

CAMPUS

AUBH and Awali Hospital strengthens collaborative efforts

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The American University of Bahrain (AUBH) and Awali Hospital have signed a Memorandum of Understanding (MoU) to establish a partnership aimed at enhancing collaboration on marketing and branding efforts.

This initiative will offer AUBH students the opportunity to create innovative marketing solutions for the hospital as part of their academic coursework.

The MoU was signed by Dr. Bradley J. Cook, President of AUBH, and Dr. Mahmood Mirza, Deputy Chief Medical Officer of Awali Hospital. Under this agreement, students from AUBH's College of Business & Management and College of Media & Design will develop comprehensive marketing and branding strategies for Awali Hospital.

The projects will cover key areas such as marketing strategy development, digital marketing campaigns, content creation, and service blueprint formulation. Each initiative will be integrated into a specific academic course, covering 6 course projects amongst the two colleges, and allowing students to apply their expertise in digital marketing and multimedia design to address real-world challenges.

Through this partnership, AUBH and Awali Hospital will



Dr. Bradley J. Cook, President of AUBH, and Dr. Mahmood Mirza, Deputy Chief Medical Officer of Awali Hospital after signing the MoU

foster a strategic partnership that encourages collaboration across various disciplines. AUBH will play a crucial role in elevating Awali Hospital's marketing, brand vision, driving innovative solutions, and enhancing its public image.

In turn, Awali Hospital will

provide AUBH students with valuable experiential learning opportunities. This will include, in addition to the course projects, internships, summer training programs, and capstone projects. Furthermore, the hospital will collaborate with students in the design and execution of

comprehensive public health awareness campaigns, contributing to the broader community's well-being.

"This collaboration underscores AUBH's commitment to establishing partnerships with the healthcare and industrial sectors, demonstrating how academic innovation can serve the community while facilitating mutual growth. It also supports Awali Hospital in achieving its marketing objectives," commented Dr. Bradley J. Cook, President of AUBH.

"The agreement presents students with significant opportunities for hands-on learning through fieldwork and practical activities offered by Awali Hospital. This initiative reinforces AUBH's mission to cultivate skilled professionals who make meaningful contributions to community development."

Dr. Tariq Hameed, Chairman of the Board of Awali Hospital, stated that this agreement is integral to the hospital's mission to elevate healthcare standards in Bahrain by developing qualified professionals capable of meeting the sector's emerging challenges, and expressed optimism that this partnership will result in enhanced health services and strengthen the hospital's capacity to deliver advanced, comprehensive medical care.



Officials of AUBH and Awali Hospital after signing the agreement

Al Noor hosts road safety awareness session



Al Noor International School, KG CBSE Reception students participated in an engaging session on "Safe Transportation and Safe Crossing" on November 4. Led by Chief Sergeant Sudhish Chacko Mondy from the General Directorate of Traffic, the interactive session encouraged enthusiastic student participation. The children showcased their understanding of traffic safety through role-play activities. To reinforce their learning, coloring books with essential road safety information were distributed at the end of the session, promoting the message that "Together we can make our roads Safer."

NMS Bahrain participates in National Tree Week

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In line with the Kingdom's National Tree Week initiative, the New Millennium School, Bahrain participated in National Tree Week, a nationwide celebration aimed at enhancing environmental awareness and promoting green spaces.

This initiative provided students and staff with a meaningful opportunity to contribute to Bahrain's environmental goals and engage in hands-on activities that support ecological preservation. During the Green Week, the little eco-warriors of the kindergarten section embarked on a journey to nurture nature and spread the message of sustainability. They enthusiastically participated in various activities, including Plantation Activity.

They planted saplings with love and care. This week also saw our young learners donning shades of green. Amidst these enriching activities, students also ventured on a nature walk, immersing themselves in the beauty of the natural world. The students of the middle school presented a study on the medicinal use of plants and trees.

School Principal Dr Arun Kumar Sharma expressed his sincere gratitude to the Leadership of the Kingdom of Bahrain for initiating such enlightening ventures. While addressing the students he said that such programs give us the perfect opportunity to reflect on our relationship with nature and our responsibility to protect it.

As future leaders and environmental stewards, the stu-



dents have the power to shape a world that is vibrant, healthy, and flourishing.

Dr. Ravi Pillai, Chairman and Geetha Pillai, Managing Director applauded and appreciated

the school Principal, staff and students for this noble gesture and expressed their continued support to the Leadership of the Kingdom of Bahrain in all such future endeavours.

Bahrain Indian School hosts successful Bhavans-Model United Nations

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Bhavans Bahrain Indian School proudly hosted the first edition of Bhavans Model United Nations (BMUN), which saw participation from 255 students representing various esteemed schools from the Kingdom of Bahrain.

The event, held over two days, revolved around the inspiring theme "Phoenix Effect," emphasizing resilience and renewal. Delegates engaged in rigorous debates and discussions across multiple councils, including UNEP, UNICEF, FCC (Marvel), UNHRC, UNCCPCJ, FIFA, UNCSW, UNSC, AGGG, and The VMAS.

The opening ceremony featured distinguished guests, including the Chief Guest Ravi Kumar Jain, 2nd Secretary of the Embassy of India, and Guest of Honour Amit Verma. Motivational speeches were delivered by the Directors of Bahrain Indian School, Himanshu Verma and Ritu Verma, who praised the dedication and hard work exhibited by all participants.

Awards were presented to outstanding delegates, recognizing their contributions and achievements throughout the event. The categories included Best Delegate, Best Speaker, Most Diplomatic, Most Likely to End Up in the UN and Honorable Mentions.

BMUN Director Navita Jadhav was commended for her successful organization of this significant event. BIS Director Himanshu Verma expressed his



pride in the students' commitment and engagement, while BIS Director Ritu Verma added her thoughts on the importance of such initiatives in fostering diplomatic skills among youth.

BIS Principal Saji Jacob stated, "The success of BMUN 24 is a testament to our commitment to nurturing young leaders who are prepared to face global challenges with resilience and innovation."

The successful execution of Bhavans Model United Nations 24 stands as a testament to the collaborative spirit and commitment of all participants, organizers, and supporters. As Bahrain Indian School continues to champion educational excellence and global awareness, it looks forward to future events that inspire and empower the next generation of leaders.