

New Year keeps printing houses abuzz

A huge rush for printing calendars, diaries is seen towards the latter part of the current year.

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Publishing houses in the city are buzzing with preparations of warm receptions to greet yet another English new year by printing calendars and almanacs as the departing year tiptoes towards its end.

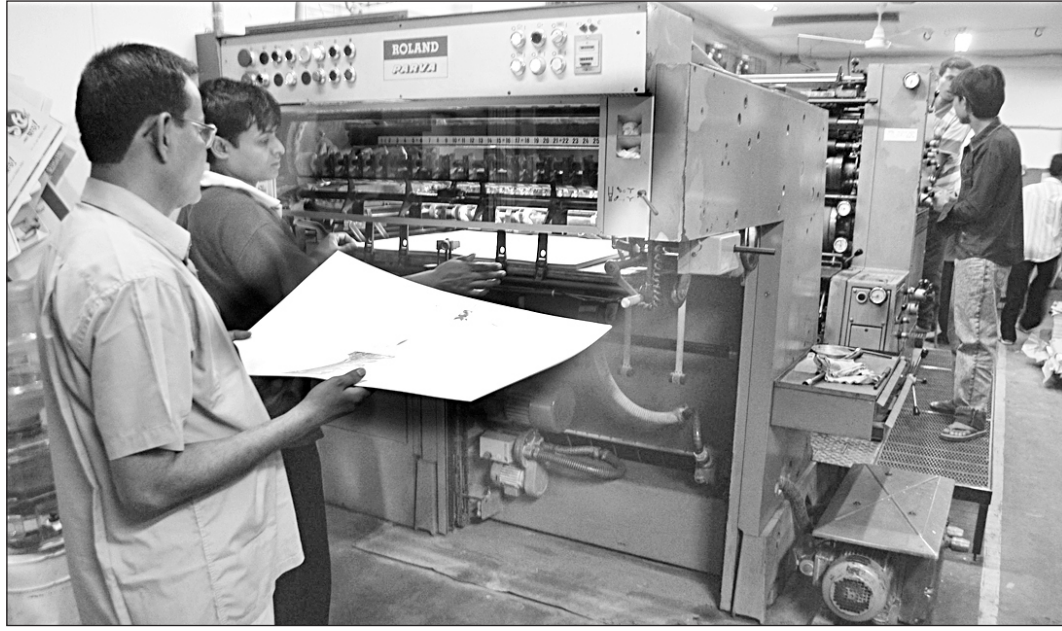
The end of the year renders a sudden surge of dynamism in the publication world as thousands of organisations go through a revel of publishing their calendars, almanacs and diaries.

The process involves many creative minds like those of photographers, illustrators, digital artists and graphic designers who invest all their effort to bring out the essence of the English new year.

"It's during November and December that orders for calendars and diaries pour in," said Shafiqul Islam, an executive from Udayan Press.

"The orders are placed in the beginning of November, and organisations expect the jobs to be completed within a month," he added.

Towards the end of the current year, printing presses get into full



swing coping with large printing volumes of almanacs, calendars, diaries and other constituents for the new year, with all eyes on the printing and publishing houses in the city.

"We produce around 30,000 to 40,000 copies of calendars for three different companies," said Ataur Sadat, from Kamal Press.

Sadat told Star City that the entire publishing process usually takes about a month, depending on the nature of the task.

"If customers want the jobs before the year ends, they will have to place the orders in the first week of December," Sadat added.

Like Kamal Press, hundreds of other organisations in the city are

involved in this printing spree and even printing houses that do not usually play a part printing calendars or diaries also tend to chip into this year-end publishing revel.

"We usually work with pharmaceutical companies throughout the year," said Akhter Hossein from Print House. "But

we do some odd jobs during this time of year as the demand for these (calendars and diaries) shoot up," he added.

An immense amount of creative and artistic ingenuity that propels the whole designing process into the desired conclusion comes into play. Bulk of the organisations utilises their creative and innovative ideas into designing their own calendars while others depend on the printing houses for the entire process.

"We have our very own graphics and designing division that take care of designing of calendars," said Abdur Hasnat, an official from a shipping firm. "As for photographs we have thousands of our organisation's activities that we use in our designs," he added.

However, bigger firms that pursue a higher creative value and strive for superior customer perception rely on advertising and designing firms to lend their creative and artistic aptitudes for the cause.

"We concentrate mostly on the designing and creativity that consists of devising ideas and materialising them," said an executive of True Image, an advertising and designing

agency in Pallan. "Although we offer the entire package of designing and publishing calendars, our clients also have the option to assign a part of the job to us," he added.

"We usually share our desired theme and essence of the end product with our advertising agency," said Saidur Rahman, an administrator from One Bank. "Otherwise the advertising firms come up with potential ideas for calendars for us to choose from," he added.

Sadiqur Rahman, an official from BD Progressive Ltd., an advertising house told this correspondent that clients usually suggest the themes of the calendars before ideas are materialised.

"They give us a theme and some rough ideas to work on, and we just expand those ideas further and solidify them," he said.

Rahman told Star City that the photographs or visuals used in the calendars are usually provided by the clients or used from their personal archives.

"We also buy photographs and portraits from professional artists if required," he added.

Destruction of 150

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"We are not aware of whether rules have been properly followed in hiring the consultant firm in this case," said Ali, "We don't endorse such act of destroying a heritage building."

"Even if the rules have been followed, the decision of demolishing the heritage building is just wrong and undesirable because it implies destruction of an element heritage," he said.

"It is a serious lapse on part of a vice-chancellor to proceed for demolishing a historic monument without consulting the civil

society representatives and departments of archeology and architecture," Khadem Ali said.

It is to be examined how in and what way the consultant firm has been involved with the project, said Taimur Islam. "In fact, there are manifold irregularities in the whole process of undertaking the project."

"So far as we have heard, the tender document suggests restoration, repair and extension of the old building," he said, construction of such infrastructure of a university must be as per a master plan.

Osmani Uddyan

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The second phase of the project will kick off in January 2007, DCC officials hoped. The second phase includes development of a woman arena, landscape, installation of lights, non-machine toys in the children arena, landscape, planned tree plantation and gardening, and walkways inside the park.

The tender process of second phase is on and is expected to be completed at a cost of Tk 3 crore 40 lakh with Tk 83 lakh spent on light fittings.

Eleven fountains to be established in the names of eleven sector commanders of the freedom fighters of Bangladesh and the construction of an open stage for cultural activities inside the park has not been included in the second phase.

"The rest of the work might be

completed in the third phase," said the executive engineer.

The park situated where the old and new part of the capital connects is the only breathing space in that area.

Although it has historic value, the park has lost more than seven acres of land from its original area in the last 25 years.

During HM Ershad regime, the government sold out a piece of land to Muktiyudya (Spelling???) Sangsaad, Wasa established a pump house, Osmani Memorial Hall authority established air-conditioning plant, and the police authority was awarded space for a road to their barracks although they have an alternative road.

DCC fights a legal battle with one Monowara Begum and some others regarding a piece of land worth 2.83 crore.

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