**Independent University** **Bangladesh (IUB)**

**IUB Academic Repository**

IUB Publication Annual Report

2010

# AIESEC in IUB Annual Report 2009-10

Shahriar, Hossain

INDEPENDENT UNIVERSITY, BANGLADESH

https://ar.iub.edu.bd/handle/11348/140

*Downloaded from IUB Academic Repository*

AIESEC in Independent University, Bangladesh

*Activating Youth Leadership since 2003*

# Annual Report 2009-10

AIESEC

The international platform for young people to explore and develop their leadership potential

# From the Editorial

## *Message from the Editor*



This is the year of "Evolution" for AIESEC in IUB Communications Department. The department has accomplished a lot this year and many of which are "first-time" in the history of this Local Committee, starting from social media, external seminars, external partners, media apperances, website, enewsletters to this Annual Report. Welcome to the first Annual Report of AIESEC in IUB!

Publishing an annual report gives me a sense of pride that we are not only recording in the history the accomplishments of AIESEC in IUB that we have in our term but also making our stakeholders aware of our activities. The contents of this publication highlights the brand experience of our organization by which we want our stakeholders to associate with AIESEC. We are the world's largest student run organization and we activate leadership, are youth-driven, embrace diversity, connect high-profile people throughout the world, strive for excellence, enjoy participation, demonstrate integrity and act sustainably.

When I take a look at past one year of AIESEC in IUB, I see growth and achievement. Our ventures into newly unlocked areas and taking initiatives when opportunity arised has resulted in the development of this Local Committee. Our strong branding and promotion made us the first choice for activating youth leadership in our university, as AIESEC has become one of the most active student bodies. Our ventures into small social initiative has given our members an opportunity to have issue based experiences. We lived an amazing experience, an AIESEC experience!

In this "tech-savvy" generation, publishing this Annual Report, takes us one step ahead of archiving information. AIESEC International has their 62 years of archival and I can only hope that AIESEC in IUB has taken the initiative and will build upon it in the future. I wish that this will be the first of many upcoming Annual Reports.

I feel enthralled and take pride to become the first Vice President, Communications in the history to publish an Annual Report. Thank you for supporting AIESEC throughout the year. I hope you will enjoy it as much as I have enjoyed crafting it. ***Au Revoir!***

**Hossain Shahriar**
Vice President, Communications
AIESEC in Independent University, Bangladesh

**Editor**
**Hossain Shahriar**

**Assistant Editor**
**Ali Iqbal Murshed**

**Design & Layout**
**Hossain Shahriar**

**Publication Team**
**Hossain Shahriar**
**Ali Iqbal Murshed**
**Zaima Ahmed**
**Asif Md. Ishtiaque Bhuyan**

**Contributors**
**Nazia Sultana**
**Sumaiya Haque**
**Md. Fahim Kabir**
**Kh. Mashfaque Abdullah**
**Nadira Haque**
**Moumita Tabassum**
**Dhansiri Communication Ltd**
**Rubayat Khan**
**Jennifer Hossain**

**Special thanks to**
**Prof. Bazlul Mobin Chowdhury**
**Mr. Hasnain Sabih**
**Nazia Sultana**

AIESEC in IUB

**www.aieseciub.org**
**iub.bd@aiesec.net**

*The Annual Report is distributed to members and partners of AIESEC in IUB. It is edited and published by the Department of Communications, AIESEC in IUB.*

*All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form, or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior consent of the publisher.*

**This Annual Report is a production of AIESEC in IUB 2009-10**

# Contents

| | |
|---|---|
| Message from the Vice Chancellor | 3 |
| A Letter from the President | 4 |
| AIESEC in Independent University, Bangladesh | 5 |
| The AIESEC Way & The AIESEC eXPerience | 6 |
| The AIESEC 2010 Performance Report | 7 |
| Talent Management | 8 |
| Incoming Exchange | 9 |
| Celebrating Seven Years of AIESEC in IUB | 10 |
| Outgoing Exchange | 12 |
| Communications | 13 |
| Meet the Leaders 2010 | 14 |
| Leadership Forum 2010 | 15 |
| Conferences | 16 |
| Issue Based AIESEC eXPeriences (IBXP) | 17 |
| The Executive Body 2009-10 | 18 |
| Telling Our Story! | 19 |
| Financial Report 2009-10 | 20 |

# Message from the Vice Chancellor



Having been a part of the ones responsible for bringing AIESEC to IUB, it has given me great pleasure to see the organization continuously grow and become such a significant asset to the University. I have observed AIESEC in IUB closely since the beginning and pleasantly surprised by the variety of activities it has been involved in and how successfully it has been instilling within students the vital professional characteristics and motivation that are key aspects for future leaders of the society. I am impressed by the level of passion and dedication with which the members of this organization have functioned so far. AIESEC's ability to empower students into taking up leadership opportunities and nurturing their untapped leadership potentials has helped IUB in producing some of the most talented individuals. From my observations, I can say that the students who have been members of AIESEC have demonstrated a high degree of responsibility and skills of leadership in many areas of their lives and have not limited themselves to AIESEC forums only.

Seeing AIESEC in IUB today in its full form has filled me with happiness and I take great pride in the students who represent this organization and are constantly working to take it up to a higher level. I wish each and every member of AIESEC in IUB all success in their future endeavors.



**Prof. Bazlul Mobin Chowdhury**
Vice Chancellor
Independent University, Bangladesh

## *The Vice Chancellor awarded Certificates of Appreciation to members of AIESEC in IUB*







The Vice Chancellor of Independent University, Bangladesh, Prof. Bazlul Mobin Chowdhury, awarded certificates to students from AIESEC in IUB to appreciate their participation in Coastal Cleanup in Cox's Bazaar. The Coastal Cleanup was organized by AIESEC in IUB on 16th December 2009 to celebrate the Victory Day through Volunteerism.

Around thirteen members of AIESEC in IUB were present in the certificate giving ceremony. The Vice Chancellor awarded certificates of appreciation to these enthusiastic members of AIESEC and encouraged them to continue such endeavors in the future by taking part in social expressed his appreciation that AIESEC in IUB, being the youth, are taking initiatives for making a positive impact in the society. And in this way they can develop not only leadership but also sustainability in the future. The award giving ceremony was organized by the Office of Career Guidance and Placement (CGP), Independent University, Bangladesh. Officials from the CGP, Mr. Mizanur Rahman and others were present in the event.

# A Letter from the President





## A Journey into a new Paradigm

In July 2009 we started looking at what this year needs to be for AIESEC in IUB - the answer was achievement. 2009-2010 saw a new term of pioneers lead AIESEC in IUB. AIESEC in IUB 2009-2010 demanded that this term be led by people willing to accept high risk and open a new trail to the future. We, the AIESEC in IUB executive body, put the new paradigm into practice; we trekked into new territory and mapped it out. We are leaving strong roots that will support faster and more vibrant growth for years to come.

We ventured into the arena of offering our members the possibility to live their AIESEC Experience around issues and topics relevant for their communities; increasing our link to the leadership needs in our society. This not only increased the competencies in our members but the recognitions by our external stakeholders encouraged us to do more.

> *Thank you for working for AIESEC in IUB, with AIESEC in IUB and through AIESEC in IUB to make our vision - The Olympian's vision - a reality and creating a broader platform for AIESEC in IUB to grow and have an impact in the society.*

Bold steps have been taken to bring together almost 6 years of AIESEC in IUB alumni, which will give the Local Committee the possibility to capitalize on their support and learn how their AIESEC career supported them to become agents of positive change in their communities.

We finish our period in light of growth and ensuring a pipeline of internships and members available in our exchange system to continue increasing the volume of exchange experiences we offer in the incoming term.

The implementation of the database management systems and campaigns to improve internal branding ensured that our internal culture was strengthened making us proud to be AIESECers. The increased number of brand strengthening media appearances and the events reached out effectively to our external stakeholders. Our stakeholders, both internal and external, were proud to be related with our local committee, thus increasing the number of supporters willing to be associated with us.

The creation of the Board of Advisors, the adoption of a Local Committee Compendium, and the strengthening of the structures that ensure transparency and accountability of our activities comprise the platform that supports our Local Committee to become the thriving community of learning where our members complete their AIESEC Experience.

The creation of the Board of Advisors, the adoption of a Local Committee Compendium, and the strengthening of the structures that ensure transparency and accountability of our activities comprise the platform that supports our Local Committee to become the thriving community of learning where our members complete their AIESEC Experience.

The achievement path we have taken this year was a bold and courageous stand. It was not an easy one, but most importantly it was the right one to kick off a great base for the next year, and show them that 2010-11 is in the right path to take to bring results. I would conclude by saying - thank you for working for AIESEC in IUB, with AIESEC in IUB and through AIESEC in IUB to make our vision - The Olympian's vision - a reality and creating a broader platform for AIESEC in IUB to grow and have an impact in the society.



**Nazia Sultana**
Local Committee President 2009-2010
AIESEC in Independent University, Bangladesh

# The AIESEC Way

## What is AIESEC?

*AIESEC is a global, non-political, independent, not-for-profit organization run by students and recent graduates of institutions of higher education.*

*Its members are interested in **world issues**, **leadership** and **management**.*

*AIESEC does not discriminate on the basis of race, colour, gender, sexual orientation, creed, religion, national, ethnic or social origin.*

## Our Impact

*Our international platform **enables** young people to explore and develop their **leadership** potential for them to have a **positive impact** in society.*

## What We Envision

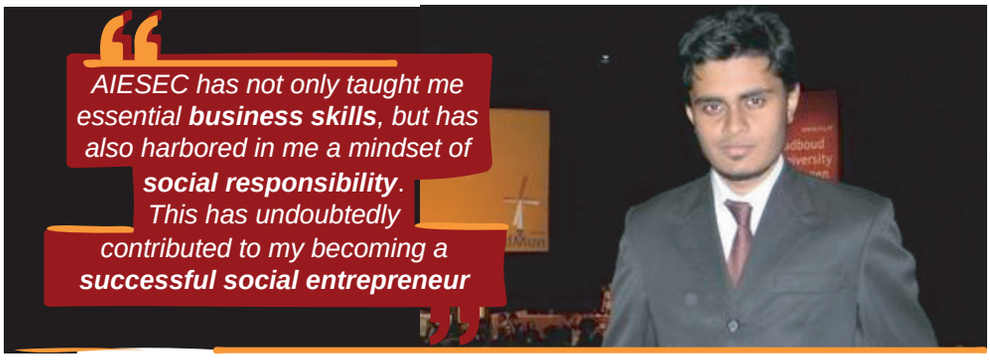
*Peace & fulfillment of Humankind's Potential*

## The Way We Do It

*AIESEC provides its members with an **integrated development experience** comprised of **leadership opportunities**, **international internships** and a participation in a **global learning environment**.*

## Our Values

*Activating Leadership*
*Enjoying Participation*
*Striving for Excellence*
*Demonstrating Integrity*
*Living Diversity*
*Acting Sustainably*



*AIESEC has not only taught me essential **business skills**, but has also harbored in me a mindset of **social responsibility**. This has undoubtedly contributed to my becoming a **successful social entrepreneur***

I am an AIESEC alumnus

Rubayat Khan, Bangladesh
Country Director, ClickDiagnostics Inc. (US-Based Global m-Health Company)

# AIESEC in Independent University, Bangladesh

*AIESEC, the world's largest student run organization, is the international platform that enables young people to explore and develop their leadership potential. Present in over 107 countries, 1,700 universities with over 50,000 members, AIESEC offers unparalleled leadership development experiences to its members and creates a network of global change agents that have a positive impact on society. Its members are interested in world issues, leadership and management. AIESEC's innovative development process consists of unmatched leadership experiences, international opportunities and a global learning environment. By making the members tp get involved in international internships and youth-development based conferences, AIESEC provides the youth an opportunity to develop their professional skills and equip them with the components essential to their survival in today's competitive world.*

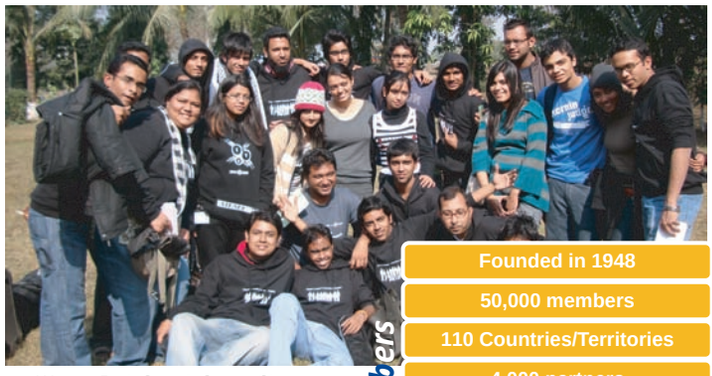
## A look into AIESEC in IUB

AIESEC was founded in 1948. AIESEC in Bangladesh obtained its full membership status in the International Congress 1999 held in Durban, South Africa. It comprises of four local chapters. Founded in 2003, AIESEC in Independent University, Bangladesh is the third local chapter of AIESEC in Bangladesh.

Since then AIESEC in IUB have been delivering many life changing experiences and developing the youth into responsible leaders. This year AIESEC in IUB is celebrating its 7th year anniversary in the AIESEC network. With over 50 exchanges to its name, AIESEC in IUB has facilitated the exchange of IUB students to countries such as India, Russia, Malaysia, UK amongst others and has accommodated incoming trainees from Australia, Austria, Canada, Columbia, Czech Republic, Denmark, England, Germany, Hong Kong, Japan, Norway, Netherlands, Singapore, Sri Lanka, Switzerland amongst others.

Since its establishment, AIESEC in IUB has participated in many national and international conferences to train and develop its members. Some of the national meetings include National Leadership Development Seminar (NLDS) 2004, 2007, 2009 and recently 2010, National Strategic Conference 2005 and 2008, Annual Partners' Meet 2006. Some of the international meetings include Millennium Conference 1999, Heroes Conference 2008 and Asia Pacific Exchange Leadership Development Seminar (APXLDS) 2005, 2007, 2008. AIESEC in IUB has also taken part in the biggest conferences in AIESEC; The International Congress (IC) 2005 in India, 2008 held in Sao Paolo, Brazil and the International Congress 2009, held in Kuala Lumpur, Malaysia.

AIESEC also continually works with various issues and projects. Very recently, a project aimed towards HIV/AIDS awareness was organized with the support from Standard Chartered Bank. Moreover, few more projects include facilitating opportunities for street children. AIESEC in IUB recently organized a Costal Cleanup in Cox's Bazaar, a Cervical Cancer Campaign with GlaxoSmithKline and an Autism Awareness Campaign to create a drive and making positive impacts in the society.



*We are Fast, Smart, Savvy, Strong.*
*We are AIESEC in IUB!*




**AIESEC in Numbers**

- Founded in 1948
- 50,000 members
- 110 Countries/Territories
- 4,000 partners
- 8,500 Leadership Positions
- 7,500 International Internships
- 1,700 universities
- 470 Conferences
- 800,000 Alumni
- 800 Local Committees
- 6 Growth Networks

## Live the AIESEC eXPerience

What makes AIESEC unique is the youth driven impactful experience that it offers to its members. AIESEC is run by youth for youth, enabling a strong experience to all stakeholders. An AIESEC experience includes being a part of a global learning environment, leadership opportunities and international internships.

**Be a citizen of the world!**
Taking up an internship or professional international exchange is the most intense learning experience that AIESEC offers and links together our global network. Each year, we provide over 7,500 AIESEC members the challenging opportunity to live and work in a foreign country in areas of management, technology, education, and development.

**We believe in your potential!**
In AIESEC, we see that the world needs leaders who are entrepreneurial, culturally sensitive, socially responsible and an active learner. One of the best ways to develop what it takes to be a leader is to take up one of 8,500 leadership roles involved in running AIESEC, at local, national, regional and global scale, as well as trainings in soft skills and functional areas in over 470 conferences and thousands of activities each year. In AIESEC we believe in your talent!

**Get the experience and skills that matter today!**
The AIESEC platform is an unique environment that helps people to discover and develop their potential and also creates opportunity for development of defined leadership competencies. You can benefit by being a part of AIESEC's global -virtual and physical- learning environment!

# The AIESEC 2010 Performance Report

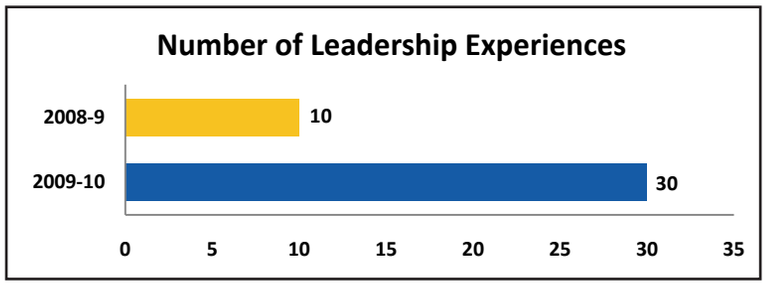
In 2005, AIESEC International set a long term vision of 5 years in order to drive the growth of the organization. The vision was generated based upon the overall performance of the members worldwide at the time and AIESEC International's urge to see how AIESEC could look if the members were living life changing experiences everyday and to provide a solid direction towards ensuring consistent growth for the future.

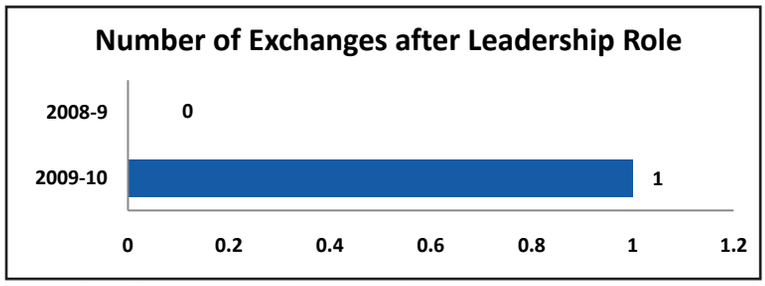
Aligned to the vision of AIESEC 2010, AIESEC in IUB had set specific goals with a focus on improving the quantity of exchanges, members, leadership experiences and exchanges after leadership role. In 2009-2010, AIESEC in IUB has had an impressive level of impact in the almost all areas. In terms of exchanges realized this year, AIESEC in IUB had taken steps towards diversifying its member base and focusing on international cooperation. AIESEC in IUB diversified its membership profile to include students from social science and media & communications background. Unfortunately AIESEC in IUB was not as successful in realizing its exchanges compared to last year, facing a sharp fall of around 42%, mainly due to some external shocks that came from the global economic depression that occurred at the time.

This year the Incoming Exchange (ICX) department made some daring ventures into new organizational markets in order to attract prospective Trainee Nominees (TNs). The number of members recruited in total this year has been the record highest in AIESEC in IUB history so far, the number of AIESEC members grew by approximately 122% compared to the same period last year.

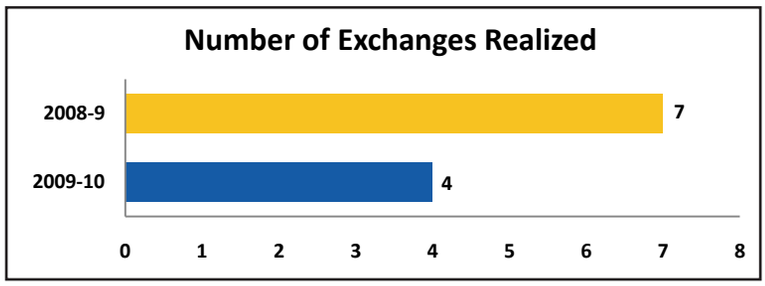
This year AIESEC in IUB has been successful in its endeavor to create a proper organizational structure through which its members will be able to fully live through the AIESEC Experience. Changing the structure of the Local Committee (LC) has led to growth because more members were easily accommodated into the organization and there were creation of more leadership opportunities. This year some of the key success factors of AIESEC in IUB that contributed to the organizational growth have been the creation of several new leadership opportunities for continuous member involvement (The provision of Leadership experiences this year has increased 300% in comparison to the same period last year), proper implementation of talent in the work-field, and meticulous succession planning.

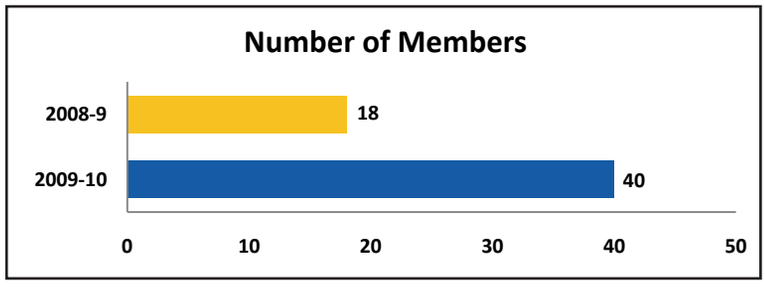
There has been a growth in the number of exchanges after leadership role (X+L) this year as a result of constant promotion activity conducted in a joint effort by the Outgoing Exchange (OGX) and the Communications departments. The progress of the set goals amongst the various Local Committees around the world is monitored through our online communication platform, MyAIESEC.net. Local Committees are ranked based upon a Measurement of Success (MoS) created by AIESEC International. The quality of experiences provided by a certain Local Committee is measured based upon stage satisfaction surveys filled out by members at the completion of each experience gained, and exchange quality measurement surveys filled out by Exchange Participants (EP).



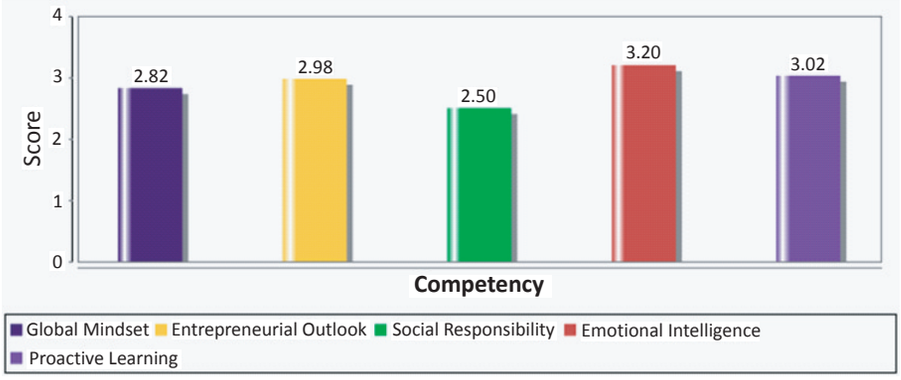


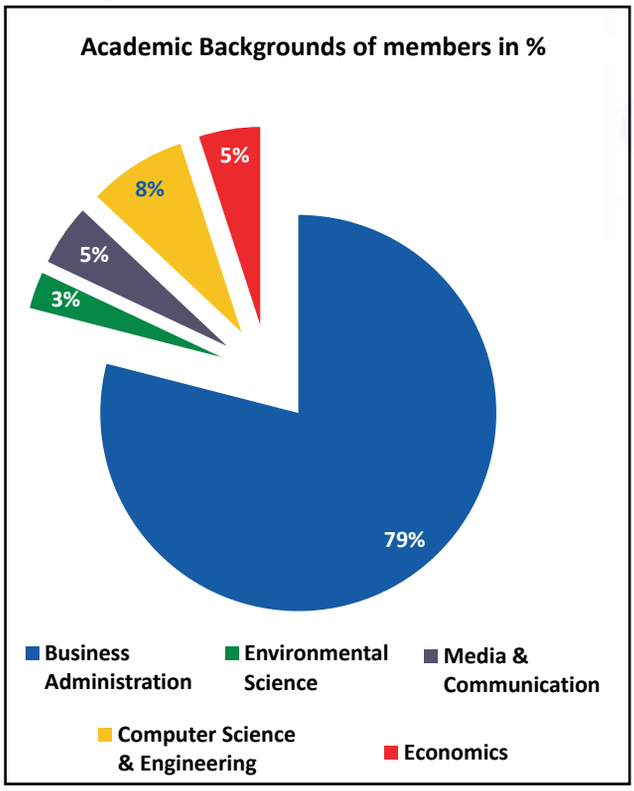



# Talent Management

## Competency Development of Members of AIESEC in IUB



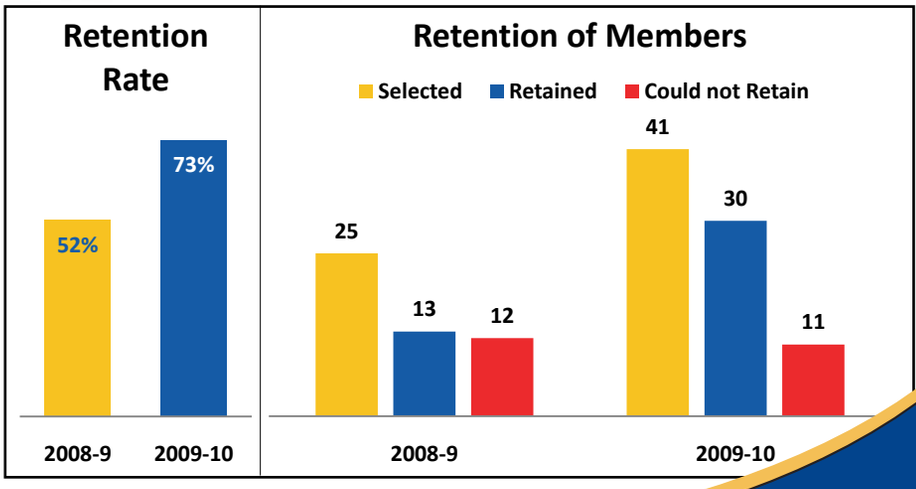

The journey of an individual in AIESEC transforms them into a change agent to have a positive impact in society. Through the AIESEC Experience an individual develops 5 competencies i.e. Global Mindset, Entrepreneurial Outlook, Social Responsibility, Emotional Intelligence and Proactive Learning. These competencies are rated on a scale of 4 though the Global Competency Assessment Tool to analyze the development of members of AIESEC in IUB and the results of the total members are taken to understand to development needs of the local committee. This year due to the immense increase in opportunities in the local committee, AIESEC in IUB scored highest in Emotional Intelligence and Proactive Learning. However, AIESEC in IUB needs to work in providing more opportunities to members to help them develop a Global Mindset and Social Responsibility. Although initiatives were taken to develop the members this term, the next term has more activities in the pipeline to help the members develop the competencies.




## Recruitment 2009

AIESEC in IUB has accomplished two successful Recruitments in 2009, where in total 41 members were selected. The process started when the applicants filled out application forms and on the basis of their form, they were called up for the Team's Day, where they were assessed and evaluated on the basis of their performance in team, presentation and active participation. Both the recruitments saw Team's Day after weeks of promotional campaigns throughout the university campuses. The main aim of the Team's Day was to invite the applicants and give them a brief firsthand look into what AIESEC is all about. Throughout the entire day, various activities were set up to evaluate the potential members in terms of aspects such as individual and interpersonal communication, leadership capabilities, crisis management, and creative thinking. After an interview the members were successfully selected. The whole Recruitment processes were facilitated by the Executive Body team of AIESEC in IUB.


*AIESEC in IUB Team's Day 2009*



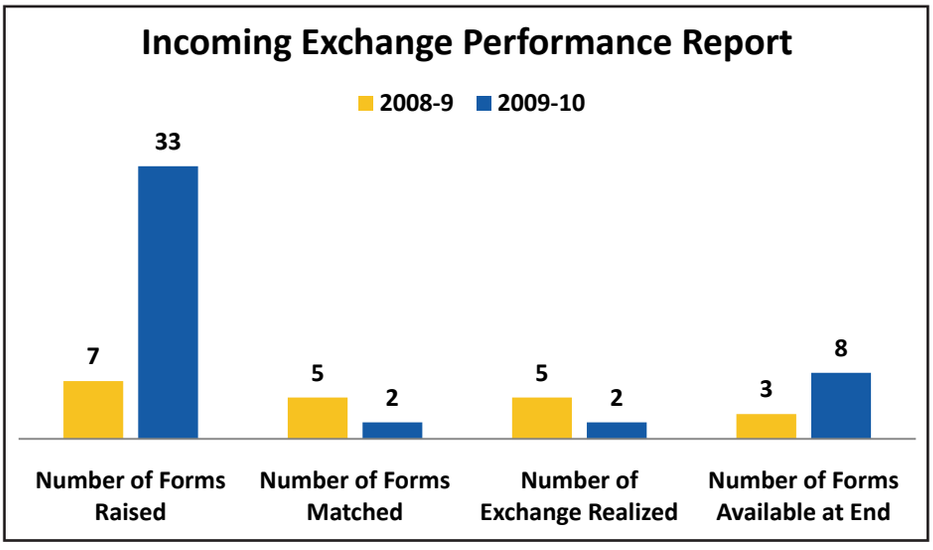
# The Department of Incoming Exchange (ICX)

With AIESEC's global internship program, Organizations attract not only the top foreign students of the world but also builds employer brand especially to the youth. Different jobs are raised in companies and NGOs, who participates in this program by partnering with AIESEC IUB, which enable them to access a pool of highly qualified talented trainees with diverse backgrounds from over 107 countries of the world. Depending on the requirements of a company, AIESEC provides access to international Talent that can be students, recent graduates and young professionals with work experience. Our Global Professional Exchange Program is the most effective and direct way to access young AIESEC talent and also sourcing high-profile international talent for permanent placements and building desirable employer brand. More than 4,000 organizations are partnering with AIESEC. AIESEC's unique network offers unique opportunities for organizations to co-operate with AIESEC and obtain value.

In 2009-10, The Department of ICX started with a bang, the Vice President ICX have alone raised 25 forms in a span of two-weeks time, which is highest in AIESEC Bangladesh history. AIESEC in IUB have raised positions over the year in Dhansiri Communication Ltd., Center for Natural Resource Studies (CNRS), Adcom, Ishmam Ousourcing Solutions (IOS), Call South Asia, TriStar Media, AMZ Holdings Ltd, Hello Network.








***Our Global Partners***

Some of our global partners are Microsoft, PriceWaterHouseCoopers, Standard Chartered, DHL, Unilever, Cadbury, Alcatel Lucent, Tata Consultancy Services, Electrolux , Artemisia, AB InBev, Bridgestone, UBS, ISB and many more.

***Some of our Local Exchange Partners***

DHANSIRI media production house

CNRS

AMZ Holdings Limited

IOS

Call South Asia

HELLO NETWORK

*Our **partnership** with AIESEC provides us with the opporunity to **access** and **recruit** **talented young** people from around the world. It gives us **recognition** as a **major employer** in Bangladesh, increasing our **visibility** and allows us to have **cultural diversity** and make a **positive contribution** for the society.*



DHANSIRI media production house

I am an AIESEC partner

Shomi Kaiser
Dhanisiri Communication Ltd

# Celebrating seven yea




Social Media Award 2010




Annual Partner's Meet 2006




Presidents 2005-6, 2006-7, 2007-8



Heroes Conference 2008, India



International Congress 2009, Malaysia




LCVP Finance from USA as CEED in 2009-10




Presidents 2009-10, 2008-9, 2005-6, 2007-8



Annual Dinner 2009

# rs of AIESEC in IUB



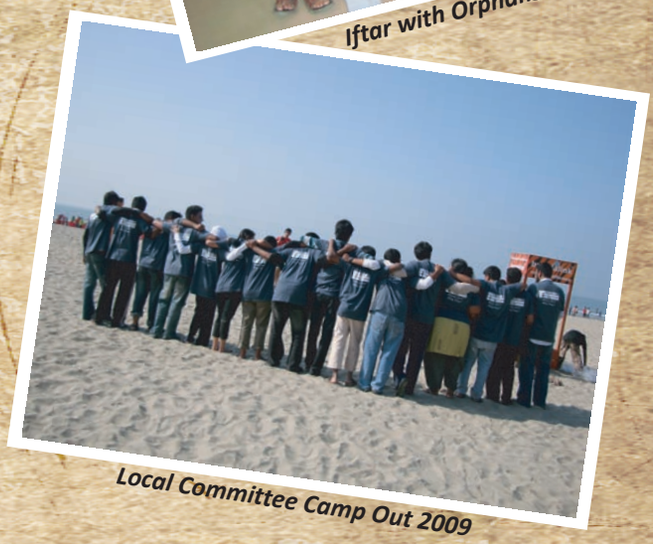

Meet the Leaders 2010



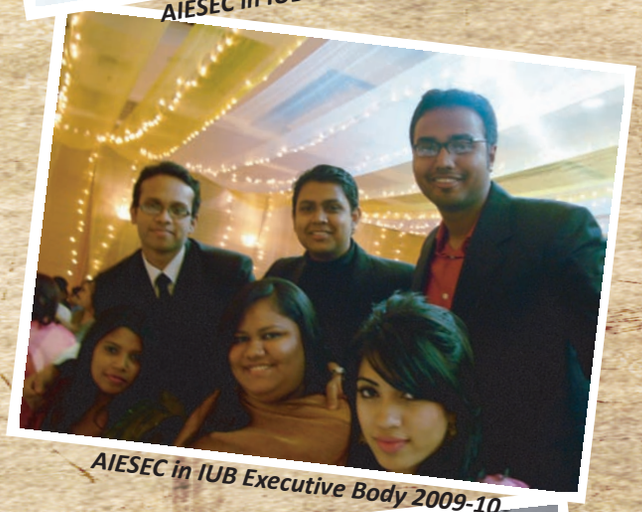
Iftar with Orphans 2009



AIESEC in IUB Team's Day 2009



Local Committee Camp Out 2009



AIESEC in IUB Executive Body 2009-10



AIESEC in IUB Executive Body 2008-09




AIESEC in IUB Executive Body 2007-08

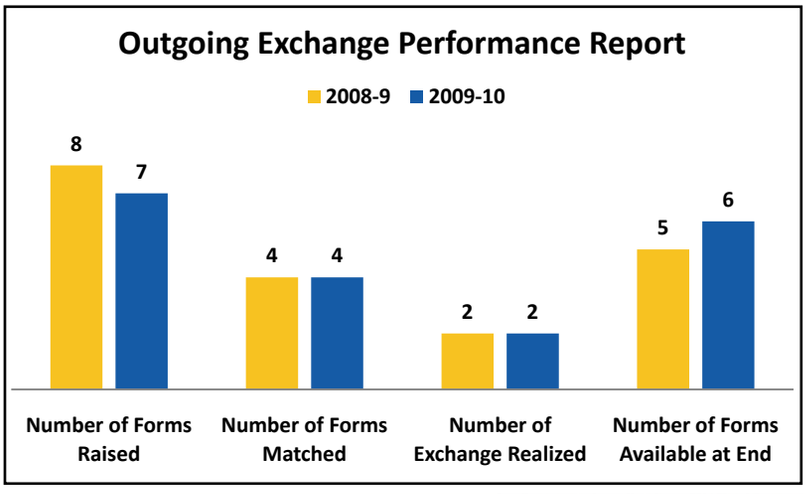


AIESEC in IUB Executive Body 2005-06

# The Department of Outgoing Exchange (OGX)

The term 0910 for the Department of OGX began with great expectations of successfully accomplishing the maximum number of exchanges in the history of the LC till date. A smooth beginning and a new team formation through pocket recruitment, back in July, gave Md. Fahim Kabir the needed confidence to achieve the expected success of OGX. The small group of OGXer's began their learning process, not only of exchange but about personal development & leadership skills.

By the end of August, the Department of OGX enlarged in size after the new recruits joined in the Local Committee (LC) and the department began its second phase of journey with a complete team of 7 members. The first time experience with exchange for any of the OGX members was through the Global Internship Program Campaign 2009 in October.. Marketing the Global Internship facility expanded its horizon, and this year SLASS was exposed to its amazing opportunities for the first time besides the usual floors of School of Business and School of Engineering & Computer Science. This approach seemed quite a break though, as now opportunities for Development Traineeship (DT) within the LC have opened up immensely. Later in January, a very well ascertained Information Seminar (IS) was arranged for the finally selected Exchange Participants (EP), all of whom are highly qualified in their own respect. All in all five more students took up the opportunity to be part of our Exchange Program.




With quality EPs in hand, it seemed like a matter of time before most would be successfully matched. Although, luck didn't favor much; as within a year's time it seemed foreign Trainee Nominees (TN) had raised their expectation level way too high for Bangladeshi students to qualify. Specifically Management Traineeship (MT) TN's became more contingent in their language, zonal and qualification preferences. Bangladeshi MT EPs became more difficult to match than ever before. However, things looked up when Jennifer Hossain and Sunzir Ahmed, two of the DT EPs, were successfully realized in January. Internship in Malaysia for both the EPs was indeed a life changing experience, both for the EPs and the EP manager himself.

In terms of exchange, the term may not have been as satisfying as was expected but the focus was not only in terms of success measured. The department has excelled brilliantly in giving AIESEC IUB some wonderful members two brilliant individuals as the Local Committee Vice Presidents for the upcoming year. An amazing year has passed by and the Department of OGX has performed admirably and has been successful to give amazing experiences to its members and EPs. For the Vice President it was roller coaster ride, but never the less he lived up to his words, it was "an Experience of a lifetime".

## *Global Internship Program Campaign 2009*



*AIESEC helped me to develop **intercultural awareness** and **competence** through reflection on the experiences of working abroad. By working with a **HIV/AIDS project** in Malaysia, I was able to gain **teamwork**, **leadership**, **self-confidence** and **responsibility**.*



I am an AIESECer

Jennifer Hossain, Bangladesh
Internship in Malaysia

The global internship program offered by AIESEC, and facilitated by a vast global network, is one of the most significant learning experiences being provided by any organization in the world. Each year 7,500 university students and recent graduates are provided with the opportunity seek job opportunities in a foreign country in four general fields of work: **Management** (internships focused upon general business areas like marketing, management, HR etc), **Technical** (internships focused upon areas involving engineering and IT), **Development** (internships focused upon community and social development related areas) and **Educational** (internships focused upon the teaching and educational sector).

# The Department of Communications

In this term, the Communications department of AIESEC in IUB flourished and have taken the Local Committee (LC) to a new level of heights. In order to realize the AIESEC 2010 global vision incorporated along with the LC goals, internal and external brand positioning was one of AIESEC in IUB's key focus areas for this year. Our innovation reflected in crafting of a variety of promo starting from logos, posters, banners, brochures, video presentations, merchadises to promotional Trainee Information Packet for potential trainees coming to Bangladesh. Undoubtedly this year has seen the communications department of AIESEC in IUB perform beyond expectations and establish a certain set standard base upon which to further develop in the future.

## Brand Implementation and Management

The Communications Department ensured that all the stakeholders of AIESEC in IUB receives proper messages and live a proper brand experience as they interact with AIESEC. Because of a positive internal and external branding and ensuring correct positioning, the brand image of the organization has improved, increasing brand visibility amongst the stakeholders. This year the communications department has conducted vigorous branding activities to ensure that AIESEC is considered as the number one students' choice within IUB by communicating the benefits that come with joining the organization.

## External Relations

AIESEC in IUB has fostered and developed amazing relationships with its stakeholders. For the first in the history, AIESEC in IUB organized Meet the Leaders 2010 and Leadership Forum 2010 (two external seminars/events), to improve external brand positioning and relationship with stakeholders. Both events garnered a significant amount of attraction towards AIESEC in IUB from external stakeholders, especially the enablers and financial supporters. AIESEC in IUB also has build up proper external relations with several stakeholders. This year we received a major event sponsorship from Praan (Frooto). Also our financial in-kind supporters were Ima Enterprise Ltd, Bio Properties Ltd, East West Service Ltd, People's Leasing & Financial Services Ltd. Other partners were GlaxoSmithKline, Autism Welfare Foundation, etc.

## Public Relations and Media

In an effort to further strengthen the internal and external brand positioning of AIESEC, the communications department has effectively published two consecutive newsletters this term highlighting the entire local committee's activities, which helped us to successfully share our activities with everyone. This year, among many "first-time" history-making achievements, AIESEC in IUB has published an Annual Report and made appearances in IUB website, IUB Update, Independent Chronicle and was also recognized in the AIESEC International eNewsletter for its contribution to the society through Costal Cleanup.

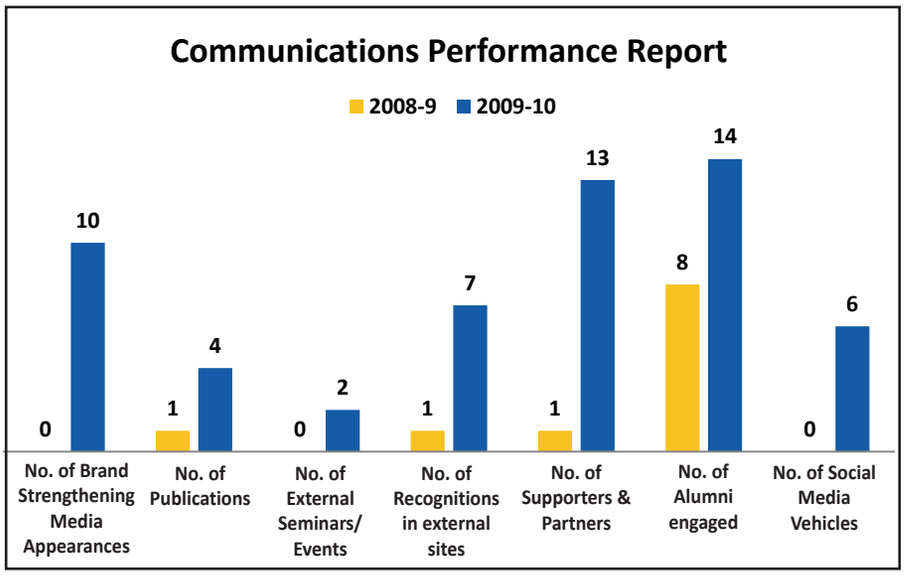
Also this year after several years, AIESEC in IUB has received media appearances. In total AIESEC in IUB had ten brand strengthening media appearances in Channel i, Star Campus (The Daily Star), Radio Today, Radio Foorti and The Daily Independent Bangladesh.

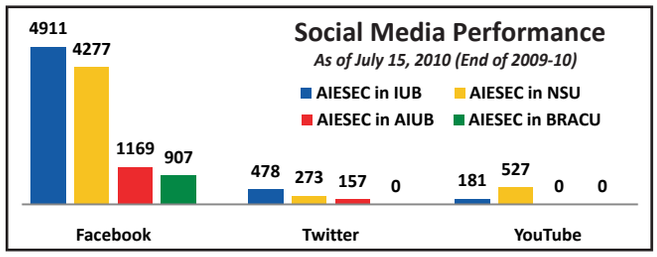
## Internal Branding and Communications

The communications department ensured through all its activities that the member base acquired a strong and firm understanding of the AIESEC brand, by conducting extensive sessions on branding and communications. To ensure internal branding successful campaigns like "my AIESEC eXPerience" have been carried out. The department have also crafted and promoted the use of AIESEC merchandises such as t-shirts, notepads, folders, etc. The use of myaiesec.net tools and online platforms such as MSN Groups has also effectively helped to ensure effective internal communications. Departmental members were heavily motivated because of the variety of opportunities provided to them throughout the year in order to keep them engaged consistently.

## Web and Information Management

Another highlight for this term's communications department is the creation of a local committee website, which can be visited at www.aieseciub.org. AIESEC in IUB has also been the pioneer in AIESEC Bangladesh to become the first Local Committee to make use of Social Media (Facebook, Twitter, Linked In, YouTube, Flickr, Blog).




This year the Communications Department has created AIESEC in IUB Database Management Systems (DBMS), a tailor-made complete software solution for effective Information Management of Members, Alumni and Partners. The Database contains detailed and comprehensive information of all the entities of AIESEC in IUB. It works not only as an information management tool but also for tracking performance and experience.
We have also created our own wiki this year in myaiesec.net.

# Meet the Leaders 2010

For the first time in the history, AIESEC in IUB organized "Meet the Leaders". This year, the theme was "Connecting Youth to Leadership". Meet the Leaders (MTL) is a formal occasion organized by AIESEC, where established leaders in the corporate, not-for-profit and social sectors of Bangladesh are invited to share their leadership experiences and enrich the young minds with information on leadership skills. Meet the Leaders is an opportunity to connect talented and motivated university students and recent graduates with inspiring and successful leaders. It provides a platform for the youth to showcase the values and challenges of successful leaders. The event was focused on entrepreneurship in terms of society, globalization, sustainability, economy and environment. The purpose of the day was that students should have a clearer insight about leadership alongside inspiration, guidance on how they can develop their own potential.

A team of young, dynamic and highly energetic AIESECers from IUB went through two months of sheer struggle to put together a day of success for all. The chief guest, Prof. Bazlul Mobin Chowdhury (Vice Chancellor, Independent University, Bangladesh), guest speakers, Hossain Khaled (Director of Anwar Group of Industries), Rubaba Dowla (President of Bangladesh Badminton Federation) and Syed Munir Khasru (CEO of e.Gen Consultant Ltd. and IBA Professor) illuminated the occasion with thier words of wisdom, their values and experience. The audience, full of aspiring leaders, impressed the guests with their indepth questioning of how to strenthen the foundation of their future through the streamline set out by the leaders themselves. The guests seemed to have the equal amount of enthusiasm sharing their knowledge and expertise in hopes of preparing the leaders of tomorrow for the betterment of the society. AIESEC in IUB had the advantage of hosting an event that momentarily changed lives.

Prof. Bazlul Mobin Chowdhury welcomed the speakers and expressed his feelings towards AIESEC in IUB. He appreciated the beauty of this organization and the opportunity it provides. He differentiated AIESEC and mentioned how close it is to his heart. The Vice Chancellor also appreciated the AIESECers who went for international conferences and met people from 110 countries of the world and many top leaders from global companies around the world. He also articulated his delight about AIESEC members visiting him to thank about the LFE program of IUB, which displays the feelings that AIESECers have for our country. The Vice Chancellor completed his speech with high expectations from AIESEC in IUB, whom he believes are the future leaders.

After an appreciative gesture from the Vice Chancellor, Prof. Bazlul Mobin Chowdhury about the activities of AIESEC and his high hopes from all the students involved with it, he was eagerly submersive into giving up the floor to his counterparts. Syed Munir Khasru was majorly concerned about giving the students a detailed overview of the external factors that greatly affect the career steps to success. Whereas,




Hossain Khaled discussed the inborn qualities of a career oportunist and how to actually work oneself through the hardships of ones own dreams.

One of the major highlights of this year's Meet The Leaders was Ms. Rubaba Dowla, a successful women entrepreneur of Bangladesh. She discussed about women empowerment and opportunities of women entrepreneurship in Bangladesh. The goal was to ascertain that in a country like Bangladesh its time more women come forward and take up leadership role to contribute towards the positive change in the society.

Near the end of the event, Prof. Bazlul Mobin Chowdhury thanked the guests on behalf of AIESEC in IUB with crests for sharing their precious time and wisdom. The entire Local Comittee of AIESEC in IUB presented a crest to Prof. Bazlul Mobin Chowdhury thanking him for his support and appreciation of the event.





25th February was also a day that commemorated the horrifying BDR carbage exactly one year back. The best fit respect was shown by the entire auudience and the guests through a minute silence in remebrance of the great leaders we had lost. With a much needed support from Pran Frooto and many a such well wishers, the event was media supported by the Star Campus, Channel i, Shomokal and Radio Today.

# Leadership Forum 2010

AIESEC in Independent University, Bangladesh (IUB) set another milestone in the history as it took the initiative to organize the first ever "Leadership Forum" on the 6th of April, 2010. This was the second event of its kind this year to be organized by AIESEC in IUB, preceded by the event "Meet the Leaders 2010", which took place almost two months back this year. Just like its predecessor, the Leadership Forum event managed to generate a significant amount of desired attention and hype from university students and an external network; which included a range of renowned social and corporate leaders existing today in Bangladesh. The event took place at the conference room located in the School of Business, IUB, which was the central hub for the general student population in the university and thus the optimal location to hold an event intended for the students. The event was surprisingly successful as the number of students showing interest and attending the seminar was outstanding. The two guest speakers invited for the event were Naveed Mahbub, the country director for Nokia Siemens Network in Bangladesh, and Maurizio de Franciscis, CEO of the social enterprise Global Campus.




Naveed Mahbub started off the program with a casual and friendly introduction about himself and then continuing on to discuss about leadership in context of society and the corporate world. Upon talking to the students who attended the session, it was clear that Mr. Mahbub's session was the most entertaining and managed to hold the attention of the audience thoroughly using his witty and frank approach with the students. Mr. Franciscis' session was, on the other hand, very interactive and "a philosophically enlightening lecture" as quoted from one of the students. Mr. Franciscis was very spontaneous in his presentation as he got everyone, including the technical supervisor, in the room involved in the short exercises he conducted. At the end of the day both individuals were marvelous in their presentations and surely had a large motivational impact upon their audiences, as was evident from the students crowding around the guests to either ask for business cards or finish asking any unanswered questions. Through the event the two entrepreneurs had an opportunity to meet with each other and become closely acquainted.



Overall the event was highly successful in its attempt to stay true to its theme "Showcasing Leadership and Engaging the Youth" and thus managed to effectively create an atmosphere where the youths of tomorrow were presented with the opportunity to interact and learn from the leaders of today. Hopefully AIESEC in IUB will continue to uphold their legacy of organizing more leadership development related events in the near future and continue to provide opportunities for youths in the society to seek positive personal development.




AIESEC offers leadership and learning opportunities to young people keen to acquire the skills and awareness needed to be an entrepreneur today. The experience in identifying potential entrepreneurs has shown that vision; initiative; risk-taking and commitment are crucial attributes for aspiring young entrepreneurs. Working with successful entrepreneurs provides a unique opportunity for the participants to develop these attributes! They can also learn a lot about ethical values and creativity, because it's about entrepreneurs of innovative businesses that are both economically viable and contribute to solving social and environmental problems.

# Conferences

As a part of offering a wholesome development experience to its members, AIESEC has been organizing several conferences in order to train and develop its members since its establishment. AIESEC delivers over 470 conferences at local, national, regional and global level annually. Major international conferences include International Congress, Global Leaders Summit, Exchange Leadership Development Seminars, etc for leadership development, strategy development and building networks. AIESEC in Bangladesh organizes National Induction Conference, National Leadership Development Seminar, National Congress and National Strategic Conference. Locally, AIESEC in IUB organizes Local Induction Conference, Local Congress and Local Committee Transition Conference every year.

## Local Induction Conference 2009



After a rigorous selection process taking place following the candidate interviews, the Local Induction Conference welcoming the new batch of 2009 into AIESEC in IUB was held on 7 November, 2009. At the end of the day the President, Nazia Sultana, gave a final presentation on the AIESEC way of life and presented a short video clip depicting some of the serious global issues towards which "we all should be acting in a sustainable and proactive manner", as stated by the President herself. This fresh new wave of members brought along with them an enthusiastic vibe, which the existing members cultivated and utilized to light up AIESEC in IUB further.

## National Leadership Development Seminar 2010



Since its establishment, AIESEC in Bangladesh has been organizing NLDS every year to enlighten minds and exercise the members' leadership capabilities through practical simulations. AIESEC in IUB proudly represented itself in NLDS 2010, in Elenga, Tangail this year. Throughout the course of the event, members were put through long hours of sessions in which they were explained the various functional areas of AIESEC and the kind of skills necessary that are vital for a member to possess. After the informative sessions, simulations were conducted to allow the members to apply the knowledge they earned from the sessions directly into the work field. The level of enthusiasm among the members was significantly high and there was consistency in their overall performance.

## IC 2009 - A life changing experience

***by Nazia Sultana***

The International Congress (IC) 2009 was hosted in The Palace of the Golden Horses, Kualalumpur, Malysia. 800 delegates from 110 countries, with 200 alumni and over 20 companies and organizations took part as externals. Another 1500 people from all over the world took part in the IC live, an online platform which broadcasted live sessions. The objectives of the sessions were to make today's youth aware of the current issues of the world and how can we have our impact to make a positive change in our surroundings.



One of the highlights of this year's IC was the Global Youth 2 Business Forum. These were small workshops taken by various companies notably DHL, PwC, Artemesia, Cadbury, Electrolux, ABInbev, Standard Chartered Bank, Alcatel Lucent, Canon, Dell, Unilever, and Tata Consultancy Services. They spoke about Labor mobility and diversity, Climate change and Sustainability and Entrepreneurship. I had the privilege to meet topnotch global leaders who are working to create a positive impact in their surroundings like PwC, DHL and Cadbury's projects in Africa, Cannon's projects in Asia and most importantly Artemesia's social entrepreneurship projects all around the world.

My life changing part from this conference was being able to share my thoughts and ideas with youth from over 110 countries. All of us came from different cultures, backgrounds and it was experiencing diversity at its best. Getting to know the realities of a lot of African countries and their passion to create a positive change made me realize that I have a role to play in my country. I will cherish this experience and knowledge for the rest of my life.

# Issue Based Experiences (IBXP)

There have been several issue based experiences (IBXP) initiated through joint efforts and enthusiasm of the members of AIESEC in IUB in order to create positive impacts on the society around them.

## Coastal Cleanup Drive

With the message "Celebrating Victory through Volunteerism", AIESEC in IUB organized a coastal cleanup in Cox's Bazaar, on the Victory Day, to commemorate the spirit of the freedom fighters with actions of community service to liberate against the many difficulties we are facing today. A delegation of around 20 people from AIESEC in IUB cleaned the beach for two hours, with the help of the local salespeople on the beach whose immense support helped us find the areas filled with litter. The enthusiastic participants also encouraged the tourists and the locals to use the garbage points situated in the beach.

The most common type of garbage found in the beach were cigarette buds, nutshells, polythene, papers, coconut shells, plastic and bottles. Most of the waste we produce on land eventually reaches the oceans, either through deliberate dumping or from fun-off through drains and rivers. This contributes to marine pollution which affects the climate and eventually all the living creatures on earth.

The Coastal Cleanup helped us understand that it is our responsibility to protect our country and the assets for our future generation. An initiative has created a small footprint towards the starting of a revolution of protecting our nation through volunteerism through taking responsibility of our nation. It is our duty to protect this nation and help this nation grow. AIESEC in IUB was proud to be a part of this initiative and will continue to achieve impacts through creating a positive impact on the society.

## Cervical Cancer Campaign

Cervical Cancer is a major cause of death in women around the world. Glaxo Smith Kline (GSK) in collaboration with AIESEC in IUB arranged a seminar on the 11th of March for raising awareness on this alarming issue. AIESEC in IUB vigorously promoted the campaign and the seminar. The campaign and the seminar was a major success, since many female IUB students were enlightened on this issue and were given advice regarding its effective solutions. Psychologists and celebrities shared their experiences and concerns.

## Austism Awareness Campaign

World Autism Awareness Day has been held every year since April 2, 2008. It was designated under by the United Nations General Assembly. Autism is a life long developmental disability that prevents individuals from properly understanding what they see, hear and otherwise sense. This results in severe problems relating to social relationship, communication and behavior. Because people with autism are not physically disabled, they look just like anybody without any disability. Due to this invisible nature is it much harder to create awareness and understanding of this condition. Worldwide, there are over 60 million people with Autism and even more who are undiagnosed or looking for help. The recent World Autism Awareness Day took place on Friday, April 2nd, 2010. The campaign urged people to 'Stand Up for Autism,' and brings together Autism organizations from around the world. AIESEC in IUB collaborated with the Autism Welfare Foundation (AWF) in Bangladesh to launch an awareness campaign within the university premises. The campaign was carried out on a course of three days with the members of AIESEC in IUB organizing films to be shown each day for a certain price charged, for which the funds collected were given to AWF in Bangladesh as donations to support their cause.

## Iftar with orphans

During the holy month of Ramadhan, several orphans from an orphanage joined AIESEC in IUB members in the Independent University. Bangladesh campus, for an Iftar. The members of AIESEC in IUB voluntarily organized this as a charity.









# The Executive Body 2009-10

**NAZIA SULTANA**
President

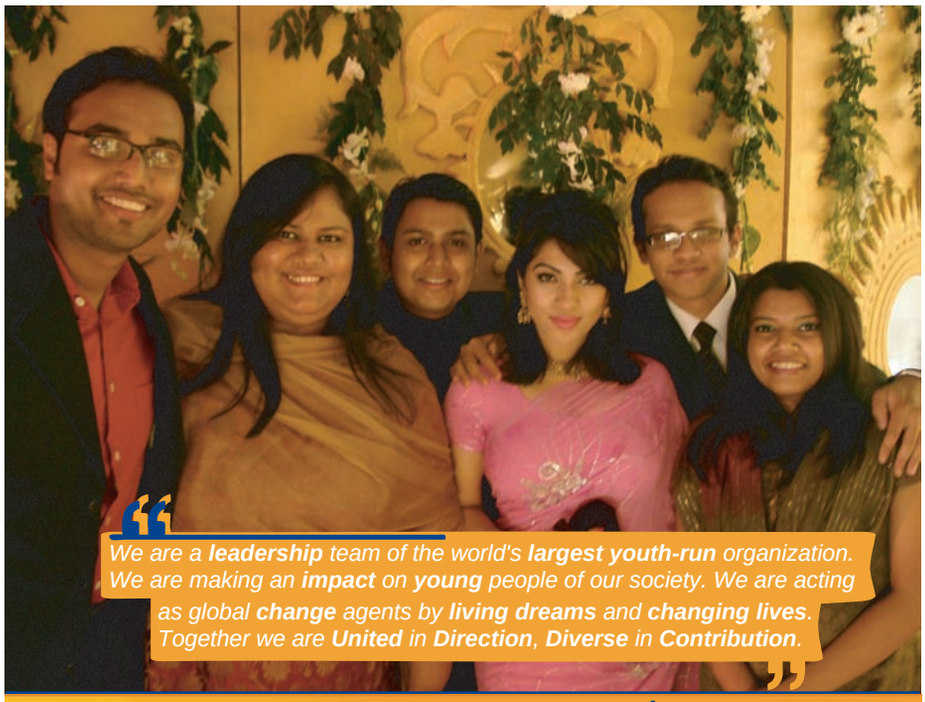
**HOSSAIN SHAHRIAR**
Vice President, Communications

**KH. MASHFAQUE ABDULLAH**
Vice President, Finance & Administration

**ANIKA NOOR**
Vice President, Incoming Exchange & ER

**MD. FAHIM KABIR**
Vice President, Outgoing Exchange

**IFFAT KARIM LUBA**
Vice President, Talent Management









## *Key Achievements of 0910*

o Highest number of raises in the history of AIESEC Bangladesh.
o The only Local Committee to have realized 2 Outgoing Exchanges.
o First local committee to have provided 4 different issue based experiences to its members.
o The only local committee to have received the highest number of media appearances.
o The local committee having the best Communications and Outgoing Exchange Departments in AIESEC Bangladesh.
o Formation of the Board of Advisors and the Local Committee Compendium.
o First Local Committee to publish an Annual Report in the history of AIESEC Bangladesh.
o Acheived the highest retention in the history of AIESEC in IUB.
o First Local Committee to establish social media in AIESEC Bangladesh.
o Organized a Japan Study Tour.
o Provided the Highest Number of Leadership Experiences in AIESEC in IUB history.
o Received Certificates of Appreciation from the Vice Chancellor.





# Telling Our Story!

These are few of the stories of the 50,000 lived each year by members accross AIESEC's 107 country network. We are all students just like others. But being a part of AIESEC has made all the difference. Would you like to live a similar story?

*AIESEC has provided me the opportunity of **leading a team** of **diverse** backgrounds which is extremely **challenging** but on every step it **develops** my **potential**. At the age of 21, I have led a Local Committee comprising of 40 members who made me able to **contribute** to societal **change** while **developing** their own vision and potential for a positive **impact** on society.*



I am an AIESECer

Nazia Sultana, 21
Bangladesh

*AIESEC has been a **life changing experience** for me. It provided me opportunities like leading **people**, **developing** others, organizing events and be a part of different **social** activities. Its massive **network** and **global working condition** has changed my mindset. AIESEC is full of **opportunities**, you just have to grab it. I am proud to be a part of AIESEC.*



I am an AIESECer

Kh. Mashfaque Abdullah, 22
Bangladesh

*In AIESEC, I **rediscovered** myself by **developing** my personal and professional **skills**; I **redefined** myself by **expanding** my horizons **realizing** my **potentials**. I will always draw on the experience, skills and inspiration that AIESEC has provided me to be **agents** of **positive change** within today's society. I made a **difference** to the society by making a positive **impact**!*




I am an AIESECer

Hossain Shahriar, 21
Bangladesh

"AIESEC for me is no longer an organization. To tell the truth it was never an organization for me, it was and it is family."

Raiyan Sabbir

"AIESEC has taught me a lot from the day I got recruited. Still I'm learning from AIESEC. I love AIESEC. I just want to live in AIESEC."

Fahmi Bin Malek

"AIESEC has become a very vital part of my life. I don't know what drives me to pursue AIESEC continuously, but I know that I love it. It has brought out the individual in me."

Ali Murshed

"AIESEC has given me the tool to build my dream, leadership skills, as well as connecting me to a vast international network."

Nazmus Sakib Khan

"AIESEC is all about giving opportunities to develop leadership skills to bring positive impact in society."

Jayenul Kabir

"I'm glad to be a part of AIESEC and feel highly motivated to work here. I am thankful to each and every AIESECers for making it special for me."

Nazia Nazmul

"I learnt many things in AIESEC that I never knew and did many new things. I gained experience and skills that matter today!"

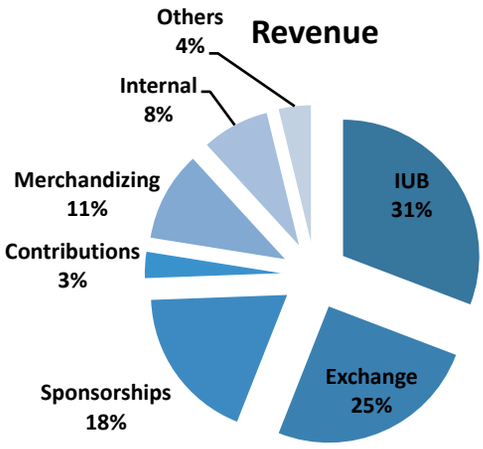
Maksudul Amin

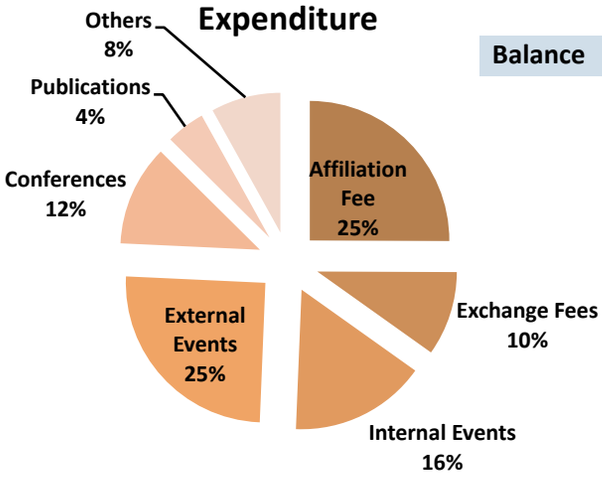
# Financial Report

The AIESEC in IUB team 2009-10 finished the term with a surplus of BDT 6,789.

## Revenue

The major source of revenue have been from the university and facilitating exchanges. Because of partnerships with different companies for external events, this year sponsorships has also been a very good source of revenue. The Department of Communications have consistently designed and produced merchadises, which also generated funding over the year.




| Statement of revenue and expenditure in the operating fund of AIESEC in IUB | 2009-2010 BDT |
|---|---|
| **Revenue** | |
| Balance from last year | 5,914 |
| Independent University, Bangladesh | 63,500 |
| Exchange Management | 52,000 |
| Contribution from AIESEC members for charity | 6,400 |
| Sponsorships | 38,000 |
| Election Candidate Fee | 16,500 |
| Merchandising | 22,000 |
| Miscellaneous | 1,950 |
| **Total Revenue** | **206,264** |
| **Expenditure** | |
| Local Committee Affiliation Fee | (50,000) |
| Exchange Fees paid to AIESEC Bangladesh | (19,500) |
| Recruitments | (16,784) |
| Iftar with orphans | (6,400) |
| Global Internship Program Campaign | (2,830) |
| Leadership Forum 2010 | (3,250) |
| Meet the Leaders 2010 | (46,800) |
| Publications | (9,000) |
| Local Congress 2010 | (5,511) |
| Local Committee Transition Conference 2010 | (23,300) |
| Miscellaneous | (16,100) |
| **Total expenditure** | **(199,475)** |
| **Balance** | **6,789** |

*All of the financial data refer to the period from 1st July 2009 to 30th June 2010*

## Expenditures

A major chunk of revenues were spent in paying the affiliation and exchange fees. Investments in branding and promotions through external events and publications also required huge spending, which generated good returns as well. Funds were also spent in the internal running of the local committee.

The overall financial condition of AIESEC in IUB was deemed satisfactory.

www.aieseciub.org

58, Park Road, Baridhara, Dhaka - 1212, Bangladesh
**iub.bd@aiesec.net**