



# New centres at NSU signal new leadership for Bangladesh's youths

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In a landscape where higher education only chases job placement numbers and rankings, North South University (NSU) has taken an additional and important step. Its recent inauguration of three academic centres focusing on social business, sustainability, and climate resilience marks more than institutional growth. It signals a deliberate shift toward nurturing students who can think beyond themselves and act for the collective good.

The centres were launched in partnership with the Yunus Centre during the 'Social Business Academia Dialogue' and the 3Zero Club Convention held at NSU. The event brought together development leaders, government advisors, global experts, and educators. But its deeper significance lies in what it offered to students: a long-term vision grounded in ethical leadership and problem-solving.

The ceremony was presided over by Professor Abdul Hannan Chowdhury, vice-chancellor of NSU and chairman of Grameen Bank. "This gathering marks another significant step in North South University's journey to nurture responsible, ethical, and visionary leaders who are prepared to tackle complex social issues on a global scale," he said. "These newly inaugurated centres reflect our continued dedication to integrating ethical awareness and sustainability into every aspect of our curriculum."

The event also featured a video message from Nobel Laureate Professor Muhammad Yunus, founder of Grameen Bank, founder of the Global Social Business Centre Network, and currently chief adviser to the Government of the People's Republic of Bangladesh.

In his words, "Social business is not only just an idea. This is now a social movement." He added that NSU has long led the way in integrating social business into academic life, and reiterated the broader goal of "achieving zero poverty, zero unemployment, and zero carbon emissions."

This idea of the "three zeros" is no longer aspirational rhetoric. With the establishment of the NSU Social Business Centre, the Social Impact & Sustainability Centre, and the Climate & Disaster Resilience Centre, students now have dedicated platforms to translate those goals into research, engagement, and entrepreneurship. These centres aim to produce graduates who can think critically, act ethically, and build solutions for communities instead of just for corporations.

Speakers throughout the day stressed the importance of aligning education with real-world challenges. "Social business belongs to the care community," said Sharmeen Soneya Murshid, adviser to the Ministry of Social Welfare. "It is driven not by greed, but by compassion." NSU's initiative is a reminder that universities are not just pipelines to jobs. They are places where values can take shape. In a world shaken by inequality and ecological risk, students need more than technical skills—they need a sense of direction.

By investing in these centres, NSU is helping students ask better questions. How can we create value without harming the planet? How can success be measured in dignity, not just income? How do we build a future where growth is shared?

If this model holds, the future leaders of Bangladesh may come not only from boardrooms or parliament, but from classrooms where compassion and creativity are taught side by side.



Dignitaries and guests inaugurated the Social Business Academia Dialogue and launched three new centres at North South University in collaboration with the Yunus Centre recently