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Govt gives go-ahead to Five-star' Seagull set private ICD proposal

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In a bid to reduce cost of businesses, the government in principle has approved a proposal to set up inland container depots (ICDs) under private initiatives across the country

Sources at the Prime Minister's Office said the prime minister endorsed the proposal on May 20 for establishing the ICDs on builtoperate-and-transfer (BOT) basis.

Local businessmen had been pursuing the proposal, as the current ICDs are unable to cope with the present volume of trade. At present, two ICDs, one in Dhaka and the other in Chittagong, owned by the government, are operating.

Earlier, on April 4 representatives from the private sector at a meeting with the National Committee on Export, which was chaired by Prime Minister Khaleda Zia, sought permission for private sector ICDs

According to the decision of the prime minister, the private sector will be able to establish ICDs in Gazipur or any other places near

Under the BOT, the investors will have to hand over the ICDs to the government after a stipulated time, which will be detailed out later, sources said.

Shipping and Commerce ministries will formulate details of the BOT shortly, added the sources

The sources also said the government is expected to allocate land for establishing ICD at free of

Poor services at both the ICDs have been taking toll on the businesses. Exporters are losing competitiveness in the international market due to the low capacity of the ICDs, industry people

Moreover, in absence of any approach road leading to ICD at Kamalapur in Dhaka, exporters and importers often face difficulties in transporting their goods, said a leading exporter.

Earlier, Ministry of Shipping had conducted a feasibility study at Khanpur and Pangaon in Narayangang as probable sites for establishing ICD.

Leaders of the Bangladesh Garment Manufacturers and Exporters Association (BGMEA) said the county's readymade garment exporters will be benefited when ICDs are built in private

A file photo shows the inland container depot (ICD) at Kamalapur in Dhaka in the background. At present, two ICDs -- one in Dhaka and the other in Chittagong owned by the government -- are unable to cope with the present volume of trade. The government recently approved a proposal to set up

Workshop calls for JS

India mulls merger of 22

bourses AFP, New Delhi

India's stock market regulator said Thursday it wants to merge around 22 regional bourses into a single separate exchange as part of ongoing capital market reforms.

Alternatively, they could join either of the two largest bourses, the Bombay Stock Exchange (BSE) or the National Stock Exchange (NSE), said G.N. Bajpai, chairman of the Securities and Exchange Board of India (SEBI).

The proposal has been mooted because many of the small regional bourses have turned unprofitable after corporations have delisted

their shares. Instead, they have listed their shares only with BSE and NSE which account for the maximum

volume of trading in India. One single exchange merging all the regional bourses would also help stock market regulation, SEBI

The small regional bourses in different Indian states used to have active trading when brokers had to physically buy and sell shares from

each other. However, their trading volumes dropped about 10 years ago once the BSE and NSE computerised their operations, allowing brokers to trade online from any location. Most of the small bourses do not have

online trading.

donors in the paper. representatives from NGOs

participated in the June 4-5 workshop organised by Actionaid at BRAC Centre in Dhaka. At a press conference yesterday in Dhaka, Actionaid released the recommendations made at the work-

discussion on PRSP STAR BUSINESS REPORT About the draft Interim Poverty Reduction Strategy Paper (I-PRSP), they said there are few

Prior to framing final Poverty

Reduction Strategy Paper (PRSP) it should be discussed in the parliament to ensure transparency, said speakers at a workshop.

To incorporate grassroots level proposals, they also urged the government, International Monetary Fund (IMF) and World Bank to arrange a national debate with civil society members.

The speakers who were speaking at a two-day workshop on 'Poverty Reduction Strategy' also appealed to the government not to incorporate all recipes of

Economists, academics and

recommendations in the I-PRSP to boost industrialisation, which is key to development and employment generation.

Criticising the interim paper, which was endorsed by donors in the recently held Bangladesh Development Forum in Dhaka, speakers said the government is compromising national interest for the sake of aid.

The interim paper, which will earn over \$ 2 billion aid in a threeyear period, also overlooks rural infrastructure and human development, they said

They said there is no development programme for the indigenous people in the paper. Speakers at the first session of

the workshop, chaired by Prof Muzaffar Ahmed, said the paper recommends for wholesale privatisation bypassing related

They said the strategy paper

will only serve interests of multinational companies.

Addressing the session, Prof CP Chandrashekhar said an effective PRSP must incorporate opinions of the civil society mem-

Prof MM Akash of Economics Department of Dhaka University said if Bangladesh can achieve a GDP growth of seven per cent and its poverty can be reduced at a rate of 3.3 per cent till 2015, the current poverty level should be halved. But as for the last couple of years the GPD growth hovers around only five per cent, PRSP is unlikely to meet its poverty reduction target.

In the second day of the workshop on June 5, eminent economist Dr Hossain Zillur Rahman presided over a session on "Next Steps after PRSP: Responsibilities of the Civil

Speakers at the session demanded a 'watchdog' involving experts and civil society members

to oversee progress of the PRSP which will be finalised in December, 2004

They urged stakeholders to press the government to include They called upon the govern-

ment to find out reasons of poverty to uproot the curse for good from the society. Citing examples of India and

Vietnam who did not bow to donors' suggestions to adopt PRSP, they said if the two countries could succeed in reducing poverty level without drafting strategy paper why Bangladesh should take donor recipes.

Dr Anisur Rahman, Dr Salimullah Khan, Rashed Al Mahmud Titumir, Nasrin Haque, country director of Actionaid, S Parasurmon, policy director of Actionaid-Asia, Farhad Mazhar, Mausumi Manpatra of Actionaid, Reraul Karim of Supra and representatives of various organisations also spoke at the workshop.

to spread wings in Cox's Bazar

M ABDUR RAHIM

tors said.

A 'five-star' hotel is set to welcome guests in the resort town of Cox's

Bazar by the end of this year. Seagull Hotel, overlooking the world's longest natural sea beach, will be the first 'five-star' accommodation in Chittagong division, inves-

Only 25 yards off the beach of the Bay of Bengal, the hotel will woo huge number of tourists both from home and abroad, said Masoom Iqbal, managing director of Seagull Hotels Ltd, which owns the resort.

"Although a five-star accommodation involves huge investment and impending risk, we have embarked on this venture to tap immense tourism potential in Cox's Bazar," said lobal, He also said Cox's Bazar fails to

lure foreign tourists due to absence of luxury hotels and other facilities. "Cox's Bazar does not offer beach-based sports. The only thing

tourists can do is to loiter in the

sands and take baths in the water. So tourists are turning back," he explained

The Seagull Hotel will have its own sprawling beach where guests will be enjoying jet skiing, hot balloon ride, power glider, yachting and

other beach sports, Igbal said. There will be a 200-foot long and 50-foot wide wooden deck at the hotel beach compound from where guests will watch the panoramic

view of the Bay. Most of the staff have been recruited from the Middle East where they worked with five-star hotels for 10-20 years.

"In fact, the hotel started its operation with facilities equivalent to a three-star hotel in December last vear. Swimming pool, health club. business centre and tennis court of the hotel will be completed soon " said lobal, who is also the proprietor of White House Hotel in Dhaka.

The hotel has 182 rooms including 120 regular rooms, 41 deluxe rooms, 20 suites and a presidential

Seagull Hotel, sprawling on over seven acres of land, will have five restaurants including coffee shops to offer Bengali, Thai, Chinese Indian and Italian cuisine. Mahua the bar, will serve a variety of foreign

The hotel has three conference halls, Parabar for 750 people. Baridhi for 500 and Samabesh for

Seagull Hotel will also have health club, steam and sauna and massage service in addition to beauty parlour, shopping arcade, money exchange, travel desk, and billiard and card room.

Asked about business in offseason, the managing director of the hotel said there will be no offseason for guests. "We will arrange musical soirees, traditional festivals, dance parties, food festivals. cultural programmes and specia packages to attract tourists during

80pc traffic chip in with 40pc railway revenue

Passenger traffic accounts for 80 per cent of the traffic units of Bangladesh Railway, but it contributes only 40 per cent to the total revenue of the state-run operator, said a World Bank-sponsored study.

Ninety-eight per cent of passenger trips are in second class where the average fare is only Tk 34 per 100 km, which is highly unprofitable. said the draft of the country framework report for private participation

in infrastructure. The WB and Public-Private Infrastructure Advisory Facility study said freight traffic is generating an operating profit but found Tk 1.3 billion total operating loss in 2000 due to losses incurred in passenger traffic. It had revenue of Tk 3.4 billion but its expenditure was

The largest single expenditure was on staffing, accounting for 48 per cent of the total revenue. "BR does not have a balance sheet and does not show depreciation of its assets," it said. However, it detected that over

the past five years alone the accumulated government investment in the railway, including BR's operating losses plus capital expenditure, has been Tk 30 billion

The study said BR has a monopoly on the inland movement of loaded containers. "Even so BR transports less than 30 per cent of this traffic since most containers are stuffed or de-stuffed at the port in Chittagong and goods shipped inland in eight-ton trucks.

"BR has not yet faced competition from modern high-capacity

time," it said adding that BR is, however, facing competition from modern buses and it is not doing well, especially in upper class

passenger services. Upper class passenger traffic is decreasing for the state-run rail service and now accounts for only six per cent of total passenger revenue. Traffic carried in 2001-2002 was approximately 4,100 million passenger-kilometers and 900 million ton-kilometers

Passenger traffic reached its peak in 1991 declining by 22 per cent since then, while the railway's share of the passenger market has declined to 13 per cent from 30 per cent in 1975.

Sylhet airport earnings cross target

UNB, Sylhet

Customs office in Sylhet Osmani International Airport realised Tk 74.27 lakh in revenue in the current fiscal year, surpassing its target.

Officials said their revenue collection target was Tk 72.0 lakh for the current financial year. The customs officials, however, said they cannot work properly for lack of logistic support.

Customs officials said they need a modern scanning machine, metal detector, walkie-talkies and other necessary equipment to infuse dynamism in their activities, and thus boost up revenue collection.

Pak trade surplus hits \$82.37m

REUTERS, Islamabad

Pakistan recorded a trade surplus of \$82.37 million in May, compared with a deficit of \$77.75 million in April and a deficit of \$273.2 million a year earlier, the Federal Bureau of Statistics said on Thursday.

In a statement, the bureau said the cumulative trade deficit for the period from July to May was \$1.17 billion, against a deficit of \$1.19 billion in the year-earlier period. Exports rose 5.63 per cent to a

provisional \$1.046 billion in May, from \$990 million the previous month, and by 23.62 per cent from \$846 million in May 2002. Imports fell 9.78 per cent to

\$963.55 million in May from \$1.068 billion in April. Imports were down 13.92 per cent against \$1.119 billion in May 2002 In June last year, Pakistan set an

export target of \$10.4 billion for the fiscal year to June 2003, while it projected imports of around \$11.1

Exports in 2001/02 were \$9.1 billion and imports \$10.3 billion.



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The Daily Star runs a business solution column, which appears on Saturdays. While running your business, you come across problems and wish someone would help. This column will provide you with insights to solve your problems. Write to us or to Sarwar Ahmed. MBA (sarwar@asia.com) who hosts

It's Free ...

This is a fact. A man walked into a general store looking at various merchandises. He is thorough, looking up the labels. He picks up a dozen of diet soft drink, reads carefully, and plunks it in front of the cashier. Cashier does the calculation, asks for the money. Before paying, the man asks where's the free stuff? Cashier is puzzled. There is no promotion on these drinks. He tells the man - there's no free stuff. The man points to the label and says, "look here ... cholesterol free. Where's my free cholesterol?"

So when you pack your products in an attractive label - are you sure your customers understand what you write? Even if English labels may make your product seem 'foreign', ensure that you also have your labels in Bangla. Don't get tempted to think of how many people read labels. Very few do, and these people matter.

You may have heard of the story of an old woman in the States who happened to use her microwave oven to dry up her poodle. Poor thing (the dog, I mean) got really dry and baked. The woman apparently sued the microwave oven manufacturer for not giving proper instructions of use and won the case!

Hopefully we do not get into such extremes, but you never know. So how do you protect yourself from product liability? Make sure your labels are right and what you claim is what the customer gets

Label is one thing, what about the real stuff? If you happen to take a train out of Dhaka Railway Station. the hordes of water bottle peddlers will try to entice you to buy one for the trip. I wonder if any of these bottles really have the originally claimed water. Inspite of sealed caps, one has to be extra careful about adulteration, even if it is water, which is essentially available free. All the money made in selling such a spurious bottle is profit!

The estimated loss in the industry that I work for is more than Tk.100 million a year lost to adulterators. Isn't that attractive? One major shoe company thinks that for every one pair of their original shoes sold, 3 are sold spuriously, using the company label. It can be that bad.

How to go around this? First, invest in technology. See what you can do, that will keep you one step ahead of these scheming people. Simple things like using a hologram can keep these wily persons at bay for some time. Then check on your distribution. Is there a way where you can be selective so that consumers know that only such a place will carry your products? Tough, but in the long run, it pays off by the confidence reposed in your products by your customers.

Your products are the gateway to your customers' hearts. Imagine your customer who likes, trusts your product suddenly finds it is not delivering what it should. You not only break the trusting heart but also may lose the customer forever. Your product is your company's ambassador. Make sure this ambassador is genuine by giving accurate label statements, and the product is what it is, by taking steps to prevent adulteration.