SDG AT AIUB

American International University-Bangladesh (AIUB) is committed to achieve the United Nations 17 Sustainable Development Goals through different initiatives. These reports outline year-long different activities, such as research & publications, enhancing social inclusion, encouraging environmental sustainability, partnerships, good governance, and diversity among students and employees as well as its associated mapping to different SDGs.

American International University-Bangladesh (AIUB)

SDG Activity Report - 2022

SDG 5:
Gender Equality

AIUB SDG Activity Report 2022

SDG 5: Gender Equality

American International University-Bangladesh (AIUB) is actively championing Sustainable Development Goal 5: Gender Equality through a series of university activities and faculty research initiatives. With a commitment to fostering an environment of inclusivity and empowerment, AIUB is making significant strides in promoting gender equality within its academic and research spheres.

The university's dedication to gender equality is exemplified by its Certification Program on Women Entrepreneurship, providing a platform for women to develop entrepreneurial skills and pursue their business aspirations. Additionally, the MoU signing ceremony between AIUB and City Alo organized by the Faculty of Business Administration (FBA) signifies the university's efforts to create partnerships that support and empower women in various sectors. The workshop titled "Towards Greater Participation of Women Investors in Bangladesh Capital Market" further underscores AIUB's commitment to enhancing women's involvement in critical economic domains.

In the realm of faculty research and publication, AIUB is actively contributing to the discourse on gender equality through insightful studies. Research papers such as "The Contribution of Remittances on Woman Empowerment in Bangladesh" shed light on the multifaceted ways in which economic factors impact women's empowerment. The study on the diffusion of women entrepreneurship in Bangladesh explores the current landscape, challenges, and opportunities, providing valuable insights for fostering an entrepreneurial ecosystem that is inclusive and gender-responsive.

The faculty's research endeavors extend beyond economic aspects to cultural dimensions, as seen in the study on "Perceptions towards Jamdani Saree: A Study on the Young Female Consumers of Dhaka City." This research not only explores consumer behavior but also delves into the cultural significance of traditional attire, highlighting the intersection of gender, culture, and consumer choices. By addressing such nuanced aspects, AIUB's faculty research contributes to a more comprehensive understanding of gender dynamics in various contexts.

Moreover, the incorporation of gender perspectives in research on COVID-19 and Sustainable Development Goals demonstrates AIUB's commitment to analyzing global challenges through a gender-sensitive lens. This approach ensures that responses to crises are informed by an understanding of how they may differentially impact women and men.

In conclusion, AIUB's endeavors toward SDG 5 are marked by a positive and proactive approach to fostering gender equality. Through university activities that empower women in entrepreneurship and promote their participation in economic spheres, coupled with faculty research that delves into the complexities of women's empowerment and societal perceptions, AIUB is contributing meaningfully to the advancement of gender equality. As the university continues to integrate these principles into its academic and research fabric, AIUB stands as a beacon for promoting inclusivity, empowerment, and gender equality within its community and beyond.

Contents

University Activity

Certification Program on Women Entrepreneurship inaugurated

The Faculty of Business Administration (FBA), American international University-Bangladesh (AIUB), and the City Alo have agreed to collaborate to develop and deliver specifically tailored entrepreneurship courses for women to encourage them for the economic and social development of the country. The inauguration ceremony of the City Alo and AIUB's Certification Course was held on 17 December 2022 at 10:00 am in the Institute of Continuing Education (ICE) of AIUB. The City Alo Certification Course aims to improve the financial literacy of Bangladeshi women so they may better serve their end users both economically and socially. 22 women entrepreneurs registered in the first batch of the certification course are enthusiastic and eager to learn about the various concepts of business. The course will be conducted during weekends (Friday and Saturday) for three hours each day with the duration of one month.

The inauguration ceremony started with the welcome speech of Ms. Nasrin Akter, Head of City Alo-Women Banking. Dr. Khondaker Sazzadul Karim, Head, Department of Marketing and Tourism and Hospitality Management introduced the participants during his speech. The program ended with the vote of thanks by Soumendra Sankar Das, Associate Professor, Marketing Department. Ms. Samia Shabnaz, Senior Assistant Professor, Management Department, along with Md. Tuhinur Alam, Unit Head, City Alo enterprise and his team were also present at the ceremony.

FBA organized MoU signing ceremony between AIUB and City Alo

To encourage women entrepreneurship for the economic and social development of the country the Faculty of Business Administration (FBA) organized and facilitated the signing ceremony between American International University-Bangladesh (AIUB) and City Alo on September 29 at 3:30 pm at AIUB campus premise. City Alo is the dedicated women banking division of the City Bank. Their mission is to empower women by giving financial assistance and support to initiate as well as expand their business. The City Alo Certification Course is an initiative that will enhance the financial literacy of women in Bangladesh which can make a positive contribution to the lives of the end customers – economically and socially. AIUB and City Alo have agreed to work together to create a cooperative environment for developing and conducting specially designed entrepreneurial course for the women entrepreneur. From the date of the signing, the Memorandum of Understanding will remain in effect for a period of one year. Professor Dr. Tazul Islam, Dean of Faculty of Arts and Social Science & Dean in Charge, Faculty of Business Administration of AIUB, and Ms. Nasrin Akter, Head of City Alo-Women Banking signed the MoU on behalf of their respective institutions.

Professor Dr. Farheen Hassan, Director, BBA Program; Dr. Khondaker Sazzadul Karim Head, Department of Marketing and Tourism and Hospitality Management, graced the event with their presence. Faculty members Mr. Obaidul Islam [Sr.] Associate professor, Management Department, Ms. Samia Shabnaz, Senior Assistant Professor, Management Department, Ms. Nazia Farhana, Assistant Professor, MIS Department along with Md. Tuhinur Alam, Unit Head, City Alo enterprise, were also present at the ceremony.

Workshop Titled "Towards Greater Participation Of Women Investors In Bangladesh Capital Market"

The Department of Finance, AIUB, arranged for the female students to attend a workshop titled 'Towards Greater Participation of Women Investors in Bangladesh Capital Market' which was held at the Multipurpose Hall of Bangladesh Securities and Exchange Commission (BSEC) on Tuesday, 14th June 2022.

The coordination from AIUB was done by Ms. Bohi Shajahan, Senior Assistant Professor Department of Finance. She arranged for 6 female students from the department of finance who registered and attended the workshop to gain a better insight on investment in capital market by female investors. This activity is in alignment with SDG goal 4 (Quality Education), SDG goal 5 (Gender equality) and SDG goal 8 (Decent Work and Economic Growth).

The workshop was organized by the Bangladesh Institute of Capital Market (BICM) targeting women entrepreneurs, and young females who can become financially independent through investment. The workshop highlighted that the number of female investors presently is increasing following the upward trend of the market with companies having good fundamentals being listed on the market

"Female investors should be equipped with financial literacy before making investments in the capital market," said Shaikh Shamsuddin Ahmed, a BSEC commissioner. Another BSEC commissioner, Dr. Rumana Islam, also laid importance on increasing investment literacy level of female investors.

The audience was informed that the number of active BO (beneficiary owner's) accounts is over 2.06 million and among the total BO accounts, around 0.51 million accounts belong to women investors as on June 14. 2022.

Ms. Khugesta Nur-E-Naharin, Managing Director at the Modern Securities, Ms. Tania Sharmin, Managing Director at CAPM Advisory Ltd., Ms. Kamrun Nahar, Managing Director at NBL Capital and Equity Management, were present at the workshop chaired by the BICM Executive President Dr. Mahmuda Akter.

At the end of the workshop, participants received certificate of participation and a gift voucher worth Tk. 2000 for attending any course in BICM.

The Department of Finance, AIUB extends its profound thanks to the Office of Students Affairs, Management of the University and the concerned faculties of BICM for providing valuable support for making the workshop a memorable event for the participants.

Faculty Research and Publication

The Contribution of remittances on woman empowerment in Bangladesh
Author: PROF. DR. FARHEEN HASSAN et al.

Brief Description:

A business needs motivated and trained personnel to achieve its common operating goals. Nonetheless, it also needs a committed and highly competent talent pool to create winning strategies, frame a robust business model and take the company to new heights. The strength of an organization rests on the shoulders of its talented leaders and their capacity to foster a climate of dedication, agility, cooperation, engagement, learning and talent appreciation, termed "robust culture."

Source:
https://www.researchgate.net/publication/373366726_The_Contribution_of_remittances_on_woman_empowerment_in_Bangladesh_AIUB_Journal_of_Business_and_Economics_AJBE

Non-Autoregressive End-to-End Neural Modeling for Automatic Pronunciation Error Detection
Author: DR. MUHAMMAD FIROZ MRIDHA et al.

Brief Description:

A crucial element of computer-assisted pronunciation training systems (CAPT) is the mispronunciation detection and diagnostic (MDD) technique. The provided transcriptions can act as a teacher when evaluating the pronunciation quality of finite speech. The preceding texts have been entirely employed by conventional approaches, such as forced alignment and extended recognition networks, for model development or for enhancing system performance. The incorporation of earlier texts into model training has recently been attempted using end-to-end (E2E)-based approaches, and preliminary results indicate efficacy. Attention-based end-to-end models have shown lower speech recognition performance because multi-pass left-to-right forward computation constrains their practical applicability in beam search. In addition, end-to-end neural approaches are typically data-hungry, and a lack of non-native training data will frequently impair their effectiveness in MDD. To solve this problem, we provide a unique MDD technique that uses non-autoregressive (NAR) end-to-end neural models to greatly reduce estimation time while maintaining accuracy levels similar to traditional E2E neural models. In contrast, NAR models can generate parallel token sequences by accepting parallel inputs instead of left-to-right forward computation. To further enhance the effectiveness of MDD, we develop and construct a pronunciation model superimposed on our approach's NAR end-to-end models. To test the effectiveness of our strategy against some of the best end-to-end models, we use publicly accessible L2-ARCTIC and SpeechOcean English datasets for training and testing purposes where the proposed model shows the best results than other existing models.

Source: https://www.mdpi.com/2076-3417/13/1/109

Clusterable Embedding Based Self-Supervised Writer Recognition from Unlabeled Data
Author: DR. MUHAMMAD FIROZ MRIDHA et al.

Brief Description:

Writer recognition based on a small amount of handwritten text is one of the most challenging deep learning problems because of the implicit characteristics of handwriting styles. In a deep convolutional neural network, writer recognition based on supervised learning has shown great success. These supervised methods typically require a lot of annotated data. However, collecting annotated data is expensive. Although unsupervised writer recognition methods may address data annotation issues significantly, they often fail to capture sufficient feature relationships and usually perform less efficiently than supervised learning methods. Self-supervised learning may solve the unlabeled dataset issue and train the unsupervised datasets in a supervised manner. This paper introduces Self-Writer, a self-supervised writer recognition approach dealing with unlabeled data. The proposed scheme generates clusterable embeddings from a small fixed-length image frame such as a text block. The training strategy presumes that a small image frame of handwritten text should include the writer's handwriting characteristics. We construct pairwise constraints and nongenerative augmentation to train Siamese architecture to generate embeddings depending on such an assumption. Self-Writer is evaluated on the two most widely used datasets, IAM and CVL, on pairwise and triplet architecture. We find Self-Writer to be convincing in achieving satisfactory performance using pairwise architectures.

Source: https://www.mdpi.com/2227-7390/10/24/4796

Diffusion of Women Entrepreneurship in Bangladesh: Current Status, Challenges, and Opportunities
Author: MD. MASUD RANA et al.

Brief Description:

Overpopulated Bangladesh needs a permanent solution to transform its workforce into resources. Almost half of the population are women who are mostly housewives maintaining family or working in different organizations as employees. A large number of women has opted for entrepreneurship as a mean for gaining economic independence, social importance, power, and the pursuit of supporting the family. Many of them have online businesses, and many operate offline. However, they are facing certain obstacles while conducting these entrepreneurial activities. Also, there are certain opportunities about which women entrepreneurs are not aware of. Hence, the objective of this study is to portray the exact scenario of women entrepreneurship, standing barriers, and opportunities available. Furthermore, this

study attempts to portray a comparative view between online and offline businesses run by women entrepreneurs. This study holds an interpretative philosophy through the lens of a descriptive research design. Data have been collected through online questionnaire survey and field study. Barriers encountered during the start-up and current phases are identified, and Cohen's D values are used to measure the effect size. The study finds that women entrepreneurs in Bangladesh face too many rigid problems that should be eradicated to foster entrepreneurial growth. Still, certain organizations are providing different financial and non-financial services to encourage women entrepreneurship which is insufficient.

Source: https://ndub.edu.bd/research/research-journal/

Perceptions towards Jamdani Saree: A Study on the Young Female Consumers of Dhaka City.

Author: DR. PARTHA PRASAD CHOWDHURY et al.

Brief Description:

Jamdani saree is a unique female clothing item in Bangladesh. The traditional weaving technique of Jamdani was declared a UNESCO Intangible Cultural Heritage of Humanity in 2013. And in 2016, Bangladesh received Geographical Identification (GI) status as the origin of the Jamdani saree. Interestingly, the consumer's perception and practice involving this Jamdani are changing. This study used focus groups and survey to explore and verify perceptions of young female consumers towards Jamdani saree. It found that young females prefer to wear Jamdani sarees and view them as fashionable and comfortable dresses. They think it is moderately priced, but they wear it only occasionally. These young females are more willing to buy Jamdani from shopping malls rather than from traditional saree outlets or stores. The study opens a new direction to the researchers and marketing practitioners in the Jamdani sub-sector of the handloom industry of Bangladesh. The findings may help improve the manufacturing and marketing practices of Jamdani and increase the consumer base.

Source: https://ajbe.aiub.edu/index.php/ajbe/article/view/107

Perceptions towards Jamdani Saree: A study on the young female consumers of Dhaka City

Author: DR. SHIBLI AHMED KHAN et al.

Brief Description:

Jamdani saree is a unique female clothing item in Bangladesh. The traditional weaving technique of Jamdani was declared a UNESCO Intangible Cultural Heritage of Humanity in 2013. And in 2016, Bangladesh received Geographical Identification (GI) status as the origin of the Jamdani saree. Interestingly, the consumer's perception and practice involving this Jamdani are changing. This study used focus groups and survey to explore and verify perceptions of young female consumers towards Jamdani saree. It found that young females prefer to wear Jamdani sarees and view them as fashionable and comfortable dresses. They think it is moderately priced, but they wear it only occasionally. These young females are more willing to buy Jamdani from shopping malls rather than from traditional saree outlets or stores. The study opens a new direction to the researchers and marketing practitioners in the Jamdani sub-sector of the handloom industry of Bangladesh. The findings may help improve the manufacturing and marketing practices of Jamdani and increase the consumer base.

Source: https://ajbe.aiub.edu/index.php/ajbe/article/view/107/104

COVID-19 and Sustainable Development Goals: Bangladesh Perspective

Author: MD. MORTUZA AHMMED et al.

Brief Description:

The objective of this study is to evaluate the state of the Sustainable Development Goals (SDGs) in Bangladesh before the arrival of COVID-19 along with its apparent impact on the accomplishment of SDGs in the future. Data from several national and international sources have been utilised to serve the analytical purpose of the study. Obliteration of the commendable accomplishments regarding some of the SDGs so far and resetting of the goals in terms of precedence are going to be the main consequences of COVID-19 concerning SDGs in Bangladesh which would impede attaining SDGs. However, constrictions in the production of industries along with a massive drop in fossil fuel usage through vehicles would give some respite to nature leading to notable progress regarding SDG 13, SDG 14 and SDG 15. But it would never recompense significantly for the overall effect resulting from COVID-19.

Source: https://www.inderscience.com/info/inarticle.php?artid=125098

Author: FERDOUSI BEGUM et al.

Brief Description:

Discriminatory laws regarding Hindu women's right to properties are still in existence in Bangladesh even after fifty years of independence. Except Stridhan properties, Hindu women are getting a limited interest in inherited properties. They cannot dispose any of those properties without legal necessities. This distinguish feature of Hindu women's right to properties get attention again due to having a case recently where the High Court Division of Bangladesh declares that, Hindu widows can get share in agricultural properties and the interpretation of laws regarding this issue was misguided in Bangladesh for last eighty three years. On receiving this declaration by the High Court Division of Bangladesh, this paper revisits the laws of Bangladesh regarding Hindu women's right to properties to find out the loopholes and probable solutions in implementing these provisions whereby Hindu women can get their proper share in inherited properties including agricultural lands. This is a doctrinal research where the researcher makes an analytical examination of the existing laws and cases regarding Hindu Women's right to properties. The paper finds those laws to be discriminatory in nature which go against 'gender equality', one of the major goals of sustainable development goals. We need to follow the guidance of the High Court Division in order to ensure gender equality in Bangladesh.