesh: A Case Study", *Journal of Applied Business Research*.

3. Uddin, G. S., Khoda, A. K. M. and Nabiul (2009). "An Empirical Examination of Random Walk Hypothesis for Dhaka Stock Exchange: Evidence from Pharmaceutical Sector of Bangladesh" *International Research Journal of Finance and Economics*, U.K. ISSN 1450-2887 Issue 33, pp.87-100.

4. Ahmed, H. A. and Uddin, G. S. (2009), "Export, Imports, Remittance and Growth in Bangladesh: An Empirical Analysis", *Trade and Development Review*, Vol. 2, No. 2, ISSN 0974-43-47, pp.70-84.

5. Zubayer, M., Khan, M. H. and Alam, M. S. (2009) Women Entrepreneurs in Dhaka: Situation Analysis and Barriers to Success. *Journal of Business Studies*, 30(1), University of Dhaka, Dhaka, ISSN 1682-2498.

6. Karim, S. and Zubayer, M. (2009). "Impact of Technology in the Modern Education with Special Emphasis on Open and Distance Learning: SWOT Analysis as Perceived by the Stakeholders": *Indian Journal of Open Learning*, 17(3), 213-224, Indira Gandhi National Open University, India, 17(3), ISSN 0971-2690.

7. Ferdousi, F (2009). "An Investigation of Manufacturing Performance Improvement through Lean Production: A Study on Bangladeshi Garment Firms", *International Journal of Business and Management*, 4(9).

8. Ferdousi, F (2009) "Lean Production Practice: The Differences and Similarities in Performance Between the Companies of Bangladesh and other Countries of the World", *Asian Journal of Business Management*, 1(1), ISSN-2041-8752, 2009.

9. Ferdousi, F (2009) Lean Production Practices in Bangladesh: An Investigation into the Extent of Practices in the Bangladeshi Garment Companies, *Independent Business Review*, 2(1).

10. Bhattacharjee, S and Zahirul, I. M.(2009). Problems of Adoption and Application of International Financial Reporting Standards (IFRS) in Bangladesh. *International Journal of Business and Management*, 4(12).

### Conference Papers

1. Biswas, K. and Alam, S. M. (2009) Capitalizing on the Regional Potential: A Guide to Enhance Competitiveness of India Inc. *International Finance Conference*, 3-5 December 2009 in IIM Calcutta.

2. Uddin, G. S and Chakraborty, L. (2009) International Trade, Financial Development and Economic Growth Nexus in Bangladesh: Empirical Evidence from Time Series Approach. *International Finance Conference*, 3-5 December 2009 in IIM Calcutta.

3. Uddin, G. S and Noman, A. M. (2009), Remittance and Economic Growth in Bangladesh: A Bounds Testing Approach, "Ideas and Innovations for the Development of Bangladesh: The Next Decade" organized by Bangladesh Development Initiative (BDI), Democracy and Development in Bangladesh Forum (DDBF), and The Ash Institute for Democratic Governance and Innovation at Harvard University's John F. Kennedy School of Government, from October 9-10, 2009

4. Habib, Md. Wahidul and Islam, Nazrul (2009), "A Study on Guest Satisfaction of Different Guest Houses in Bangladesh: A Case of Bandarban Area", organized by Global Business and Management Forum (GBMF) and Department of Finance, University of Dhaka, The Second International Conference of GBMF, December 22-23, 2009, Venue: Senate Bhaban, University of Dhaka.

## Department of English

### Research Awards

The following faculty members were awarded medals for contribution to research on the 14th Foundation Day of East West University held on 14 November 2009:

\* Dr. Muhammed Shahriar Haque, Chairman, Department of English

\* Mr. Harunur Rashid Khan, Assistant Professor

\* Mr. Zahid Akhter, Assistant Professor

\* Dr. Mst. Moriam Quadir, Assistant Professor

### Publications:

1. Dr. Muhammed Shahriar Haque, Chairman, Department of English, published a paper entitled 'Directions in CDA: How practical is one-size-fits-all CDA?' in *Harvest: Jahangirnagar Studies in Language and Literature*, Vol. 24 2009 (ISSN 1729-8326).

2. Zahid Akter, Assistant Professor, is publishing a paper titled "The Endangerment of Small, Indigenous Languages: Lessons from Malaysia" in the first issue of the *East West Journal of Humanities* (ISSN 2074-6628).

#### **Presentations:**

1. Professor Fakrul Alam, Honorary Advisor, lectured at the Academic Staff College, University of Burdawan, India on August 7-8, 2009.

2. Professor Fakrul Alam, Honorary Advisor, Department of English presented a paper titled "Confronting Empire Now" at the Plenary Session of 3rd International Conference on "Empire and English Studies: Pedagogy and Activism Now", organized by Department of English, East West University on 11 and 12 December 2009.

Dr. Muhammed Shahriar Haque, Chairman, Department of English, presented the following research papers:

3. Discourse of (Dis) Empowerment: "How to Foster Critical/Creative thinking?" at the first Fulbright Alumni Association of Bangladesh (FAAB) on the theme of Development: Tradition, Transition, Transformation, organized by the Fulbright Alumni Association of Bangladesh, held at Hotel Lake Shore, Dhaka, Bangladesh on November 21 2009

4. Reforming the Universities: "A Critical Look at the Private and Public Divide" at the International Conference on Teaching and Learning in Higher Education 2009 (ICTLHE09), on the theme of "Quality Learning in Higher Education", organized by Universiti Pendidikan Sultan Idris, held at The Legend Hotel, Kuala Lumpur, Malaysia, held from 23 - 25 November 2009

5. "Activism from within the Academia: Confronting the Shadow of the Empire in Bangladeshi Private Universities" at the 3rd International Conference on "Empire and English Studies: Pedagogy and Activism Now", organized by Department of English, East West University, held from 11-12 December 2009

6. Hasan Al Zayed, Senior Lecturer presented a paper titled "C.L.R. James and the Idea of Reading Lincoln Dialectically" in an international conference entitled 'Abraham Lincoln without Borders' which was held October 22 -24, 2009 at Louisiana State University in Shreveport, LA, U.S.A.

7. Ms. Ishrat Jahan, Lecturer, presented a paper entitled "Untying the Ties: A Postmodernist Reading of Family Ties" in the International Conference on "Locating Latin American Literature" at Jahangirnagar University.

The following faculty members presented papers at the 3rd International Conference on "Empire and English Studies: Pedagogy and Activism Now":

8. Zahid Akhter, Assistant Professor, "Affirming Linguistic Diversity and Resisting Linguistic Imperialism in the Classroom"

9. Ms. Faria Tofail, "Western Methods sans Context: Flagship of Linguistic and Cultural Imperialism"

10. Manzur Alam, Senior Lecturer, "Capital, Empire and Globalization: The Unholy Trinity"

11. Hasan Al Zayed, Senior Lecturer, "Empire, Nomadology and the Myth of 'the Third World Hero' Today"

12. Ms. Akhter Jahan, Senior Lecturer, "Incorporating Intercultural Component into ELT at the Tertiary Level in Bangladesh"

13. Ms. Farhana Zareen Bashar, Lecturer, "Subversion or Subsistence? The Remains of the Empire in Nigeria: The Postcolonial Elite, Linguistic Domination and Native Missionary Movements"

14. Golam Rabbani, Lecturer, "Causalities of Empire: Gender Hegemony and Identity Politics in Fire"

15. Farzana Sharmin Pamela Islam, Lecturer, (with Waliul Islam) "ESL Materials and Cultural Imperialism: A Case Study of Bangladesh"

16. Ms. Ishrat Jahan, Lecturer, "Reading Fanon and Wright Today: Violence, Master-Slave Dichotomy and the Negro Question"

17. Ms. Waseema Tasneen, Lecturer, "The Myth of Native Speaker and Standard English"

#### **Department of Pharmacy**

1. Dr. Shamsun Nahar Khan (Assistant Professor, Dept of Pharmacy) has attended the "International Conference on Gender Participation in the Development of Science" held in Dhaka on 14th November 2009 and delivered a lecture entitled "Molecular Basis of New  $\alpha$ -Glucosidase Inhibitors" and "Role of Science Technology in the Empowerment of Women". The conference was jointly organized by Inter Academy Panel (IAP), Academy of Sciences of Developing World (TAS), Network of Academies of Science in Islamic Countries (NASIC) and Bangladesh Academy of Sciences.

2. Department of Pharmacy with collaboration of Pharmacy Club organized two international scientific seminars at the EWU auditorium on October 11, 2009 and November 17, 2009. Pro-Vice Chancellor, faculties and students of the Department of Pharmacy were present in the seminar.

3. The first seminar was delivered by Professor Dr. G. A. Miana, Director Research Institute of Pharmaceutical Sciences Riphah International University, Islamabad, Pakistan (Former Vice Chancellor of Gomal University, Panjab) on Alkaloidal Compounds from Natural Sources.

4. The 2nd seminar was delivered by Professor Dr. Masami Ishibashi of Laboratory of Natural Products Chemistry, Graduate School of Pharmaceutical Sciences, Chiba

University, Japan, on Search for bioactive natural products Targeting TRAIL signaling for tumor-selective apoptosis inducement.

5. Prof. Ishibasi is an internationally renowned scientist in the field of New Drug Discovery from Natural Products. In his seminar, he discussed about the research of new molecular targeted anticancer drugs and mentioned the potentiality of Bangladeshi natural recourses in this effort.

## Department of Electronics & Communications Engineering (ECE)

### Publications

#### Journal Papers

1. M Ali Asgar, "Development of new magnetic materials, their application and prospects," Bangladesh Journal of Physics, December 2009.

2. M. R. Amin, Sanjit K. Paul, Gurudas Mandal, and A. A. Mamun, "Effects of vortex-like (trapped) electron distribution on nonlinear dust-acoustic waves with positive dust charge fluctuation", *J. Plasma Phys.* (U.K.), Accepted (In press), December 2009.

3. Md. Imdadul Islam and M. R. Amin, "Determination of Save Operating Border of Asynchronous Data Traffic Based on MMPP", *J. Convergence Information Technology* (Korea), Accepted (In Press), October 2009.

4. S.K. Paul, G. Mandal, A.A. Mamun, and M. R. Amin, "Shock Waves in Plasmas with Charge Fluctuating Dust of Opposite Polarity", *Jurnal Fizik Malaysia* (Malaysia), Accepted (In Press), September 2009.

5. N. Choudhury, M. Q. Islam, I. Murshed, M. A. Matin, Z. Rahman, M Mofazzal Hossain, "A Study and Design of Direct Sequence Code Division Multiple Access (DS-CDMA) Transceiver," *Engineering e-Transaction* (ISSN 1823-6379), [Accepted].

#### Conference Papers

1. Md. Imdadul Islam, Md. Golam Gaus, Avijeet Das, Mushlah Uddin Sarkar, and M. R. Amin, "Cancellation of Jammer Using Adaptive Array Antenna System", 12th International Conference on Computer and Information Technology (ICCIT2009), IEEE Digital Library, December 21-23, Paper ID-416, IUB, Dhaka, Bangladesh 2009.

2. Mushlah Uddin Sarkar, Md. Imdadul Islam, and M. R. Amin, "Performance Evaluation of Time Dependent Micro Macro Cellular Network Using MMPP Traffic", 12th International Conference on Computer and Information Technology (ICCIT2009), IEEE Digital Library, December 21-23, Paper ID-518, IUB, Dhaka, Bangladesh 2009.

3. Nur Afroza Khurshid, Md. Imdadul Islam, and M. R. Amin, "Performance Evaluation of Multiple-Input Multiple-Output System with Water Filling Model and Minimum Eigenvalue Constraints", 12th International Conference on Computer and Information Technology (ICCIT2009), IEEE

Digital Library, December 21-23, Paper ID-338, IUB, Dhaka, Bangladesh 2009.

4. M. Omar Faruq, M. Arifur Rahman, Md. Imdadul Islam, and M. R. Amin, "Capacity Enhancement of Limited User Traffic of Mobile Cellular Networks Using DOVE Technique", 12th International Conference on Computer and Information Technology (ICCIT2009), IEEE Digital Library, December 21-23, Paper ID-472, IUB, Dhaka, Bangladesh 2009.

5. Nusrat Sultana, M.A. Jobayer Bin Bakkre, Md. Imdadul Islam, and M. R. Amin, "Performance Evaluation of a Mobile Cellular Network with Two Hop Ad Hoc Relaying", 12th International Conference on Computer and Information Technology (ICCIT2009), IEEE Digital Library, December 21-23, Paper ID-415, IUB, Dhaka, Bangladesh 2009.

6. Md. Delowar Hossain, Tanay Kumar Ganguly, Md. Shariful Islam, Sarwar Jahan and M. Mofazzal Hossain, "Detection ability of parametric faults in analog circuits using CBT concept and its test limitations," Proc. 2nd Int. Conf. on Engineering Education for Sustainable Development, Dhaka, Bangladesh, 19-20 December, 2009.

7. M A Matin, Md. Monir Hossain, Md Foizul Islam, Muhammad Nazrul Islam, M Mofazzal Hossain, "Performance Evaluation of Symmetric Encryption Algorithm in MANET and WLAN," Proc. TECHPOS 2009, IEEE Digital library, Kualalumpur, Malaysia, 14-15 December 2009.

8. M.S. Raihan and A.S.A .Noor , "Nearlattices whose sets of Principal  $n$ - ideals form normal nearlattices", 16th international Mathematics Conference, arranged by Bangladesh Mathematical society, December 2009, BUET.

9. M.S. Raihan and A.S.A .Noor , "Nearlattices whose sets of Principal  $n$ - ideals form relatively normal nearlattices", 16th international Mathematics Conference, arranged by Bangladesh Mathematical society, December 2009, BUET.

10. M. Ayub Ali and A. S .A .Noor, "Lattices whose finitely generated  $n$ - ideals forms a generalized Stone lattice", 16th international Mathematics Conference, arranged by Bangladesh Mathematical society, December 2009, BUET.

11. M. Ayub Ali and A. S .A .Noor, "Some properties of modular  $n$ -ideals of a lattice", 16th international Mathematics Conference, arranged by Bangladesh Mathematical society, December 2009, BUET.

12. M. A. K. Azad , M. B. Rahman and A. S. A. Noor , "Finitely generated  $n$ -ideals which form  $m$ - normal lattices", 16th international Mathematics Conference, arranged by Bangladesh Mathematical society, December 2009, BUET.

13. M. A. K. Azad , M. B. Rahman and A. S. A. Noor, "Finitely generated  $n$ -ideals which form relatively  $m$ -normal lattices", 16th international Mathematics Conference, arranged by Bangladesh Mathematical society, December 2009, BUET.

14. Jahanara Begum and A. S. A. Noor, "Around a central element of a nearlattice", 16th international Mathematics

Conference, arranged by Bangladesh Mathematical society, December 2009, BUET.

15. K C A Alam, R Rauf, A Hakim, "Solar Adsorption Cooling based on solar data of Dhaka: Part1- Effect of collector size", 16th Bangladesh Mathematical Society Conference, BUET, Dhaka, December 17-19, 2009.

16. K C A Alam, R Rauf, A Hakim, "Solar Adsorption Cooling based on solar data of Dhaka: Part2- Effect of Cycle time", 16th Bangladesh Mathematical Society Conference, BUET, Dhaka, December 17-19, 2009.

17. M. Ferdows, M.A. Samad, K.C.A. Alam and Hasan Kabir, "Free convection heat transfer flow with surface variable plate temperature and heat flux in a porosity medium", 16th Bangladesh Mathematical Society Conference, BUET, Dhaka, December 17-19, 2009.

18. Ramit Azad, Yu. G. Ermolaev, "Generation of magnetic fields of celestial bodies", National conference on 'Materials science & technology for sustainable development: Bangladesh Perspective', organized by CUET, 2009, Chittagong, Abstract.

19. Ramit Azad, Yu. G. Ermolaev, "Evaluation of integrals using the error function and error function of imaginary argument", 16th Mathematics Conference, organized by Bangladesh Mathematical Society, 2009, Dhaka, Abstract (accepted for publication).

#### Colloquium/Seminars/Conferences

The regular colloquium program has been designed particularly for the final year undergraduate and graduate students of the department. However, it is interesting to note that many undergraduate students are taking part in the colloquium as well which goes to show that it has invoked a lot of interest among all students of ICE, ETE and MS in TE programs of the ECE Department.

The following colloquiums were held at the ECE department in Summer 2009 semester:

**Name of the Speaker:** Dr. Ali Asgar, Visiting Professor, ECE Dept., EWU

**Title of the Talk:** A Generalized View of Wave Motion

The chairperson of the department Dr. Mofazzal Hossain visited Malaysia from December 14, 2009 to December 16, 2009, to attend an international conference organized by University of Malaya sponsored by IEEE. Dr. Hossain presented a paper and also chaired a technical session in that conference.

## Department of Electrical and Electronic Engineering (EEE)

### Seminars and Workshops

1. Mr. Anisuzzaman Talukder, PhD Student, University of Maryland, USA gave a talk on Quantum Cascade Lasers: The Art of Band-Structure Engineering on 15 November, 2009 at the East West University auditorium. In this talk, Mr. Talukder introduced this novel device and discussed its various applications. Design issues were also discussed. The talk was attended by around 60 students and faculty members of the department.

2. Dr. M. Mushfiqur Rahman Chowdhury, Senior Researcher, UNIK - University Graduate Center, Norway presented a talk on Mobile Supported Service Engineering on 22 November, 2009 at the East West University auditorium. The talk was organized jointly with the IEEE Student Branch, East West University. Dr. Rahman gave a lucid picture of how new services are going to be introduced in cellular phones and how these changes will impact our lives. The talk was attended by around 40 students and faculty members.

3. The EEE department has introduced a series of seminars to discuss topics related to Ethics of Engineering. The first seminar was held on the 25 November, 2009 discussing the topic "Legal Aspects of Ethical Practices in Bangladesh". Dr. Shahdeen Malik, advocate of the Supreme Court, and Dr. Fakrul Alam, Professor of English, The university of Dhaka and Advisor, East West University, spoke in the seminar. There was a good amount of Q&A discussion on the topic from the students. The seminar was also addressed by the chairperson Dr. Anisul Haque and was moderated by Dr. Md. Ishfaqur Raza.

4. Dr. Josef Noll, Professor, University of Oslo, Norway gave a seminar on SIM-Based Service Perspective for Mobile and Wireless Applications on 8 December, 2009. Prof. Noll also talked about Possible Collaborative Research and Higher Study Opportunities in Norway. Prof. Mohamed Ruhul Amin, Dean Faculty of Sciences and Engineering, East West University also spoke on the occasion. Prof. Noll's lecture attracted a large number of students. Many senior faculty members from the engineering departments were also present.

5. Dr. Ataur R. Patwary, Microprocessor Circuit Design Engineer, Intel Corporation, USA gave a presentation on Low Power Dynamic CMOS Circuits in Memory Arrays on 15 December, 2009. This VLSI related talk on low-power, high-speed circuits was well received by the students.

## Honors

Dr. Md. Ishfaqur Raza and Dr. Khairul Alam of the EEE Department were honored with the Prominent Researcher award by the university at the 14th anniversary and foundation day celebration of the university.

## Publications

1. M. A. Karim and Anisul Haque, "A physically based, accurate model for quantum mechanical correction to the surface potential of nano-scale MOSFETS," IEEE Transactions on Electron Devices (in press), 2009.
2. Md Ishfaqur Raza and R. E. DuBroff, "Detecting dissimilarities in EM constitutive parameters using differential Imaging operator on reconstructed wave field", Progress In Electromagnetics Research (PIER) Journal , vol. 98, pp. 267-282, 2009.
3. Md. Abdul Wahab and Khairul Alam, "Performance of zero-Schottky-barrier and doped contact single and double walled carbon nanotube transistors," Japanese Journal of Applied Physics (in press), 2009.
4. M. A. Karim and Anisul Haque, "On the Physically Based, Quantum Mechanical Correction to the Accumulation Surface Potential of Nano-Scale MOSFETS", in the Proceedings of the IEEE International Conference on Electron Devices and Solid-State Circuits (EDSSC), Xian, China, 25-27 November, 2009 (paper ID # 01-046).
5. A.S.M. Shamsuzzaman, A. Roy, S. Paul, and Md. Ishfaqur Raza, "Analysis of a low power Passive RFID Tag based on advanced CMOS process for wide area application," in the Proceedings of the IEEE Conference Region 10 (TenCon 2009), Singapore, 23-26 November, 2009 (paper ID # P0977).
6. M. A. Jobayer Bin Bakkre, Md Tajmilur Rahman, Md Al-Amin Bhuiyan, "The Enhanced Face Recognition using Binary Patterns of Gabor Features," in the Proceedings of the IEEE Conference Region 10 (TenCon 2009), Singapore, 23-26 November, 2009 (paper ID # P0598).
7. Nusrat Sultana, M. A. Jobayer Bin Bakkre, Md. Imdadul Islam, and M. R. Amin "Performance Evaluation of a Mobile Cellular Network with two Hop Ad-Hoc Relaying," ICCIT 2009, Dhaka, 21-23 December, 2009 (paper ID # 415).

## Other activities

\* Prof. Anisul Haque served as a peer reviewer for IEEE Transactions on Electron Devices.

\* Dr Md Ishfaqur Raza visited the Military Institute of Science and Technology (MIST) as a member of the Accreditation Team selected by the Board of Accreditation for Engineering and Technical Education, Bangladesh

(BAETE) for the purpose of evaluation of the B.Sc. program in the CSE department of MIST.

\* Dr. Khairul Alam served as a peer reviewer of IEEE Transactions on Nanotechnology and IET Circuits, Devices, & Systems.



*Prof. Josef Noll delivering his talk in the EEE seminar held on 22 December, 2009.*

## Department of Economics

### Taneem Muzaffar Received IPRS Award

Ahmed Taneem Muzaffar, Assistant Professor of the Department, has been awarded International Postgraduate Research Scholarship (IPRS) to study PhD in Economics at the University of Western Sydney, Australia.

### Publications

1. Ahmed Taneem Muzaffar, Abid Hossain Khan, and Abdul Kader Nazmul, "An Enquiry into the Practices of Corporate Financial Reporting on Internet in Bangladesh", AIUB Journal of Business and Economics, Vol. 8, No.2, August 2009.
2. Ahmed Taneem Muzaffar, Parvez Karim Abbasi, "Global Financial Crisis and Recession: Experiences from the Past and Lessons for Bangladesh", The Second International Conference of Global Business and Management Forum, University of Dhaka, December 22-23, 2009.
3. Basanta Kumar Barman, Abdus Sattar, and Mehe Zebunnessa Rahman, "Adoption of Hybrid Paddy and Its Future consequence in Bangladesh: An Economic Analysis", Bangladesh Research Publication Journal, ISSN:1998-2003, Vol.,2, Issue 4, pp 679- 685, 2009.
4. Basanta Kumar Barmon, Kondo, T, and Osanami, F., "Agricultural Technology Adoption and Land Productivity: Evidence from the Rice-Prawn Gher Farming in Some Selected Areas of Bangladesh" Asia-Pacific Journal of Rural Development, Center on Integrated Rural Development for Asia and the Pacific, forthcoming.

## Department of Social Sciences

### Dr. Bijoy P. Barua, Associate Professor

#### Leadership in International Academic Conference

Dr. Bijoy P. Barua was honored as a Member of the International Advisory Board of the First International Academic Conference on Exploring Leadership and Learning Theories in Asia (ELLTA 2011) along with North American, European, and Asian scholars and academics to be held in February 2011 at the University of Malaya in Kuala Lumpur, Malaysia ([www.ellta.org](http://www.ellta.org)).

#### Publications

Dr. Bijoy P. Barua has contributed to the edited collections: *Global Perspectives on Adult Education* (Palgrave Macmillan, New York, 2009) and *Education, Participatory Action Research and Social Change: International Perspectives* (Palgrave Macmillan, New York, 2009).

#### Conference Presentation

Ms. Touhida Tasnima has presented a paper entitled, "Determinants of Quality in Higher Education? Bangladesh Perspective through Private Universities" at the Asian Conference on Education (ACE 2009) held in Osaka, Japan.

Mr. Rayyan Hassan and Ms. Touhida Tasnima participated in a workshop on "Child Labor as an Academic Discourse" organized by the University Grants Commission, held in Dhaka, Bangladesh, September, 2009.

#### Publications

Mr. Rayyan Hassan with Dr. Sudhangshu Sekhar Roy contributed the chapter, entitled, "Voicing our Roots: a Critical Review of Indigenous Media and Knowledge in Bengal" has been accepted in the book "Indigenous Knowledge and Learning in Asia and Africa: Essentialism, Continuity and Change" which will be published by Palgrave Macmillan, New York.

#### Research Projects (in progress)

Mr. Rayyan Hassan is working on a research proposal titled "Environmental Adaptation by Rakhaine Community in the South East Coast of Bangladesh". Currently the first Phase of in-depth data collection has been completed.

Dr. Roy's research article, entitled, "Freedom of Speech: A Review On Global Perspective" has been published in the *Social Science Review*, Vol. 26, No1, June 2009.

## Department of Computer Science and Engineering (CSE)

### Publications

1. Mozammel H. A. Khan and Raqibul Hasan, "Minimized Reversible Synthesis of Non-Reversible Quinary Logic Function", *International Conference on Computer and Information Technology (ICCIT 2009)*, 21-23 December

2009.

2. Mozammel H. A. Khan and Salena Akter, "Multiple-Case Outlier Detection in Least-Squares Regression Model Using Quantum-Inspired Evolutionary Algorithm", *International Conference on Computer and Information Technology (ICCIT 2009)*, 21-23 December 2009.

3. M. Ameer Ali, "Fuzzy clustering based image segmentation algorithms", accepted to be published in *Dynamic and Advanced Data Mining for Progressing Technological Development*, IGI Global Inc., USA, 2009.

4. Nikhil Chandra Shil, M. Ameer Ali, and N R Paiker, "Robust customer satisfaction model using QFD", Accepted in *International Journal of Product and Quality Management*, Inderscience Publishers, 2009.

5. A.B.M. Faruquzzaman, Nafize Rabbani Paiker, Jahidul Arafat, M. Ameer Ali, and G Sorwar, "Robust object segmentation using split and merge", accepted in *International Journal of Signal and Imaging Systems Engineering*, Inderscience Publishers, 2009.

6. M. Mahmudul Hasan, M. Ameer Ali, M. Humayun Kabir, and G. Sorwar, "Object segmentation using block-based patterns", *IEEE TENCON*, 2009.

### Picnic

CSE Dept organized a delightful picnic at Polash Resort, Narshingdi on December 14, 2009. A cricket match, different types of games, fun quizzes, an exciting raffle draw and lots of other enjoyable events were arranged for the students and faculty members.



## Club Update

### EWU Club of Performing Arts

Two of the most active and popular clubs were merged a few months ago and as a result this semester EWU Club of Performance Arts came into being with a new executive committee.



The first challenge for the club was to organize a cultural program to celebrate 14th Foundation Day on 14 November 2009. With less than a month in hand the club took up the responsibility of organizing the gala event. The mad rush started with an open audition which got enthusiastic response from participants who braved the midterm exam week to turn up for it. The performer's list had fresh new faces along with the 'stars' of EWU. Two weeks of intense rehearsal followed. 3rd and 4th floors of Graduate building were filled with a medley of nupur and techno beats, chants and dialogue, tabla and drums, songs and laughter.

On 14 November 2009 the program started off with a bang. All the performers in colorful costumes stormed the Hall of Fame of BICC swaying to a 'bangaliana' tune. A wonderful rendition by Mr. Abdur Razzak, Assistant Professor, Department of Business Administration, followed. Then, as part of Ewu's recognition to SWID Bangladesh, Zishan, an autistic girl performed a Tagore song. Next, one after other mesmerizing performances by students followed, ranging from classical to pop genre. The witty comments by the presenters added to the dazzle of the evening. The audience clapped, cheered and lauded after every performance and the event continued to echo for days in the hearts of the people who made the event possible.

After the glittery memorable beginning, in an emotionally choked get-together on 10 December 2009 the club bid farewell to their former executive committee members who would be graduating this semester. The reminiscences of happy days and troubled times ensued. Like a one big family the existing members, in tearful yet happy eyes, wished a great future for their 'bhaiyas'.

#### Moderators:

Ms. Farhana Rizwan, Senior Lecturer, Dept of Pharmacy  
Rayyan Hassan, Senior Lecturer, Dept of Social Sciences  
Ms. Farhana Farid, Lecturer, Dept of English  
Ms. Farhana Zareen Bashar, Lecturer, Dept of English

#### Executive Committee:

Ishtiaque Tonmoy,  
Tanvir Ahmed  
Mushfiqur Rahman  
Asif Imran Ruben

### Creative Marketing Club (EWUCMC)

The country's first ever club created for Marketing is East West University's Creative Marketing Club. The main objective of this club is to unearth the raw marketing talents among students of East West University. The club enables students to learn the conceptual theories of marketing in a more practical approach and interesting manner, so that they can relate these with real world practices and gain proper knowledge. It also updates its members about the different activities being undertaken in the marketing world. However, the ultimate aim of CMC is to create future leadership in marketing. With this end in mind, it undertakes activities such as inviting people from the corporate world as guest speakers in seminars or workshops on advertising and branding; arranging marketing quizzes, competition on marketing case analysis, print advertisement competition, industry tour, etc. CMC believes that these would help the students to get a competitive edge in the job market and to build excellent corporate links at the same time. Thus, CMC can help marketing students of East West University to become the best in the country and to be the most successful in the job market. Among, the activities undertaken in the last few months were:

#### CMC Intra-University Marketing Quiz Competition



East West University Creative Marketing Club (EWUCMC) recently organized the "CMC Intra-University Marketing Quiz Competition". The final round was held on 17 December 2009. The participants were divided into two groups - one for final year students (Group-A) while the other one was for second and third year students (Group-B). The competition had two stages. First stage was in MCQ format, from which a total of 12 students were selected for



the final stage, taking 6 participants from each group based on high scores. The first stage itself was a very close competition, but the final stage, which was a buzzer round, was far more intense. Both groups' competition ended only in a tie-breaker. Three additional questions were asked by the moderators to reach a result. Ahmed Imtiaz Shihab became the champion from the seniors' group (Group-A), while Farha Diba topped the juniors' group (Group-B). Club moderators Md. Farhan Faruqui and Md. Anamul Hoque Rubai presented each of the champions with a crest while the other finalists have been awarded certificates. The objective of this event was to provide students of EWU the opportunity to test how much knowledge they have gained on marketing. This competition will be used to select the best candidates for the Inter-University Marketing Quiz Competition that the club is planning to arrange in Spring 2010.

### Workshop on "Marketing Research: Use of SPSS"

On 10 December 2009, CMC worked jointly with the Department of Business Administration to organize a workshop for students of Marketing Research, on how to use the statistical software SPSS for data analysis in marketing research. One of the EWU's most senior faculty members Mr. Wahidul Habib conducted the workshop from 10:00 am to 4:00 pm. The objective was to teach students the steps needed in analyzing data from the methods of using proper questionnaire to using software like SPSS to analyze them. DBA Chairperson, Professor Dr. Humayun Kabir Choudhury and Senior Lecturer, Md. Farhan Faruqui, the instructors for the particular course, were present at the event.

#### Moderator

Md. Farhan Faruqui  
Md. Anamul Hoque Rubai

#### Executive Committee

President: Muntasir Rashid  
Vice President: Abdur Rob Raiyan  
General Secretary: Md. Mustafizur Rahman  
Treasurer: Rashed Imrose  
Chief Coordinator: Ahmed Mueen Probal

## Pharmacy Club

The Pharmacy Club of East West University has been involved in various events over the past years. The club participated in a voluntary blood donation program, organized stalls on various occasions like the Bengali New Year, and organized fresher's welcome and graduate's farewell programs. It also participated in different seminars and discussions conducted by various national and international forums.

The most recent activity of the club was setting up a stall organized on the Foundation Day 2009, at the Bangabandhu International Convention Center. Various attractive features such as informative posters on swine flu, diabetes, dengue, blood sugar testing, blood pressure measurement, calorie intake measurement, and informative audio visuals were included there. The members of Pharmacy Club also distributed T-shirts among the students of the Department of Pharmacy.



Another event was organizing a seminar in East West University premises on "Search for Bioactive Natural Products Targeting TRAIL Signaling for Tumor-Selective Apoptosis Inducement" by Dr. Masami Ishibashi, Professor of Natural Products Chemistry, Chiba University; Japan..

#### Moderators:

Dr. Sufia Islam, Associate Professor  
Abu Taiab Md. Jamaluddin, Lecturer

#### Executive Committee:

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

The Pharmacy Club is grateful to its moderators and faculty members for their endless support and wishes in carrying their work forward.

## IEEE Student Branch

### Club Activities:

The branch actively participated in the 14th Foundation Day of East West University.

The branch organized a study tour to the 33 MW Jangalia Power Plant of Summit Power Limited at Comilla on November 21, 2009.

The branch, in collaboration with the EEE department of East West University, organized a seminar on "Mobile Supported Service Engineering." The Resource Person of the seminar was Dr. Mushfiqur Rahman Chowdhury, Senior Researcher, UNIK, Kjeller, Norway.



### Executive Committee

Branch Counselor: Khairul Alam, PhD

Assistant Professor, EEE Dept. EWU

IEEE Member # 41610297

Chairman: Shaik Ashraf Hossain

IEEE Member # 90345062

Vice-Chairman: Fazlul Karim

IEEE Member # 90347516

Treasurer: Pintu Das

IEEE Member # 90505140

General Secretary: Marzana M Mahmud

IEEE Member # 90515660

Branch Coordinator: (1) Nusrat Haque

IEEE Member # 90515680

Asif Iqbal

IEEE Member # 90507541

Web Page Designer: M. A. Jobayer Bin Bakkre

IEEE Member # 90505594

## EWU Business Club



EWUBC organized two seminars during spring 2009 semester. The first one was on "How to Start a Small Business" which was conducted by Mushfiqur Rahman, Deputy Managing Director, Spectrum and Zinet Fatema, Proprietor, Jahan Metal. They both gave valuable speeches and shared their experiences. Seminar two was on "Global Economic Crisis", which was conducted by Dr. Parvez Ahmed, Associate Professor, Coggin College of Business, University of North Florida, USA. Students from all the departments attended the programs. Our honorable Dean, Dr. Nazrul Islam, Dr. Tanbir Ahmed Chowdhury (Ex-Chairman, Dept. of DBA) was also present in both the seminars. EWUBC also attended the 14th Foundation Day Program and worked side by side with the organizing committee to make the program successful. The Club announced its new executive committee this semester.

## EWU Telecommunications Club

### Workshop on "PACKET TRACER":

On October 30, 2009 a day-long Workshop on "Packet Tracer" was organized by EWUTC. Packet Tracer is a very innovative and helpful simulation software for networking world created by Cisco Inc. The workshop was conducted by Md. Asif Hossain, Lecturer, ECE Dept., EWU. Around 40 students participated in the program. Certificates were given to successful participants. A competition on topology design and implementation by Packet Tracer will be arranged for successful participants in the next semester.

### Picnic

EWUTC successfully organized its annual picnic on 12 December 2009 at Sabah Garden, Mymensingh Road, Gazipur. We started our journey from 9 am from our EWU campus. Around 140 students from various departments joined the event. Moderators of the club and other faculty members were also present. Students and faculty members were engaged in whole day events like football match, various indoor and outdoor games and so on. We arranged cooked lunch on the picnic spot. After the lunch, a musical event was organized. An EWU band performed some famous songs on the stage. Students really enjoyed the music. A

Raffle Draw was held at the event. Fabulous gift hampers were given to the Raffle Draw winners and the various event winners. We reached EWU campus at around 7 pm. The picnic was very enjoyable for students.



#### Moderators

Sabiha Rahman Juthy  
Md. Asif Hossain

#### Executive Committee:

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

## EWU Electronics Club



EWU Electronics Club organized a megaevent, National Electronic Project Exhibition and Competition (NEPEC) on August 5, 2009. A total of 22 projects from 11 different universities were on display in the event. The exhibition was held at the EWU Auditorium of EWU.

The Honorable Judges of this 1st NEPEC were Dr. A. B. M. Harunur Rashid, Professor, Department of EEE, BUET, Dr. Mohammad Rafiqul Alam, Chairperson and Professor, Department of EEE, CUET, Dr. Ishfaqur Raza, Associate Professor, Department of EEE, EWU and Mr. Zahid Hasan

Mahmood, Assistant Professor, Department of Applied Physics, Electronics and Communication Engineering, University of Dhaka.

Prize-Giving Ceremony was held at EWU Auditorium. The Chief Guest of the Prize-Giving Ceremony was Mr. Rajiuddin Ahmed Raju, M.P., the Honorable Minister, Ministry of Posts and Telecommunications, Govt. of the People's Republic of Bangladesh. The Special Guest was Engr. Khabiruzzaman, P.E., the Honorable Managing Director, BTCL. The Prize-Giving Ceremony was chaired by Professor Mohammed Sharif, the Honorable Vice Chancellor of EWU. Dr. Humayun Kabir Chowdhury, the Coordinator, Student Welfare activities, concluded the prize-giving session with a vote of thanks. A brief cultural program was organized upon the request of the Honorable Chief Guest and he himself took part in the recitation and singing.

The AIUB teams came up with the two best projects and thus secured the top two positions. The third position was secured by one team from UIU. The list of the top ten position holders are given below.

Place	Project Title	Participating Institution
1	IONA (An Autonomous Robot)	AIUB
2	Electronics Intelligence at Your Service	AIUB
3	CAR SECURITY SYSTEM	UIU
4	Development of an Efficient and Low Cost Solar Panel Charges Controller and DC to AC Converter	AUST
5	Microcontroller trainer kit.	UIU
6	IPS (Interruptible power supply)	UIU
7	Fire Alarm	EWU
8	Construction of Microcontroller Based Digital Weighing Machine Using Load Cell	IUB
9	8051 Microcontroller Based Real Time Clock system	AUST
10	Dual Language Bengali Calculator	NSU

On November 16, 2009, EWU Electronics Club staged a play titled "Hoyena Emon?-Hoyeto." at EWU Auditorium in front of approximately 200 audiences. The play was performed by students of EWU Electrical and Electronic Engineering Department. The event was graced with the presence of Dr. Mozammel Huq Azad Khan, Professor and Chairperson, Department of CSE, EWU, Mr. Sayeed Alam, Assistant Professor, Department of BA, EWU, Mr. Emamul Ahsan, Lecturer, Department of EEE, and club moderators.

#### Moderators:

Dr. Gurudas Mandal, Assistant Professor, Dept. of ECE  
Ms. Tahseen Kamal, Senior Lecturer, Dept. of EEE

#### Executive Committee

President- Hossain Al-Mamun  
Vice President- Zubaier Shams  
General Secretary- Imran Ahmed  
Treasurer/Event Coordinator- S.M. Tanjilul Islam

## East West University Cine & Photography Club

East West University Cine & Photography Club (EWUCPC) celebrated its 10th year and 5th Intra-university Photography Exhibition. The program was held at Drik Gallery [House-58, Road-15A (New)], from 11 to 16 December 2009, everyday from 3 pm to 8 pm.

Professor Mohammed Sharif, Vice Chancellor, East West University, inaugurated the session as Chief Guest, on 11 December 2009, Friday, at 5 pm. Professor Muniruddin Ahmed, Pro-VC, East West University and Architect & Film Director Enamul Karim Nirjhar graced the occasion as special guests.

Renowned Photographer, Mr. Anwar Hossain, received the "Life Time Achievement Award" for the year 2009. Ismail Ferdous won the 1st prize, S. M. Farhad the 2nd and the 3rd prize was shared by Ismail Ferdous and Easel Mortuza. Ismail Ferdous was honored the "Photographer of the Year 2009" for his outstanding work.

### Moderators

M Sayeed Alam  
Farhana Ferdousi



*Third prize winning photograph*



*First prize winning photograph*



*Second prize winning photograph*



*Third prize winning photograph*

## EWU Debating Club

The new Executive Committee for session 2009-10 of the EWUDC is moving full steam ahead. The new EC is now a body of 50 budding debaters. EC is conducting weekly workshop on both Bangla and English to groom tomorrow's promising debaters.

In last August two of the debaters of EWUDC, Samiul Mueed & Md. Kamal Uddin Rony participated in Anti-corruption Parliamentary Debate organized by Transparency International Bangladesh (TIB) and obtained 5th and 6th position out of 32 debaters. Under this new EC, the debaters took part in NUB Open Intervarsity and College Debate Championship'09 and United International University (UIU) Debate Championship' 09 where all the 6 teams (2 Bangla & 4 English) headed to the second round. Specially, the EWUDC-dream team hit the quarter finals round. EWUDC showed up in a friendly debate against Jahangir Nagar University on BTV, last November. EWUDC has also participated in Shah Jalal Information & Technology University Debate Championship'09. Our debaters made their debut at the 8th position out of a total of 24 teams in a debating contest arranged by Jagannath University. EWUDC also joined the biggest national championship arranged by Stamford University, Bangladesh where 2 of our English debating teams entered the second round and 1 team made it up to the quarter finals.

As of 25 December, 2009, our debaters are getting ready to compete with the DU team for a champion's trophy as the EWUDC-Voice qualified as one of the finalist teams among 24 other teams including DUDS, JUDO, SDF, NDC, LCLS etc.

The 4-month old EC has shown promising signs and hopefully will go miles for the sake of their beloved East West University.

### **Moderator**

Kohinoor Biswas

### **Executive Committee**

President : Nusrat Saafa

Vice President : Mehrab Binte Imtiaz

General Secretary : Tauhid Hossain Papon

Treasurer : Taslima Begum Molie

Event Coordinator : Md Kamal Uddin Rony



*EWU debaters with Runner-up trophy*

## EWU Science Club



East West University Science Club celebrated its fifth founding anniversary through two-day long programs. On October 27, 2009 a workshop on MATLAB was arranged, where a good number of student participated. The subject of the workshop was a high-level language that performs intensive tasks computationally faster than traditional programming languages. The resource person Dr. Khairul Alam, Assistant Professor, Department of Electrical & Electronic Engineering, EWU conducted the workshop very adroitly and the participants enjoyed it. On October 29, 2009 the club organized a colorful program at the university auditorium. Like the previous years, the club arranged an exciting and lively quiz competition for the audience. This attractive open quiz competition was conducted by one of the club moderators, Md. Anisur Rahman. The following students won prizes in the open quiz competition.

1. Asifur Rahman (ID# 2008-2-80-002)
2. Mehedi Russel (ID# 2007-1-60-008)
3. Anik Das (ID# 2008-1-80-028)
4. Md. Shantanu Islam (ID# 2008-2-55-016)
5. Shaimum Shahriar (ID# 2008-2-80-052)
6. Md. Sharafat Hossain (ID# 2009-2-80-047)
7. Zubaier Shams (ID# 2007-1-80-016)
8. Sibbir-Bin-Siddique (ID# 2008-2-80-025)
9. Md. Riasat Ullah (ID# 2008-1-60-006)
10. Moshiur Rahman (ID# 2006-1-50-030)

On this remarkable day, another moderator Ms. Anindita Paul declared the name of Md. Mahabubul Alam (ID# 2005-2-50-025) and Md. Mehedi Hasan (ID# 2006-2-50-017) as the Best Club Activists for the Year 2008-2009. All the audiences and club members congratulated them by giving big hand. To remember the day, club members and the moderators of the club cut a cake in the presence of faculty members and students who attended the celebration program. Another attractive part of the program was a science fiction movie show, which added more excitement to the celebrations.

East West University celebrated its 14th foundation day on November 14, 2009 and EWU Science club arranged a club stall on that day. Directors of EWU, Pro-VC, senior faculty members and many others visited the stall and expressed their feelings about the club. At the evening program on the same day EWU authority recognized the two best club activists by giving them medals for their performance in the club activities.

## Environmental and Social Club

### Saplings Distribution Program Held at EWU



East West University Environmental and Social Club (ESC), as part of its ongoing Nature Preservation Program, organized saplings distribution program among the tree loving faculty members, officials and students at its Mohakhali campus. A total number of 4000 saplings were distributed with the support of British American Tobacco (BAT). Mr. Jalaluddin Ahmed, President, BoD, EWU inaugurated the program. Among others, faculties, university officials and students present were present on the occasion. Mr. SSM Sadrul Huda Huda, Assistant Professor & Moderator, ESC coordinated the program.

### Prize-Giving Ceremony of Essay Competition for Young Thinkers 2009 Held



The prize giving ceremony of the Essay Writing Competition for Young Thinkers 2009 was held on June 27, 2009 at the EWU auditorium 43, Mohakhali C/A, Dhaka 1212 at 5 pm.

Prof. Dr. Syed Modasser Ali, Advisor to the Honorable Prime Minister, Health & Family Welfare and Social Welfare Ministry was present on the occasion as the Chief Guest and Meher Afroze Chumki M.P. Chairman, Parliamentary Standing Committee on Ministry of Women and Children Affairs was present on the function as the Special Guest. Mr. Jalaluddin Ahmed, President, Board of Directors, East West University presided over the function. Mr. S.S.M.Sadrul Huda, Moderator EWU ESC, and Assistant Professor, Business Administration, coordinated the program.

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

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

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

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

## Workshop on Stress management

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

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

## Workshop on Social Change

The Institute of Hazrat Mohammad (SAW) and the East West University launched a joint and collaborative program for engaging the youth in conscientious participation in

community concerns as citizens of tomorrow through a workshop - 'Youth Ambassadors for Social Change' on 01 August 2009. The members of the Environment and Social Club of the East West University consisting of students from different faculties took part in a daylong introductory workshop that initiated the subject of youth leadership for diminishing socio-economic and cultural issues that impacts adversely on individuals and the community. It was an interactive event that encouraged participants to understand their moral role in addressing social issues like education, environment, health and poverty as a means of augmenting peace and harmony. The workshop was inaugurated by Colonel (Retd.) Shah Murtoza Ali, Registrar East West University who encouraged the organizers for their innovative approach to develop youth leaders. The group work was moderated by young professionals, students, teachers and social workers from the two organizations for a multi-disciplinary approach towards creating a common language of understanding. The event concluded with a declaration for establishing the paradigm of 'Youth Social Ambassadors' and forming network and alliances within the country and region through selecting 16 leaders and support leaders for community action.

Prof. Dr. Muniruddin Ahmed Pro-VC, EWU presided over the closing session, addressed the participants and gave the note of thanks. He reiterated the need for augmenting the attitude and interest of the youth in the well being of the community and encouraging their active participation. Lt. General (Retd.) M. Nooruddin Khan, Honorable President of the Institute of Hazrat Mohammad (SAW) as the Chief Guest lauded this collaboration and pledged support on behalf of the Institute for future endeavors. Panel of speakers included Mr. Mohiuddin Jahangir, ex-Ambassador of Bangladesh to the UN and Advisor and Dr. N. I. Khan, Director of the Institute of Hazrat Mohammad (SAW) respectively, Mr. Christopher Hardaway, Country Director, American Bar Association and Dr. Bijoy Barua, Chairperson, Dept. of Social Science, EWU also spoke on the occasion.

In their address the speakers appreciated this unique approach and encouraged the citizens of tomorrow to be intensively involved in the well-being of the community and the nation. Of special mention was this unique collaboration by the Institute of Hazrat Mohammad (SAW) and East West University in creating a platform to develop the concept and awareness of social and moral obligations of the youth and its transformation into action through volunteerism. MS. Habiba Tasneem, Chief coordinator, IHMS and MR. SSM Sadrul Huda, Assistant Professor, EWU ESC jointly facilitated the event. Mr. Kamrul Hassan Assistant Professor, BA conducted the program.

## Appointments, Promotions and New Assignments

### Fresh Appointments

#### Faculty

Mr. Md. Abdul Muhit, Lecturer, Pharmacy  
Mr. Mahmudur Rahman Siddiqui, Research Lecturer, EEE  
Mr. A. S. Md. Mukarram Hossain, Lecturer, CSE Dept

#### Admin.

Mr. Ahmed Iqbal Reza, Department Secretary, Registrar's Office  
Mr. Mohammad Samiul Islam, Department Secretary, Registrar's Office  
Mr. Rupan Chakma, Deputy Admin Officer, HR & Logistics  
Mr. Sujit Kumar, Lab Officer, Pharmacy  
Mr. Md. Shah Alam, Sub Assistant Engineer, Project  
Mr. Md. Mahfuzur Rahman, Assistant Engineer, Project  
Mr. Mamun-Ur Rashid, Library Circulation Officer  
Ms. Safinoor Sagorika, Library Circulation Officer  
Mr. Mominul Islam, Library Circulation Officer

### Promotion

Wing Commander M.A Gaffar (Retd.), Chief of HR & Logistics, EWU has been promoted to Group Captain.

### New Assignments

Dr. Nazrul Islam, Professor & Coordinator, Graduate Studies (MBA, EMBA & MBM), has been appointed Dean of the Faculty of Business and Economics. He will also work as the Dean of the Faculty of Liberal Arts & Social Sciences from 14 September 2009.

Dr. Humayun Kabir Chowdhury, Professor, Department of Business Administration, has been appointed Chairperson, Department of Business Administration.

Dr. Abdus Sattar, Associate Professor, Department of Economics, has been appointed Proctor of East West University, with effect from 14 December 2009.

### Newborn

Mr. Nazrul Islam, Senior Department Secretary, MBA, EMBA & MBM Programs and Mrs. Nasima Nazrul, were blessed with a daughter, born on 20 August 2009. They have named the newborn Nadia Afroz Punam.



*Mr. Ismail Ferdous won the 1st prize in 5th Intra-university Photography Exhibition*

## **EWU's Academic Programs**

### **Undergraduate Programs**

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

### **Graduate Programs**

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

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## **EAST WEST UNIVERSITY**

43 Mohakhali C/A  
Dhaka-1212, Bangladesh  
Tel : 9882308, 9895472, 8811381  
Fax : 8812336  
E-mail : [admissions@ewubd.edu](mailto:admissions@ewubd.edu)  
URL : [www.ewubd.edu](http://www.ewubd.edu)

### **Editor**

Dr. Fakrul Alam  
Professor & Advisor  
Department of English

### **Assistant Editor**

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