

BRAC University  
BRACU Duburi

### Community & Outreach Description

DUBURI Theme : Redefining Outreach Through Innovation for impact

At BRACU DUBURI, we believe that “Innovators are heroes,” and outreach is how we empower them. Our mission is clear: to make robotics accessible, relevant, and impactful, not only for the privileged, but for every student in Bangladesh, regardless of economic or geographic background.

In 2023, we launched a large-scale national outreach initiative to integrate underwater robotics into the academic and innovation ecosystem of Bangladesh. Over the past year, our outreach has delivered measurable results and ecosystem-level impact through the following achievements:

#### Nationwide Penetration

Reached 50+ educational institutions including schools, colleges, and universities across rural and urban zones

Directly impacted over 500,000 students, inspiring early engagement in robotics and engineering

Organized 25+ hands-on workshops and technical seminars, led by industry mentors and university experts

#### Media, Branding & Visibility

Featured in 100+ national and regional media outlets, including broadcast TV, digital news, and print

Elevated public understanding of underwater robotics and the role of student-led teams in solving real-world problems

Launched multiple nationwide campaigns, including “Amaze the World,” now widely recognized among Bangladesh’s tech-driven youth

#### Strategic Partnerships & Infrastructure

Built high-impact partnerships with Cathay Pacific, UCC, Tech Diversity, Head Gear, and other major supporters

Facilitated one of Bangladesh’s largest university-industry collaborations in robotics, linking academia to real-world deep tech development

Secured a world-class engineering workstation from UCC as an in-kind contribution, based on branding and pitch success

Supported by BRAC, the world’s largest NGO, further solidifying our national relevance

#### Democratizing Access & Building Culture

Shifted robotics from being perceived as an elite field to a national development tool.

Empowered underprivileged students to build AUVs using recycled materials and local resources. Enabled the first school-level Bangladeshi students to attend RoboSub 2025, directly due to outreach-led community access buildin. Ensured that engineering innovations receive recognition and funding on par with business startups, proving that technical excellence has commercial value

At DUBURI, outreach is not just an add on it is the core of our mission. Through storytelling, partnerships, funding pipelines, and grassroots engagement, we created a movement. We didn’t just promote a robotics team, we built a platform for national engineering growth.

We’ve proven that when innovation is backed by outreach, engineering excellence becomes a force for development, and robotics becomes a pathway not a privilege