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Event



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BOM 2011 FINALE

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Of business ideas, prizes and grandeur--these are what the Finale of Battle of Minds 2011(BOM), held on December 22, 2011 was all about. BOM, a brand unknown to no university student today is continuously growing in its size, quality, glamour, prestige, diversity and what the participants bring into it. Participants are now encouraged to apply easily on-line, compete among each other to win a space in the team, do a role play as a consultant with the BATB assessors and to be groomed with interventions relevant to their personal leadership development. Each year, BATB engages students to deliberate on a challenging and exciting theme. The central theme of this year's BOM was Carbon Credit, a highly relevant subject in today's context.

BATB has picked 'Carbon Credit' as main topic for its BOM 2011 semi-final and final case studies. In the semi-final the candidates were given the brief that the government of Bangladesh has noted that there is an untapped opportunity for developing countries to invest in carbon trading. The government of Bangladesh now wants to promote the concept of carbon trading through carbon credits in the country and increase the number of carbon trading projects from two to one hundred and fifty by the end of 2012. For that the

Bangladesh ministry of environment and forest is looking for a consultant to take up the project. Each team is representing a consultancy firm operating in Bangladesh. Based on the initial planning and activities, six teams were selected from the semi-final for the final stage to work more on their plans. In the final stage, the six teams had to come up with a detailed communication and engagement plan for the government to promote carbon credit in Bangladesh. Each team had to present their ideas through a fifteen minute presentation. The judges evaluated the teams on the basis of their grasp of the concept, robustness of the strategy, merit of the plan, confidence and enthusiasm.



The intense question and answer session. COURTESY: MASTHEAD

The jury comprised of Iftekhar Enayetullah, Co-founder and Director of Waste Concern, Moazzem Hossain, Editor, Financial Express, Fazle Rabbi Sadeque Ahmed PhD, Climate Change Specialist, Palli Karma Sahayak Foundation and Syed Imtiaz Faruque, Head of Human Resource, BATB.

Besides the blazing competition between the teams on stage, what was special about the finale was that along with the participants, the judges were highly engrossed and enthusiastic throughout the contest, as if it was some real problem they were dealing with, searching for a feasible yet unique solution from the teams.

Among the six finalists, the first and second runners-up of BOM 2011 were teams from North South University and Khulna University, and the team to win the prestigious title of BOM 2011 was the team from the Management and Business Administration School of Khulna University. Besides winning the trophy, each member of the winning team was awarded an iPad, handed by Arun Kaul, Managing Director, BATB and Kamrul Hasan, Non-Executive Director, BATB.

The winners, Shashi, Arman, Rownak and Nabil, who are currently studying in the last semester shared, "The BOM title is all about being different. By winning the title, we not only gained recognition of our talent and potential, but also feel accepted in the corporate world."

Needless to say, BOM is now a brand that every student aspires to be a part of. BOM and competitions as such not only appraise the students of their knowledge and capacity, but boost up their confidence to face the real challenges awaiting them in the real world of business.

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