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Life lessons from the Coronavirus outbreak

I hardly remember our jet set, high octane life before COVID-19; rushing to work, getting ready for back to back meetings, planning layouts, arranging photoshoots, micro managing everything from pushing reporters to meet deadlines to assigning columnists in different time zones. Not to forget the ever-demanding home front, from what would be today's packed lunch for the kid and the hubby to paying the fishmonger for his early morning fresh-caught delivery. Then finally, after the office day was over, meeting friends for tea or dinner. It was a full-on high paced life!

And then COVID-19 happened, and everything came to a staggering halt. Home offices were a blessing, zoom meeting in pyjamas were almost godsent. Having no domestic servants allowed many of us to re-set the food habit of the family, even to redeem some habits, like the entire household lending hands with chores. We are more aware of our health now, we are eating lean, staying clean and opting for all things green.

We live in a very tropical climate, though we are moving into colder weather and the effects of the virus may become much more dramatic, I want to focus on some of the good habits we adopted and how we have changed our lifestyles during this lockdown period. Habits, which otherwise we Bengalis would have never cared to practice with such sincerity. There are loads of good habits that we re-learned and I am willing to continue with them.

First and foremost, we are maintaining self-isolation etiquettes and talking to people from a distance and not being on each other's face. We are being respectful of other people's personal space by following social distancing rules, something which we never did. It's a big change.

Most importantly, we are wearing masks when out, well some of us are just covering our chins while some are actually covering the mouth or nose, but whatever the case, most of us do have a mask on our face. And it is protecting us from the pollution plus air borne germs, cold and flu viruses.

For once, we are not spitting or coughing or blowing our noses in public anymore, and keeping a safe distance, especially when we are around people who are coughing, sneezing, or sniffing.

During the early months of the lockdown we were more vigilant, but now, as we are trying to regularise our routines, we have all understood one thing— we cannot go back to old habits. We are cautious about cleanliness and scrubbing our office cubicles, doors, switches, lift buttons with sanitisers and wipes almost regularly.

We are washing our hands more often than we used to do, it has become second to breathing. We have learned the correct way of washing our hands— remembering to scrub not just our palms, but also our fingers, thumbs, and the backs of our hands.

We are aware that the most effective ways to ward off all types of infectious germs—whether they cause COVID-19, food poisoning, or the common cold — is to wash our hands thoroughly and frequently. This is one habit that we should be sure to carry on particularly after using the bathroom or going out in public, or before handling food.

COVID-19 has taught us awareness regarding our environment and our health. We are more aware of what is right and what is wrong health-wise. For many of us, learning that those who are overweight or have underlying health conditions such as high blood pressure or diabetes suffer more severely from COVID-19 and has served as a wake-up call to adopt healthier lifestyle habits.

We are now more likely to exercise regularly, eating right, getting enough sleep, and maintaining a good frame of mind through meditation, prayer, gratitude, which all result in a multitude of physical and emotional benefits.

For many of us we have re-discovered the joy of cooking during the past weeks or months, there's no reason to give it up once restaurant services and our busier lives resume. Cooking at home saves money. As we are not entertaining, not going to restaurants, not meeting friends or going to birthday parties and weddings, we are actually saving up. Our weirdly fat weddings have now become intimate beautiful affairs, birthday bashes are not European balls anymore, and it is all saving loads of money.

Staying at home in enforced isolation where couples had to spend more time together has brought some couples much closer, and unfortunately, some not so close. Tempers flare and people become agitated quickly, but do try and make peace and find happiness. Everyone is suffering during

these times, including our spouse, so show some kind heartedness for them.

Also, we have used this time to develop relaxation habits such as meditation, contemplation and listening to music. Relaxing activities like board games, which have again found their time under the sun, are a wonderful way to connect with family members when done as a group; carrom, ludo, puzzles, cards, scrabble, monopoly are all much sought after now.

It can be lonely spending months cooped up at home, which is why so many of us stayed connected with friends, family, co-workers via computer or phones during lockdown. And while online contact is not entirely a substitute for in-person get-togethers, we are trying to meet in small numbers while maintaining safe distance. However, the good habit that we picked of calling and checking on our grandparents and elderly relatives we must continue with these virtual meets.

On the brighter side, many of us were forced to become more tech savvy, doing all kinds of official work online and remotely, and a new skill set was earned.

Plenty of free time encouraged many people to turn to gardening, not only to grow some of their own vegetables, but also to restore a sense of normalcy. If you started your own garden during quarantine, do not let it die when COVID-19 is finally subdued. Whether you grow veggies, fruits, or flowers, there's nothing like getting your hands in the soil to soothe your mind and bring a smile to your face.

The coronavirus is only temporary and life will return to normal at some stage, but the world will look different because of the health and economic effects of this virus. Let's all cope with these times as best as we can. Let us hold on to all these good habit and practices we have adopted, investing energy in re-learning good practices, for these will help us thrive in the new normal and beyond.

— RBR

us on f /Sandalina

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KOHINOOR
CHEMICAL



Walk-in closets by KC

Step inside fluid amalgamations of Italian couture and French impressionist paintings and you will find yourself marvelling at the latest masterpiece sitting as pretty as art at KC by Kawsar Chowdhury, a luxury home décor brand that will dress up your homes in nothing less than haute couture!

The masterpiece in question is a walk-in closet and the union is the aesthetic excellence Chowdhury achieves with just machinery and an inspired array of creative possibilities!

"We are far from commercial catalogue designs and run-of-the-mill Pinterest boards. KC is a statement brand with its own ethos, flair, and artistic impression," states Kawsar Chowdhury. And, so, if you are walking through KC, expect Chowdhury to brainstorm suggestions about your home décor, keeping your individual tastes and personality in mind. He will claim the creative process and concoct art and history



with his imagination to unveil a living space fit to be displayed at an exclusive exhibition in any museum!

And the highlight of that exhibit would arguably be KC's chef-d'oeuvre, or, his very own line of walk-in closets. The concept comes in two different styles, for HIM and for HER and, as for now, Kawsar Chowdhury houses two archetypes of the divergent designs at his studio.

For the closet designed for men, Chowdhury keeps things ultra-stylish with masculine statements shining through. Inspired by 4th century Roman mosaics, the



closet for HIM uses panels of marbles with contrasting shapes in composition, piled on top of one another to create an obscure pattern that only shows itself upon closer

inspection and in luminous light.

With a dominant colour spectrum of black and white, Chowdhury creates a hypnotic, spiral effect reminiscent of Hermes using boards and marbles that almost dazes the person walking into the closet before he finally retreats to his soul sanctuary at the end of the day.

With open doors at the centre of this closet, you cannot miss the eye-catching futon footstool made of leather in perfect sync with the rest of the space. Look up and you will realise KC has even played with the



ceilings of his closet and contrasted it with egg-yolk yellow in segmented marbles, hanging over his work of art.

As for the closet built for HER, Chowdhury takes a feminine approach and incorporates Japanese cherry blossoms in his creation. The beautiful flowers branch out across the back panels of this closet as though they have a life of their own, growing across resembling Egyptian papyrus. Leather and velvet linings in drawers and incandescent lights are some other elements evoking an imperial feel when you walk into this closet.

Plush finishes, attention to detail and an uncompromising nature to quality

are what define the walk-in closets and, by extension, Chowdhury's other pieces. Playing with different textures like velvet and leather, experimenting with materials like onyx marbles, solid surfaces and glass and layering different patterns and prints on furniture are KC's signature moves and these will only be explored further with other models of the brand's closets.

As for the prices of such luxurious dressers, Kawsar Chowdhury muses, "There is no price for them!"

What he really means here is simply the fact that prices largely depend on the materials used, finishes requested and machineries broken into. Along with the fact, that orders for the walk-ins are largely customisable and vary from client to client in their preferences of designs, patterns and supplies, makes putting a price tag on such an exclusive product difficult.

At KC, no two pieces of furniture are ever replicated. Every order is customisable and scaled up or down upon client's demands and requests. A stellar research and development team that shares Chowdhury's flair and an A-list group of craftsmen at his beck and call are who make this feat possible.

And, so, whichever kind of closet you go for, it will only be a true definition of who and what you are. Your walk-in closet from KC will, therefore, be a sheer reflection of your persona, amped up with the charisma and panache of high-end fashion!

By Ramisa Haque

Photo: Sazzad Ibne Sayed

Product: KC by Kawsar Chowdhury

Visit their website at <https://kc.design/>

Or call +880 167 800 4256 for an appointment

Washing vegetables and fruits with ease

The pandemic has been here for a while, and it is highly likely that it will linger on for quite some time, leading to some major shifts in lifestyle, both in and outside of the premises of our homes. With social distancing and cleanliness encouraged at all times, it is up to us to make sure we proceed with caution in every action to ensure a healthy standard of living for both our loved ones and ourselves.

Buying groceries is a constant at all times to feed ourselves and our family with the nutrients needed to nourish our bodies and mind. While grocery shopping is challenging in an age of social distancing, it is deeply embedded into our day to day living.

Being informed about general health guidelines is not something to be compromised in a time of a global health crisis. When bringing fruits and vegetables from outside, it is mandatory to wash your



hands with soap and clean water. This ensures that no microbes are transferred

from your hands to the fresh produce. After washing hands, fruits and vegetables should be washed thoroughly with water, especially if eaten raw. Vigilance has to be paid to each detail in order to maintain hygiene and health at all times.

With the ongoing pandemic or any other preservatives applied on fruit and vegetables, it is important to make sure that they are rinsed carefully with water. They should be scrubbed properly to remove dirt and residues from pesticides and preservatives, which are not safe to

consume.

For sturdy vegetables and fruits, they should be rinsed well with a high-pressure flowing stream of clean water. As these are raw vegetables, they should be washed any time before eaten and we should make sure our hands are clean before peeling them and serving them. When peeling them, we should also make sure the knives are properly washed. They can also be placed in a colander to be rinsed thoroughly.

Caution is paramount in all cases. Delicate fruits and vegetables such as

tomatoes and berries must be softly rinsed under a low stream of water to ensure that they are not crushed under the sheer force. All sides should be gently rinsed and be gently wiped with clean paper towels to shake off the excess water. Root and leafy vegetables, which are likely to be dirtier, have to be rinsed in water properly to make sure that they are served clean.

In order to wash fruits and vegetables with a relative ease of mind is to use a product that dissolves all the harmful germs, bacteria, and chemicals in them. Such a product is Mediker SafeLife Veggie Wash that allows swift and effective cleansing of fruits and vegetables, making them safe for consumption.

A brush or sponge is always helpful to get rid of dirt to ensure maximum cleanliness. This too must be kept clean at all times and the sink in, which we wash our produce must be washed separately to get rid of the previous residue. This stems out the risks and possibilities of dirt transmission helping to ensure a healthier standard of living.

Food and nutrition is the balm to living a healthy and secure life. However, just like any other time, heeding with caution to health guidelines is important.

By Israr Hasan

Photo: Sazzad Ibne Sayed

Model: Marzan Mahmood and Salman Rashid

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The cashless revolution

As the country strides towards attaining the dream of a 'Digital Bangladesh,' change in most spheres of life is inevitable -- from the way we socialise to how we entertain ourselves. This of course, challenges the age-old norms and conventions, and yet, slowly but surely, we are moving out of them to embrace newer, faster, and easier ways of doing things online. And one such monumental change lies in how we shop and make transactions; the era of cashless lifestyle is perhaps not far away!

And why not go cashless? Whether you pay through your credit card at a retail outlet or via your mobile phone, it is much more efficient and easier to manage -- not to forget that you are shedding off the hassle and safety concerns that come with carrying cash. Hence, nowadays it is not unusual for many of us to go even an entire day without dealing with physical money.

But even just some years ago, the scenario was rather different, with



businesses and customers approaching the notion with a whole lot of doubt.

SSL Wireless, with its payment gateway platform SSLCOMMERZ, observed this in its early years of operation.

SSLCOMMERZ -- a leading brand in this field in Bangladesh -- was founded in 2010 as a business-to-business company that provides digital payment solutions for its clients, and in the initial years, has gone through the struggle of dealing with something many people were simply not accustomed to at that time, and which thus posed a challenge.

Sayeeul Islam, Managing Director of SSLCOMMERZ, explains, "Businesses and consumers alike were not comfortable with the idea or system of cashless transactions. They approached it with caution and apprehension. Moreover, the market and the overall circumstances were not favourable. A lot of companies were yet to become digital and relied mostly on



manual processes. The number of users with adequate or good quality Internet was also relatively low, and so was the number of credit and debit cardholders."

However, with time, these problems waned away to an extent, so much so that the Managing Director says that cashless payments are now very much prevalent in the urban regions of the country, especially in the bigger cities.

In retrospect, that's a long way our country has come, and it continues with this evolution, especially during this pandemic, which is indeed working as a catalyst in the transformation towards the practice of digital transactions.

Mohammad Toybur Rahaman, Head of Merchant Acquisition at SSLCOMMERZ informs that they have seen a rise in the number of new clients during the pandemic, especially during the general holiday or lockdown, when businesses had to put a lot of the physical or traditional



processes to a pause.

"There are businesses which never even considered the idea of digital payments, but this pandemic forced them to rethink, in order to adapt to the new normal," he said.

A drastic change swept across people. Rahaman explains, "It has always been a challenge to get people on board with the idea of online grocery shopping. It is just something people want to physically experience -- touch and feel the product -- before making a purchase. But the pandemic changed this attitude amongst many customers. Nowadays, buying groceries and everyday essentials online occurs more often than before."

SSLCOMMERZ's clientele spans across a wide plethora of sectors and even encompasses Facebook-based ventures. F-commerce, after all, has become an incredibly popular business model since

the past couple of years or so.

If your venture only has a Facebook page but not any website, no problem! For digital payments, SSLCOMMERZ still has you covered. "We will give you a link, which you can forward to the customer. Upon clicking the link, s/he can fill out the necessary details, opt for the preferred channel (like bKash, a banking card, et al), and then make the payment," Rahaman explains.

Old habits die hard, though. Even if customers are ordering online, many still prefer cash-on-delivery, instead of paying online, in advance. For them, SSLCOMMERZ has 'QR on delivery': the customer makes the payment after receiving the product, but instead of making cash payment, what happens is that the s/he is shown a QR code, which, when scanned, will basically take him/her to the aforementioned link, from where the customer can fill out the details and make payment online.

But what about those numerous tiny brick-and-mortar outlets which do not even have a Facebook page or any online presence at all? For such businesses too, there is the system of QR code, where the QR code is available for customers -- say, at the cash counter -- to scan and pay digitally.

SSLCOMMERZ is working closely with banks and payment brands such as Visa, Mastercard, UnionPay and others for implementing the Bangla QR which is the national standard of QR payments prescribed by Bangladesh Bank. Through Bangla QR, SSLCOMMERZ is bringing acceptance of contactless digital payments to all MSEs and SMEs around the country.

So, can Bangladesh one day truly become a cashless economy?

Finally, Sayeeul Islam says, "The younger generation is growing up using the Internet from childhood. Concepts like online shopping and digital transactions are not new to them; these are things they perceive as normal, given, and usual. Therefore, the shift towards a society which does not rely hugely on cash is eventually inevitable. We believe that the day is near when you will even digitally pay at the roadside tea stall."

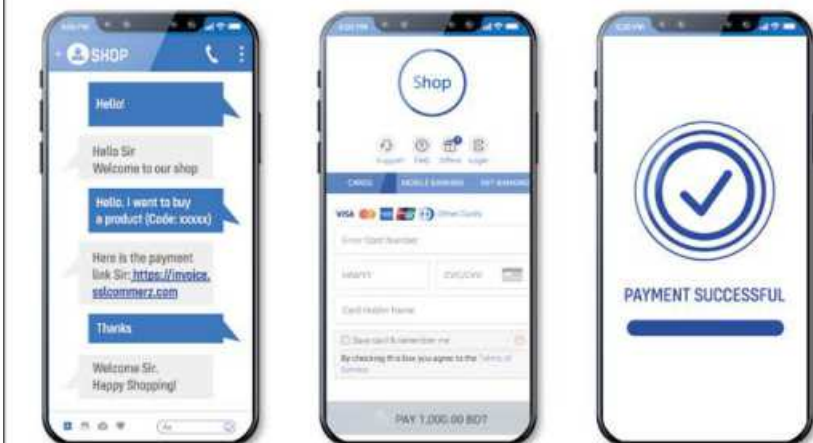
By M H Haider

Photo: Sazzad Ibne Sayed

Model: Marzan Mahmood and Salman Rashid

ONLINE PAYMENT HAS NEVER BEEN THIS EASY!

SEND A LINK, COLLECT YOUR PAYMENT





How Daffodil International University made online teaching and learning a reality in Bangladesh

The COVID-19 pandemic is the greatest challenge we have faced since the second World War. The sector that is still facing lockdown in Bangladesh is education. Schools, colleges and universities or even their residential halls are still closed as the second wave of COVID-19 begins to hit worldwide. Alternatives are being tried. Online activities are going on. But one institution which had a quick and smooth transition to distance learning is Daffodil International University (DIU). The greatest weapon that DIU is using currently is its own Learning Management System (LMS) and Blended Learning Center (BLC).

DIU started using its online platform BLC from the first day it faced lockdown as the university had the earlier experience of conducting classes through online platform. "100% academic activities of the university are going on in full swing smoothly using the BLC platform which DIU started in 2013, during the frequent interruptions caused by strikes, hartals and blockade programs, which equipped the faculty members with necessary skills, and that's why DIU faculty members were in line with this technology," said DIU Acting Vice Chancellor Prof. Dr. SM Mahabub Ul Haque Majumder. "As the teachers and students have earlier experience and are habituated with online platform, so it became very easy for them to conduct academic and administrative activities," he said.

BLC is the digital teaching and learning hub of DIU to connect teachers and students effectively allowing to track progress of individual students and better facilitate their learning. DIU specialises in process automation and digital teaching and learning management. Almost all the processes and activities of the university are run by a digital infrastructure, web applications and software. To mitigate poor internet connection for the students located in remote locations, DIU has worked on collaborating with Grameen Phone and Robi to provide low price data package for its students.

During the COVID-19 pandemic, the university has successfully completed all academic and administrative activities online and still now the university has been able to accommodate over 29000 users including students, teachers and administrators, and over 4000 courses in the BLC platform with a strong Cloud based infrastructure.

BLC has a well-structured and robust e-Learning Management System and is a one stop solution to create, organise, communicate and manage courses. BLC is very simple to use and manage for teachers and students with incredibly powerful plugins and integrations. The platform comes with a drag and drop Course Builder that helps teachers to publish courses with ease. It is convenient to add or create (link or embed) course materials, new lessons' videos, audios, power point slides, drive resources, any files from the desktop, and even interactive content. The platform contains over 25 inbuilt features along with hundreds of plugins and integrations that extend the possibilities for teachers to engage their students in multiple and flexible ways. Quizzes, assignments, forums and online workshops provoke curiosity and make students participate in courses more. The platform also is integrated with Turnitin Plagiarism checker to present teachers with the originality of reports/ assignments submitted by students.

With these many options, teachers are able to set questions to assess the students following Bloom's Taxonomy so that the teachers can easily identify what level of understanding they are at present and accordingly provide them with further guidelines. All assessment results are accumulated automatically to a highly customisable grade book which gives the teachers an overview of how each student is performing in the course. Students can also see their records at any time, so that they can plan and prepare better for the next assessments. In short, the platform has increased the transparency and integrity for both students and teachers. The examination section of the university can also track and check these records that allows them to ensure the quality and integrity of the examinations.

Moreover, the BLC platform has its own analytics tool with three separate dashboards: Teacher Dashboard, Student Dashboard and Admin Dashboard. With it, teachers can check the performance of their students and their courses from a single dashboard and get a detailed report on their courses with a few clicks. Similarly, students can also get insight on their present performance from various courses so that they can prepare well and get organised or take help from their teachers. The Admin Dashboard lets the university manage-

ment gain insight and report on the overall performance and activities of the platform allowing them to ensure teacher and student success. The reports are segmented into useful insight points like active teachers, course completion, teacher engagement, abnormal grades, innovative teachers, active students, at risk students and so on.

One of the greatest upsides to teaching online through BLC is that the classes can be easily made visually appealing, with videos from multiple sources like YouTube, Google, Drive, Edpuzzle, H5P interactive content. To create courses for students, teachers can upload a variety of multimedia files, images, PDFs, docs, excel sheets and so on. Teachers can also assign custom badges to students based on their activities in the courses. Students find it very encouraging and rewarding to engage themselves in course activities to earn those badges. Students can interact freely in the Discussion Forum sections, where they can comment and ask questions to the teachers, students can also review, rate and give feedback on their courses of study.

After watching a demonstration of the BLC platform and its activities in a sharing session, a Member of Bangladesh Accreditation Council, Professor Dr. Sanjay Kumar Adhikari opined that DIU has made groundbreaking innovations in the field of online education at this time of Corona pandemic through the BLC Platform. The platform is a highly effective online quality education system which other universities should follow.

Another Member of Bangladesh Accreditation Council, Professor SM Kabir opined that looking at the BLC platform of DIU, it seems that there are all kinds of teaching learning materials integrated here. DIU has all the skills and technology needed to conduct online classes and is already a pioneer in the use of technology.

The BLC platform is currently based on an intellectually designed cloud infrastructure suggested by both locally and internationally recognised experts, which enables the students to learn regardless of their remote location or internet connectivity and makes learning interactive and lively. During the last semester, DIU teachers initiated a total

of 1647 courses through the BLC platform where over 16000 active students were engaged and continued their studies online.

For supporting the students to attend online classes, DIU ensured early distribution of 2500 free laptops for the students.

DIU is relentlessly striving for the betterment of higher education at national and international levels. The university is continuously excelling in world rankings with its education and research. Even in this pandemic situation, DIU is running at its usual pace, even faster.

Bangladesh is facing a serious disruption in all of its regular activities. Lots of students fear about session jams in the near future. But DIU has inspired other institutions to run their operations smoothly, even in this crisis. Not just academic, but any type of institution can feel encouraged by efforts like SmartEdu introduced by DIU.

In the 'new normal' challenging world, where even survival might be a big factor, Daffodil International University is committed to build its students as fully-fitted with an entrepreneurial mindset and technological expertise as possible. The university is indeed leading the country's education from the front, especially during this pandemic. DIU is now getting ready to contribute to Udemy, CourseEra and other well-known online learning platforms. It is therefore progressing beyond national boundaries and moving to contribute in education all over the world.

Writer:

Md. Anwar Habib Kazi, Senior Assistant Director (PR), DIU
Md. Ejaj-Ur- Rahman, Deputy Director HRDI, DIU



Going online with Shwapno

Shwapno, one of the leading supermarket chains of Bangladesh, has been providing quality produce and other necessary goods required for everyday life. During the pre-pandemic days, it was quite easy to walk to a Shwapno outlet nearby and buy whatever grocery was needed. However, the same cannot be said for now. As we are now suggested to stay indoors and avoid crowds for our own safety, Shwapno has adapted to the situation as well to keep providing all things necessary to make for a comfortable lockdown. Even the global pandemic which has put the entire world on hold, has not been able to slow down the efficient service and availability of fresh products Shwapno has to offer.

Shwapno as an e-commerce has been around since April 2017. Although the online shopping platform has recently become more preferred due to the pandemic, the main incentive behind shwapno.com was to give customers easier and safer ways to access what they needed to purchase. It eliminates the requirement of standing in long queues and bumping into people blocking the aisles, as one can easily browse through the wide range of products at one go and as many times as necessary. Catering to the situation at hand, shwapno.com has begun home deliveries in more areas than before, expanding its reach all the way to Sylhet and Chattogram.

Starting from everyday staples like rice and oil, fish and meat, vegetables, snacks and packaged goods to various clothing items and toys to stationery and electronic equipment, the online platform is a mirror



reflection of the physical outlets. The customers have access to a range of daily essentials, household necessities, frozen and fresh food all being delivered straight to their doorstep. Although products might vary location to location, there is always something in stock to satisfy any requirement.

The website incentivises customers to shop online and to stay at home by providing a range of items on offer. Other than that, they assure quality produce, particularly fish and meat, which one would ought to inspect for themselves before purchasing. It may be difficult to resist the temptation of physically going to the store

to determine the condition of the poultry products, but rest assured, they not only provide the best, but also maintain proper safety procedures in handling the produce. Changes the e-commerce operation has witnessed in terms of the increase of such purchases imply that customers have more than enough faith in Shwapno to fulfil their requirements.

Shwapno.com does not stop here. It also offers low prices of imported products,



free home delivery and multiple payment options from cash on delivery to online payments through card, and Bkash. On top of all that, the free home deliveries can

be scheduled as per one's requirement. Various time slots are provided along with the option of same day delivery to make receiving the groceries as convenient and smooth as possible.

In a situation where there is no other option but to go to the store physically, Shwapno is prepared to maintain all safety and social distancing protocols. The store is one of the first in placing floor markings, each being three feet apart from the next, to tell customers where to stand while maintaining a safe distance from those sharing the same space. Hand sanitisers are also provided to each customer before they are allowed to enter the store and they are strictly implementing their 'no mask no entry policy'. So, a gentle reminder to bring face masks while going to the store even if you forget to bring along a sanitiser. The safety measures are not only limited to the customers, but also apply for all the employees who are provided personal protective equipment, face shields and masks.

When the face of everyday normal is changing at a rapid pace, Shwapno has not held back in adapting to the situation. Having foreshadowed such a future where people would opt to shop for groceries online to save time, energy and simply for more convenience and safety, the online grocery store has made surviving in isolation less stressful with one less thing to worry about.

By Puja Sarkar
Photo: Prabir Das

Shopping

amidst a pandemic



Spark Gear is one of the most stylish clothing outlets in the country offering the best fashion money and time can offer. In the time of the ongoing coronavirus outbreak, the store has taken proper precautions to deter any possibility or risk of the transmission.

The parking gates are disinfected routinely with hand wash and hand sanitisers available in each section of the store itself. A strict policy of wearing a mask is maintained at all times amongst the staff with a hand sanitiser in their pockets. Customers are not allowed to enter until they have a mask at their disposal to wear.

In an age where social distancing has become the norm, queue management takes place so that there are not too many people in the same place, stemming out chances of any virus transmission.

As masks have started to become conspicuous in our current day-to-day living when stepping outside, they have started to be in high demand by people from all lifestyles. Spark Gear houses various types of masks, including those of international brands to fit the tastes of children, men, and women.

As winter slowly makes its annual visit to the country, there will be slight chances that the weather around us gives us the feeling of a rather "light" winter with a cool chilly breeze when stepping outside. In such cases, Spark Gear offers full sleeve T-shirts and shirts for men, women, and children in vibrant colours and all sizes.

One of the most popular attires in high demand are the joggers – liked by men and women alike. As people spend less time outdoors due to the current situation, they prefer to wear

these comfortable trousers-like pants, which allows easier mobility in the house, as well as outside.

Ladies have the outer sweater that is a comfortable and stylish fit. The outer sweater is an elegant supplement to whatever is worn. For men, there is always the elegant suit and blazer that adds layers of comfort and style. Blazers can be of use in both formal and informal settings.

For the heavy winter, which strikes the country at a later stage of the year, there is the overcoat, the large coat that provides an additional layer of warmth and relief when winter strikes with all its harshness.

Winter caps are a common scene in the public sphere during winter. Hand gloves are a must during winter, given that hands often go cold. The muffler is also an important requirement to ensure the warmth is felt around the neck area, especially when the winter gets harsher. Heavy jackets are available for men, women, and children to beat the shrillness of the incoming winter.

Spark Gear has something unique and warm for everyone this winter, with branches in Dhaka and Sylhet, and one in Mymensingh, Khulna, Cumilla, Bogura, and Rajshahi.

By Israr Hasan
Photo: Sazzad Ibne Sayed
Model: Rabbi
Wardrobe: Spark Gear
Styling: Sonia Yeasmin Isha



“ 25 years ago, Bay started out with a single promise to our customers – quality. Unwavering from that pledge, our buildings are a testament to the values of hard work, dedication, and entrepreneurial spirit, qualities central to our legacy.”

Each Bay project is a landmark, charting the course of our momentous 25-year journey. Behind the scenes are numerous notable milestones, all of which are outcomes of our people's leadership and innovativeness. Such achievement is only possible when a team is fully dedicated to the goal of attaining all-round excellence.



Innovation has propelled Bay to progress and remain a leader. Focusing only on the high-end of the market challenged us to introduce novel features with each successive project – so much so that, over five dozen of such amenities and features found in today's high-end Dhaka apartments are undisputedly Bay's contribution and now part of the National Building Code.

As Dhaka's real estate market changed, so did the customers'

BAY TURNS 25



practiced "market wage"; and the visible result is that they are able to live a longer, more productive & meaningful life.

We have always been an agent of change from our inception, committed to creativity, innovation, growth & community. As we look back on our journey, revisit our heritage projects and hear from our partners, we are overwhelmed with joy, satisfaction, and a deep sense of gratitude. Our hope for the future is that we continue to evolve and push the boundaries. Coronavirus may have disrupted everyone's plans for a while, but Dhaka's urbanization suggests that the market still has a very long way to go. And so, the journey continues.

expectations and demands. The moment Bay began to offer a one-stop solution, with complete interior fit-out customizable to the family's specific needs, it was a hit and the market followed suit. With the longstanding commitment to deliver durability and value, Bay also pioneered the advent of professional building maintenance and management.

We have led by example, showing that one can be socially responsible yet successful and profitable. Brick by brick, we have built our reputation with fair business practices, statutory compliance and caring for our people and partners alike. Then again, we have been fortunate to have so many well-wishers to partner with. It is an undeniable fact that urban workers have been marginalized, and cannot break free of the cycle of poverty, even when the sector is thriving. Bay crafted the concept of "living wages" over the generally

25
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ACI Motors' food sector contribution during COVID-19

The world has seen the longest lockdown in 100 years during the outbreak of the coronavirus pandemic, with the real risk of a global food emergency that could have a long-term impact on hundreds of millions of lives. We all know that rice is the main food in our country and 60 percent of the total produce is from the Boro harvest, which is labour-intensive.



The harvesting of Boro starts in April and continues till June. This year, the country was locked down during that period, and the farmers were facing a dire situation, as they could not find enough labour to harvest the paddy. Besides, labourers were not able to move from one district to another. To address the issue, the prime minister had declared that the farmers should continue their work at any cost, to ensure a steady supply of food, and the government would

support the farmers financially by providing subsidy for harvesting machinery.

ACI Motors played the most pivotal role in that period, as they are the largest distributor of harvesting machinery in Bangladesh. ACI Motors has 12 years of experience in working with harvesting technology. During the coronavirus pandemic (April-June), ACI Motors distributed more than 700 combine harvesters across the country. Among these delivered harvesters, 616 were Yanmar

Combine Harvesters. Consequently, these harvesters reached every possible corner of the country covering more than 400 upazillas of 58 districts.

All the members of ACI Motors were active during the whole harvesting season, and for their relentless effort, the harvesting of Boro was successfully completed. Special credit goes to the sales and service team of ACI Motors who risked their lives to deliver the harvesters and provide services while working in the field. The service team was active almost 18 hours a day, ensuring proper operational training by the driving experts to make work easier for the customers. All of these harvesters were delivered by ACI at the customer point. This year, the percentage of the paddy loss in the Haor areas was minimum, thanks to team ACI Motors, without them this wouldn't be possible. Also, ACI Motors administers the biggest promotional campaigns to reach the maximum number of people. They used every medium, especially digital platform, to promote combine harvester across the country.

It takes Tk 9,000 to Tk 10,000 to harvest one acre of paddy traditionally. The cost of the harvester is about half, Tk 5000. About 750 harvesters saved about Tk 120 crore in this case. Apart from this, 12 percent of the crop is wasted by traditionally cutting paddy, but with the harvester, waste falls to less than 5 percent. In this case, the value of the rice that is saved is Tk 42 crore.

We would like to take the opportunity to acknowledge the initiatives taken by the Government for commencing the subsidy project just at the proper time and ensuring the field level execution.

Photo Courtesy: ACI Motors

COVID—19 Protocols and Safety Measures at Pan Pacific Sonargaon Dhaka

Health and safety in all areas have become more important than ever. The Pan Pacific Cares Program of Pan Pacific Hotels Group complements our strict cleaning and hygiene protocol already in place, and includes the implementation of measures to improve safety throughout all our guests and associates touch points.

Pan Pacific Hotels Group has partnered with Diversey, following recommended protocols in accordance with World Health Organization (WHO) guidelines, and using leading cleaning and infection prevention solutions that include healthcare grade disinfectants that are certified and approved by US Environmental Protection Agency (EPA) to be effective against SARS-CoV-2 (COVID-19).

Below are the protocols and changes to our operations which are strictly implemented and maintained upon re-opening.

Cleanliness, hygiene and safety

All of our associates have gone through and been fully trained to follow every new standard in each department. They are temperature checked on arrival and departure from the Hotel. Individual records are kept.

Airport Check-in offices and pickup service will be limited to one passenger for SUV's and one passenger per row in our minibuses. Guest temperature checks will be performed on arrival.

All hotel vehicles are sanitised before and after each use and vehicles will contain hand sanitisers and facemasks. Upon arrival at the hotel, guest temperature checks



are performed a second time. Our lobby ambassadors will direct guests to a fully protected check-in desk.

Associates are provided with hand sanitisation facilities, facemasks, gloves, and disinfectant micro cleaning dusters.

Guest room cleaning has an established protocol for thoroughly cleaning and protecting guests. Until the end of 2020, the hotel will occupy guest rooms on a rotational basis and leave rooms vacant for 24-hours to facilitate new cleaning measures.

Dining facilities and services

Dining areas, Lobby Lounge and Cafe Bazar have been rearranged with the social distancing protocol- guests are seated six feet apart.

In lieu of printed menus, use of digital menu boards or tablets. Printed menus will be sanitised after each use, alternatively single use menus. QR code options are being utilised.

Food preparation stations are sanitised

every hour, and food service is now contactless.

Service stations, service carts, beverage stations, counters, handrails and trays are sanitised at least once per hour and logged by a manager.

Dining tables, bar tops, stools and chairs are sanitised after each use.

Kitchen

Kitchens are deep cleaned and sanitised at least once per day. All food supplies and dry goods are washed and sanitised prior to transferring to preparation area or dry goods store. Trays (all types) and tray stands are sanitised after each use. Storage containers are sanitised before and after each use. Food preparation stations are sanitised at least once per hour.

Catering facilities and services

Seating arrangements in all of our event rooms are governed by strict safety standards and guidelines. New event room spacing and capacity charts are now available.

All restaurant/bar and lobby public seating have been rearranged with social distancing in mind (six feet separations).

Guest considerations

Condiments to be served in individual packets or sanitised individual containers or sachets. Pre-sanitised cutlery to be pre-wrapped in napkins and offered only after seating. Sanitised glassware on tables protected with lids.

Recreational facilities and services

Fitness centre occupancy are limited by separation requirements. Spa and swimming pool guests will have time slots allocated at their convenience. Seating arrangements in the swimming pool area are maintained with a 6 feet gap in-between. Seating in our hair salons and services to guests follow strict protocols.

The hotel has a medical doctor and full nursing staff on property seven days a week. The hotel also maintains especially assigned isolation guest rooms to handle symptomatic guests or associates.

The wellbeing of our guests and associates is of the highest and utmost priority. We wish to assure all of our guests and associates of our utmost attention to safety details which will be upheld.

Should you have any questions concerning our safety protocols, please contact the hotel directly at **+88 02 55028008** and ask for the Sales and Catering Department or email your queries at sales.ppdac@panpacific.com

Photo courtesy: Pan Pacific Sonargaon, Dhaka



Walk Down The Aisle

At Pan Pacific Sonargaon Dhaka

Our elegant wedding venues provide the most romantic setup for your special celebration. Our dedicated planners are here to assist you at every stage to help you realize the wedding of your dreams. Our team of expert chefs can also curate your desired menu fit for the occasion.

Let our catering specialists design a customized and memorable event for you.

For reservations and inquiries:

Please Speak with us at **+88 02 55028008, +88 02 9128008** or Email us at fbsservice.dac@panpacific.com



Devil in dandruff

It has been years that I am dealing with the horrors of dandruff. But today, thankfully, after experimentation with myriad treatments, I have finally escaped the grip of the harmful skin condition.

Frankly speaking, I tried everything people suggested, from home-made scalp treatments to completely changing the diet. Nothing seemed to work, as dandruff would most definitely peek in after a day's pause, and that is when I realised a line had to be drawn somewhere, and began to do my own research to find a permanent solution.

Lucky as I was, I finally discovered a solution that worked for me. I applied it on my better half, who too, was suffering from a bout of badly-behaved scalp condition, and gratifyingly he also benefitted from my experimentations.

Here, I am sharing my suggestions with you all.

Up your hair care routine with regular oil massage

Prepare an assortment of oils using coconut oil as the primary base. Add in few drops of tea-tree and Argan oils, and warm the mixture for 10-15 seconds before massaging well onto the scalp. Keep for 30 minutes before shampooing it off with a proper anti-dandruff shampoo.

Increase intake of the fatty acids

Omega-3 helps manage oil production, hydration, wound healing, and reduction in an array of unhealthy symptoms such as dry hair and dandruff. You may avoid supplements because Omega-3 is found in abundance in flaxseeds, chia seeds, certain fishes, and walnuts. Include these in your regular diet and you would be good to go.

Bid adieu to stress

As far-fetched as this pointer may seem at the moment, stress is actually one of the major reasons behind the recurrence of white flaky skin on our scalp. There is



extensive research in this field to prove that stress weakens our immune system, causing myriad problems including dandruff.

The easiest way to deal with daily stress is to try meditation, yoga, deep-breathing techniques or aromatherapy. Trust me when I say, these techniques actually improve the overall health condition, including unhealthy skin and hair symptoms in a jiffy.

Add in apple-cider vinegar to your daily hair care routine

Apple-cider vinegar has been included in the beauty regimen of countless celebrities for quite some time now. According to their claims, it is one of the best natural remedies to get rid of dandruff.

The acidity of the product helps to stimulate hair follicles, and shedding of dead skin on the scalp. It is also assumed to

help maintain the pH level in the hair and skin and to prevent fungal formation. There might not yet be any scientific evidence behind these claims, but it certainly helped a lot of people in their struggle against dandruff, including me.

Lastly, it can be mentioned that I have been free from the evil clutches of dandruff for almost a year now. Following all the above methods religiously and maintaining a healthy diet with a set of daily exercise routines have helped to wade off most of my undesirable health conditions, including an unwanted flaky scalp.

Hope these works wonders for all of you as well.

By MMC

Photo: Sazzad Ibne Sayed

Model: Salman Rashid



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বাড়ছে চুল
বাড়ছে খুশকি?**

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কেয়ার লাইন **০৬০০০৮৮০০০**

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Homes in the ‘new normal’ and a ‘changed world’

It actually took a global pandemic for us to rethink how we had slid into the grips of sheer materialism with a lack of respect for our own lives and our environment. Whilst the global population practised self-isolation, reports from all over the world sprinkled the pandemic news with delightful tales about nature slowly making a comeback! To our amazement, we watched and heard how pollution levels decreased to an all-time low as travel bans swept across nations and the transportation sector came to a shocking halt. Many of us also realised our deep-rooted connection with nature, analysing how our lives, habits, a heavily polluted environment and constant dependence on medicines for the smallest of reasons had made us targets of low immunity and thus a target for deadly diseases.

Global Wellness Institute Senior Researcher Katherine Johnston says, “We’re at the beginning of a new movement in home and community design that tackles our uniquely modern problems: sedentary lives, unhealthy diets, stress, social isolation and loneliness, pollution, nature-deprivation.” Though words like social isolation and loneliness were never a part of our vocab as Bengalis, ironically, the pandemic has led many of us to appreciate our families, our communities, our health and well-being more than ever before, from a distance!

Thus, we, at bti, salute the immense power of adaptability of lifestyles and technology and have embarked on the journey to ensure that our homes promote a better life as the new normal for our customers.

Homes That Can Make You Live Longer And Happier

What if there was a possibility that the very home you live in could provide you additional health benefits and immunity in the long run? bti has been working with this



Is there more to wellness? We think so!

As the 21st century has brought with it tremendous advances in medicine, engineering and technologies, it is time to merge these with a lifestyle that can be propagated through a community.

We have worked to incorporate nature, activity, entertainment in a healthy manner for these communities, but we are also working on how to make the home environment pollution free, such as improving air quality and also introducing home

automation features so that everybody benefits. Till now, time and money were mostly invested in the home environment by decorating and designing aesthetics. We think it's time that our customers realise that the investment in improving lifestyles can significantly affect their health. We, at bti, are striving to bring that lifestyle choice to those who are looking to embrace it. It's time to change the way we live and work and bti will help you do exactly that!

idea of bringing a change to ‘how we live’. The idea is to ensure that our customers who do not necessarily belong to the luxury sector, can also avail luxuries that promote health and wellness. As such, we are introducing ‘bti WELLNESS COMMUNITIES’ in Dhaka where anyone looking to invest in a home not only gets an apartment to live in, but also a wellness concept. This wellness concept is designed to teach and sustain a healthy lifestyle, connecting families to nature, social activities, and the larger community in a safer and healthier way to promote immunity, positivity, and happiness.

What do these ‘bti Wellness Community Homes’ offer?

Vegetation is hardly visible in Dhaka as we have neglected urban agriculture completely. Distance from nature coupled with various physical and psychological stress factors have caused urban dwellers to be unhappy. Since most of our time and money is invested in the home environment, it can significantly

affect our health outcomes. Therefore the challenge for us is to ensure homes are designed to actively fuse health, nature, technology and science. The community would have undisturbed patches of greenery, open space for socializing, homes that offer cleanliness amenities, so that the dwellers can live pollution and stress-free, and as a bonus, mingle with everyone else.

The bti wellness community homes focus on green spaces dedicated for outdoor meditation, landscaped and punctuated with high class activity and entertainment zones. The lifestyle changes for children as well as parents are vital; hence though the international standard equipped gyms will be a great place for many to work out; the yoga studio, exercise classes, health club and swimming pools coupled with lifestyle coaches will be a fantastic wellness feature!

Though homes today may not be ideal for entertainment due to the pandemic, being with family and friends to maintain the strength of a community is crucial for a positive atmosphere. The superbly landscaped rooftops and outdoor spaces with

open air movie theatres, performance stages, BBQ zones, picnic and brunch spots are meant to do exactly that without having to be crammed up inside an apartment. Amphitheatres will be used to arrange open air game nights, theatres, concerts, and so much more. And in case, things get worse and you really can't risk inviting outsiders, you can sit quietly next to nature and enjoy the beautiful view from your rooftop.

We request that you REGISTER YOURSELF BY 15TH OCTOBER 2020 FOR THE online ‘BIG LAUNCH’ OF ‘WELLNESS COMMUNITIES’ which is being planned for Nov/Dec 2020. Email us: event@btibd.org or Call us: 16604

ARE STUDIO APARTMENTS THE NEXT BIG THING?

On the outskirts of Bashundhara R/A, Rangs Courtyard brews the community concept and studio apartment trend in today's urban landscape. Here high-rise apartments are the most recurring structures occupying Dhaka's skyline. The Courtyard residential space is a perfect place to wind up for nuclear and single-parent families. The project has a pointing brick exterior finish, rooftop sky garden, built-in gymnasium, an open-air swimming pool, beautiful landscape, and kids play zone with the idea of allowing care and affection to foster within the bricks and boundaries of the Courtyard. The cherry on top is the easy entry and exit through Pragati Sarani without facing its routine and familiar traffic.

For decades as a nation, we Bengalis have always fancied plush, independent houses. We always viewed them as a symbol of aristocracy and high-rank lineage with a deep admiration for the lifestyle that came along with it. Similarly, big independent houses are becoming a rare sight in this city, and smaller apartments have grasped the industry for its convenience factor over the years. Studio apartments are a recent addition to the Bangladeshi market, which is currently seeing a significant uprise in demand considering the country's real estate market. It often focuses on addressing the top tier belonging to the slanted vertical of the consumer psyche pyramid.

What exactly is a studio apartment?

Studio apartments comprise of a single large room, including a bedroom, living room, dining lounge, compact kitchenette, and attached restrooms. The square feet of a studio apartment can range from 250 sqft to somewhere 800+ sqft. These studio apartments are ideal living spaces for single city dwellers, senior citizens, small families, frequent travellers and expats, and even first-time investors.

What do the numbers tell?

Studies suggest that the rate of urbanization in recent years in Bangladesh has been at 1.9 %, which is the highest in South Asia. It is safe to say that the annual housing demand



Courtesy: Rangs Properties Ltd.

lingers somewhere around 120,000 units. In contrast, the yearly supply caters approximately 25,000 units. With rising

middle-income groups and below. As big real estate names continue to be more inclined towards luxury, studio apartments are a giant leap, waiting to emerge as the game-changer.

Studio apartments are the fastest moving products in the west in

Hongkong.

The scope on ROI & Way forward with Rangs Properties:

Looking at studio apartments from an Investor's perspective, the return is quite profitable as small spaces get rented out the fastest. For smaller ticket prices with the expected sky-high demand, it also makes studio apartments a deal for the first-time buyers and those who prefer to own rather than renting spaces.

Taking consideration of the upcoming paradigm shift in the market, Rangs designed its very first fully furnished functionally designed studio apartments at Courtyard. Situated at Bashundhara Link road, adjacent to the renowned Evercare Hospital (previously Apollo Hospital), Rangs Courtyard boasts a strategic location that enjoys excellent connectivity with superstores, educational institutions, restaurants, banks, and many more. Located just 2 minutes from Evercare Hospital and International School Dhaka (ISD), Rangs Courtyard is in close proximity to North South University, Jamuna Future Park, United Hospital, and areas like Gulshan 2, Pragati Sarani & Baridhara vicinity.

First of its kind, these are individually styled branded studio apartments with inviting lounge spaces and assisted living services that include resident doctor, grocery delivery, housekeeping, laundry services, etc.; that is another way to dig deeper to offer a detailed personalized experience for a more customer-centric approach. For more details, visit:

courtyard.rangsproperties.com

urbanization, inflation makes affording homes more challenging to the lower &

terms of real estate, even in neighbouring countries like India, Singapore, China &





Disinfecting clothes

The current medical crisis has encouraged us to rethink the cleanliness routine in our everyday lives. Health organisations around the world, including the World Health Organization (WHO), have been highlighting the importance of maintaining social distancing, frequent hand washing and disinfecting everyday items such as cutlery and clothes for quite some time now.

Even though it is unclear how long the virus can survive on clothing items, experts recommend taking extra precaution in 'cleaning clothes,' especially when living with a patient suffering from the infectious disease.

Disinfection is very important, when it comes to 'killing' the virus. On the other hand, regular cleaning mechanisms only help in removing dirt and grime and lower the rate of the spread, but it does not kill

the virus completely.

To ensure elimination, we must resort to disinfection.

The normal process before COVID-19 used to be accumulation of all clothes in one place, typically a laundry basket, and then washing them off all together at a convenient time.

But the current situation depicts a different approach to cleaning clothes. We must soak the (probable) infected clothes in a separate basket, for e.g., the clothes that we wear when outside the house or when we come close to an infected person. These clothes need to be dipped in detergents, especially the ones that have a small percentage of bleach in it.

We can use regular detergents and add a tiny amount of bleach in it and soak it for some time, before rinsing the mixture away. Bleach must be used with adequate

caution, as it is harmful to our skin and the clothes that we wear.

Another important recommendation by experts is to choose the warmest available water setting during the washing process. WHO recommends a temperature setting between 60 and 90 degrees Celsius. However, it must also be remembered that hot water must be used with caution as it can shrink certain clothing items and damage both the finger tips and clothes. It is therefore wise to read the care labels before attempting such a procedure. The disinfected and washed clothes need to be dried completely and separately from other clothes.

The laundry baskets used to store the clothes must also be disinfected time and again.

It is ideal to wear gloves when doing the laundry. Experts suggest a separate

washing of hands with warm water and soap immediately after removing the gloves.

All these procedures are used as precautionary measures to stop the spread of the virus, but ultimately, what really matters is the immunity levels in our bodies. If we can somehow keep the immunity levels high, the virus will not be able to take-over, as our bodies will fight back and not succumb to the virulent disease.

So, the way-out have always been there. The prevention mechanisms have been widely publicised. Irrespective of all that, what matters at the end is how well we follow a healthy lifestyle and keep our immunity boosted.

By MMC

Photo: Sazzad Ibne Sayed

Model: Salman Rashid

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The new normal: Maintaining wardrobes

During this pandemic, most of us have been trying to pass each day in comfort and cosiness. The first and foremost step to do so would be to never step out of pyjamas unless absolutely necessary.

With that being said, our wardrobes still exist, which require some maintenance. Now is a good time to take a day and reorganise clothes and arrange one's wardrobe to have easier access to pyjamas and any other clothing which one might need while going out for groceries or attending a meeting online.

The first thing to remember is that dust can dirty clothes with or without a global pandemic at play. For this, it remains crucial that wardrobes be given a good wipe down. Starting from scratch by taking out all the clothes and hangers from the wardrobe, vacuuming every cabinet, and if necessary, using a white vinegar solution to wipe down the interior to prevent any mould, is a good way to start the reorganising process.

To declutter, it would be beneficial to take the time and sort through every clothing item and separate everything into a 'donate to charity' pile and 'clothes to keep' pile. One only needs a wardrobe of accessories, shoes, and clothes they will actually wear someday. Besides, getting rid of outdated clothes would only make room for new ones.

Following decluttering, it would be

convenient to get rid of any damaged hangers and to organise clothes into categories— formal and informal wear, home clothes and work clothes, summer wear and winter wear, and so on as per one's desire.

Decluttering and categorising is futile unless the clothes are cleaned and ironed. It would be easy to keep an eye out for any stains or stitches needed while sorting through clothes.

Finding ways to repair everything through various DIY techniques easily available online to do at home can be a fun activity to do during free time. Furthermore, having a few formal shirts ironed and folded away nicely is always a good backup to have in case of a sudden work call which might have easily slipped one's mind.

Now, let's not forget about shoes! Making a separate space in the wardrobe to keep shoes in would prevent dirt and dust from settling and always ready to strut in when needed. For items used occasionally, such as leather handbags, special shoes,

hats, it saves space to use boxes or cloth covers to store them in less accessible parts of the closet like in a higher compartment, or right at the back.

With all things in check, the area itself should be kept tidy and spotless. Investing in scented sachets meant to remove any odour from the cupboards or from the shoe racks always adds a refreshing and pleasant note.

Getting rid of dust mites and warding off other creepy crawlies from making a home in wardrobes is still an issue. Although there might be many home remedies which ought to ensure full protection for our precious clothes, it would become difficult and time

consuming to empty the cupboards repeatedly to spray such insect repellent solutions.

To provide easier and more effective protection from clothing damaging bugs, plastic made wardrobes by RFL utilises a powerful insect repellent master batch in the composition of its wardrobes. This provides maximum protection and prevents any kind of insects from entering

into the drawers and cabinets.

The wardrobes, with its reasonable pricing and good quality, offer flexible storage solutions for safekeeping, preserving and maintaining our favourite saris, shirts, jeans and any other clothing which have sentimental value.

The unique wardrobe, especially catering to the safe storage of clothes, can be purchased from RFL-Exclusive showrooms, RFL Best Buy showrooms and from different online stores as well if one wishes to shop within the safety of their own home.

In a time when the definition of normal has altered, our wardrobes need to undergo some changes as well to complement the situation. Taking a weekend to declutter and sort through every clothing pile would clear up space and resurface clothes which were once lost into the abyss. With RFL providing easier and efficient solutions for storing clothes, there is no reason to keep procrastinating and putting this task off for later.

By Puja Sarkar

Photo Courtesy: RFL



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Elegant from Outside Safe from Inside

RFL wardrobe is the right space to keep your clothes safe because a material called **Insect Repellent Master Batch** is used, which restrains any kind of insects to enter the drawers.

Moreover, different colorful designs of wardrobes bring the ultimate elegance to your room.

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