

Battle of Minds: A BATB ill tactic



House 6 (3rd Floor, East Side), Main Road 3, Block A, Section 11, Mirpur, Dhaka-1216
 Tel. & Fax: +88-02-9005553
 Email: progga.bd@gmail.com, info@progga.org
 URL: www.progga.org, Skype ID: progga.bd

November 2017

What is Battle of Minds?

Battle of Minds (BoM) is one of the ill tactics adopted by BATB to entrap youths and influence policymakers to sustain its tobacco business across the country. BATB represents BoM as its recruitment platform but only winners are allowed to participate in a recruitment exam instead of getting recruited in job directly. Students appeared in graduation final from universities are eligible to compete in BoM. BATB had been organizing BoM since 2004 in participation of different university students with the name of recruitment.

BoM Levels:

Battle of Minds competition is held with several stages, and they are as followed.

Firstly, BATB invites application for BoM competition on various online recruitment services (such as: bdjobs.com, LinkedIn, BAT's own website). Applicants are asked to submit application within deadline. **Secondly**, BATB high officials visit universities to promote BoM by seminars which are organized as part of the competition. The officials deliver promotional talks on BATB. They term these activities as 'Road Shows'. To attract students for participating in BoM, they spread large banners and posters across the campuses before the road shows. **Thirdly**, a participant shortlist is prepared and the shortlisted candidates are divided in groups (i.e. a group with 4 to 5 students from IBA). Every group has to participate in different competitions. **Finally**, the BoM winners are announced before different distinguished groups of people (policymakers, public representatives, top bureaucrats and business leaders among others).

BoM promotes BATB than competing:

BATB organizes Battle of Minds to promote itself in guise of employment generation to a multinational company. Bangladesh signed the international treaty of tobacco control, Framework Convention on Tobacco Control (FCTC), in 2003 and passed Tobacco Control Act in 2005. The tobacco control law bans all types of advertisements and promotion of tobacco companies in all types of media including the mass media. Tobacco companies experienced a major challenge as the law became an impediment to promote their product among the targeted youth groups. In this context, it is assumed, BATB has initiated 'Battle of Minds' from 2004 to sustain its presence among the youths. During the last 13 years of BoM (2004 - 2016), BATB has employed only a 100 or a little more participants amongst the 15,000 youth participants.* However, BATB spends worth crores of local currencies in arranging university road shows, decorating with banners-festoons, programs in five star- rated hotels, traveling to places with promotional activities including entertainment and media etc. Multinational tobacco company BATB has entrapped the youth into death marketing by putting them in a competition to justify their intellect. This actually is an ill tactic of BATB to promote its products than hiring youths for the organization. Recruitment is a usual process in other types of public or private organizations. But such an extravagant promotional activity in the name of employment is unavailable with other companies. Few of the multinational companies organize this type of campus based competitions. However, these organizations organize such programs by their own name. This type of program creates brand image and at the same time promotes their company image. So BATB, by organizing 'Battle of Minds' is creating a positive image of its harmful product, and at the same time also involving policymakers (Ministers, local representatives, and

* BATB's annual report, Video published while organizing Battle of minds and news reports published in media houses.

bureaucrats) in this competition. As a result, BATB has been able to grab support of policymakers to prevent tobacco control measures like tobacco taxation, policy adoption or any other future tobacco control initiatives. However, according to the country's tobacco control law, such promotional activities by tobacco companies are legally banned and are criminal offenses.

Tobacco control law of Bangladesh:

The Smoking and Tobacco Products Usage (Control) Act, 2005 (Amended 2013) Section 5.1. (C) completely bans advertising of tobacco products, sponsoring competition or providing gifts. Even after Section 5.3, the use of a tobacco company's name, sign, trademark, symbol, to participate in social activities is also a punishable offence. Violation of this provision may result in punishment of monetary fine not exceeding Tk one lakh or a simple imprisonment not exceeding three months or both the penalties.

Smoking And Tobacco Products Usage (Control) Act, 2005

"5. PROHIBITION ON ADVERTISEMENT AND PROMOTION AND CONTROL OF SPONSORSHIP OF TOBACCO PRODUCTS - (1) No person shall-

- (a) publish or cause to be published advertisement of tobacco products in any print or electronic media, books published in Bangladesh, leaflet, handbill, poster, printed paper, billboard or signboard or in any other way;
- (b) give or propose to give any sample of tobacco products to the public, for the purpose of enticing to buy tobacco products, either free or at a reduced price.
- (c) give or cause to be given any donation, prize, stipend or sponsorship of any program for the purpose of advertisement or promoting the usage of tobacco products;
- (d) publish or cause to be published advertisement of tobacco or tobacco products in any cinema hall, print or electronic media or web page;
- (e) broadcast, display or describe or cause to be broadcasted, displayed or described any scene of using any tobacco products in any cinema, drama, or documentary produced in Bangladesh or produced in abroad but available and broadcasted in Bangladesh through television, radio, internet, stage show or any other public media;

However, if it becomes necessary for the sake of story of a cinema, the scene of using tobacco products may be displayed provided that written warning about the harmful effects of tobacco products shall be displayed on the screen, according to the rules;

- (f) produce, sale or distribute or cause to be produced, sold or distributed the cover, packet or box which is similar to the cover, packet or box of a tobacco product;
- (g) display tobacco products advertisements at the point of sales, in any way.

Explanation - To fulfill the objective of subsection (1), "advertisement of tobacco products" means conducting any kind of commercial programs for encouraging the direct or indirect usage of tobacco or tobacco products.

- (2) Nothing of article (e) of subsection (1) shall be applicable for the anti-smoke health related educational campaigns.
- (3) No person shall use or cause to be used the name, sign, trademark, or symbol of any producer of tobacco or tobacco product, or entice any other person to use these if they participate in any social development work under the Corporate Social Responsibility programs or bear its expenses;
- (4) If any person contravenes the provisions of this section he shall be punishable with imprisonment for a term not exceeding three months or a fine which may extend to one lakh taka, or both and if he contravenes the provisions more than once, every time the amount of fine or punishment shall be doubled.

Battle of Minds 2014



BATB Managing Director delivering speech before participants at IBA auditorium

Like yester years, Battle of Minds took place in 2014 ignoring the TC law and sought application on www.bdjjobs.com (top ranking job-seeking website in Bangladesh). BATB had also officially launched 'Battle of Minds 2014' with a tag line, "Are you next in the Legacy of Leaders?" in IBA auditorium under the University of Dhaka. They arranged series of road shows at various universities. BATB promotion continued through the campaign that ran with posters, banners.



Participants of BoM 2014 pose for image before a poster with BATB logo at Gorges Café and Restaurant

Demanding to stop the competition, the tobacco industry watch bd team of PROGGA had conducted campaigns against the "Battle of Minds 2014" through e-mails and social media from the very beginning. Some news was published on mass media on the matter.

Stop BATB's Battle of Minds 2014

Very recently British American Tobacco Bangladesh (BATB) has kicked off Battle of mind 2014 with the slogan "Are you next in the Legacy of Leaders?" at the IBA auditorium of Dhaka University. The organizer has already started registration work which will continue up to 15th of October, 2014. The interested students are now filling registration form through their Twitter and LinkedIn accounts following the website <http://batb.bdjjobs.com/bom2014/>. It is to be noted that BAT Bangladesh has been organizing such death marketing event in the name of employment since 2004. According to the Smoking and Tobacco Product Usage (Control) Act, BATB cannot organize and sponsor such kinds of competition. So, we need to stop it right now.

Stop BATB's 'Battle of Minds 2014' Grand Finale

British American Tobacco Bangladesh (BATB) is going to hold their illegal competition "Battle of Minds 2014" grand finale early next week December 8, 2014 at Radisson Blu Water Garden Hotel Dhaka with the participation of students from top 16 universities of Bangladesh. This was revealed from a secret source. As a part of the competition, BATB organized road shows in the campuses of the participating universities. According to the 'Smoking & tobacco products usages (control) Act, 2005 (amended 2013)' of Bangladesh BATB cannot organize and sponsor such kinds of competition. To protect the lives of the young generation of Bangladesh, this illegal event should be stopped right now. It is to be noted that BATB officially launched this competition in the month of September at Dhaka University's IBA auditorium. The slogan for this year's competition was "Are you next in the Legacy of Leaders?". Initially the last date of registration for this competition was October 15 but later it extended up to October 30, 2014. BAT Bangladesh has been organizing such death marketing event in the name of employment since 2004.

PROGGA highlighted this news in its monthly e-newsletter and shared it all in Bangladesh and across the world. The e-newsletter as global readership.



E-newsletter: October 2014

<p style="text-align: center;">মৃত্যু বিপণন-২</p> <p>নির্ভেদিত মৃত্যুবিপণন কীভাবে ভাঙল</p> <p>ভারতের অদম্য উচ্চস আয় বৌদ্ধধর্মকে পুঁজি করে ব্রিটিশ আমেরিকান টোব্যাকো বাংলাদেশ (বিএটিবি) একের পর এক জীবনযাত্রী উৎসবের ... বিস্তারিত</p> 	<p style="text-align: center;">Death Marketing-2</p> <p>Youths entrapped on BATB deathtrap</p> <p>Based on the incredible vigor and curiosity of the youths, British American Tobacco Bangladesh (BATB) is continuously Detail</p>	<p style="text-align: center;">মৃত্যু বিপণন-২</p> <p>হয়ে গেছে নির্ভেদিত মৃত্যু-বিপণন "ব্যাটস অব মাইন্ড ২০১৪" গ্র্যান্ড ফিনালে</p> <p>দেশের শীর্ষ ১৬টি বিশ্ববিদ্যালয়ের শিক্ষার্থীদের নিয়ে আয়োজিত ব্রিটিশ আমেরিকান টোব্যাকো বাংলাদেশ (বিএটিবি) এর অংশে প্রতিযোগিতা "ব্যাটস অব মাইন্ড ২০১৪" এর গ্র্যান্ড ফিনালে ... বিস্তারিত</p> 	<p style="text-align: center;">Death Marketing-2</p> <p>'Battle of Minds 2014' Grand Finale held</p> <p>Battle of Minds 2014 - the illegal employment competition of the British American Tobacco Bangladesh (BATB) has been held in capital's Radisson Blu Water Garden hotel on December 08 2014 where pupils of ... Detail</p>
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<http://www.tobaccoindustrywatchbd.org/newsletter/detail/35>
<http://www.tobaccoindustrywatchbd.org/newsletter/detail/37>

Despite all protest, Grand Finale of 'Battle of Minds 2014' took place December 8, 2014 at Radisson Blu Hotel in Dhaka. High government officials (current and former) including Secretary of the Ministry of Industries Mosharraf Hossain Bhuiyan, former Defense Secretary Quamrul Hasan, Managing Director of Bangladesh Investment Board Md. Fayekuzzaman and former Secretary of Liberation War Affairs Ministry KH Masud Siddiqui were present in the gala event.



Award giving ceremony of Battle of Minds 2014

BATB ensured their presence in media by publishing news of this event as direct advertisement on media is banned after the TC law. Media coverage of this event was remarkable during the entire competition period.

IUT gears up for Battle of Minds 2014

Many things run through the minds of fresh graduates when they have to make that leap from being a student to being a professional: confusion and uncertainty is something everyone faces when they make that transition, and it is not always easy. It is only natural to feel lost and undecided, because the path chosen leads how someone's career starts. And to look out for the best graduate minds from sixteen top universities, the premier business competition of the country, Battle of Minds returned for its eleventh edition this September.

Battle of Minds 2014 is not just a student competition but a primary road for recruiting the people best fit for different roles in entry levels. Through the past ten years, the competition has encouraged many fresh graduates to bring out their dynamic ideas and face the real business challenges at BAT. Success



of student competitions like Battle of Minds have encouraged inception of similar competitions in different countries as well.

how true leaders are made. He ended his inspiring note by saying, "Passion your thoughts give, be prepared for the surprises ahead and if you work with passion, nothing is impossible."



তারসঙ্গার সাফল্য

‘ব্যটেল অব মাইন্ডস ২০১৪’-এর চ্যাম্পিয়ান আইবিএ

‘এই প্রতিযোগিতা আমাদের আত্মবিশ্বাস বৃদ্ধির বিষয়ে। পূর্বল থেকে কর্মজীবনে আমরা প্রবেশ করতে বাচ্ছি সেখানে এই অভিজ্ঞতা আমাদের প্রেরণা হিসেবে কাজ করে। এখানেই হলো ‘ব্যটেল অব মাইন্ডস ২০১৪’-এর চ্যাম্পিয়ান আইবিএর শিক্ষার্থী সানিয়ার আহমেদ। টেকনোলজি ব্যাচের আইবিএর শিক্ষার্থী সানিয়ার আহমেদ। টেকনোলজি ব্যাচের আইবিএর শিক্ষার্থী সানিয়ার আহমেদ। টেকনোলজি ব্যাচের আইবিএর শিক্ষার্থী সানিয়ার আহমেদ।

বাংলাদেশ (আইবিএ) শিক্ষার্থী সানিয়ার আহমেদ। টেকনোলজি ব্যাচের আইবিএর শিক্ষার্থী সানিয়ার আহমেদ। টেকনোলজি ব্যাচের আইবিএর শিক্ষার্থী সানিয়ার আহমেদ। টেকনোলজি ব্যাচের আইবিএর শিক্ষার্থী সানিয়ার আহমেদ।

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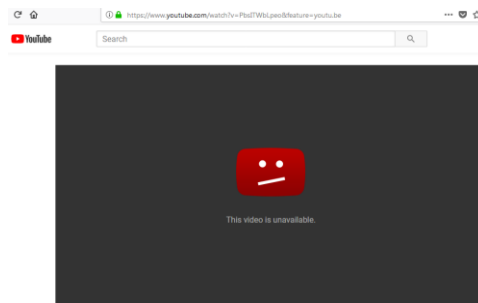


the all of Challenge on the occasion of this year's... The all of Challenge on the occasion of this year's... The all of Challenge on the occasion of this year's...

Battle of Minds 2015



Ignoring the Tobacco Control Act, BATB sought application on BAT Career Facebook page, including www.bdjobs.com, Twitter and LinkedIn inviting to participate in 2015 Battle of Minds Competition. BATB started using social media as a tool to attract number of participants from this year. Road shows went on in various campuses. A video was uploaded on YouTube by creating a documentary on the 2014 Battle of Minds. BATB logo was exhibited several times during the YouTube of BOM 2014. Tobacco industry watch bd team of PROGGA ran massive campaign against this video campaign and demanded to stop BoM 2015 instantly. The PROGGA campaign went viral on social networking sites like Facebook, and other media. The BATB was compelled to remove the video from YouTube because of the media pressure. Moreover, to avoid legal complexities, BATB has stopped using its logo in all activities of BoM.



BATB violates TC Law with Battle of Minds promo in YouTube

As you know the registration for BATB's 'Battle of Minds 2015' is ongoing via social networking sites, they uploaded a video promo of last year's Battle of Minds few months back in YouTube aiming to attract youths to register this time. However, according to the section 5.1(E) of the existing tobacco control law, such kind of internet promotion is completely prohibited. Moreover, BATB cannot organize or sponsor such kinds of competition by the law of section 5.1 (C). A united effort is required to stop such promotion of this upcoming death marketing competition

On the other side, anti-tobacco organizations held a human chain in front of the National Press Club demanding to stop the grand finale of "Battle of Minds 2015". Participants at the event protested the

violation of the TC law through this event. The human chain event was highlighted substantially on mainstream media.



Anti-tobacco organizations form human chain at National Press Club of December 06, 2015

PROGGA's monthly e-newsletter exposed the competition's information to its national and global readers.

মৃত্যু বিপণন-২

বিএটিবি'র ইউটিউবে ব্যাটল অব মাইন্ড প্রমোশনের মাধ্যমে তামাক আইন লঙ্ঘন

বিএটিবি'র "ব্যাটেল অব মাইন্ড ২০১৫" নামে পরিচিত প্রতিযোগিতার রেজিস্ট্রেশন সামাজিক যোগাযোগের মাধ্যমে চলছে। গত বছরের ব্যাটেল ... [বিস্তারিত](#)

Death Marketing-2

BATB violates TC Law with Battle of Minds promo in YouTube

As you know the registration for BATB's 'Battle of Minds 2015' (BOM 2015) is ongoing via social networking sites, they uploaded a video promo of last year's Battle of Minds [Detail](#)

Death Marketing Around

Source: The daily star

Illegal smokeless tobacco factory threatens public health and environment

BOM posters at Bangladesh University of Professionals violate TC law 5.1 (C).

<http://www.tobaccoindustrywatchbd.org/newsletter/detail/49>

Ignoring continuous protests, the grand finale of BATB's illegal competition 'Battle of Minds 2015' took place On December 7, 2015. Like the previous year, high government officials were present in the gala

event included Mosharraf Hossain Bhuiyan, Secretary of the Ministry of Industries, Jalal Ahmed, Additional Secretary of the Ministry of Finance, Zafar Sobhan, Editor of Dhaka Tribune, Syed Nasim Manzoor, President, Metropolitan Chamber of Commerce and Industry (MCCI) et al. Notably, the leaders of business organizations and media men took part this year in line with government officials.



Award giving ceremony of Battle of Minds 2015

The news coverage of BoM 2015 was remarkable this year like the former years.

What's Next for Battle of Minds Champs

...the world of corporate life remains mysterious to all university students. The end result is a medley of ill and anxiety takes over the top-to-be-graduates. British American Tobacco Bangladesh (BATB) brings them an experience at recognition and bridges the gap between university life and corporate life - 'Battle of Minds'.

With the theme "What is your gey?" "Battle of Minds 2015" is the first resolution staged at the admission of Institute of Business Administration (IBA), University of Dhaka.

Rizal Idan, Head of Marketing BATB, triggered the audience's attention saying, "If you work in a same environment for too long, your creativity stops. BAT offers a cultural environment. You are to respect cultures of others in way that others respect yours."

Managing Director of BATB, Zahed Munim, asked the students to dream big, stay hungry and always humble, and to keep trying new challenges. He also the dynamics of his profession.

Interactive session at the

TAILORING TOWARDS EMINENCE

Battle of Minds 2015 by British American Tobacco Bangladesh

implemented is greater than the satisfaction of being yourself."

Adira Datta, Talent Manager of BATB, explained that real life business scenarios are more effective than hypothetical ones in built every skill to adapt to corporate BOM participants go through real life cases. Last year the first prize was won by the team 'Desert Fox' from Islamic University of Technology (IUT) while IBA, University of Dhaka's another team 'Dabom' bagged the second runner up award.

BATB Managing Director, Shaktar Munim and board of directors' members Mosharraf Hossain Bhuiyan, Secretary of Industries, Jalal Ahmed, Additional Secretary, Ministry of Finance, Syed Nasim Manzoor, President, Metropolitan Chamber of Commerce and Industry (MCCI), Zafar Sobhan, Editor of Dhaka Tribune presented the programme held at hotel in the capital yesterday.

'ব্যাটেল অব মাইন্ডস ২০১৫'-এর চ্যাম্পিয়ন আইবিএ

অর্থ শিল্প ডেস্ক : ব্রিটিশ আমেরিকান টোব্যাকো বাংলাদেশ (বিএটিবি)-এর নিয়োগ প্রক্রিয়ার অংশ হিসেবে আয়োজিত 'ব্যাটেল অব মাইন্ডস ২০১৫'-এর চ্যাম্পিয়ন হয়েছে ঢাকা বিশ্ববিদ্যালয়ের ইন্সটিটিউট অব বিজনেস অ্যাডমিনিস্ট্রেশনের (আইবিএ) দল 'ডাবম গো'। প্রথম রানার আপ হয়েছে ইসলামিক ইউনিভার্সিটি অব টেকনোলজির (আইইউটি) দল 'ডেসার্ট ফক্স' এবং দ্বিতীয় রানার আপ হয়েছে ঢাকা বিশ্ববিদ্যালয়ের ইন্সটিটিউট অব বিজনেস অ্যাডমিনিস্ট্রেশন (আইবিএ) অপর একটি দল 'দাবক'।

সম্প্রতি রাজধানীর একটি হোটেলে আয়োজিত অনুষ্ঠানে বিজয়ী দলগুলোর হাতে ক্রেস্ট তুলে দেন ব্রিটিশ আমেরিকান টোব্যাকো বাংলাদেশ (বিএটিবি)-এর ব্যবস্থাপনা পরিচালক শেহজাদ মুনিম; মো. মোশাররফ হোসেন জুইয়া এনভিসি, সচিব, শিল্প মন্ত্রণালয় ও বোর্ড অব ডিরেক্টরস মেম্বর ব্রিটিশ আমেরিকান টোব্যাকো বাংলাদেশ (বিএটিবি); জালাল আহমেদ, অতিরিক্ত সচিব, অর্থ মন্ত্রণালয় ও বোর্ড অব ডিরেক্টরস মেম্বর ব্রিটিশ আমেরিকান টোব্যাকো বাংলাদেশ (বিএটিবি); সোহাদ নাসিম মঞ্জুর, হোসিডেন্ট, মেট্রোপলিটন চেম্বার অব কমার্স এন্ড ইন্ডাস্ট্রি (এমসিসিআই) এবং জাফর সোবহান, সম্পাদক, ঢাকা ট্রিবিউন।

বিএটিবির ব্যবস্থাপনা পরিচালক শেহজাদ মুনিম বলেন, "আমাদের নিয়োগ প্রক্রিয়ার অংশ হিসেবে ১২ বছর ধরে আমরা এই প্রতিযোগিতা আয়োজন করে আসছি।

IBA wins 'Battle of Minds 2015' award

STAFF REPORTER

The team 'Van Gogh' of Institute of Business Administration (IBA) of Dhaka University has bagged the first prize of Battle of Minds 2015, says a press release.

The annual competition is a prestigious event of British American Tobacco Bangladesh for the recruitment of talented human resources in the industries. 'Desert Fox' from Islamic University of Technology (IUT) while IBA, University of Dhaka's another team 'Dabom' bagged the second runner up award.

BATB Managing Director, Shaktar Munim and board of directors' members Mosharraf Hossain Bhuiyan, Secretary of Industries, Jalal Ahmed, Additional Secretary, Ministry of Finance, Syed Nasim Manzoor, President, Metropolitan Chamber of Commerce and Industry (MCCI), Zafar Sobhan, Editor of Dhaka Tribune presented the programme held at hotel in the capital yesterday.

Battle of Minds 2016



BATB sought application on BAT website and LinkedIn for BoM 2016. It also informed the BoM registration deadline using posters in different university walls. The 2016 tagline titled “What are you made of?” was used during the roadshows by BATB in universities. The competitors were allowed to run and manage 10 restaurants in the city for 10 days to change the restaurant business course. The restaurants have trickily been used for BATB promotion.

From the beginning of BoM 2016, the tobacco industry watch bd of PROGGA had been repeatedly protesting to stop its activities and issued continuous alters via social and other media against this illegal competition.



STOP BATB sponsored ‘Battle of Mind 2016’ Grand Finale on Oct 23

Battle of Mind (BOM), the illegal competition of British American Tobacco Bangladesh (BATB) could not be stopped. The Grand Finale of the event will be held on October 23, 2016. In fact, the indifference of administration, BATB is organizing the event every year. The company has already nominated 200 final candidates from different universities across the country by registration and selection process. The death-marketing competition is annually held to promote their brands, inspire the youths in to smoking and influencing the policymakers. It is important to mention that BATB has secured job for only 100 candidates in the last 12 years (between 2004 - 2015) among the 18,000 applicants by organizing the completion whereas they have spent funds worth crores to promote the events.

The section 5 (c) of The Smoking and Tobacco Products Usage (Control) Act, 2005 (Amendment in 2013) has banned organizing, sponsoring and awarding such events using the tobacco company name, sign, trademark and symbols. Besides, a monetary fine less than TK 100,000 or a rigorous imprisonment less than three months or both the penalties are imposed as punishment for the law violation. Legal measures from the Government’s end is highly required to stop this illegal competition. To protect the youths from the illegal competition - Battle of Mind 2016 by British American Tobacco Bangladesh (BATB) should be stopped at any cost.

PROGGA’s monthly e-newsletter exposed the competition’s news to its readers which has a global circulation.

It is a tricky measure for BATB to expand their tobacco business by showing off an event worth billions to recruit a couple of students. Despite stringent actions from the anti-tobacco platforms, Battle of Mind 2016 went on. The event could have been closed if the administration had an effective intervention. But for some mysterious reasons, BATB is being awarded instead of halting its events. Very recently, BATB has been awarded by the government for its good governance, accountability and transparent corporate culture in production sector which has raised eyebrows from different quarters over the government’s activities on tobacco control and to protect the public health. Tobacco company ill tactics and interferences should be stopped by formulating policies after section 5.3 of Framework Convention on Tobacco Control (FCTC). Otherwise, achieving a tobacco-free Bangladesh, pledged by the Honorable Prime Minister, will remain a dream forever.

Tobacco Industry Watch BD www.tobaccoindustrywatchbd.org Follow us:   

<http://www.tobaccoindustrywatchbd.org/newsletter/detail/62>

Despite continuous protests, the grand finale of BATB's illegal competition 'Battle of Minds 2016' took place On October 23, 2016. Top government officials including Dhaka North City Corporation Mayor Annisul Huq attended the program.



Winners receive awards for Battle of Mind 2016

Media coverage was satisfactory for BATB that year too.

The collage features several newspaper clippings and photographs. On the left, a large Bengali headline reads 'ব্যাটেল অব মাইন্ড চ্যাম্পিয়ন আইফি' (Battle of Mind Champion AIFI). Below it, another headline says 'কর্পোরেট নেতৃত্বে নতুন প্রজন্মের সক্ষমতার লড়াই' (The struggle of the new generation's skills under corporate leadership). On the right, a headline reads 'এবারের চ্যালেঞ্জ ছিল থমকে যাওয়া রেজুরেন্ট ব্যবসায় গতি ফেরানো' (This year's challenge was to revive the stagnant growth in the restaurant business). Below this, an English headline states 'BATTLE OF MINDS 2016 SETTING THE STANDARD IN TALENT QUESTS'. At the bottom left, a photo shows Mayor Annisul Huq presenting a trophy to a group of people, with a caption: 'Mayor Annisul Huq hands over the crest to the winning IBA team of Battle of Minds 2016 at a programme held in a hotel in Dhaka. Chairman Golam Mainuddin, British American Tobacco, was present along with others on this occasion. PHOTO: COURTESY'. Other clippings include 'ব্যাটেল অব মাইন্ডস ২০১৬' and 'ব্যাটেল অব মাইন্ডস নিয়ে যত ভাবনা'.

Battle of Minds 2017



BATB has started organizing Battle of Minds 2017. Already the registration and road shows are done. The final part will take place within a couple of months following some steps. Craftily, BATB has used Facebook's popularity to promote its brand. BATB Senior Officials have appeared on Facebook live program as part of BoM 2017 campaign. The 30-minute program promoted BATB than BoM 2017.



Detail: <https://www.facebook.com/BATCareers/videos/741686536030725/>

Tobacco industry watch bd team of PROGGA has informed the matter to relevant people by repeated alerts using social media outlet and e-mail, and also demanded to stop BoM 2017. Later, based on the coordinated effort and demands by anti-tobacco campaigners, the Bangladesh Engineering University (BUET) halted a BoM 2017 roadshow at its premises. Mass media covered the issue notably.



Human chain, on 25 October 2017 at BUET to stop BoM roads show

Protesters halt 'tobacco campaign' at Buet

By Staff Correspondent

তামাকবিরোধীদের প্রতিবাদে রোডশো বন্ধ করল বুয়েট

কম্পাগ্নিটিকের রোডশো অনুষ্ঠান বন্ধ করে দেয়া হয়েছে বাংলাদেশ প্রকৌশল বিশ্ববিদ্যালয়-বুয়েট। রোডশো বন্ধ করতে ছাত্ররা গতকাল বুটের প্রতিবাদ কর্মসূচি আয়োজন করে তামাকবিরোধী সংগঠন প্রকাশ, এইড ফাউন্ডেশন, একশপ, ডিউটিফ্রি ট্রাস্ট, ক্যাম্পেইন অফ টোব্যাকো ফ্রি কিশ, বাংলাদেশ তামাকবিরোধী ফোরাম, তামাকবিরোধী নারী কোর্স-তরুনিকা, ঢাকা আহেলিয়া মিন্স, টোব্যাকো কন্ট্রোল ফিল্ড সেন্স, টিসিআরডি এবং প্রজা।

এর আগে, গত ৩ অক্টোবর প্রজা টোব্যাকো ইন্ডাস্ট্রি ওয়ান্ডারভি টিম 'ব্যাটেল অব মাইন্ড-২০১৭' আয়োজনের বিক্ষতি উদ্দেশ্যে করে পনামায়েসহ সব তামাকবিরোধী প্রতিষ্ঠানের কাছে একটি সার্কুলার寄ে প্রেরণ করে। কর্মসূচির অধ্যক্ষের বক্তব্যে গত ২০ অক্টোবর থেকে 'ব্যাটেল অব মাইন্ড-২০১৭' আয়োজন করা হবে ডুটিন অফিসের টোব্যাকো বাংলাদেশ (বিএটিবি) প্রতিযোগিতার অংশ হিসেবে বিভিন্ন বিশ্ববিদ্যালয়ে এ ধরনের রাস্তাবন্দক রোডশো আয়োজনের উদ্যোগ নিয়েছে বিএটিবি।

organising the programme since 2004 to "critic youths to smoking" and "influence policymakers", anti-tobacco campaigners said.

On October 03, Tobacco Industry Watch Bangladesh of Progga in a message to anti-tobacco organisations and the media cautioned that a tobacco firm has been organising a programme (Battle of Minds) to promote tobacco products under the guise of providing employment opportunities -- an act that is prohibited by law, said an official at Progga.

According to section 5 (C) of Smoking and Tobacco Products Usage (control) Act, 2005 (Amended in 2013), sponsoring such competitions and distributing awards by using the name, sign, logo and trademark of a tobacco company is completely banned.

Violators of this law will face a monetary fine not exceeding Tk 1,00,000 or imprisonment not less than three months or both.

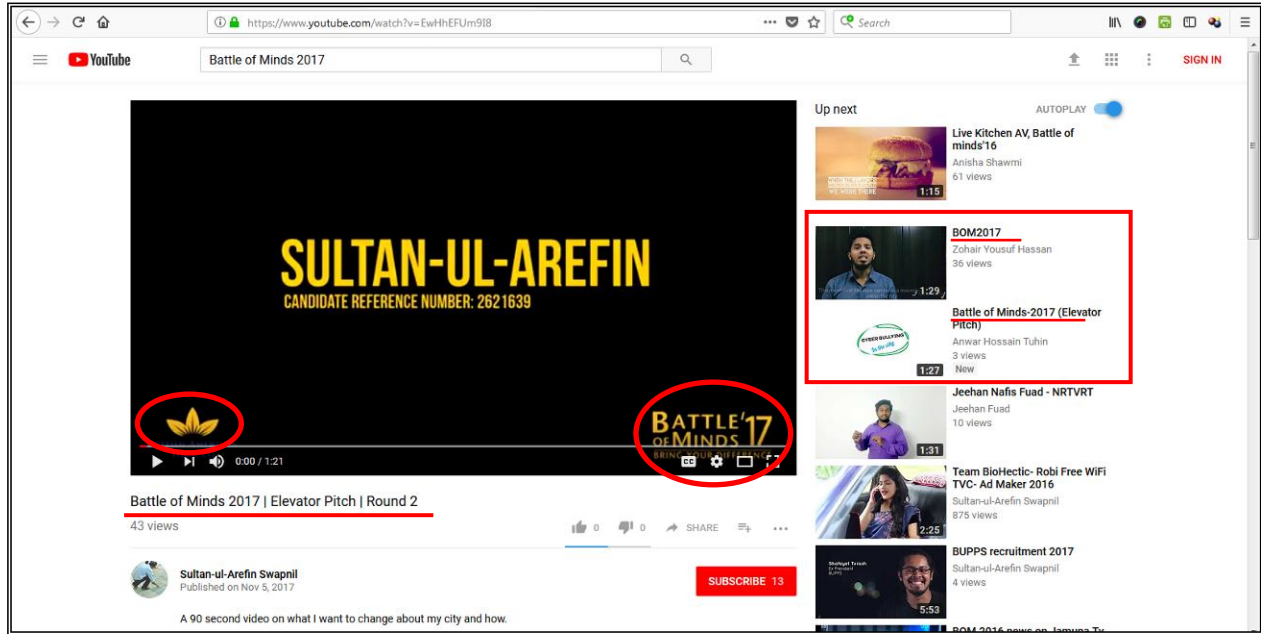
campaigners yesterday winning the authority Bangladesh University of Technology (Buet) to company-sponsored programme on its campus. made preparations to one for the programme 'Minds 2017' on the organisers held a rally cancellation of such p, said a press release organisations.

sations include i-Tobacco Alliance, yan (Progga), Dhaka and Tobacco Control who took part in the Buet authorities told

turn in the afternoon that they would not allow the programme to be held on the campus.

The tobacco company has been

Despite continuous protests by anti tobacco organizations, BATB is marching ahead with BoM 2017 activities. The competitors are asked to create videos of their project as part of the completion. And the videos are viral in social media outlets and video sharing sites. BATB trickily promotes itself using the youths.



<https://www.youtube.com/watch?v=EwHhEFU9I8>

BATB, since 2004, has been continuing this illegal competition for over a decade to promote its brand image and using the youth as a tool for business expansion and profit. This is high time to stop such activities which will safeguard the youths to be used as BATB promoting tool.

