

## Md. Abul Kalam Azad from Bangladesh wins iPod Nano by participating in the British Council's Student Insight Survey




The British Council's [Student Insight Survey](#) is a global online survey for young people to share their thoughts and opinions on overseas study. Participants are automatically included in the draw for attractive prizes each month if they complete the survey. The raffle draw takes place every month globally and is quite popular amongst students who are excited at the prospects of winning exciting prizes.

For the month of January 2016, Md. Abul Kalam Azad from Bangladesh was selected as the winner for the 'Student Insight Survey'. The prize giving ceremony was held on 2 March 2016 at the British Council Fuller Road premise in Dhaka where Barbara Wickham, Director of the British Council in Bangladesh awarded him an iPod Nano.

Md. Abul Kalam Azad, who learnt about the survey through the [British Council, Bangladesh](#) Facebook page, was a student of Rajdhani Polytechnic and Textile College. He was delighted to receive the new iPod Nano by simply spending 15 minutes to complete the survey. He has plans to study BSc in Mechanical Engineering in the UK which he feels this will help him succeed in his chosen career as UK degrees are highly valued globally and especially in Bangladesh. He is also preparing for the IELTS examination by studying at the British Council Teaching Centre.

Last year, Bangladesh had the second highest number of responses of all countries globally. This point towards a keen interest, which audiences show in the UK, as a higher education destination. In 2015, 1412 responses were received from Bangladesh.



This survey helps gather country specific information on where most students want to study and why, to better understand the international student market and its trends and motivations. More than 190,000 students from around the world have completed the survey since it was first launched in 2007.

The survey can be completed at [bit.ly/studentinsightsurvey16](http://bit.ly/studentinsightsurvey16). As an incentive every month we give an iPad Mini or an iPod Nano.

**Why is the student Insight survey useful?**

The Student Insight Survey provides important information and insights on students' decision making factors, preferences, online behaviour, interest for transnational education, top preferred countries for higher education among other things. This can be an important source of information which may be useful in refining your marketing strategies.

[Student Insight-Bangladesh 2015](#) report is available now.

**Contact information:**

For further information please contact,

Sarker Asif Iqbal

Project Coordinator-Services for International Education Marketing (SIEM)

Email: [asif.iqbal@bd.britishcouncil.org](mailto:asif.iqbal@bd.britishcouncil.org); [siemsouthasia@bd.britishcouncil.org](mailto:siemsouthasia@bd.britishcouncil.org)