

PORTFOLIO

1ST EDITION

July, 2021



Intra University Writing
Competition

Blockchain

Can tick all the right
boxes for Bangladesh

Covideconomics

E-commerce boom during COVID-19



Celebrating 5 Years of Journey



Our Beginning



Learning to Fly



Going Strong

From Potential To Professional



Message from the **Advisor**

Ms. Pallabi Siddiqua

Associate Professor
Department of Finance
University of Dhaka

I am delighted for the launching of the first edition of 'Portfolio', a magazine to be published by Knack Nation on the occasion of the 5th anniversary of the club. Knack Nation is a club of the Faculty of Business Studies, University of Dhaka, run by the students of the Department of Finance. It is determined to ensure that the students of FBS get surrounded with the very right opportunities and learning platforms through which they can build themselves as the perfect fit for the competitive corporate world.

Along with many seminars, workshops, and intra club activities, Knack Nation launched some competitions like Slide Fiesta, ProMark etc., during its journey. To mention, ProMark was a huge success as a national competition during the lockdown last year.

The credit for all the successfully organized events goes entirely to the group of dedicated students who are our strength and our pride. As the Advisor, I acknowledge all the contributions of Knack Nation for making our Department excellent not only in the field of academia but also in the field of soft-skill development, creating empathetic relationships among batches and faculties, and developing and maintaining networking.

I wish all the very success of our Knack Nation.



Message from the **President**

Steve Fabian Bairagee

Executive Committee 2020-21
Knack Nation

Every big thing starts small. Everything in between is a part of the journey. From being small to going big is a long journey of change, growth, and innovation. And people make this journey possible. Every person and every little thought, word, action, and belief adds to this growth, and that together makes it big. In this 5th year of Knack Nation, I can proudly say that our members made this club's journey possible.

With thanks to the previous Executive Committees (2016-20) for setting a strong foundation for the club, I give the credits to our current Executive Committee (2020-21) for taking Knack Nation to greater heights. In this one year of the current committee, the club has reached new milestones. Knack Nation launched its official website and organized its first-ever national competition "ProMark" in 2020. All these were possible because of our dedicated members, who made all the efforts and worked as a team to get bigger and better things done.

Since its inception, this club has been working to assist potential students to get prepared for their professional careers ahead. I believe Knack Nation, having this group of brilliant minds working together, will keep on growing and creating effective platforms and opportunities for the students, actualizing the club's motto "From Potential To Professional".



Message from the **General Secretary**

Samira Tanzim Jahin

Executive Committee 2020-21
Knack Nation

Knack Nation is publishing its first ever virtual magazine “Portfolio” to celebrate its five year anniversary. Through this magazine, we’ll be reminiscing through our journey of the last five years and also get mesmerized by knowledgeable and creative articles written by our members and the winners of “Scriber”.

The past year has been very eventful for the club. Even during the COVID-19 pandemic, we managed to launch our own website, organize a national competition “ProMark”, embrace a new initiative “Meetup Startup” and upgrade the hierarchy of the club. The main intent of this club was to bring the members together and work for the greater good of students. Keeping this in mind, we wanted to celebrate our completion of five years in a special way. Thus, we launched “Scriber” and are now publishing “Portfolio”.

With each passing batch, we’re getting more passionate and hardworking individuals who we believe will take the club to the next level. We want to keep on working hard and organizing great events, seminars, and competitions the same way we have been for the last five years. We thank all our well-wishers for the support and encouragement they have provided us with till now and hope to continually have them by our side in the future.

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Editors' Note

Knack Nation is an association from the Faculty of Business Studies, University of Dhaka that is run by the students of the Department of Finance of the same faculty. Since its inception in 2016, Knack Nation focused on developing the inner capabilities of the students and building an adept and capable workforce to flourish in the corporate world. With that goal in mind, Knack Nation is going ahead.

Since its inception, Knack Nation has arranged several skill-development sessions and business competitions. The club regularly publishes blogs, articles related to business, finance, and economics, and specialized write-ups focused on entrepreneurs. To add a new dimension to our club activities and to celebrate the fifth anniversary, the concept of publishing a magazine was born, which was later given the name of 'Portfolio'. We, at Knack Nation, put our best effort to make our first magazine successful. Knack Nation launched an intra university writing competition named 'Scriber' in April. The top three write-ups from 'Scriber' have been included in 'Portfolio', alongside pieces from our club members.

This magazine features a varied set of treatises from the field of finance, business, and economics. To acknowledge the heterogeneity of the contents, the title 'Portfolio' was selected. For us, it is quite difficult to narrow down the topics of our magazine. It features thought-provoking compositions on Covid economics, the revolution in the marketing industry, demand and supply in the FOREX industry. Some of the most talked-about topics in recent times have been prudently reflected by our club members.

'Portfolio' is undoubtedly a result of the joint contribution of the members of Knack Nation who worked relentlessly for the last couple of months for the publication of this magazine. A big thank you to the committee members for providing us with timely directions and making our work easier. Whatever we say to compliment the contributors of this magazine will not suffice. They have worked relentlessly to publish the magazine. Especially, our sincere thanks go to the members of the Designing wing who have worked day and night. Also, I want to thank our faculty members for supporting us from the beginning.

When we joined Knack Nation two years ago, we never thought of coming this far. As a club, our growth has been quite phenomenal in recent times. The wonderful people of this club have made this possible. Knack Nation will continue to strive for excellence to achieve new heights.

Kazi Tasnim Ferdous

Co-Editor
Head of Research and Development
Knack Nation

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Co-Editor
Head of Human Resources
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can tick all the right boxes
for Bangladesh

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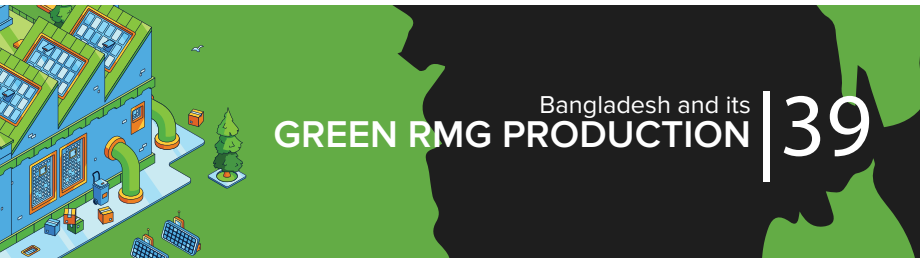
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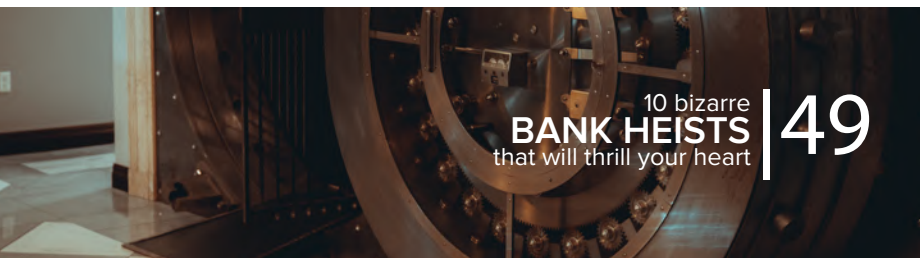
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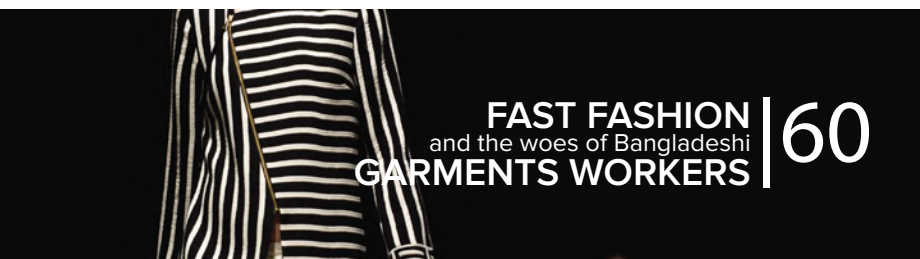
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About Us

Knack Nation, one of the most promising clubs of the Faculty of Business Studies, University of Dhaka, was established on May 5, 2016. The club officially started its activities on July 20, 2016. The club was initiated by a group of students from the 22nd batch of Department of Finance. Since then, the club is striving to develop the skills of the students, ensure corporate grooming, and make them competent in an ever-changing competitive world.

Each year, around 1260 freshers enter FBS with the ambition of getting the most sophisticated business education the country can offer. Keeping this in mind, Knack Nation set its mission to develop the skills necessary for the students to shine in the corporate world and other sectors and to work as a bridge between the students of different batches and alumni as well. The main objective of Knack Nation is to enable the students to become competitive, proficient, and diligent so that they can become successful irrespective of their chosen career path.

Knack Nation consists of 88 members from the Department of Finance. There are 7 wings in the club, which work as the operational force of the club. The 7 wings are Research and Development, Human Resource, Events and Finance, External Affairs, Promotion, Publication, and Designing. All activities of the club are carried out under these wings. Current executive committee is comprised of a President, a General Secretary, 3 Vice Presidents, 3 Deputy Vice Presidents, and 14 Wing Heads.

In this 5-year journey, Knack Nation has organized various successful events and workshops. 'Slide Fiesta', 'NewBiesta', 'FBS Live', 'ProMark', 'Scriber' are some of the successful events and workshops during this journey. In this very short period, Knack Nation has achieved some significant milestones. It focuses on achieving new heights in the future by helping the students to become successful and develop human resources worthy of any sector.

Executive Committee 2020-21



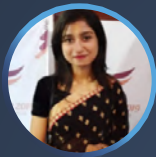
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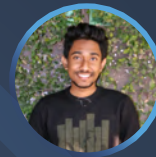
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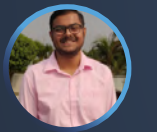
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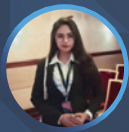
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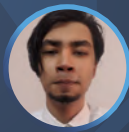
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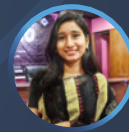
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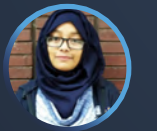
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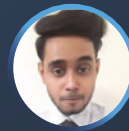
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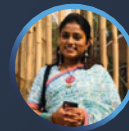
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Experience from Alumni



Al Fahim

President
Executive Committee 2019-20

Talking about a specific memory is difficult since I had the opportunity to have so many memories associated with the club. From organizing Slide Fiesta to organizing, judging, leading or performing in other programs, there are many stories to tell. However, a particular memory played a significant role in my decision to join the club and eventually lead this amazing club. During my freshman year, there was an event organized for the freshers by Knack Nation called FBS Live! (now Newbiesta) and that was my first encounter with the club. In the event, I got to know about the purpose of the club, which is to develop the skill of the club members and make them future-fit in their career. And I wanted to be a part of the team, which enhances the leadership skill among the members and also helps the students of the university develop their skills through various events and programs.

Zain Uz Zaman

General Secretary
Executive Committee 2019-20



After finishing my university life, when I will look back at the good memories that I have collected from here, I will definitely see that Knack Nation has occupied a major part of it. Because it was the go-to place for me to lift my mood after all the academic pressure that I had to carry out the whole day. The bonding between us and the seniors in Knack Nation was somewhat special. They never hesitated to take our help or suggestion in any task of the club and we never hesitated to give our honest opinion to them. That is why we had a special bond and we were like a family. And we tried to maintain this bond with our juniors and make them feel that they are a part of this family.

Experience from Alumni



Manzura Morshed

Head of Promotion
Executive Committee 2016-19

Since the dawn of Knack Nation, we tried to create a culture focused on learning and continued refinement. The path was not really tranquil but we were lucky to be around many talented and diligent individuals who made it possible for us to dream of something exemplary. I encountered amazing seniors, peers, and juniors, and got the opportunity to connect with prestigious faces of the corporate world because of this platform. For me, it has never been just a club. It felt like a second home where everyone was emotionally invested and supportive towards each other throughout. Here, I got the space to preserve my individuality but also to culminate confidence, resilience and a sense of ingenuity. And when I left, I left with many wonderful experiences and a full heart.

Sadia Afroj

Head of Publication
Executive Committee 2016-19



Whenever Knack Nation comes in mind, the word that comes together is “brainchild”. Of course, it wasn’t actually from my head, I only helped on the first few steps. In reverse, Knack Nation helped me to grow up in so many ways! Each day I spent here, from the very first meeting to the day I left my position to the next batch, is and will be memorable for me. I don’t know how much I’ve been able to help, but it feels great to watch it grow through new minds.

Experience from Committee



Jamilur Reza Efty

Deputy Vice President (Communication)
Executive Committee 2020-21

For me, Knack Nation is a club full of opportunities and perfect ground to demonstrate and build up your skill sets. As Knack Nation only recruits from Finance Department, I had the opportunity to work with my seniors within the club, which helped me to learn and practice the ideal organizational cultures. This ultimately helped me later on in the operational activities of the businesses I had the chance to work with. So, in this case, I was privileged with Knack Nation's diverse connectivity in different corporate offices. Not to mention Knack Nation has not only helped me to nurture my current technical skills but also helped me to groom my communication skills and build up my strengths in marketing and promotion.

Ismam Ahmed Apurba

Head of Event and Finance
Executive Committee 2020-21



There is a turning point in everyone's life. My turning point in life was in 2019 when I joined as an Executive of Knack Nation. I saw many outstanding seniors of my department in my club; they were my inspiration to join KN. If someone asks me what my best decision was in university life, my answer will be that I joined Knack Nation. I love KN.

Experience from Executives



Dip Rebeiro

Senior Executive

I have heard about many clubs in my university, but there is hardly any club that actively works on the skill development of the members, like arranging special session for executives to develop skills in certain topics. In Knack Nation, I learned that the club takes classes on various skills development topics, such as classes on Photoshop, PowerPoint etc., and this is the most memorable event for me in Knack Nation.

Tahmina Jahan Pushpita

Executive



There isn't just a single moment with KN that I cherish, rather, multiple of them, such as the club orientation, the wing orientation, our seniors treating us in a restaurant etc. All the discussions we have had together, all the games we played, all the photos we took, and all the ambitions we shared with one another have given me a sense of belonging, immense joy and something very significant to look up to, which I'll keep holding onto in the days to come.

1st
Position *Scriber*

BLOCKCHAIN

CAN TICK ALL THE RIGHT BOXES FOR BANGLADESH

Riad works as a builder in Saudi Arabia. He sends money every month via bank. The bank charges a hefty transaction fee as high as 11 percent of the total amount. Apart from this, he needs to take time out of working hours to go to a bank and do the required paperwork. Riad wishes that he could transact money to his family in a much easy and cost-efficient way.

Rahmat Miya is a farmer. He grows paddy on his land. But the land is so tiny that he cannot grow much. Moreover, he never gets fair prices for his crops. Although city dwellers buy a maund of rice for 3000-4000 Tk, he gets only 500 to 1000 Tk per maund. Rahmat could earn much more if there were not so many middlemen in this sector.

Rahmat is currently facing another problem. Recently, a man named Jalal has filed a case against him. Jalal claims that he is the actual owner of the land and Rahmat is occupying the land illegally. But Rahmat has all the documents of the land. Did Jalal bribe someone from the sub-registry office to temper the record?

Blockchain has the solutions to all of these problems.

What is this Blockchain? Is it some form of magic? Almost! Most people confuse it with Bitcoin, while Bitcoin is just a digital currency backed by this technology. It is essentially a digital ledger that stores encrypted information of digital assets chronologically. Once someone creates a block with new assets, it gets validated and added right after the previously filled block forming a chain. A network of nodes (computers owned by individuals) connected to the chain maintains the chain. Every node has its open-view copy of the blockchain. It gets updated in real-time.

Nobody can change the information unless 51 percent of the nodes approve of doing so, making it reliable and secure. The main objective of this technology is to connect peer to peer and eliminate all the intermediaries.

Blockchain has many use cases. Evolving the supply chain is one of them. Imagine Rahmat and Riad using the technology. Once Riad submits payment information to the remittance supply chain, a block gets created and distributed to the network. After verifying the credibility of the request, someone will post it to the ledger. The designated parties will get updated instantly. Once updated on the system, Rahmat can withdraw the money. As there is no bank or similar third parties involved, less paperwork and low transaction cost will be required. Remittance accounts for almost 8 percent of Bangladesh's GDP. Eliminating unnecessary intermediaries can boost the sector's growth. Blockchain can revolutionize other sectors like agriculture (which makes up 15 percent of the GDP). Think how much Rahmat can earn, ruling out the intermediaries and getting orders directly from the consumer. He can bind to a smart contract and deliver the rice himself. Smart contracts are updated in real-time on a blockchain adding levels of accountability for all parties involved. Any industry which has a complex supply chain can profit from using the technology. Furthermore, fewer players in the market keep it more open. And trades can always benefit from an open market.

Corruption, coupled with bureaucratic red tape, is hampering Bangladesh's economic development. Unfortunately, Bangladesh ranks 26th among 180 countries in Transparency International 2020 Corruption Perception Index. The country needs to alleviate these hindrances as soon

as possible. Blockchain can facilitate bureaucratic efficiency reducing the millions of hours wasted in red tape. As the records kept in the chain are permanent and open-view, government officials can be held accountable for any wrongdoings. In Rahmat's case, Jalal and the corrupt official cannot get away with changing the records. Corruption prevails in every sector. It is also one reason why Bangladesh has the lowest tax-to-GDP ratio (9.3 percent) in the South Asian region. Other reasons are the system's complexity, incompetence in bringing tax evaders and tax frauds to justice, languid regulations, lack of transparency, etc. The government can facilitate automating the system, minimizing the National Revenue Board's activity, and using smart contracts to enforce laws.

Moreover, blockchain makes fraud and error easier to detect as the system allows all the parties to capture the same tax data verified by all the computers in the network. If an individual tries to evade the tax, he will be excluded from the chain and can be bought under custody immediately. These will create transparency in the system and set a level playing field for all the participants. Even the authorities can make solid plans for future remitted taxes in advance through smart contracts. Bangladesh relies a lot on foreign aid and bank loans to provide a better life for the people and finance development activities like infrastructure and education. It can achieve self-sufficiency through tax revenues. Government utilizing blockchain can accelerate the country's economic growth by leaps and bounds.



Blockchain can transform any sector where trust and efficiency are matters of concern. Even though it has enormous potential, adopting the technology will be challenging. One of the critical challenges is technology cost. Integrating it into the current networks will take both time and money. Besides, people are not knowledgeable enough to operate blockchain-based hardware and software. Educating 160 million people will not be easy.

However, blockchain as a technology is still in its infancy. It needs lots of research (which Bangladesh cannot do for lack of resources) before implementation.

Countries such as Australia, China, Japan, UAE, Estonia have already embraced blockchain. Even India is experimenting with blockchain use-cases. Observing them, Bangladesh can take preliminary measurements to adopt the technology.

Once it gets deployed, Bangladesh can benefit from this decentralized, transparent, reliable autonomous system. It can become a role model even for the developed nations. People like Riad and Rahmat will also be able to lead an affluent life.

KM Nazmul Hossain

Session: 2016-17

Department of Physics

WHAT DO HOMEMAKERS BRING TO (OR TAKE AWAY FROM) THE TABLE ?

Homemaker: the manager of a household; the person in charge of housework.

Bipasha can't decide if she likes this world-weariness of hers. Her persuasion, which is even foolish at times, has evolved into nagging resentment towards her mother; Bipasha had bigger dreams for her. Jaya doesn't mind though; she finds a lot of hope in all those books that her daughter reads.

THE TABLE IS NOT FURNITURE

Well, it is. But that's not how it's put here. This write-up anchors at the economic value of the homemakers' work, national income being its display table. Mind you, a seller hardly ever displays everything that they offer. Having said that, it isn't too fair to wedge homemakers and sellers under the same category. Here's why: much, if not all, of the output produced by homemakers, is consumed at home without ever setting foot in the marketplace. As you may guess, that makes concepts of supply, demand, and equilibrium price all the more complex to particularly bring through. And subsequently, impels the output produced by homemakers to be left out of national income; even if they're making you restaurant class meals, the food doesn't make it to the table.

Scriber **2nd**
Position

Bipasha has been cramming down page after page of her sister's disowned BSS books; unlike Mohona, she's starting to like economics.

NO QUESTIONS ASKED

Whether or not the output produced by homemakers should be included in national income is a discussion of the pundits. But in any case, it's dead right that the homemakers' work has economic value. So, how exactly can we measure that? Now, THAT (read heading) is a question we're free to ask.

REPLACEMENT COST

Before anything else, let's put it out there, we can't perfectly replace a homemaker; we can't possibly make for a parent's care with the services of a child caregiver. This backs up that we can only estimate the replacement cost: the cost of hiring an individual, or multiple individuals together, to do all of a homemaker's work. Other things to observe include the variability and

fairness of that cost. This should come as no surprise because the world is no utopia; it's neither the simplest nor the most equitable place.

OPPORTUNITY COST

There's always something we could've been doing if we weren't doing what we are; you could've spent this very moment doing something other than reading this write-up. Give that trade-off a monetary value and alakazam! You've deciphered the opportunity cost! The opportunity cost of homemaking is the earnings that the homemaker would've earned if they had resided in the workforce. Defectively enough, we can never know for certain how well the homemaker would've performed in the workforce considering the various, and at times contrastive, combinations of opportunities and decisions.

UNDER HER LENS:

If inquiry is characteristic of you and you are swayed to delve deeper, look into the income/interest earned from saving money that would've otherwise been allotted for the replacement cost of a homemaker.

ECONOMIC PARTNERSHIP

This standpoint is perhaps the least embellished of the three. It hinges on the assumption that marriage is a coequal partnership. And thereupon indicates that a homemaker has the same economic worth as that of their money-making partner. That implication would have made perfect sense in a model world. But as it is here and now, either of the partners might be overburdened with duties, a homemaker might not even have a partner. And that devitalizes the perspective of coequal economic partnership. Beyond everything, it's disputable how practical it is to derive the value of one individual's work from the

productivity of their partner. For all we know, they're barely alike!

MOTIF REFURBISHED

Several of us are familiar with the controversy surrounding homemaking, who's entitled to it (all the gender-neutral terms used in this write-up should demolish that debate), and what it's worth. This write-up gives a go at facilitating methodical thinking in regard to that thread. The knowledgeable are yet to churn up a thoroughly factual structure of determining the value of a homemaker's work, but the ongoing aspiration establishes its relevance. This might sound too cliché to handle but, homemaking is invaluable.

The pressure cooker has been whistling away but Bipasha hasn't blasted the house with her usual fit, "My ears are bleeding!" Jaya likes it at home and her younger one is finally warming up to her choice, just as she had figured.

The two sisters have crowded the emptiness of the long days that came as the pandemic did, with episodes of *The Real Housewives*. Bipasha has always been quite the obsessor, the speculator, like a ravenous hunter. Mohona on the other hand, has been this manic about nothing else, other than the food at Campus Shadow, that Bipasha found, to keep her sister's heart, just a little grim.

"So, the girls have found a whole party of mothers to chew over." Jaya thought to herself, "Am I too wishful to think they'll spare me some attention?" ...

Sadea Naowar Khan
Session: 2018-19
Department of Finance

THE SUEZ CANAL BLOCKAGE

3rd
Position *Scriber*

Just like a wholesale seafood market in a distant city in China ended up being the birthplace of one of the worst pandemics in the history of mankind, a strong gust of wind was all it needed to block one of the busiest shipping routes in the world, until the traffic improved a week later. Indeed, this is the story of the recent butterfly effect in action, The 2021 Suez Canal Blockage.

Backstory

Located at the crossroads of two continents, Suez Canal roughly accounts for 12% of global trade with approximately 50 ships travelling through it per day (Tajing Wu, 2021). Even after being such a hotspot, the canal itself is incredibly narrow as it cannot allow traffic in both direction at once. Most of the canal remains single lane, with an expansion project going under way.

On the flipside, the ship that made headlines across the globe- Ever Given is one of the largest container ships in the

world. She was launched and completed in 2018. But a bad reputation accompanied her since her inception, as evident in the 2019 Hamburg Collision. The ship collided with a ferry boat, and damaged the boat severely. It could have been the end of her, nonetheless, she survived almost undamaged and went onto rewrite the course of marine history a couple of years later.

The big story

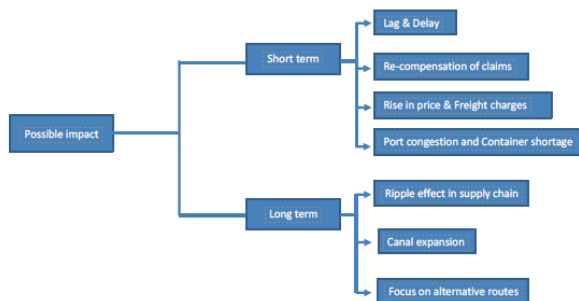
On a fine morning in 23rd march, the northbound ship would find herself completely off guard by a sandstorm in the middle of the ocean, coupled with strong wind pushing from west-to-east. This coupled with the sheer size of the ship and the narrow crossing passage disturbed the ability of the helmsmen to steer the vessel. Then they tried to turn the ship sideways to stable the hull, and ended up blocking the canal on both sides.

Over 300 vessels at both ends of the canal

were obstructed by Ever Given, including five other container ships of similar size (Richard Meade, 2021).

Economic impact

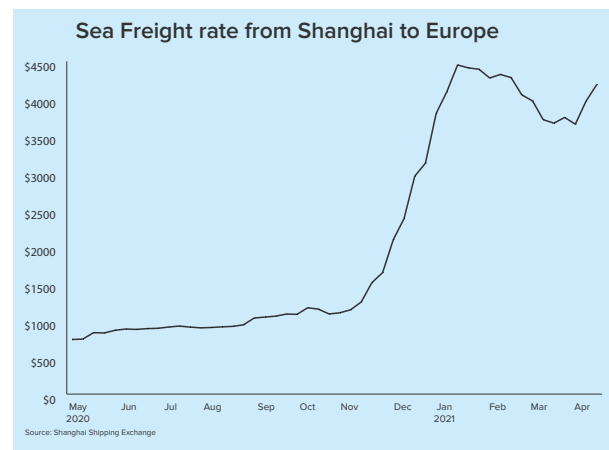
By far, this is the part of the whole incident everyone seems to be most intrigued about. The chart of long term and short term impact (as shown below) does not strictly indicate a specific timeframe, rather are interconnected and should be understood by their overall influence.



As obvious as it is, production processes around the world are expected to experience significant lag and delayed deliveries for at least a few weeks. The container vessel had finished goods ready for sale as well as parts of it to be used in production process elsewhere, which was stopped by the disruption. Reportedly by mid-April, Suez Canal Authority (SCA) demanded a compensation claim of \$900m on the shipping company, which included \$300m as salvage bonus and another \$300m as loss of reputation (Mary-Ann Russon, 2021). However, the insurance authority claims that the SCA has not provided enough reasons to justify their inflated prices, highlighting the incident brought no pollution or injuries.

Nonetheless, the most discussed aspect of it will certainly be the rise in prices of goods due to current shortages and high demands of essential goods. Experts believe the

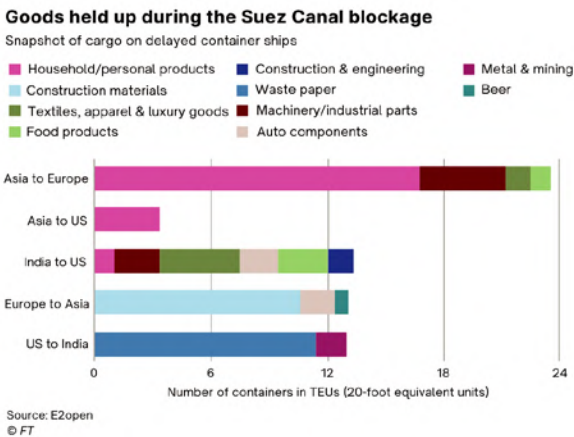
biggest in-hand crisis the incident has brought is the dire shortage of containers in Europe, as most of them are now flocked into the ports in the Asia pacific where the demand is high. This in turn has crippled the ability of the European exporters, as their bookings are being rejected by the carriers to move empty containers as quickly as possible to the other side of the world. It also explains why the freight charges have quadrupled compared to last year, a record 450% increase unprecedented any time in near history (Sidney Leng, 2021).



On the contrary, some of the long-lasting impacts would include the domino effect in the supply chain that is currently felt across the globe. A good number of prudent shipowners already had their cargo taken via the cape of good hope, but the ones that waited on both sides of the canal understandably took the brunt.

From the shipping and supply chain data available, we can conclude that the top impacted industries (in the US and Europe) would include grocery stores, restaurant chains, clothing retailers, sporting goods retailers, surgical and medical equipment suppliers etc., (Dempsy Harry, Palma Stefania, 2021). On the flipside, India, considered as the world leader in waste paper processing will feel considerable

constraints over the coming months as the country excessively relies on foreign imports to meet its paper demand.



As mentioned earlier, Suez Canal is notorious for its narrowness and therefore incidents like this should not come as a surprise. The canal expansion project was undertaken by Egypt in 2015 which cost nearly \$8billion, but the increase in the revenue from this initiative was minimal. So, from an economic perspective, the incentives are not enough; which makes the possibility of a real change seem bleak.

Interestingly, as geopolitics comes into play, Israel (which is currently building a similar facility) and Russia might just gain an upper hand in global trade with incidents like this; with the latter already promoting arctic shipping route from Africa to northern Europe during the blockage.

Ever Given: a bittersweet tale

Evergreen Marine Corporation, the owner of the Ever Given ship, saw their stock prices gain 28% since the incident. As a matter of fact, its stock has been climbing since last year, but reached its peak after the canal blockage. One result shows that Evergreen’s yearly gain has been 440%, setting a new record high (Emily Graffeo, 2021). The reason behind this can be explained by both the rising shipping rates

and also the internet sensation that helped the ship achieve worldwide popularity through meme culture. So, even after facing a re-compensation claim of nearly \$1b (which by the way will be paid by the insurance companies), the company’s “alleged success” slightly offsets the burden and loss of reputation brought by the incident.

Conclusion

The world is constantly changing, and a growing trend for adoption of better infrastructure and inclusion of technology certainly makes trade and commerce easier. We cannot say for certain whether Suez Canal will stand the test of time or not; but it is safe to assume that additional steps (i.e., domestic and foreign cooperation) to ensure better passage (for the large accident-prone cargo ships like ever given) will play a big part in improving the overall global trade environment.

Kamrul Hasan Chowdhury

Session: 2017-18

Department of Accounting
& Information Systems

NFT:

FUTURE OR OVERHYPED?

4th
Position *Scriber*

Recently, we all have been hearing a buzz around the word NFT. Some of us know what it is and some of us are still clueless about it. Either way, let's find out what it really is and how does it impact our business world.

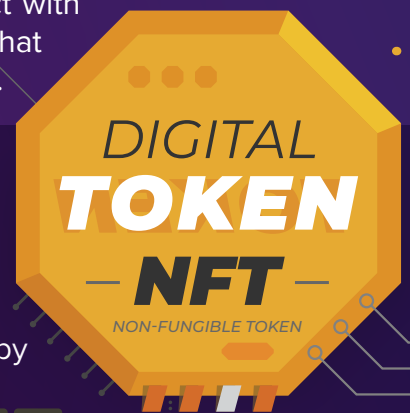
What is NFT?

So, first things first, NFT stands for non-fungible token. Still doesn't make much sense, does it? To make it clear, fungibility refers to the ability to be interchanged with other similar valued goods or products. For example, if you have ten of hundred Taka notes, you can exchange them for one thousand Taka note. This is because of the fungibility of money. But if you want to exchange the original Mona Lisa painting

with a poster of Mona Lisa painting, you cannot do it. Because they are not interchangeable. This is what non-fungibility means, a unique product with a unique signature that cannot be interchanged. And what NFT does is that it makes digital art, music, video or any digital asset unique and non-interchangeable by giving it a unique token number created by the blockchain.

How does it work?

NFTs are part of the Ethereum blockchain; certainly, other types of blockchain can also



implement their own version of NFT. As it is in the blockchain the information of NFT is immutable and cannot be forged. It also makes tracking ownership information of products easier.

NFTs have been around since 2014 but only in recent years, they are seeing a meteoric rise in their popularity because NFTs are becoming a popular way of buying and selling digital artworks. For example, the renowned visual artist Mike Winklemann, best known as the "Beeple," has compiled 5000 sketches daily for the purpose of creating perhaps the famous NFT, "EVERYDAYS: The First 5000 Days," which sold a record \$69.3 million at Christie's. Some of us might wonder why this is so expensive and you might think you can just download the picture and have the same thing. No, not really. Certainly, you can download the picture but you don't have the ownership of it and NFT ensures that. NFT gives this artwork a unique token number that makes it one of a kind and creates scarcity which is the reason this artwork was so expensive. NFT made the digital art unique from the same picture you downloaded from the internet. And the current ownership information of the artwork is in the blockchain which is immutable. With the NFTs we can track the ownership from the first one to the last one. And this functionality of NFT has the potential to change the business world.

Current Trade Situation

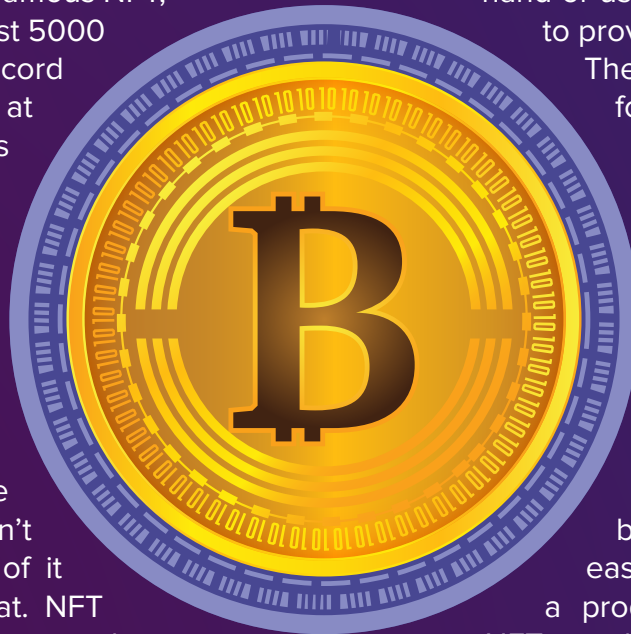
We all have bought gifts for our friends and

families and at some point, we had to exchange the gifts for some reason. Due to the increase in fraud cases companies had to enforce a strict policy for returned or exchanged goods. According to National Retail Federation, a staggering \$25.3 billion in return fraud has been lost over the course of 2020. And this is one of the reasons the companies are enforcing the stringent policy for return. You now have to produce a proper receipt and proof that you bought that product yourself from that shop.

Likewise, when we try to buy or sell second hand or used car it's quite difficult to prove ownership of the car. The documents could be forged, the car might be stolen or any other problems might arise which is quite cumbersome to verify in today's documentation system.

Enter: NFTs

With the help of NFT, it becomes extremely easy to verify ownership of a product and provenance. NFTs will certainly help in situations where the verification of ownership is a little bit intricate. Like the above example of used car markets. To verify the ownership of a car you need to visit certain places and sometimes you need to wait in the queue and face the bureaucracy. With this technology, it's also possible to view the entire supply chain process and know the origin of the product, where it was made, where it was assembled, which courier service delivered the product and many more things. For the secondary market, the repair information could make it revolutionary. With one QR



code scan or NFC scan, it would be possible to know the entire history of the product and who owned the product and who owns it now.

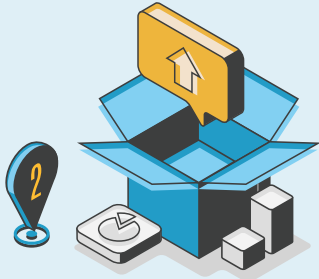
The NFT will also change the collectables and antique market. In the antique product market, it's hard to verify ownership. These kinds of products get stolen a lot and it gets harder and harder to prove ownership and authenticity of them. NFTs will help to overcome this hurdle in the collectable and antique market with instantaneous proof of ownership and authenticity.

The market value of NFT tripled to \$250 million in 2020 and in the first 3 months of 2021 more than \$200 million were spent on NFTs. Although the current market is only focused on digital artwork and other digital assets, the possibilities of NFTs is limitless. And seeing the staggering market growth of NFT it is evident that for better or worse they are here to stay.

MD. Asif Iqbal Shajid
Session: 2019-20
Department of Finance



SUPPLY CHAIN MANAGEMENT



Scriber **5th**
Position



Data is the new gold but by itself, it is completely useless. Now Big Data is used to describe datasets that are very complex in nature, large, and unable to be handled by traditional applications. So it is a term that describes large volumes of high velocity, complex, and variable data that require advanced techniques and technologies to enable the capture, storage, distribution, management, and analysis of the information. And when it is processed, it can become an asset for any organization among its various functions. The overall goal of Big Data analysis is to support better decision-making.

will be
BIG
with
BIG
Data

Analytics of Big Data is playing an instrumental part in improving Supply Chain Management. Big Data is having a positive effect on all supply chain activities. It goes from improving delivery times to recognizing approaches to decrease the communication gap among manufacturers and suppliers. Analytics reports empower decision-makers to accomplish operational efficiency and oversee to improve productivity. Supply chain analytics expand data-driven decisions to lessen costs and improve administration levels.

Data is the driver of corporate dynamic on tactical, strategic, and operational levels. Organizations in the supply chain must look forward to the latest, unambiguous, precise and significant data. That is the reason of taking advantage of the potential Big Data is crucial for Supply Chain Management. In this case, what are the solid opportunities that Big Data provides Supply Chain Management? Here we will discuss 3 probable opportunities of Supply Chain Management can be advanced using Big Data:

Efficient and Productive Inventory Management

Crucial information turns out to be more transparent and accessible at a big number as parties collaborate and share Big Data insights across the supply chain network. This permits abbreviating of planning cycles and the activity of planning with more significant levels of granularity, prompting more proficient inventory management practices, eventually bringing about optimized inventory stocks.

For example, Amazon uses Big Data analytics in its inventory management. It chooses warehouses on the basis of the nearness of its vendors and customers to lessen distribution costs. Amazon uses Big

Data analytics to disperse stock according to customer preferences in a specific regions.

Big Data permits automated systems to work through intelligently routing a wide range of different data sets and data streams. For instance, Amazon already has automated their fulfillment centers, which use little orange KIVA robots to grab things from shelves.

Added Integration and Collaboration

Big Data can allow better mix and collaboration inside supply chains. Implementing cross-functional integration and collaboration approaches with key accomplices can construct a culture of trust, prompting more significant levels of information sharing, and assisting with improvements across the entire supply chain ecosystem.

For instance, keeping perishables fresh has been a constant test for logistics companies. However, Big Data and the Internet of Things could give delivery drivers and managers a vastly improved idea of how they can prevent costs because of perished goods.

Let's say a delivery truck of Igloo is transporting a shipment of ice cream and desserts. They could install a temperature sensor inside the truck to monitor the condition of the products inside, and give this data alongside traffic and roadwork data to a central routing computer.

This computer could then alert the driver if the initially picked route would bring about the ice cream melting, and recommend backup or alternate ways to go instead.



Intensified Logistics

Product traceability with the help of data prompts a decrease of lead-time, for instance by in-transit processing of products. Real-time rescheduling, route planning, re-routing, etc. can be enabled by it.

Big Data and prescient analytics give logistics companies the additional edge they need to overcome different obstacles. Sensors on delivery trucks, weather data, street upkeep data, fleet maintenance plans, real-time fleet status pointers, and staff schedules can all be coordinated into a framework that looks at the past historical trends and offers guidance appropriately.

UPS is a real-world example of Big Data logistics prompting big savings. After examining their data, UPS found that trucks turning left was setting them back a great deal of cash. In other words, UPS found that transforming into oncoming traffic was causing a lot of delays, squandered fuel, and danger.

As a post from The Conversation titled "Why UPS drivers don't turn left and you probably shouldn't either" states, UPS "claims it utilizes 10m gallons less fuel, emits 20,000 tons less carbon dioxide and delivers 350,000 additional bundles each year" (after rolling out the improvement). 10 million gallons of gas is a lot of cash - that is some genuine benefit and a Big Data example in supply chain.

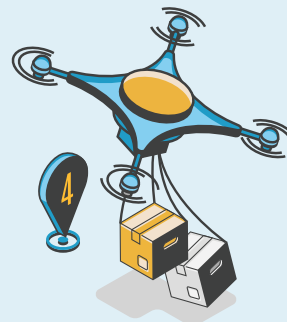
Now UPS drivers just turn left about 10% of the time, opting to go straight or turn right instead. Because of this "left turns only when absolutely necessary" strategy, UPS has additionally diminished the number of trucks it uses by 1,110 and decreased the company fleet's total distance traveled by 28.5 million miles.

We're on the cusp of Big Data changing the idea of supply chain. Big Data in supply chain can be utilized to diminish various inefficiencies like last mile delivery, provide transparency, advanced and optimize deliveries, protect perishable goods, and automate the entire supply chain. Nowadays companies are getting more and more aware of these possibilities, and are endeavoring to make more data-driven decisions moving forward. Using sensors and the Internet of Things, combined with business intelligence software, forward thinking companies are already diminishing costs and expanding consumer loyalty and satisfaction.

Mahtab Ahmed Adib

Session: 2018-19

Department of Management
Information Systems



COVID ECONOMICS: E-COMMERCE BOOM DURING COVID-19

In Bangladesh, from 3 January 2020 to 23 April 2021, there have been 736,074 confirmed cases of COVID-19 with 10,781 deaths, reported to WHO. As of 19 April 2021, a total of 7,423,274 vaccine doses have been administered according to World Health Organization.

As the consequences of this global crisis continue to affect our lifestyle as well as the world around us in 2021, the majority of the industries are taking the toll due to decrease in demand, disruption of supply of goods and services and barriers that hinder the supply chain.

However, the same cannot be said for all types of industries in the economy. In fact, we have seen an opposite effect in terms of E-Commerce and F-Commerce (online business through Facebook) sectors. We are witnessing an unprecedented increase in the demand for products of certain businesses and overall growth of customer base due to increase in health awareness but mostly owing to the lock-downs imposed time to time which makes ordering online more convenient than ever. Khadiza Akter Mitu is a homemaker living in the suburbs of Dhaka. She had never ordered



anything online until recently as the lock-downs imposed by the government made it difficult for her to go shopping. “Spending a few minutes online to check whether there’s something I need to buy has become a daily routine for me. Especially, the home delivery service makes things easy for me. I fear for my child and cannot go out like before.”, said Ms. Mitu. New customers like her are one of the prime reasons for the significant growth in the E-commerce customer base.

We also have to consider the pre-pandemic scenario of the E-commerce sector in Bangladesh. The sector had been gradually growing as more and more consumers were buying goods online since its inception in 2009 when Bangladesh Bank officially permitted the online payment system through “Bangladesh Payment and Settlement Systems Regulations, 2009” as well as the start of WiMAX Internet in Bangladesh. SSLCOMMERZ started providing payment services which further paved the way to success. As smartphones were becoming popular and affordable, the sector started to experience steeper growth because more people had access to E-commerce sites. Within a decade, the E-commerce sector has experienced significant growth due to the increase in both local and international competition in the market and development of e-commerce infrastructure.

Bangladesh was ranked 46th largest market globally in terms of e-commerce in 2019. There are approximately 2,500 E-commerce sites in Bangladesh according to a report by New Vision. In addition, there are almost 150,000 F-commerce outlets having a market size of BDT 312 crore according to the IDLC business review from 2019. During the pandemic several new sellers who couldn’t afford a dedicated

e-commerce site came forward and started selling protective gears mostly through Facebook leading to an unprecedented boom in the F-commerce sector.

Grocery retail e-commerce market for instance: Chaldal.com, Swapno, Khaas Food, Meena click etc. were thriving before the pandemic. However, during the lockdown, the number of orders boomed on their platform but they fell short of fulfilling their orders timely. To capitalize on this unprecedented demand, firms like FoodPanda, PriyoShop, Pathao, Othoba, Daraz etc. started offering daily groceries, pharmaceuticals etc. Leading processed food suppliers such as Kazi Farms, Aarong Dairy, Golden Harvest did not sit back. They also offered home delivery services as people were unable to go outside. This is how the grocery retail e-commerce sector experienced growth and evolved during the pandemic.

Moreover, many multi-vendor e-commerce sites (such as Alesha Mart, Aladinerprodip.com, Akashnil, B71bd.com etc.) were born during the pandemic to get a slice of the pie. A number of new delivery and logistics services are also being established to meet the demand of the increased number of e-commerce sites. As the pandemic is taking away many jobs and tuitions, there is a strong demand for working in such delivery and logistics services. Hence, the e-commerce infrastructure is developing now more than ever. The government, during the recent lock-down, has included product delivery services as an emergency service.

What about the role of women in this e-commerce boom? About 4,00,000 women entrepreneurs are working side-by-side men and are offering their products on F-commerce and other

E-commerce platforms according to New Age. Srabony Rahman Mim, an undergrad student, started her journey in Facebook last year during the pandemic offering imported Bags & Shoes. “I dreamt of starting something and yes obviously Facebook played a huge role here. I started it with very small amount of capital so without Facebook it would have been tough for me to continue.”, said Srabony. She is not alone. Many female students of the University of Dhaka can be seen promoting their unique products on Dhabian Business Community (DBC); a Facebook group establish to provide support to the university’s students regarding their SMEs and startups. The group has been popular particularly during the pandemic period and products ranging from hand-printed Panjabis to freshly caught fish from village ponds can be seen on the platform.

That’s not all. Last year due to the pandemic and restrictions, we had seen many e-commerce sites offering cattle for Eid-ul-Adha as well as slaughtering services in an attempt to transform the highly traditional makeshift cattle market (known as “Gorur Haat”) to an online marketplace. Mahin Rahman Saquif is the founder of Hasina Agro, a f-commerce startup that links buyers and sellers of cattle, seemed optimistic about Eid-ul-Adha 2021. “In the last Kurbanı we got numerous responses from the customers. Finally, we had sold six cattle. We gave doorstep delivery of all the cattle. Our customers delighted with our service.”, he said. It seems everyone is trying to create a market for everything online during the pandemic (which is a good thing!).

Nevertheless, there are numerous problems faced by both E-commerce and F-commerce sectors for instance: the lack

of proper policies to support the system, dependence on cash transaction, weak security of transaction, slow and costly internet packs, no specific planning for E-commerce infrastructural development and lack of government support and human resources. In addition, the people working behind such online services aren’t given proper credit. Recently, a man was arrested for beating a food deliveryman. Also, online food delivery platforms and restaurants submitted a letter to the cabinet division demanding 24/7 operations and that officers, employees, online staff engaged in e-commerce be recognized as Covid-19 frontline activists.

Despite all the positive effects derived from the pandemic, Bangladesh has fallen from 103rd position to 115th on the United Nations Conference on Trade and Development's (UNCTAD) Business-to-Consumer (B2C) E-commerce Index 2020.

Now the question is “Will this unprecedented growth in the E-commerce sector sustain in the long run? Will such small online businesses survive in the post-pandemic period?” Only time will tell.

Syed Mohammed Uzzal Hossain

24th Batch

Vice President of Communication





5 INDUSTRIES

IN BANGLADESH WITH HUGE POTENTIAL TO REACH A HIGH VALUATION IN THE UPCOMING YEARS

When it comes to buying shoes, you might prefer leather shoes to other types of shoes. When paying for the shoes, you may use Fintech services like ‘bKash’ or ‘Nagad’ instead of paying in paper money.

One of your relatives or friends happens to live in a middle-east country where the price of the medicines is exceptionally higher. S/he may prefer buying medicines from Bangladesh than from those countries.

You may decide to build up a house. The design and the estimation of the

infrastructure of the house to be built have become easier than ever. The development in the IT sector especially the development in the software industry has made it possible to establish a model for the house at a low cost. The software has also made it easier to build up a house with less capital. Also, the price of ceramics for the house that you might be planning to build has become affordable in recent times.

The products and services that are being mentioned above are some of the flourishing and lucrative sectors of Bangladesh. These sectors or industries

have so much potential that they can contribute exponentially in no time if much focus is given.

The sector P/E is a great indicator of how an industry is growing. The higher P/E ratio indicates that the industry has growth potential. The aforementioned graph has depicted the sector P/E ratio of these five industries.

These five industries are being briefly presented below: -

The software development industry - flourishing to the next level!

From 2010 to 2020, Bangladesh has experienced a huge technological shift. To think about it from the perspective of infrastructure, computer and mobile devices are available everywhere and so the internet connectivity. The statistics of May 2019 reported that almost more than 50 percent of the population are internet subscribers. Moreover, this sector has become the interests of the youth segment of this country. And what is the linkage among all of these? **The industry is expected to generate \$4.6-4.8 billion by 2025, according to an extensive study done by USAID.** So, it is evident that this industry holds huge potential.

The software development industry can be divided into two sections. One section is web development, making customized software, making mobile applications where

Bangladesh has already made huge progress. Another section is the high potential and development sector that includes VR development, Game development etc. These two sections hold huge

potential although there are some limitations in resources. However, it can still be expected that this industry will meet its maturity stage very soon.

Fintech Sector - can it be another unprecedented growth enabler of Bangladesh?

At present, we are moving towards a cashless society and the current pandemic has led to enhanced reliance on the cashless transaction. Fintech Sector is looking to serve as substitutes for the traditional money transaction process and stimulating e-wallet adoption in Bangladesh. If we talk about the Fintech start-ups from the context of Bangladesh, **it is valued at \$1.45 billion with a prospect to reach a \$10 billion valuation.** From this, it is evident that this sector has a huge potential where new investors can come and invest. The innovative Fintech approach in Bangladesh is commonly based on Mobile Financial Services (MFS). More or less, there are almost 108 Fintech start-ups in Bangladesh. Among them, bKash, SureCash, Nagad, mCash, and UCash are considered the exciting Fintech start-ups in our country.

Nevertheless, lack of technological and financial literacy are the primary hindrances to develop a viable environment for Fintech start-ups. Alleviating these shortcomings might make it easier for this industry to reach the maturity stage.

Tanning Industry – an industry that deserves much attention

The tanning industry is being established in Bangladesh for a long period and the country alone generates 3-4% of the world's leather. It has been a lucrative sector for the supply of leather as well as the manufacturing of leather products.





Moreover, the labor resources are already in abundance. **This industry alone is responsible for generating \$54.69 annually** and also, creates a great number of employment opportunities. There is a huge prospect that it can contribute to a great extent to the economy.

However, it is unfortunate that there aren't enough resources for preserving the leather. Consequently, in every Eid-al-Adha, it is being aired that a significant amount of leather got perished due to the lack of resources for preserving them. The lack of resources has been the biggest obstacle for this industry to be in a maturity stage despite contributing for a long time. This industry requires more resources so that it can contribute more to the economy.

Pharmaceutical Industry- Profit or Life?

The pharmaceutical sector is currently one of the most technologically advanced industries in Bangladesh. In the last two decades, this sector has developed at a commendable rate. **The pharmaceutical sector is expected to surpass almost \$6 billion by 2025.** Knowledge, innovative ideas, and skills from the professionals are the primary factors for the development in this industry. Around 300 pharmaceutical companies are actively operating at this moment. Bangladesh only imports 3% of drugs and the remaining 97% of the drugs come from the local companies. Positive developments in this particular sector have enabled our country to export medicine to various countries. During this Covid-19 pandemic, several pharmaceutical companies across the globe have successfully been able to invent Covid-19 vaccines. To keep pace with those countries, Globe Biotech, a Bangladeshi pharmaceutical company, has claimed a breakthrough in developing the Covid-19 vaccine. By overcoming certain obstacles,

this sector can be an efficient exporting sector of Bangladesh.

Ceramics Industry- Bangladesh's untapped huge potential in the export of ceramics

The ceramic sector of Bangladesh is a flourishing sector. The recent growth in this industry represents that this sector can become one of the largest sources of foreign currency achievers. From the inception, this industry has contributed a lot to the manufacturing sector. This manufacturing industry mainly produces sanitary wares, tiles, and tableware. There are more than 60 ceramics manufacturers throughout Bangladesh. In the recent fiscal year, **this sector achieved USD 68.8 million through exports after meeting 80% of its domestic demand.** EU, USA, and the Middle-East are the active export destinations. However, government patronage is much needed by this sector. Reducing tax on imported raw materials will lead to a decrease in the production cost and improve the export of ceramics as well.

These five industries have shown a well-proven performance and huge potentiality in recent years. But circumventing some difficulties like lack of necessary resources and financial aid may reward everlasting growth and a high valuation that our RMG sector has already achieved. If these industries can make it to the maturity stage, they can be a huge development driver in the economy.

**Fahmid Islam Sadhin
& M. Sajid Islam**
25th Batch
Senior Executives



Disney is Not Just a Name

“ *There's 104 days of summer vacation
And school comes along just to end it
So, the annual problem for our generation Is
finding a good way to spend it* ”

If you are here for scholar standard words, I'm sorry; I'm just an eight year old humming the Phineas and Ferb theme song even when I know that I'm just horribly stuck in an eternal lockdown, yet finding a good way to spend it. And I do not fit in 2021 because I came right from 2010. Otherwise, how would I know these little guys? Because nowadays, kids don't get to watch Disney Channel on TV in Bangladesh. You might be thinking whether I used Doraemon's time machine or not. Who knows? It's Disney. Anything can happen here.

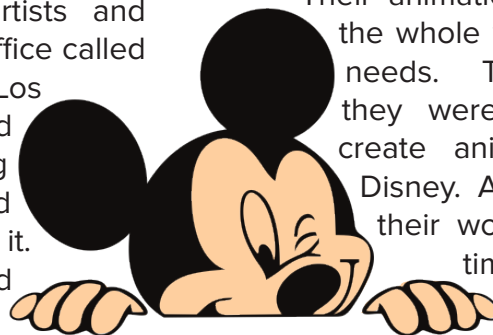
Walt Disney and his brother Roy O. Disney were spectacularly talented artists and animators. They had this small office called Disney Brothers Studio in Los Angeles where they had started their journey with drawing cartoons. And with time, they had moved to animation and nailed it. One day, a producer approached

them and offered them an animation of 6 parts, which now we know as "Alice in Wonderland". But did that really bring these brothers to the limelight? Because we never really remember the names of the animators.

But the brothers wanted to stand on their feet with the name "Disney". They focused on original work instead of working for clients. The very first animation they created was in 1927, which I haven't watched yet! And I'm pretty sure most of us didn't. It's called- "Oswald the Lucky Rabbit". Perhaps, this animation couldn't be that famous, but there was this one side character which, in a sense, built Disney. We cannot forget the ears of Disney's logo. Yes, one and only Mickey Mouse it is.

The Disney brothers dreamt like a rocket.

Their animations were enveloping the whole worlds' entertainment needs. Their statement was- they were making money to create animations, to expand Disney. And just according to their words; Oh! Wait! Break time!



“ *It's the Mickey Mouse Clubhouse*
Come inside, it's fun inside
It's the Mickey Mouse Clubhouse (roll-call!)
Donald! (Present)
Daisy! (Here)
Goofy! (Here, here)
Pluto! (Woof, woof)
Minnie! (Oh, here!)
Mickey! (Right here)
It's the Mickey Mouse Clubhouse
Come inside, it's fun inside! ”

How alluring is that! They really are present all over the map! California, Florida, Tokyo, Paris, Hong Kong, Shanghai – the Disneylands which had been followed by parks, resorts, merchandise, cruise ships, and much more!

I really thought that this is the end of the story. But it seems like Disney is more than just Mickey Mouse. It has ever-growing treasures we don't know about.

In 2004, Disney Channel officially started its journey broadcasting different TV shows such as Hannah Montana (You get the b-e-s-t!...Okay, I just get excited, you know!), High School Musical, Phineas and Ferb etc. We can actually just Google it, can't we? I'm just eight, man, I haven't seen "Good Morning, Mickey!" in 1983, which is considered the first ever TV show of Disney Channel..

Let's jump into the main show. Since the beginning, Disney never had to go through any nightmares. All of the dreams that the founder had established, all of the dreams that are still in the process have never seen a red light. It was 2000 and Bob A lger was crowned with the presidentship of Walt Disney Company. Right from that time, Disney started to go for acquiring ownerships of other companies. It started with buying Pixar (2006) which had been

followed by Marvel (2009, I could never imagine Iron man wearing Mickey Mouse ears) and the massive purchase- 21th Century Fox Network (2019) which had many other subsidiaries like National Geography, Fox TV, Star Network, ESPN. To my surprise, though Disney doesn't own it, one of the most followed anime productions, Studio Ghibli is distributed by Disney. This is just the tip of the iceberg in terms of companies owned by Disney.

What brought me here? I am just very excited to see how Disney Plus plays its game. For me, it's a win . I cannot imagine the vastness of content Disney Plus will broadcast. Disney owns more source materials and shows than Amazon Prime and Netflix could ever dream of owning. And I cannot wait to watch Marvel movies on Disney Plus. It's like when you are subscribing to Disney Channel; you are actually buying shows of Fox TV, National Geography, Marvel, Star Network and what not. I may sound a bit biased while mentioning the shows or channels, but these make my childhood special.

Finally, this only depicts the fact that if our earth were a mass media entertainment industry, then Disney wishes to establish its kingdom here being the only multinational mass media and entertainment conglomerate. And, undoubtedly, it may become true someday.

*“ Have faith in your dreams and someday
 Your rainbow will come smiling through
 No matter how your heart is grieving
 If you keep on believing
 The dream that you wish will come true.”*

Fabiha Fairouz Islam
 26th Batch
 Executive



Global economy in the perspective of itcoin

Bitcoin, the world's most expensive cryptocurrency, is a decentralized digital currency, without a central bank or single administrator, which can be sent from user to user on the peer-to-peer bitcoin network without the need for intermediaries. It was invented by an anonymous person(s) or group of people using the name Satoshi Nakamoto in 2008 whose identity is still unknown to the world. At first, many economists, influential personnel and trade leaders thought the concept of Bitcoin to be merely an obscure hobby or a pipe dream which will get overshadowed or die down within the next few years. But today, the story is quite different. Bitcoin as a cryptocurrency has made its trend in the global economy as an emerging medium of transaction and a real investment opportunity.

Bitcoin made a strong impact on the global economy and gained a lot of attention when its price hiked from around 572.3 USD in August 2016 to approximately 4764.8 USD in August 2017. It makes up about 64.01% of the total value of all cryptocurrencies as of 9

March 2019 with more than 7.1 million active users.

Transactions that are made through bitcoins are verified by network nodes through cryptography and recorded in a public distributed ledger called a blockchain. It is an immutable time-stamped series record of data that is distributed and managed by a cluster of computers.

Most people often get confused between blockchain and bitcoin. But there is a huge difference between these two. Bitcoin is a cryptocurrency, while blockchain is a distributed database. Bitcoin is powered by blockchain technology, but blockchain has got many uses beyond Bitcoin. Moreover, Bitcoin promotes anonymity, while blockchain is all about transparency. To be applied in certain sectors (particularly banking), blockchain has to meet strict Know Your Customer rules. Furthermore, Bitcoin transfers currency between users, while blockchain can be used to transfer all sorts of things, including information or property ownership rights.

Bitcoin has some properties that authorized money, and other traditional currencies don't. It is called a 'digital currency' because of its existence in digital form only, and there is no physical shape or form such as cash. So technically it can only be stored in a digital wallet and can be used in transactions from any digital device (phones, tablets or other devices) just by restoring the seed phrase of the digital wallet. Bitcoin is mostly prioritized by investors for its impregnability. Being a decentralized currency, bitcoin was designed to eliminate fraud and forgery. Also, it does not involve any third party or intermediary; as a result, an investor can have full control and authority over their asset.

The story of bitcoin is indeed just getting started, but it's already affecting the global economy. Many investors are now adding cryptocurrencies, particularly bitcoins to their portfolios. This is most likely because bitcoin allocation higher their chances to improve portfolio upside.

One of the most distinct qualities of bitcoins is that it is not related to U.S Dollars and thus allows more international transactions. One of the most surprising info about bitcoin is that nobody had thought that it would be a medium of transactions for countries with weak economies. People of such underdeveloped countries can be connected with the internet economy quite easily just by using a digital wallet like blockchain and can make transactions staying anywhere in the world.

With the advancement of ICT in the economy, people are more and more interested in using bitcoin because of its easy transaction method, security compared to fiat money. Bitcoin is free from any kind of political influence or inflation. Thus, this special feature allows bitcoin to

stay one step ahead of any other fiat money. It also allows small businesspersons to start their business as there is no hassle of a bank, and other financial institutions. This is a huge opportunity for small businesses around the world who want to sell their coins in the internet economy, thus contributing a lot to the global economy. What's more interesting is that bitcoin does not require any pricy fees for transactions. Being an unregulated currency solely dependent on data, it will be able to connect people who are detached from the global merchants and will open markets and opportunities for businessmen, merchants, entrepreneurs from all spheres of the world which ultimately contributes to creating sustainable and inclusive growth in the global economy. Bitcoin has proved itself to be a game-changer in the case of sending remittance by overseas people to their country. It is because at present this money is managed by banks and other intermediary institutions which charge a high charge and the process is also very slow. But in the case of bitcoin, this is the opposite. Bitcoin can instantly be transferred and thus make this remittance process much easier, cheaper and secure. Even due to the lesser hassle of authority and other intermediaries it is turning into the first choice of the current economy. In the last three months of 2020, each day saw an average of 287,492 confirmed Bitcoin transactions worldwide. Thus, it is quite evident that bitcoin among all other cryptocurrencies is now emerging from the clutter as an accessible financial tool that is faced at the beginning of its journey.

But like every coin has two sides, so does the bitcoin. One very prominent cause is its effect on the environment. Bitcoin mining requires very sophisticated hardware and software infrastructure system and requires a staggering TWh (Tera-Watt hour) each

year to operate the computers and networks that power Bitcoin operations. This has a drastic effect on our environment. As Bitcoin is a decentralized currency, it cannot be controlled. It is quite impossible to keep accountability and a record of transactions that occur in the economy of a country. In this case, many central banks are trying hard to put this ad hoc financial system under control. Due to this reason, many countries including Algeria, Bolivia, Morocco, Nepal, Pakistan, and Vietnam have banned all other cryptocurrencies including bitcoin. On the contrary, other countries such as Canada, U.S.A, Russia, the European Union use bitcoin as a payment system even by government agencies. Still, the news is coming out such that bitcoin is facing its biggest challenge after it was established in 2008. With the rise of 87% during 2019, bitcoin had a very smooth pace even during mid-February of 2020. But due to Covid-19, there has been a drastic downfall of approximately 15% of this cryptocurrency. Despite such a collapse, many investors are still hopeful regarding bitcoin. However, on March 16, 2021, Tim Draper, a Bitcoin bull and billionaire investor, is still optimistic about the future of cryptocurrency.

Though Bitcoin has been long discussed and debated and facing severe volatility due to covid-19, it is still the world's leading cryptocurrency and the best performing currency due to its secure, easy way of performing international transactions. But there is no such thing as a free lunch, the massive amount of required energy and the volatility of the price is mainly the catch of this digital currency. Hence it might take years for bitcoin to get recognition as a trusted medium of transaction but the impact of bitcoin on the global economy is too visible for one to ignore.

“ When the world comes back (from the crisis), it will be Bitcoin, not banks and governments which will save the day. ”

-Tim Draper

Shadique Shahriar
26th Batch
Executive



BANGLADESH AND ITS GREEN RMG PRODUCTION

“ EVERY STAKEHOLDER IS EQUALLY RESPONSIBLE TO MAKE THE RMG SECTOR SUSTAINABLE. WE DON'T HAVE ANY ALTERNATIVE TO THAT AS 80% OF OUR TOTAL EXPORTS COME FROM THIS SECTOR.

– Ms. Shwapna Bhowmick
Mark & Spencer

Bangladesh's readymade garment (RMG) industry has been a huge success. **The industry began in the late 1970s, grew significantly in the 1980s, and peaked in the 1990s.** The industry's rapid growth was made possible by the use of less complex technology, inexpensive and simple-to-operate sewing machines, and a relatively inexpensive and plentiful female workforce. RMG goods have long been a common way for Bangladesh to obtain foreign currency through export, and Bangladesh has long been among the world's largest export trading countries for RMG and apparel. since its inception, especially during the last three decades, the RMG industry contributed significantly through the creation of a physical

infrastructure which is demonstrated by more than **45000 RMG units** along with the development of human capital as around **4 million workforces** are directly involved in this industry. It has also contributed tremendously through empowering women as almost **90% of its labor force is female** which ranked the highest in Southeast Asia. In terms of core economic consideration, RMG holds almost **14.07% of the GDP of Bangladesh** as well as **81% of the total export earnings.** It has also made a significant contribution by empowering women, with nearly **90% of its labor force being female**, the highest in Southeast Asia. However, since the beginning of the twenty-first century, Bangladesh's RMG and apparel industries have faced difficulties in

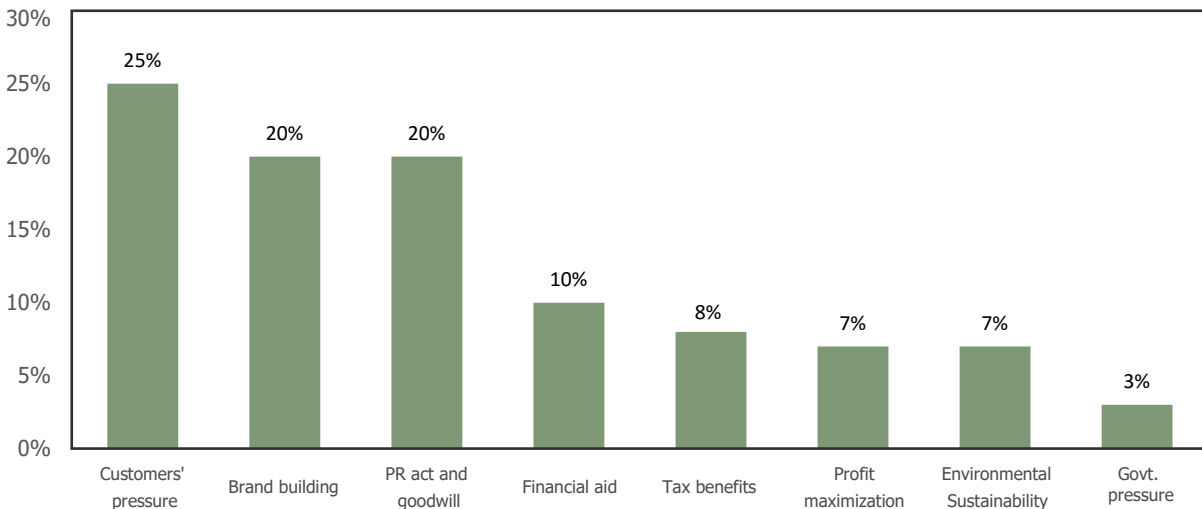
providing meeting health, social, and environmental compliances in the face of increasingly stringent completion requirements. The requirement of green compliance started soon after the Rana Plaza disaster and since the sustainability and growth of Bangladesh's RMG industry has been facing significant challenges in this dynamic domestic and international setting.

The garments industry has been a lifeline for the economic development of Bangladesh. Previously, policymakers of Bangladesh were under the false assumption that as being a developing country, Bangladesh doesn't require to implement environmentally concerned strategies. However, **SEHD revealed that localized pollution poses a serious threat to the environment while having an extremely detrimental impact on people's health.** Since then, Bangladesh Govt has imposed rules that industrial units should be located in declared industrial zones rather than in residential areas and industrial units shall not produce sound, smoke, or odor more than the permitted limit. Furthermore, industrial units are required to submit the Initial Environmental Examination (IEE)

Report, the Environmental Impact Assessment (EIA) Report, along the design of the ETP and its schedule after receiving location clearance. For facilitating green production practices, Green credit is used by banks and financial institutions to give exclusive credit terms to green factories. Another policy is the environmental tax that enforces duty due to emissions and eventually, this promotes environmentally sustainable green production. Furthermore, the Bangladesh Bank has developed the "Green Transformation Fund," a \$200 million green fund that will provide low-cost loans for green growth in the RMG and other export-oriented industries. The low-interest loans can be utilized to encourage sustainable practices in areas like waste management, energy efficiency, renewable energy, and recycling.

Since most of the buyers of Bangladeshi-produced RMG products are from Europe and America, foreign buyers such as H&M, Levi's, M&S, etc are constantly putting influence in making the producers of RMG products becoming green. The producers of RMG products are becoming more environmentally concerns in reshaping their expansion and growth

Organizations' philosophy and motivation towards green production



opportunities because going green not only helps producers in assuring the buyers but also helps companies in getting operational efficiency while improving revenue structure. Going green also helps organizations to enhance their brand image and show society that as a company they care about the people and the environment. While implementing green production, companies can recycle, reuse and redesign their resources which helps in redefining the cost structure. In green production facilities, organizations also need to modify their product processing systems along with procuring green war materials that are environmentally sustainable. Green manufacturers often get access to tax benefits and they are often given awards for implementing the green production process.

Even though green production facilities introduce companies with numerous benefits, companies have to face challenges in implementing the strategies of going green. Government laws and directives are largely in charge of the organization's green management. However, companies often get discouraged from developing green manufacturing plants due to the government's shortage of environmental expert services and long-term contracts for adopting green production practices. Even though changes to Bangladesh's environmental policies, rules, and regulations have been introduced by the country's legislature, in many instances, these strategies are found to be unpleasant to companies. Moreover, the parties in this industry are often unaware of the necessity of green production, and most of those who know about green production learn through educational institutions on the job learning rather than self-learning. Another reason for lagging in going green is the general

perception as most of them involve parties think green production as a PR stunt for increasing brand image through gaining environment sustainability rather than acknowledging green production as a medium for profit maximization through increased efficiency. Moreover, Lack of buyers' supports, huge initial investments, lack of operational and technical knowledge, motivation for going green, etc. impacts companies in going green.

In the aforementioned situation, manufacturing units in the RMG sector face various challenges in the process of going green. However, the government of Bangladesh is still working to address all issues so that Bangladesh's economy remains stable, with the RMG sector serving as the country's lifeline. Efforts and supports from individuals who are involved in this industry are required to make this dream of becoming green successful as without combined efforts this would never be possible.

Mohtasim Haque Bhuiyan Sazim
26th Batch
Executive

Riddle

1 | Man carrying two bags of sand crosses the Mexican border on a bicycle every day. Customs officers regularly check the bags and all the time they contain sand. It is obvious that the man smuggled something. But the officers can't realize what it is exactly as they don't have any proof the man crosses the border without interruptions. What does he smuggle when your time has started?

2 | A man is leaving on a business trip and stops by his office on the way to the airport. The night guard stops him and says, Sir, dont take that flight. I had a dream last night that your plane would crash and everyone would die! The business man cancels his trip and sure enough, the plane crashes, killing all the passengers. The man gives his watchman a \$10,000 reward for saving his life, then fires him. Why?

3 | A man steals \$1000 from a shop, spends \$700 in the same shop and gets \$300 change. Now how much did the shop owner get lost?



4 | A man buys a goat for \$60. Then sells it for \$70. Then he buys it back at \$80 but sells it again for \$90. How much did he make?

You can submit your answers on our facebook page: <https://www.facebook.com/knacknation> within 17 August, 2021. We will announce the names with correct answers on our facebook page.



THE SPAC FRENZY



One of the hottest buzzwords in the 21st century is 'Billionaire'. Because of the tech boom, their number has increased exponentially in recent years, so has their reputation and fans. This increasing fan base and admiration have led people to follow in their footsteps without much thought. And when such a thoughtless following leads the public to the share market, we know what happens due to such craze.

And that's what happened in Wall Street recently. **When famous investors and**

executives like Chamath Palihapitiya, Kevin Hartz, Andrew Paradise, Bill Ackman started investing in SPACs, this unpopular practice became the new trend and investors started pouring money based on whether these people are in the particular SPAC or not. And if that was not already enough, celebrities like Basketball Hall of Famer Shaquille O'Neal, Golden State Warriors player Stephen Curry, tennis champion Serena Williams, former pro baseball player Alex Rodriguez joined in, hyping the craze even further.

Now to get into the depths of it, let me tell you what a **SPAC** is and why it has become so popular in recent years.

What is SPAC? SPAC, or Special Purpose Acquisition Company, is founded with the sole intention of acquiring a private company. Just the way it sounds, SPACs have no business operations. But that's not the only interesting point. SPACs raise funds through an IPO and the investors of the IPO are unaware of which company the SPAC management is planning to buy.

Now a simple question arises- Why would the investors invest in such companies? The answer is the halo effect. Generally, the founders of SPACs are expert investors or experts in certain fields with a great reputation. This gives the investors a sense of security and confidence. So, on the surface, the success of this IPO depends more on the SPAC founder than the actual business deal.

However, there is a lot more in the process. You didn't think these institutional investors would throw such huge chunks of money in

the name of the trust? Definitely not. The SPACs are generally given two years to acquire a company. In this due time, the IPO money is kept in an interest-bearing trust fund. In case, a deal is not made, the investors will get their money back with interest minus underwriting and other costs.

Another important question is- What's in there for the private companies? It's the exemption from the IPO process. The IPO process is full of formalities like underwriters, prospectus and other filings. In SPAC, the company has to just merge and they will be public. In addition, the early investors will have a way to liquidate their position due to the SPAC deal. And the juiciest benefit is the 20% or more hike in sale price than private equity transactions. And due to the massive boom in recent years, SPACs can start a bidding war to gain the most lucrative outcome.

The Recent Frenzy: If we have to choose the face of such frenzy, that would be Chamath Palihapitiya. The self-proclaimed next Warren Buffett, with a Twitter follower of 1.5 million, is the owner of 6 SPACs -Virgin Galactic, Clover Health, Opendoor Technologies and three other undisclosed companies. He started with Virgin Galactic in 2017 and that is also the year SPAC's demand started rising. Then hedge fund manager Bill Ackman also raised a \$4 billion SPAC.

US SPAC IPO ISSUANCE

YEAR	AMOUNT RAISED (\$BN)	#IPOs	AVERAGE SIZE(\$MM)
2021	100.8	311	324.2
2020	83.4	248	336.1
2019	13.6	59	230.5
2018	10.8	46	233.7
2017	10.0	34	295.5
2016	3.5	13	269.2
2015	3.9	20	195.1
2014	1.8	12	145.8
2013	1.4	10	144.7

celebrities also joined this SPAC party, the demands of the SPACs started soaring like crazy. **SPACs raised \$100 billion just in the first quarter of 2021.** It wouldn't be an exaggeration at all to call this a 'SPAC quarter'.

The Bust: History repeats itself is a proverb that matches the stock market more than anything. **Whenever a craze happens, investors feel left out and without digging deeper or thinking about the long-term consequences, they go with the flow.** The housing market was one example and now SPAC is the current one.

After such a crazy quarter, SEC issued an accounting guideline that would classify SPAC warrants as liabilities instead of equity instruments. And such change will propel SPACs to reevaluate their financials in 10-Ks and 10-Qs for the value of warrants each quarter. After such declaration, the CNBC SPAC Post Deal Index fell record-high, so did the expectation of the SPAC followers.



Along with that came the SPAC star's poor performance. Virgin Galactic's price fell by 50% after Chamath himself dumped \$213 million worth of shares. It speculated that it happened due to the uncertain future and low demand for space tourism. Other SPACs of Chamath's also fell a lot compared to the SPAC index. The plummeting price of his portfolio also choked the SPAC investors' expectations, prompting them to

rethink their decisions. But they should have done it before getting into it.

The SPAC incident has shown us another classic herd-instinct incident. The regulator's new guidelines and SPAC star's fall show us the vulnerability of the SPAC market. But that does not mean SPAC will go out of the picture. Bill Gates said there are too many low-quality SPACs, however, he is holding the high-quality ones. And that's the point. Rather than going with surroundings, investors should focus on SPACs that have real and long-term value. Now we will see investors and experts looking into the hindsight and warning people of the pitfalls of SPACs. And surprisingly there are lots of supporters for them as well.

After pondering about this incident and its criticism, a famous Buffett quote strikes my head-

"In the business world, the rearview mirror is always clearer than the windshield."

Hussain Imam Nirjhar
26th Batch
Executive



GAMING INDUSTRY IN THE PANDEMIC VICTORS AMONG THE VANQUISHED

2020 has been one of the most unusual years of the modern timeframe. The year started with a wink of discordant with an outbreak of a wacky, bizarre disease which was thought to be meticulously confined, and finding a cure was taken for granted. But as time grew, the disease, or to say the Covid-19 virus, became ubiquitous, spreading every corner of the world, baffling our aesculapian community, and thus, questioning our advancement as a civilization. It made us stay at home, caused a deadlock in our professional and quintessential works, and made not only the people but also several

global economic sectors like tourism, restaurants, sports, entertainment suffer.

Okay, first forward one year apart, a lot of things remain unchanged in our lives. Quarantine, isolation, lockdown have become the new norms. We don't get to travel as we all are maintaining social distance. The restaurants are closed with limited options for food home delivery. Most of the live events of the global entertainment industry are called off as they involve the physical attendance of the audience. Cinema theatres are shut down. Many movies got delayed or released on

digital platforms for home viewing. As most of the ways of our entertainment and communication are narrowed down, many of us are looking for activities to stay entertained as well as to be more connected with our friends and dear ones while staying indoors. With all these conditions in this situation, “video game” seemed to be the perfect medium to fulfill our needs to many of us. Thus, while other industries were bearing the brunt of the Covid-19 pandemic, the gaming industry rode on its cloud nine.

The video game industry was already on the rise before the pandemic as they have grown to resemble competition-based, interactive movies. **In the pandemic, the rise of this industry has reached a new level and has reportedly become a bigger industry than movies and North American sports combined!** Even the World Health Organization is considering video gaming to be an effective way to stop the spread of COVID-19 and launched a promotional campaign **#PlayApartTogether** alongside other game companies.

Leading database company Statista shows that the revenue generated from digital purchases of downloadable games has risen over **\$10 billion in March**, which is the **highest monthly sale figure ever recorded**. According to the analysis by MarketWatch, most growth in the last year’s \$179.9 billion sales was registered in the mobile phone gaming market at \$87.7 billion, followed by consoles at \$52.5 billion, and PC at \$39.5 billion. The most sales growth in revenue was recorded in digital sales.

In the mobile gaming sector, Tencent’s PUBG was the most popular and holds the highest-selling title earning \$2.6 billion, which was at \$1.3 billion last year. Nintendo’s Pokémon GO’s revenue

reached \$1 billion in the first ten months of 2020, especially after its parent company, Niantic, made an adjustment to the game to make it easier to catch Pokémon staying home. The game was released in 2016 and continued to remain popular as ever.

The major console makers Sony, Microsoft, and Nintendo reported higher than expected sales and are on the way to record revenues in anticipation of lockdowns. Nintendo’s Switch was reportedly the bestselling console in 2020. It was released in 2017. The next-gen consoles, PlayStation 5 and Xbox Series X, which was launched recently, couldn’t make a noticeable impact in the sales yet as supply issues remain in most parts of the world.

Sony Corporation and Microsoft Corporation are also facing similar distributional struggles to meet the overwhelming demand of their recently launched next-generation devices. The paid subscription record of both companies has increased since last year.

The number of active users of different online games has increased significantly during the pandemic. Global multiplayer online game Counter-Strike: Global Offensive’s active online player number increased to 1.145 million in April 2020 from 767 thousand in December 2019. The ‘Battle Royale’ version of ‘Call of Duty: Warzone’ has seen an unprecedented rise in the number of active players. About 63 million users stayed active on Warzone in April 2020. Major game publishers and their games like Rockstar’s Grand Theft Auto V and Red Dead Redemption 2, Electronic Arts’ FIFA, and Need for Speed have also gained more revenue than before from sales and active users.

With the new virtual reality technology, the

gaming industry is booming even more. The long-awaited game “Half-life: Alyx” has been acclaimed by experts all around the world for groundbreaking virtual reality technology that made it the most successful VR game till now and attracted almost 43 thousand concurrent users on Steam.

While many people are playing games themselves, a lot of people love to watch the gameplay online too. Many popular gamers are streaming their gameplay online and the numbers of the viewer are more than ever. **The number of concurrent viewers on the most popular live game streaming service, Twitch, has increased to 2.4 million on average in 2020 from 1.4 million on average in 2019.**

As almost all of the music concerts got canceled during the coronavirus pandemic, many famous artists moved to some well-known gaming platforms to entertain their fans. The massively popular game ‘Fortnite’ has held some mind-blowing virtual concerts. World-famous artists like Travis Scott, Dominic Fike, Anderson .Paak, J Balvin have performed in Fortnite’s in-game soundstages. These virtual shows have pushed the limits of how the virtual concerts could look like with artists' avatars teleportation to a different dimension, underwater stages, and dazzling colorful worlds. All these shows were attended by millions of online players around the world. With all these online shows in the pandemic, this is becoming the potential new way of experiencing virtual music. Different online platforms are also setting up micro-payment transaction systems for artists and streamers alike.

Like the other side of the coin, the pandemic that has brought a significant revenue boost across the gaming industry also has its drawbacks. The E3 Expo, the

most well-known gaming convention, got canceled along with many other gaming conventions due to the coronavirus. Many publishers delayed the release date of new games as the developers are forced to work from home. Microsoft, Nintendo, Ubisoft, and many other gaming industry giants had to showcase their new games and hardware on virtual streaming platforms. Most of the physical game sales outlets and showroom sales were dragged down by the online delivering rivals or digital sales. Video game arcades and gaming zones have also suffered the same fate as other "non-essential" businesses like cinemas and gyms.

Despite the setbacks, the video game industry has continued to push on through the pandemic. As the world is roiling with the second wave of the coronavirus, there’s almost no possibility of change in consumer behavior. Therefore, the boom in the gaming industry is unlikely to fall anytime soon.

Md. Bulbul Shakib
26th Batch
Executive



10

BIZARRE

BANK HEISTS

THAT CAN

THRILL

YOUR HEART

“**H**ands up! Put all the money in the bag! Don't move anyone or you'll be shot!” these lines just pop up into our head whenever we hear the word bank heist. But these are some cliches. Now the bank heist has become an art for the criminal. People with fantasies like becoming billionaire within a night or having luxurious life without investing a drop of blood sweat or tears sometimes find bank robbery as an alluring way out. Thus history has witnessed some suspenseful plus heart-stirring bank heists. Today we'll be harking back to some of those cases. So here comes the 10 out of the ordinary bank heist.

For starters, I have **“DUNBAR ARMORED the inspector's conspiracy (1997)”** This robbery resulted in a loss of \$19 million. It is one of the most significant robberies in American history. This robbery was also carried out on the inside. This was orchestrated by a regional safety inspector from Dunbar Allen place. To pull this off, he needed five men. As a result, on a Friday night, **he enlisted the help of some of his childhood friends to bushwhack the guards** at a stop cash drop vault. They loaded up a U-Haul and dispersed once they had access to the loot. Almost getting away with it all before one of the suspects made a blunder and ended up confessing. More than half of the money has been unaccounted even for to this day.

For the next course let's dig into the story of **The California Bank Heist in the United States of America**. This robbery resulted in the loss of \$30 million. Amil Dinsio, an Ohio professional criminal, gathered a group of six robbers and transported them to California in 1972. They rented a townhouse and plotted a bank robbery after hearing (mistakenly) that President Richard Nixon contained a multimillion-dollar reserve fund there. After carefully scrubbing down the

townhouse, the crew dynamited their way into the safe, stole \$30 million in cash and valuables, and escaped. The robbers have finally discovered thanks to a generous tip provided to a cab driver and fingerprints collected from the inside of the townhouse's dishwasher.

After that **“The Robbery of the British Bank of the Middle East”** comes. The robbers took between \$20 and \$50 million. When Lebanon was in the middle of a civil war in 1976, a squad of robbers wanted to take advantage of the chaos. **The squad used an explosion to break through the walls of a Catholic church** and got into the adjacent British Bank of the Middle East in one of the most daring robberies in history. They brought licensed locksmiths with them to crack open the safe. Cash, gold bars, jewelry, and other valuables accumulated \$44.5 million taken by the robbers. There was no recovery of the loot, and nobody was prosecuted. That robbed items are now worth over three times what they were in 1976.

Next, we have **“The Robbery of the Northern Bank”** on our plate. Treasures worth \$50 million were stolen. Robbers disguised as police forces broke and into the homes of two bank managers in Belfast, Northern Ireland, the week before Christmas 2004. Their family members were kept captive, and the managers were forced to return to the office the next day as ordinary. The managers made the way in for the robbers into the bank after the workday ended, where they robbed approximately 26.5 million British pounds and other foreign currencies in the largest bank robbery in Irish history. Till now the case remains unresolved, and only one suspect has been prosecuted for laundering money up to this point.

Then comes the **“Brink's MAT Warehouse: The Fiery Robbery (1983)”**. It occurred on November 26th, 1983, when six men broke into the company's Heathrow airport bank. They were able to rob \$30 million in diamonds, gold bars, and cash. Anthony Black, who was the facility's security guard at that time, aided in the robbery. Their initial proposal called for just £3 million in cash. They were certain that they were under lock and key, but that changed when they discovered a whole other 3 tons of gold bars and diamonds. **The case has been connected to several subsequent murders**, and although most of the gang involved has since been prosecuted, the gold has never been retrieved.

As you can see things are getting us more and more Goosebumps as we are moving to our main courses or extremely thrilling true bank robbery stories. So get prepared for our next course **“Fortaleza's Banco Central Burglary”**, also known as **“The Underground Work (2006)”** as your next course. This burglary netted a total of \$69.8 million. It occurred in Brazil in 2005, when robbers pretended to be landscapers and leased commercial property in the center of the city. The robbery's mastermind with a team consisting of 25 members then spent three months laying a 256-foot tunnel underneath the bank. The tunnel, which ran from a house to Banco Central, was fitted with wooden paneled walls and electric lights. They stole \$79.1 million over the Sunday, allowing the robbers to flee with the money before authorities discovered it on Monday. Even though more than 40 people were arrested, together with the suspected criminal



mastermind Luis Fernando Riberio, only \$20 million was retrieved.

Now I bring you **“The Burglary at the Securitas Warehouse”**. In this case, \$83 million was robbed. In 2006, at a security services company's warehouse in Kent, the largest cash robbery in British history occurred. In preparation, an insider filmed the interior of the Securitas depot. The division manager was then abducted and held hostage by men wearing elaborate masks. He was taken to the warehouse by the robbers, who forced him to allow them entrance to the currency containers. The heist amounted to \$83 million. Some of the criminals were apprehended despite their ingenious disguises, and the makeup artist who produced the masks became a key witness throughout the case.

With **Knightsbridge Security Deposit Robbery** of \$98 Million, (1987) we will end the main course. A robbery masterminded by Valerio Viccei in 1987, perhaps the third biggest heist in history, made off with \$98 million, the equivalent of nearly \$200 million in today's currency rates. Valerio took his Baretta to England after deciding that the heat in Italy, where he was wanted for 50 burglaries, was too much for him. The bank manager led them into the vault after they asked to rent a safe deposit box.

The burglars subdued the manager and security guards before stealing all of the money. Regrettably for Viccei, **a print of a bleeding finger from the scene of the crime helped to track him**, thus, Viccei and his partners in crime were apprehended.

Finally, we will be moving to the desserts the two most bizarre bank

robberies in history. Firstly, **The Dar Es Salaam Bank Heist**, a \$282 million robbery. **The burglary at Dar Es Salaam Bank, a private financial institution in Baghdad, Iraq, in 2007 is still a mystery.** Why the bank contained too much American currency on hand to rob is unknown. Several bank guards are said to have orchestrated the robbery. The robbers, according to the government, had connections within local police and militias, allowing them to move across Baghdad's numerous checkpoints undetected. However, there was insufficient evidence to back this up. The burglary in Baghdad occurred overnight and silently in 2007. When the workers returned to their work the next morning, they discovered the front door of the vault was open, the cash was gone, and the security guards were missing. The guards were arrested shortly after with a minor portion of the robbed money. There has been no further evidence provided about the money's location as well as those involved.

And now with drum rolls, I present the last but not the least **"The Family Business (2003)" is another name for Iraq's Central Bank Robbery.** The largest bank robbery in the world, with a total value of \$920 million, is worth more than the rest mentioned till now combined. It all began on March 18th, the day before the United States began bombing Iraq. Several robberies resulted in the theft of nearly \$1 billion from Iraq's central bank. But in this case, no bandit masks, weapons, high-tech hackings, or hostages were present. A note signed by Saddam Hussein was the tool that made this heist possible. He made his son Qusay Hussein withdraw the funds, which also included boxes of \$100 bills bearing a seal indicating that they were security funds. Loading the money into the trucks took about 5 hours. So, the guy went into the

bank and then said, "My father needs this," and they handed it to him even though the money didn't belong to him. In the middle of a war, Qusay was killed by the United States military.

With this the full course heart-thriller 10 bank heist talks end. But there are still tons of heists that remained out of this list worth knowing about. **But no matter how interesting it sounds do remember it is not an option. NOT AT ALL.**

Kazi Anika Arefin
26th Batch
Executive





Revolution in the Marketing Industry:

Traditional System

to Digital System

A survey of Businessinsider.com (2021) states that **the amount of television users in the world till 2020 is 1.67 billion, while the number of mobile users is 3.8 billion.** Nowadays, because of globalization, businesses are expanding their industry outside their national border. When all is being digitalized, there have been plenty of changes in the marketing strategies of the companies. Digital marketing takes over the conventional marketing method.



Traditional marketing relies on the offline strategy. There are many traditional marketing methods: newspaper and magazine ads, newsletters, Tv ads, radio ads, referrals, billboards, catalogue, text message, etc. Traditional marketing is expensive and ineffective. Traditional marketing techniques have lots of disadvantages, and it is not as an effect as digital marketing; that's why marketers prefer digital marketing. Some traditional marketing techniques are still used, but most of the traditional techniques have been taken over by digital marketing techniques.

Digital marketing system means letting the customer know about a company's product or service, its features, price, and other necessary things online, aiming to influence the consumer to buy the product or service of that company. There are lots of techniques of digital marketing. These are websites, social media marketing, search engine optimization, content marketing, Banner ads, google ads, electronic billboards, video production, app development, branding, etc.



The digital marketing system has lots of advantages. That is why they are taking over the traditional marketing methods. Some of the advantages are given below:

Mass marketing to Targeted marketing:

In traditional marketing, Marketers can only

use demographic segmentation in their marketing strategy, which is not very much effective as they cannot attract or engage all kinds of consumers. **But in a digital marketing system, marketers can use all kinds of segmentation: Psychographic segmentation, geographic segmentation, behavioral segmentation, and demographic segmentation.** They use different types of segmentation where it fits or suitable.

Reduce cost:

Traditional marketing system is costly whereas digital marketing system is not so expensive. It costs lots of expense to print 3 or 4 pages of ads in a famous newspaper or magazine. It is limited only for an edition. In the new addition, marketers must pay further for their advertisement, so it costs huge expense. But in the case of social media ads it doesn't cost so much.

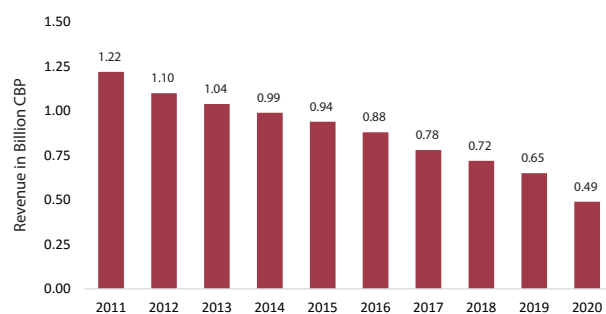
Time-saving:

Traditional marketing takes a lot of time. For example, printing ads in newspapers or magazines takes a lot of time as there need rounds of edit and you cannot edit the ad once it is done. But in the social media ad is less time-consuming. It takes time to design the ad, but it does not take much time to publish the ad, and it is easily editable.

Measurable:

Traditional marketing isn't easily measurable. For example, a marketer can't accurately measure how many readers read his advertisement in a newspaper. So he can't easily understand if his marketing strategy attracted the customer or not. But in digital marketing, the marketer can see how many people have seen the ads and how many clicked on the ads and engaged by the ads. By seeing the results, they can understand if their marketing strategy was effective enough or not.

Since traditional marketing techniques have lots of disadvantages, Marketers are now more into Digital marketing techniques. Nowadays, marketers tend to invest less in print media like newspapers, weekly magazines etc. Instead, nowadays, marketers are more into investing in websites and social media. Instead of investing in traditional billboards, marketers nowadays more investing in digital billboards, which attracts the customer more. As a result, traditional billboards are going to extinct.



A report by Statista.com expresses that the **UK's revenues of print media from advertising have fallen by over 50% in the last ten years**, with businesses spending increases in social media rather than printed media now. The statistic indicates that **print media revenues from ads in 2011 amounted to 1.22 billion, down to 0.49 billion pounds in 2020**. (Statista, 2021).

Previously, companies used to arrange exhibitions and conferences to show the consumer their product and teach them how to use them. It was costly, time-consuming, and they could not target lots of customers. But nowadays, marketers use content marketing, whereas they upload various pictures and videos on social about a product or service's features, its using method. This method is not that costly; instead, it is attractive also. It is not time-consuming and can engage lots of target customers.

Formerly, Marketers used Tv ads to promote their product or service, which is expensive and not so effective. But nowadays, they use social media ads, and website ads, pop-up marketing, which is less expensive and engage lots of consumers. Tv ads have not extinct fully. Still, companies invest vast amounts of money on Tv ads, but the amount is not the same as 10 or 20 years ago. Social media marketing has taken over a large portion of the TV ad.

Search engine optimization is another technique of digital marketing. When people need something or want to know about a product or service, they search on the internet. Every company now has its websites where they exhibit their product and services. Search engine optimization improves the quantity and quality of a website's traffic. It helps a company to show its website on the top of the search result. Companies now invest a huge amount in this. Many other digital marketing methods are taking over traditional marketing methods, and companies are frequently using these.

Naimul Hasan Rafi
26th Batch
Executive

Across:

1 Financial or nonfinancial accountability beholden to economic value equipping resources.

2 Imbursement after withdrawing employee benefits, retirement plan contributions, and taxes.

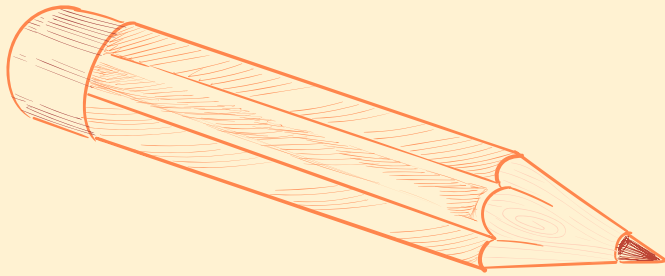
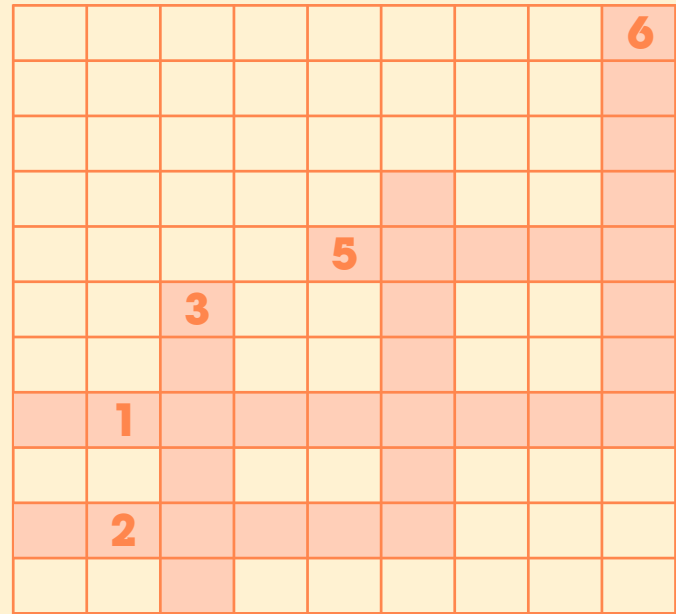
5 Something beyond ordinary honorarium.

Top-Down:

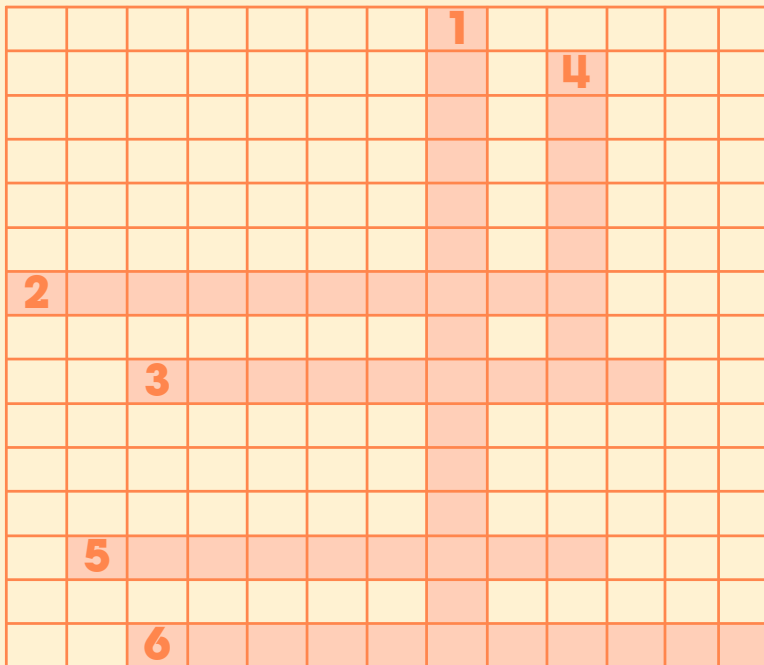
3 Assembling such valuable resources which further can be utilized for settlement proceedings.

4 Monetary acknowledgment necessitated by the actual owner in recognition of the originality of the product or service

6 Remuneration formulated before subtracting taxes.



CROSS WORDS

**Across:**

2 A collection of financial investments.

3 Financial instruments used to raise capital.

5 Decline of purchasing power of a given currency.

6 A security that represents ownership in a corporation.

Top down:

1 A risk management strategy.

4 The amount of money a buyer is willing to pay for a security.

You can submit your answers on our facebook page: <https://www.facebook.com/knacknation> within 17 August, 2021. We will announce the names with correct answers on our facebook page.



DEMAND and SUPPLY

A FOREX Perspective

Why do we buy dollars? Why its price is always eightyfold higher than our currency? Have we ever sit for a while to think how the dollar rate to taka fluctuates though remains almost the same? The demand program for \$-ট is such complex that it barely gets changed.

For a particular product, if it possesses a higher demand in the market, it will have a higher price as the suppliers need to cope up with the demand and if they can't, they price the product in a way that demotivates higher demand. Whereas, if a product has a higher supply, it means that the public may possess a lower demand for which reason they didn't seem to buy the products and

ultimately made an abundance of unsold items. In such a situation, a supplier will keep the product's price relatively lower, so that the low price motivates consumers to buy more.

What if we interchange the word **PRODUCT** with **CURRENCY**?

If today, 1 lakh Bangladeshis want to import some products from the USA, definitely they will crowd money exchangers to buy USD, creating a sudden demand surge of USD. To cope up with the demand also with a mean of profit, the exchangers will promptly increase the exchange rate of

dollars, (e.g. from 84[৳] to 85[৳]). As now the rate is increased many people will feel demotivated to import resulting in an astray of import from those people.

THE RICE EFFECT

Suppose, Bangladesh exports rice to the USA. This year, American vendors show great interest in this product. This year the production was less. So, to maintain demand, the price of rice was raised. The USA still imported rice with the incremented price making the total dollar reserve of Bangladesh increased. More dollars inside the country allows exchangers to sell dollars at a cheaper rate. So, dollars now are sold for 83-taka per. Country people now can avail more dollars to buy US products against a smaller amount of taka. So, imports of Bangladesh also got raised making taka reserve in the USA increased. It means, US exchangers can offer BDT at a cheaper rate now, meaning a fall in taka value. The process is continuous and always tries to move to a point where at a particular price, no buyer or seller has any incentive or desire to change the quantity demanded or supplied, all other factors remaining unchanged. The point is called Market Equilibrium.

So, rice can have a good impact on FOREX. But can FOREX have an impact on Rice?

Suppose, there is seen a good export of BD garments to the USA this year. As a result, taka's value increased and the dollar's value decreased. So, USA importers thought of buying less rice from Bangladesh. On the other hand, suppose rice saw a mass production this year. What will happen is

that a huge amount of this product will remain unsold, begetting a huge loss. Such a loss will have an immense impact on the agriculture industry.

So, what we are seeing is that if rice price increases for higher demand, dollar supply increases, taka's value increases, dollar's value decreases. We can see a **positive cross-price elasticity** between rice and taka's value. This elasticity means that if one's price increases another's demand also will increase. We can see a **negative cross-price elasticity** between rice and dollar. This elasticity means if one's price increases another one's price will decrease. This is a theoretical situation that can happen but not necessarily always happens because there are always alternatives for countries.

When a country holds a lot of exports all around the world, its currency gets stronger. Citizens all across the show interest in that country's products and ultimately buys that currency for purchasing. That is the basic international B2C trade. Now, think about the USA. Think about Kuwait and now think about their product's demand. Medicines made in the USA, oil from Kuwait always possess a higher demand which means to cope up with this demand the suppliers from these two countries need to keep the price high. However, consumers end up buying these high valued products with the exchange of their currencies. This **BUY** results in a higher supply of these currencies inside Kuwait and the USA. To liquidate this excessive supply, exchangers of Kuwait and the USA can certainly sell these currencies for a lower number of KWDs and USDs respectively. This type of exchanges all across these two countries ultimately result in a higher value of KWD/USD compared to other currencies traded. That is how forex works.

CAN A GOVERNMENT CONTROL THE FOREX RATE?

Yes, it can. Governments have the capabilities to control a particular industry of their country. For example, the tobacco industry of Bangladesh. What if the tax rate for tobacco companies was only 20% but not 45%? This industry will boost, make more exports and generate more foreign currencies inside our country. After this reduction in taxes, taka's value will certainly increase compared with other currencies. But the same strategies are also applied by other governments. So, if Bangladesh gets so many dollars by exporting premium tobaccos at the same time the USA will get so many takas by exporting medicines.

Ultimately the forex rate doesn't change significantly overnight. It changes, slowly. In some months it falls when seasonal exports occur. In some months, it rises when seasonal imports occur. Sometimes, governments can create more demands for their produces, e.g. COVID Vaccine by a country. Sometimes, excessive supply will also come to an impact, e.g. too many jute products produced to export in BD. This FOREX and Demand-Supply program is a **Fluctuating Constant**, meaning it fluctuates but at the same time it comes back to the equilibrium.

Jashem Shikder
26th Batch
Executive





FAST FASHION and



the **WOES** of BANGLADESHI GARMENTS WORKERS

“I thought about killing my children”, said Azad, a garments worker from Dhaka, Bangladesh. She was among the protesters at the press club last year, demanding payment from the employers. They were all beaten by the police and removed from their peaceful stance, but that is not something we remember vividly. What we do remember is the **#PayUp** movement on social media. We heard Kylie Jenner is not paying the garments workers

in Bangladesh and we texted her on Instagram asking for money. The **#PayUp** movement was successful in many ways, thanks to the massive reaction of the internet. However, most failed to perceive the grim situation and how deep its roots go.

Before Covid-19 caused #PayUp, what was the biggest scandal of the garments industry that we remember?

I'm sure we are all thinking of the **Rana Plaza tragedy** right now. It takes events of such scale to get a reaction out of the general people, and even that, is fleeting.

The Rana Plaza tragedy, or just before that, the Tazreen Fashion fire, expose the lack of investment in infrastructure. The Rana Plaza building collapsed because the building safety was not even a secondary concern. The garments worker in Tazreen Fashion died because their building did not have appropriate fire exits. These shortcuts are taken to cut costs.

Places like Bangladesh, where you can cut costs by compromising building safety, grossly underpaying the workers, and overworking them to their limits, are absolute gold mines for fast fashion brands. Zara, Forever21, GAP are some of the biggest names in this industry, and yes Kendall+Kylie too.

Fast fashion put simply, is mass-producing clothes that follow the latest fashion trends at a cheap rate. Fashion changes faster than ever now, everyone wants to be in the loop and look their best. This has created a massive demand for fast fashion brands. But as these trends change quite fast, everyone can't buy expensive clothes all the time. **So, making way for the \$5 t-shirts in the west only required destroying the environment and exploiting the workers.** We will only focus on the latter here, but the environmental effects are also quite frightening.

Bangladesh earns \$40 billion from exports annually, 80% of that comes from the RMG sector. This makes it the second-largest exporter of RMG in the entire world, but hiding behind that is the terrible treatment of 4.4 million garments workers.

Since 2018, the **minimum wage for the garments workers has been set to BDT 8,000 or USD 95 per month** in Bangladesh. But in reality, workers are **getting paid as low as BDT 2,000 or USD 25 a month.** On top of that, they rarely get paid on time. The factories keep running on accrued wages for months. We have all scrolled through the news of workers protesting for their unpaid wages now and then. BDT 2,000 or even 8,000 is not enough to survive for a month with a family in a city like Dhaka. They are getting paid far less than what one would consider a living wage.

But the exploitation does not end there. These people are not working your standard 9-5 jobs. **They have to work as much as 14-16 hours a day, 7 days a week.** And this insane amount of work hour with barely any break still does not draw the full picture. They do not just work by the hour; they are also put under enormous pressure to maximize the production. This results in making them produce inhuman amounts of output every single hour. The low wage of BDT 2000-8000 a month with delayed payment looks much worse now, doesn't it?

All of this is done to meet the demand of the west. Data from 2015 shows that 80 billion pieces of clothing are produced in a year resulting from fast fashion demands. This leads to the overworking of the garment workers. And they are grossly underpaid to keep the price at its cheapest. But cheap labor alone doesn't cut it for these brands. To cut costs even further, countries with weak safety laws and even weaker implementation come to the rescue.

These factories do not have proper ventilation systems, these are sweatshops. The workers inhale harmful chemicals, toxic substances, fiber dust, and blasted sands. Workers working in these conditions are

immensely prone to diseases, and they are abused for not reaching their insane hourly target. They don't get proper breaks to even go to the bathroom or drink water, this makes the lack of hygienic or any bathroom at all as well as the lack of safe water only a secondary concern. 85% of these workers are women, and they have it much worse. **1 in every 4 women gets sexually harassed or abused here**, which is definitely not the real number and also does not include the harassment they face during commute.

The buildings have no proper fire exits, they have a terrible infrastructure. 1,134 people died in the Rana Plaza tragedy, 114 died in the Tazreen Fashion fire. These incidents happen all the time. It is estimated that 1.4 million injuries happen every year. Most of these workers are never compensated for their loss or even given proper medical support to get well. The few feel-good stories you see are mainly performative activism which is a minuscule percentage of the total picture. And these workers are not even allowed to protest; **only 10% of the garments have labor unions**. But they aren't allowed to protest either. They get threatened, they get beaten up by their employers, the police, and the hired goons. **60% of the workers have reported threats or physical abuse**, but we all know the reality is much worse.

We were talking about the police beating up protesters at the press club last year. We talked about Azad wanting to kill her children. She wanted to kill her children and then herself because she had no food for two days straight. That is the picture after Covid-19 struck the industry. Workers claim it is worse than the Rana Plaza tragedy.

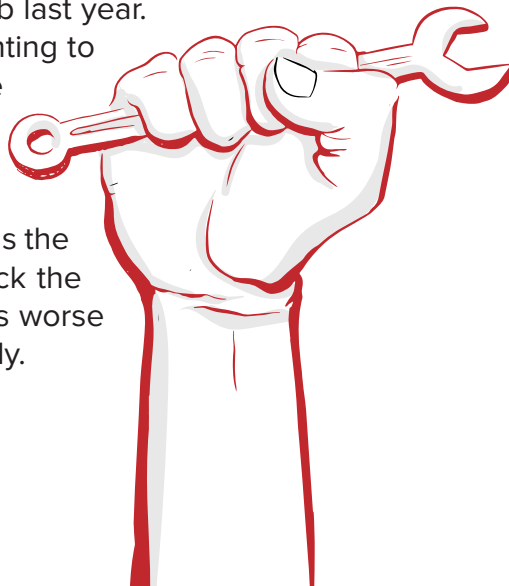
Fast fashion brands cancelled orders worth USD 3-4 billion during the pandemic. And what was worse is they refused to pay the price of many completed and delivered work as well. Bangladeshi garments shut down due to the lockdown, many of which never opened up again. The workers did not get paid for the work they did before the pandemic, and over 96% of factories did not follow compensation protocol and committed wage theft.

As the situation stands, workers are unemployed and unpaid while many fashion brands are reporting profits over \$10 billion during the pandemic.

One of the proposed solutions amidst the uproar against fast fashion is switching to slow fashion. Which is essentially fewer clothes produced, and many recycled. This would reduce the pressure on workers as well as the environmental hazards.

Poverty in Bangladesh went from 80% to 30% in fifty years thanks to the RMG sector's success. If fast fashion slows down, there will be lay-offs of unprecedented numbers. If the 4 million workers become 1 million, how will the rest survive?

I don't know the solution, but I am sure the first step is to start searching for one.



Towsif-Ur-Rahman
26th Batch
Executive



BATTLE OF BRANDS

THE POWER OF CREATIVITY

Rivalry holds an immortal position in every page of history. From death battles of emperors in ancient days to drawing-room disputes for a Barcelona vs Real Madrid match in present days, conflict or rivalry is witnessed everywhere. The business world is not an exception rather in some cases, it has shown how creatively brand rivalry can be done. In a cut-throat competition, the old knight guards his position and a challenger comes to take over the place. International brands, local brands and even local vendors have

witnessed this competition at a point in the business cycle. We do not even need to go too far because the burning battle between two Bangladeshi MFS service provider is not a forgotten story to us. So, let's hover over some hilarious brand wars now from both local and international aspect.

Nagad vs Bkash: February of 2021 hyped the social media with the ongoing cold war between two leading money supply service provider. It started when Nagad directly poked the current market

leader, Bkash, with an advertisement that targets the issue of Bkash charging a high rate from customers. After that Bkash like a big brother of the family decided to give a thoughtful but serious reply with their ambushed marketing content on the 21st of February. But Nagad kept mocking Bkash for their new feature 'Priyo number' with another ad. Nagad later filed against unknown people who were trying to spread propaganda about them. However, the fire was distinguished as government authority pull in the aggressive rivalry.

Chillox vs Takeout: As it is already mentioned that brand rivalry is witnessed in every corner, why shouldn't we take a look at Dhanmondi restaurants? In 2018, a fast-food restaurant in Dhaka city, Takeout bashed some of its competitors like Chillox and Takeout 2.0 in one of their video posted on social media claiming when 'you think of a burger, you think of Takeout'. Chillox took it seriously and came up with a counter video. Amidst this fight, Madchef created another content saying they are too good to compare.

Audi vs BMW: Dear car fanatics, fasten your belt! Because the brand war we are going to talk about may interest you. We are talking about the war that started from the road of Los Angeles in 2013 when Audi placed a billboard directly targeting BMW's chess tournament. That billboard said "Your move, BMW" and as expected BMW came with a bold reply, "Checkmate". It didn't take much time to drag the fight on social media and fans of both brands went ahead making more photoshopped billboards. By this time, Audi returned with another billboard saying "Your pawn is no match for our king". However, BMW moved the billboard to another road and the billboard war ended there.

Jaguar vs German Cars: Talking about cars, another advertisement war worth mentioning that involved the four biggest luxury car brands. Jaguar never fears to take bold steps when it comes to directly target competitors. They telecast an advertisement where three German brands Mercedes-Benz, Audi and BMW are represented as German Shepard dog breed and 'Jaguar' is a Jaguar. Mercedes-Benz released an advertisement which says a Mercedes is flexible like a chick and Jaguar having the motto "**#It's_good_to_be_bad**" replied with another ad showing Jaguar can just eat the chick.

Coke vs Pepsi: You were probably waiting to see these, right? And why not, whenever think of brand competition, the names that come to our mind are Coke and Pepsi. These two brands were top competitors from the very beginning. Coca-cola always leads the cola market but PepsiCo has done well with diversified snacks. However, they laid their cards on the table for the first time in the '70s when Pepsi started the Pepsi challenge, a blindfold game where people get to taste Pepsi and Coca-cola, then choose based on taste. Pepsi won the first battle as many people expressed that Pepsi tastes better. This challenge led Coca-cola to launch the New Coke with a new flavour and logo. But new coke had to face a backlash as most of the customers despised the taste and urged to go back to the previous flavour. Coca-cola however compelled to go back to the original taste. Coke rebranded with a polar bear and Santa logo to emphasize family and tradition. Later on, they launched the 'share a coke' campaign and had won over Pepsi. So, are you a Coke person or Pepsi person?

Mac vs Microsoft: The first attack came from Mac when they launched the "I am a

Mac” ad as a part of their ‘Get a mac’ campaign. In that ad, mac is represented by a young, friendly, smart man and PC is represented by an older one depicting Windows. In the ad, Mac depicts that it is fast, do better life stuff and handy. This ‘I am mac’ series has 66 ads. Microsoft successfully replied to that with their noteworthy “I am PC and I am not alone” ad showing that people with all background and demography uses Microsoft. Though Mac ended that series but Microsoft continued with Siri vs Cortana and tabs.

Now the question arises, is this aggressive marketing good for the brands? Well, that depends on which side of the table the brand belongs to. Usually, newer brands target the market leaders to take over the place. Newer or inferior brands can get some advantages from it. First of all, the brand gets the limelight. Though there are

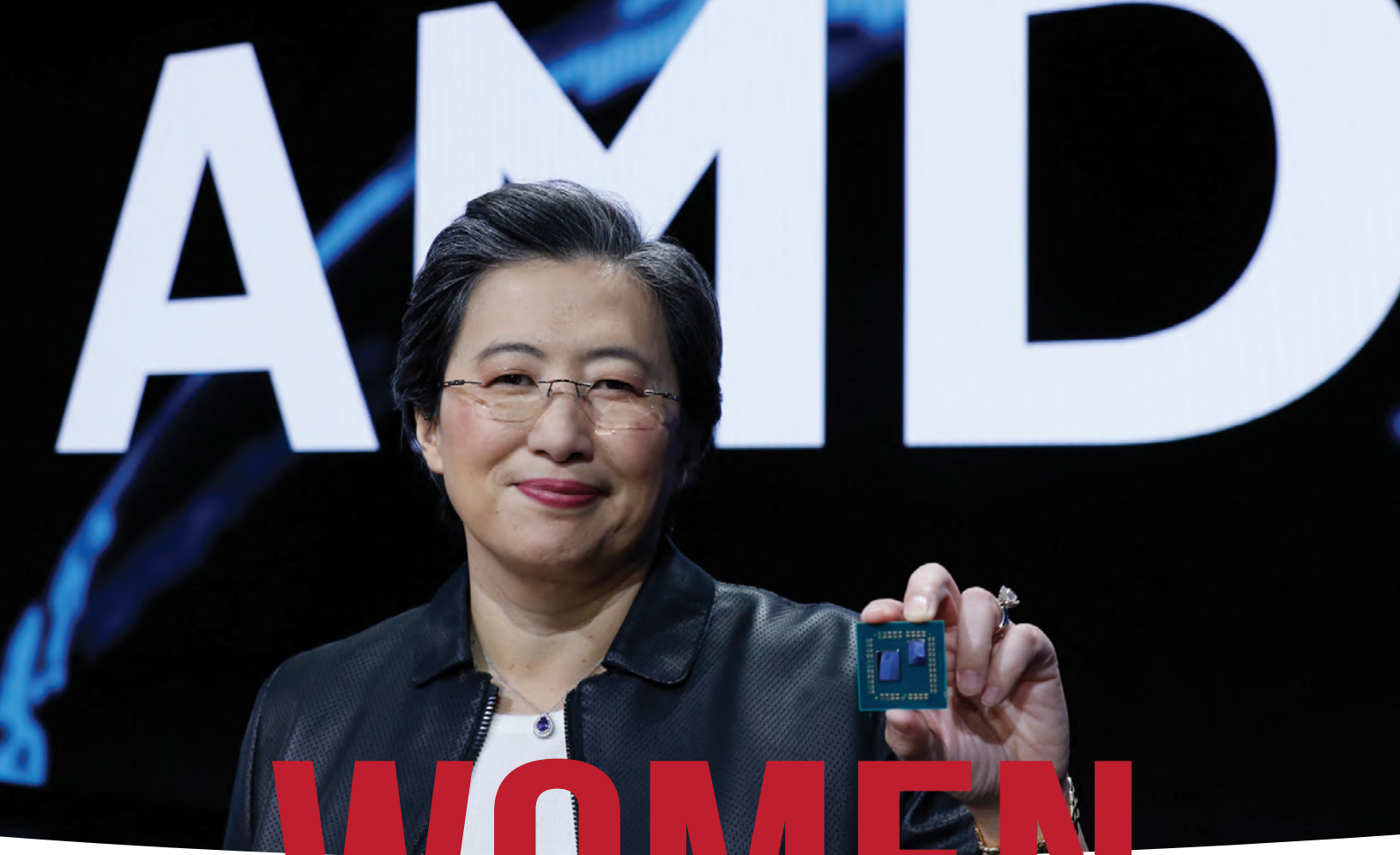
some rules and regulations to limit rivalry, before implementing these, brands get enough attention, the same happened in the case of Nagad. Secondly, under-dog brands can attain sympathy and attention from the customers for their performance as a comparatively smaller brand, for instance, Pepsi successfully grabbed the attention with its taste. But the challengers always have to give off something and here it is providing attention to the other brand. This is obvious that the leader brand won’t start the fight as it will divert attention toward the other brands. Moreover, it gives a chance to competitors to improve themselves. Due to some inconvenient services, Bkash had to face the music from the public and came up with some changes, this happened because of the turbulence created by Nagad. However, this revolutionary marketing strategy introduced some creative moves in the industry indeed.

Ahana Saha Tithy

25h Batch

Senior Executive





WOMEN

in Tech Business

Turning AMD Into Ritz From Rubble

BACKGROUND

Let me start by telling you a story of my childhood. I was four or five years old. On the weekends, I used to go to my cousin's house. There, I saw a white box with a monitor attached to it. The box was quite important for my cousin as he barely let me touch it. There was a sticker in front of the box that read 'Intel Pentium 4 Inside'. The sticker caught my attention and that's how I got introduced to Intel without knowing a dime about it.

Fast forward to ten years later, computers hold a crucial part in my daily life. I am sure you have heard of CPU and somewhat have an idea of what it does. It's a chip made out of silicon and other components that does most of the heavy calculation within a computer. In the world of desktops and laptops, we have two prominent manufacturers of CPUs. Their name is Intel and AMD. Both Intel and AMD are based in Santa Clara, California of the USA and are

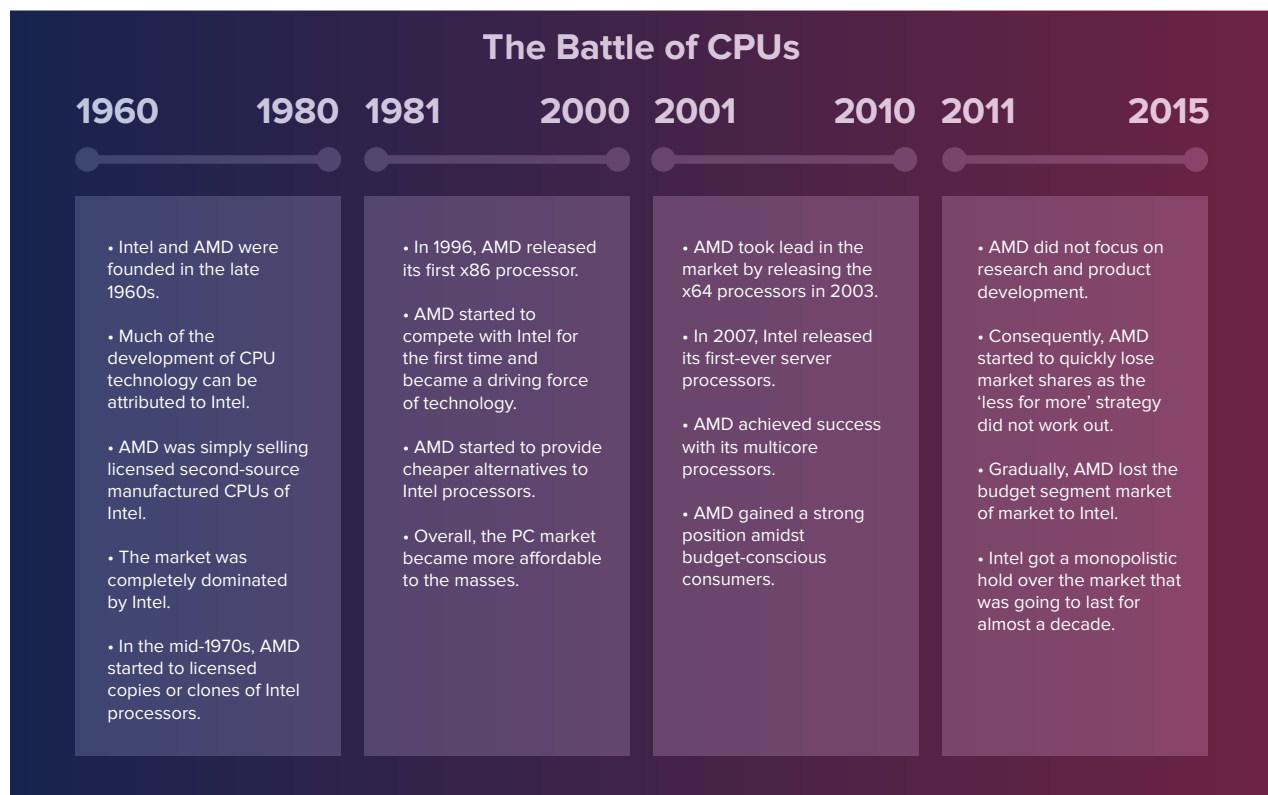
the major manufacturers of CPUs for PCs. Their market share is so huge that if you go out to the market to buy a desktop or laptop, you have no option other than to choose an Intel or an AMD based system unless you are planning to buy extravagant Macintosh computers and iPad Pro tablets. So, it can be said that the CPU market for computers is completely reigned by Intel and AMD. Let's take a look at the timeline provided below to understand how these two companies got here.

HISTORICAL LOW FOR AMD

If you go through the below timeline, you will get an idea of how AMD and Intel started and got here. The timeline ends in 2015. During that period, AMD became a complete mess of a company as a result of declining revenue since the late 2000s. It lost its position in the market completely. Even Intel, which was famous for providing high-end processors, took the reign of the

budget segment of the market. The period between 2010 and 2015 can be called the 'dark age' for AMD. No, let me rephrase that. It should be called the 'dark age' for AMD and the consumers. Why consumers? Because the market was monopolistic. Without any viable competitors, Intel could do whatever they want. The consumers had to pay through their noses to get their hands on an Intel processor. Innovation was stagnant. Intel was selling the same products to the customers at a high price by changing the moniker and without improving much. **As an extreme measure to stay afloat, AMD laid off more than 25% of its workforce. Nevertheless, its stocks lost about 60% of its values.**

Then, the period of Salvation came from AMD. But before I go into that, let me ask you a question. If you are asked the name of some people in the tech industry, you will probably utter the names of Steve Jobs, Elon Musk, Bill Gates, Mark Zuckerberg.



These are the names that commonly come to our mind. However, it is sad to see that in this day and age of gender equality and women empowerment, hardly any women's name came into our mind when asked the aforementioned question. But women are also making their mark in the field of the tech business. One such woman is Lisa Tz Wu-Fang Su, commonly known as Lisa Su. Su was born in Taiwan and is currently residing in the USA. This 51-year aged wonder woman is a business executive and electrical engineer. Currently, she is serving AMD as its President and Chief Executive Officer (CEO), the roles she took over in 2014.

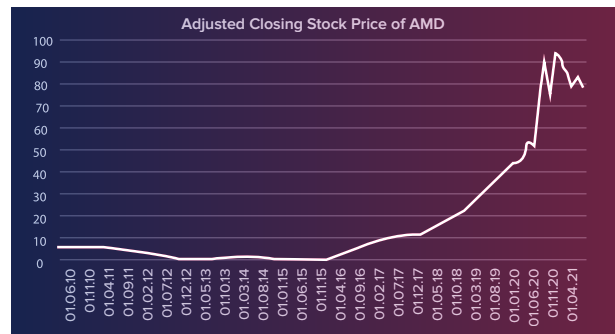


After immigrating to the USA, she completed her graduation from the Bronx High School of Science. After that, she earned a PhD from the Massachusetts Institute of Technology in Electrical Engineering. Her career is very glamorous. She successfully worked for Texas Instruments, IBM, and Freescale Semiconductors before joining AMD. Dr. Su developed a knack for developing new silicon manufacturing technologies and increasing the efficiency of silicon products. Her expertise at silicon technology peaked at AMD where she was the leader behind one of the greatest turnarounds in the tech industry. AMD was knee-deep in debt and was facing a possible bankruptcy in 2014 when Dr. Su took the helms of the company. She made some dynamic changes in the

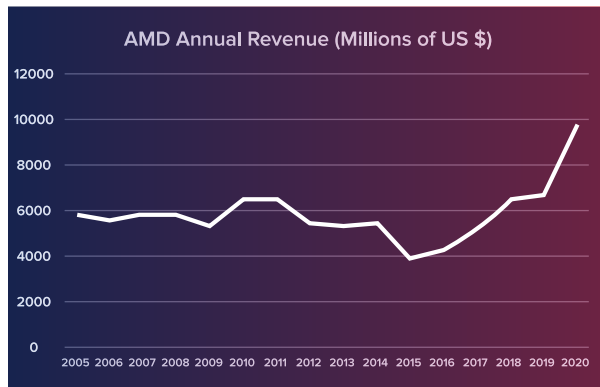
management of the organization. Under her charismatic leadership, AMD has regained the top spot in every segment of the CPU market, leaving Intel to the dust. Let's take a look at some of the revolutionary steps taken by Dr. Su.

THE MAGIC OF DR. SU

Dr. Su divided AMD into two distinct divisions. The first one got the responsibility of taking care of AMD's computing and graphics division. The second division took charge of the enterprise, embedded, and semi-custom solutions. Under the leadership of Dr. Su, AMD started to invest in high margin and high growth opportunity markets, which was overlooked by Intel at that time. Dr. Su strengthened AMD greatly by partnering up Jim Keller as the Chief CPU Architect with Raja Koduri as the Senior Vice President and Chief GPU Architect. This dynamic decision enabled AMD to compete with Intel and Nvidia after more than a decade. **The world realized the far-sightedness of Dr. Su this year as AMD overtook Intel in desktop CPU market share after 15 long years with the new generation of Ryzen processors. Since she joined AMD, the value of the company's stock has increased by as much as twenty times and resulted in \$100 billion market capitalization.** In 2010, the average price of AMD's stock was \$7.9313. It declined to \$3.6621, just before the era of Dr. Su began. Currently, the average price is \$84.7758. The performance of AMD's stock is visualized below:



The above graph provides a good overview of how much AMD’s stock soared in recent years. An upward trend from 2014 can be observed in the graph. This only proves Dr. Su’s vigorous management which leads AMD to the top of the market. In 2018, AMD was recognized as the best performing stock in the S&P 500.



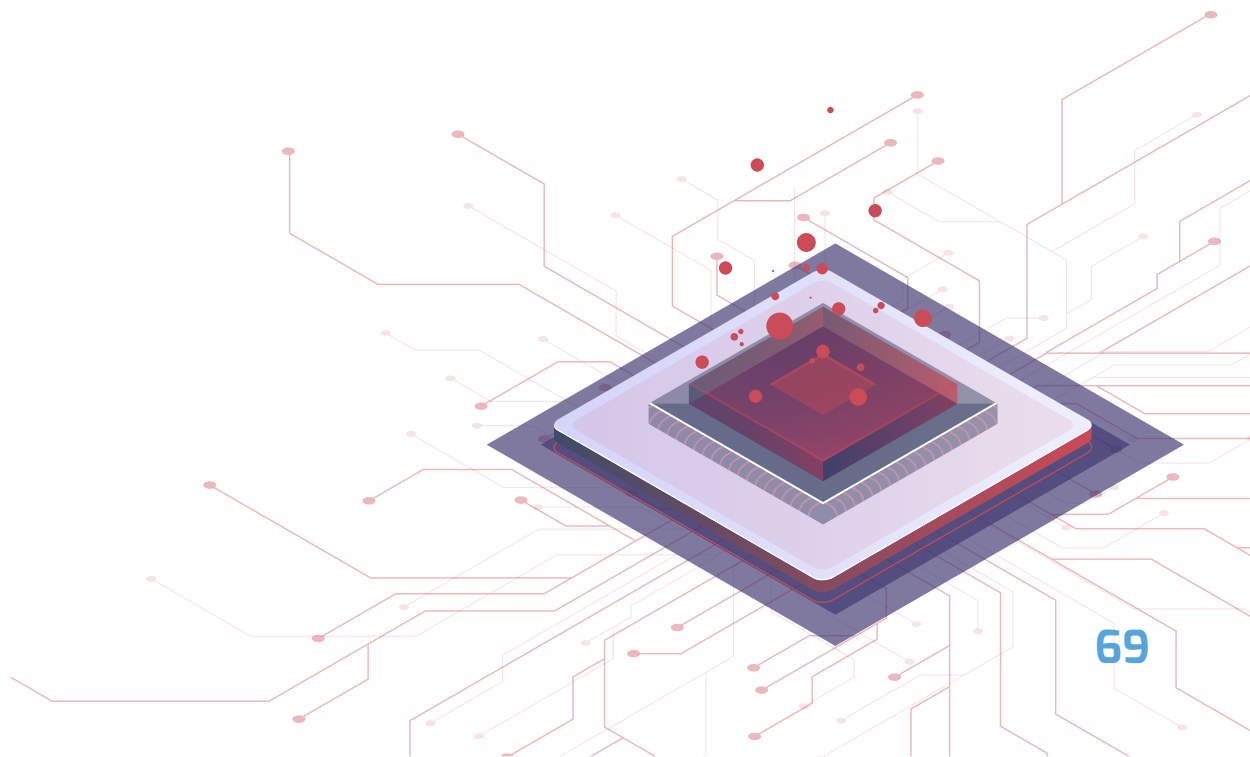
The above figure shows how much AMD’s revenue increased since the presidency of Dr. Su began. AMD’s revenue has increased as much as \$4257 million since 2014. AMD’s success is not limited to the consumer market only. With the release of the Epyc processors in June 2017, AMD got a firm grasp of the server market by providing better processors than Intel in terms of both quality and price.

CONCLUSION

For her contribution to the semiconductor industry, Dr. Su received the prestigious Robert N. Noyce Award in 2020, which is held as the highest honour in the industry. That’s not all. In 2018, she was given the title of ‘Businessperson of the year’ by Fortune magazine. The following year, she secured a position in the Harvard Business Review’s ‘100 best-performing CEOs’ in the world. Last year ended with her being elected to the American Academy of Arts and Sciences.

That's how AMD and Dr. Lisa Su gave birth to one of the most memorable turnarounds in the history of the tech business. She will always remain a personification of women empowerment and leadership. And the next time you go to a market to buy a new laptop or desktop PC, don’t forget to say thanks to Dr. Su for bringing parity in the market.

Rahber Hassan
25h Batch
Head of Human Resources





'Meetup Startup' is an exclusive initiative taken by Knack Nation to introduce the new generation with the youth who took the riskier path of starting a new business of their own and are now successfully running them. Let's take a look at three of our meetup startup blogs.

For all the blogs, you can follow this link - <https://knacknation.club/blog/category/meetup-startups/>



Wear DHK: The Tale of the Woven Wonders

We all want to wear something we identify with. Due to the influx of comic book movies in recent years, especially Marvel ones, people started identifying with fictional heroes more than ever. When this growth was at an early stage, the market of quality comic book wears was still untapped.

While arguing about superheroes at TSC, Rizvee Sheikh, Hossain Ahmmed Fahad, and Ashik Muntakim from FBS, University of Dhaka saw a guy wearing a Captain America t-shirt, not one that is of the highest quality. This is when they realized the unmet demand of this niche and pursued Wear DHK, the online shop that provides unique and quality clothing of your favorite superheroes since March 2018.

No startups have it easy; doing it online is even harder in terms of gaining trust of the customers. But the three entrepreneurs kept providing service of the highest quality with zero compromise and they were rewarded for taking the risk and living up to the promise. Their customer oriented model saw a 3000% growth from their first slot to the tenth one. Much like superheroes from the comics, founders of Wear DHK took the risk and delivered the results. Their determination is the biggest takeaway from this Meetup Startup.

Read their story here - <https://knacknation.club/blog/wear-dhk-tale-of-woven-wonders/>





Aladinerprodip: Bringing the Real Life Genie at Your Service

A dream from 2017 that became a reality in 2020 after overcoming many hurdles; that is the story of Aladinerprodip. Mehedi Hasan Moon and Md Abdus Salam were dreamers driven by their passion for entrepreneurship. They had setbacks in their personal lives in the pursuit of financial independence. In return, they learned valuable lessons that have helped them into founding one of the most promising startups of 2020.

The unique selling proposition of Aladinerprodip is 1 taka delivery charge all over Bangladesh. They did not achieve this through a magic lamp; rather they achieved it through smart business decisions. Aladinerprodip is a multi-vendor online delivery service that helps many businesses deliver their products across the country. It provides a massive support to the new startups that have a weak supply chain. The business focuses on helping young student entrepreneurs to a great extent.

Aladinerprodip started with fund constraints and the plan in 2017 saw setbacks due the lack of website operating proficiency of the sellers. But the two passionate entrepreneurs invested in training the sellers and successfully launched the business on August 5, 2020. The founders reinvest almost everything into the business to maintain the USP of 1 taka delivery, they have also found a place in the B2B market. These smart investments generate great word of mouth, which has allowed the business to move forward without traditional paid promotions.

Since the launch, their 300 seller team has already grown into 1300. They see the business facilitating 1,000,000 sellers and 10,000 employees by 2026.

Read their story here - <https://knacknation.club/blog/aladinerprodip-bringing-the-real-life-genie-at-your-service/>





Alpha Catering: Beyond the Conventional Catering Experience

While researching the restaurant market for a business strategy course in 2016, Sayem Faruk and the other co-founders of Alpha Catering saw too many businesses quickly fading out. They decided to take on the challenge and innovate their way through it.

Alpha saw its first setback trying to cater healthy lunch to offices. The second attempt of providing local cuisine also failed. But third time was a charm; Alpha found its place in a 24/7 B2B event-based catering service model. Alpha thrived by prioritizing fast and professional service. It became synonymous to “reliable” in the catering industry.

The coronavirus was supposed to take down event-based businesses like Alpha. But they came up with cloud-kitchen and virtual wedding services for the first time in Bangladesh. This not only saved the business but also took it to new heights.

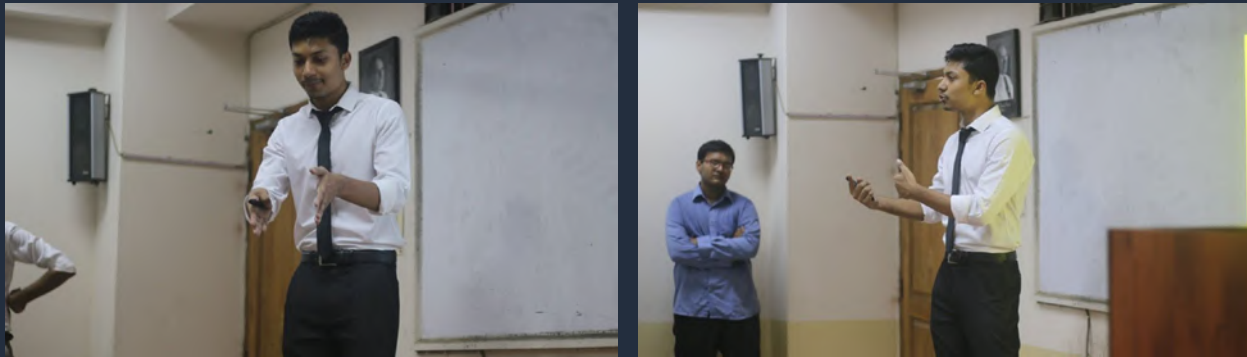
The founders believe they had the privilege to pursue entrepreneurship but it is their reliability and professionalism that shot them to the top. Their innovations are inspirational for the current youth.

Read their story here - <https://knacknation.club/blog/alpha-catering-beyond-the-conventional-catering-experience/>



Knack Nation's Events

Slide Fiesta



Slide Fiesta 2016 was a 13-day event that included a workshop on PowerPoint presentation conducted by Sadman Sadik, Design/Animation Instructor at PowerPoint Pro and Chief Content Creator at 10 Minute School, which had been followed by an intra faculty slide making competition. The competition consisted of 2 rounds with an extra level of difficulty in each round revolving around slide making and presentation on the given topics.



In 2017, Slide Fiesta was arranged with three different rounds. The participants were given tasks on the first two rounds, named “Infograph it” and “Bolt from the Blue” respectively, for making slides instantly. In the last round- “The Ultimate Visualizer”, participants had to visualize and present an annual report of a company through any software and application.

NewBiesta : Calling out the Flag Bearers

Newbiesta 1.0 was focused on guiding the students to form a concrete basic knowledge of presentation which had been conducted by Suvro Emmanuel Rozario, Territory Officer at British American Tobacco Bangladesh.



On the 2.0 version of Newbiesta, an event was effectively conducted by Monsurul Aziz, Head of Brand Marketing at Nagad, to portray the ways and processes to do well in presentation and report in academics and competitions.



Newbiesta 3.0 was conducted by Inam Uz Zaman, Co-founder & Director of Business Development at Octaglory, and Kazi Golam Rabbani Mowla, Lecturer at Department of Finance, University of Dhaka. Inam Uz Zaman focused on the presentations hacks and Kazi Golam Rabbani Mowla shared the dos and don'ts of report writing.

Unilever Campus Connect 2019



Knack Nation collaborated with Unilever in 2019 and organized a session where the speakers from Unilever presented potential career paths at Unilever for the students. The speakers discussed the recruitment process of Unilever in detail and presented some ways through which a participant can get competitive advantages.

FBS Live 2017



In 2017, FBS Live was organized by Knack Nation for the students of FBS to present a clear overview of experience and challenges throughout the 4 years of the speakers' undergraduate degree. The guests were working in different organizations and companies of Bangladesh.

Trace the Goal



The event focused on giving the students an opportunity to get insights and experiences from the experts and successful leaders who shared the requirements and proceeding paths to different sectors. The speakers shared their experience mainly in four different sectors- Corporate Sector, Government Sector, Professional Degrees, and Entrepreneurship.

ProMark



During the lockdown, ProMark 2020 can be marked as a success for the club. It is the first-ever project-management based competition in Bangladesh for university students which consisted of 3 challenging rounds to ensure and enhance students' capability to implement project management skills. 200 teams from different universities participated in the competition. Mr. MD. Saimum Hossain (Assistant Professor, Department of Finance), Mr. Mohammad Zahirul Islam (Group Chief Informations Officer of Partex Star Group), and Ms. Sadia Kamal (Program Management Sr. Manager of Banglalink Digital Communications Ltd.) was the respected judges of the final round. 'Hattima Tim Team' from Bangladesh University of Professionals was awarded Champion on the judgement. 'UNO' from IBA, Jahangirnagar University and 'Biz Mavens', from the University of Dhaka was declared the 1st Runner up and 2nd Runner up of 'ProMark 2020'. The winners had some exciting gifts e.g., prize money, online course coupons, restaurant coupons.

Scriber



Scriber is an intra university writing competition that included Business, Finance, and Economics as writing topics for the participants. It took place during the lockdown from April 17, 2021, to April 30, 2021. The sole purpose of Scriber was to give the students of the University of Dhaka to discover their inherent aptitude to write and give a platform where they can share their thoughts through written words. The writings were judged by Mr. Sharafuddin Ahmed (Lecturer, Department of Finance, University of Dhaka) and Mr. Syfuddin Tamim (Junior Assistant Management, Bangladesh-India Friendship Power Company). KM Nazmul Hossain (1st Position from Department of Physics), Sadea Naowar Khan (2nd Position from Department of Finance), Kamrul Hasan Chowdhury (3rd Position from Department of AIS) were crowned as winners according to the assessment of the judges.

Our Executives

Research and Development



Abdullah Rabab Chowdhury
Executive



Fabiha Fairouz Islam
Executive



Hussain Imam
Executive



Md. Bulbul Shakib
Executive



Meheru Azad Momo
Executive



Robiul Hasan Rakib
Executive



Shadique Shahrir
Executive



Tanjina Akter Nipa
Executive

Human Resources



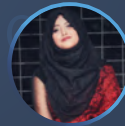
Ummey Sadia
Coordinator



Fahmid Islam Sadhin
Coordinator



Dip Rebeiro
Senior Executive



Aysha Siddika Arju
Senior Executive



Farzana Islam
Senior Executive



Abu Sufian Munna
Senior Executive



Fairuj Lamisa Pritha
Executive



Fariha Tabassum
Executive



Monjuara Parvin Monalisha
Executive



Muhammad Sahadat Hossain
Executive



Tanjila Alam Riha
Executive

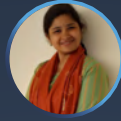
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Naurin Kamal
Coordinator



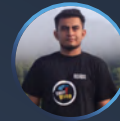
Md. Zahid Hasan Riad
Coordinator



Samia Hossain Alisa
Coordinator



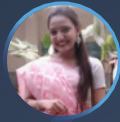
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Senior Executive



M. Sajid Islam
Senior Executive



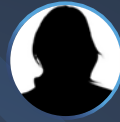
Ajnin Jamal Chowdhury Jinia
Executive



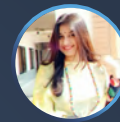
Homaida Sattar Tanima
Executive



Naimul Hasan Rafi
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Rafia Tasnim
Executive



Sheikh Sadia Hossain
Executive

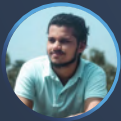


Syeda Nusrat Mahi
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Tahmina Jahan Pushpita
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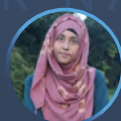
Designing



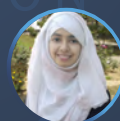
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Md Arman
Senior Executive



Jeba Jarin
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Mahmuda Akter
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**Mohammad Mohtasim
Haque Bhuiyan**
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Md Alam Shakwat
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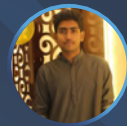
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Executive



Mst. Shanjida Akter
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Nowshin Fariha
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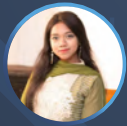


Ragib Al Anjum
Executive

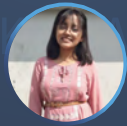
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Fabliha Islam Himika
Executive



Jannatul Ferdose Jarin
Executive



Kazi Anika Arefin
Executive



Nujhat Nishat Yousuf
Executive



Numaira Binte Kawsar
Executive



Md Omar Faruk
Executive

Clubs of FBS

When a club keeps its flag in an institution, it is never alone. Each institution consists of several clubs providing several opportunities and knowledge for the students. With the general motive to find areas of knowledge and innovation which are yet to be developed, all of those clubs stand out in the best way possible to bring the best out of the students. On top of everything, they create a chain of acceleration together. And accordingly, Knack Nation holds immense gratitude towards the fellow clubs of FBS for their assistance and support.

Our Fellow Clubs



Supply Chain Alliance

First ever supply chain club in Bangladesh





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TO EDUCATE, EMPOWER
AND ENLIGHTEN THE YOUTHS OF BANGLADESH**

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TION

