

Dhaka Day by Day

The Irrelevant, the Bizarre and the Absurd!

By Aasha Mehreen Amin

"What's in a name" may have been a valid argument in the case of Romeo and Juliet. But when we are talking of organisations or institutions whose success depends on their self image, the name it goes by is more than just a label. Simple reasoning shows that a product no matter how good is only successful with effective marketing, one of the key tools of which is having a name that is attractive, original and says something about the product itself. Taking a ride around the city, however, seems to indicate that such logic has not reached a large proportion of the population. Names of shops, restaurant, salons and other commercial entities range from the irrelevant to the absurd.

Take our eating places for example. Apart from those Chinese restaurants which are named with any two syllables that sound like Ping Pong Ding Dong which are not even remotely connected to the Chinese language, there are those that defy all laws of reason and may even border on the obscene! When for instance, a restaurant boasts of serving Chinese and English cuisine but is called Sicily, the authenticity of the food becomes a little questionable. As for a sign that says "Flesh Pots Restaurant" one would shudder to think what goes on in there! Then we have the more innovative ones that attempt to reconcile the East with the West such as "The New Esho Kichoo Khat" and "Kampala Kabab".

Moving on to stores and shops with bizarre epithets, for the entertainment freak we have "Video Elephant", "Video Mim and Games" and "Dolphine Video Games Centre". For the status conscious consumer there is "Rich Continental Tailors", "Bionic departmental store" and "Top Ten Snacks". But if one just wants to be unique then there is the store called "The Unique". Together with this we have the "Matchless Traders", "Roze Optik", "Ability Art" and "Hotel

Al Jewel". And now to inform you ignorant readers, did you know that Harrods of London has opened a small outlet in Elephant Road? Moreover, if you are one of those people smitten by anything French, you will be happy to know that even if Maxims has closed down its branch in Gulshan we still have "Pinman De Paris" with some competition from "The Ideal Home of Dry Cleaning." It goes without saying that, plagiarism seems to have developed a whole new dimension in this city!

The American fast food chains have also been able to creep into Dhaka with a small McDonald's in Farmgate, a "Mag Donalds" Chinese restaurant in Dhanmondi and a Burger King steel ware! The last two, we assume are examples of innovative diversification.

Coming back to that question "What's in a name?", the answer is "a whole lot". A rose may not have to face much competition with its unique beauty and fragrance but a restaurant, shop or store does, since there are so many substitutes in the market. Consequently the name of such an entity plays a vital function in the initial attracting of the customer to try a new product or service.

It seems as if the proprietors of these shops, stores, restaurants etc. with strange names exercise the same kind of reasoning as those parents who name their children "Smart", "Square" and "Shampoo". My earnest request to them is to either use those English words that they know the meaning of or not use them at all! Before I end, my patient readers, I must express my relief at the disappearance of primary schools like "Busy Body Tutorials" that have I assume, run out of busy bodies and Hilton Hotel in Farmgate that wasn't even residential!

দি নিউ এসো কিছু খাই
BIONIC STORE
VIDEO ELEPHANT
Burger King Steel Ware

Regional cooperation a must to control floods: President

President Abdur Rahman Biswas Thursday stressed the need for regional approach in combating natural calamities and protecting the ecological balance in the region, reports BSS.

Inaugurating a two-day regional seminar on "Water management practices for sustainable development towards 21st century," at the Institution of Engineers, the President said regional cooperation was a must for mobilising public opinion in this regard.

He said the yearly floods, river erosions, cyclone and tidal waves have been causing catastrophic consequences in Bangladesh and the engineers of the regional countries should formulate joint approaches to combat such disasters.

He said the present elected government in Bangladesh was determined to utilise the science and technology for the welfare of the people. In this context, he stressed the need for proper utilisation of science and technology in ensuring better standard of living of the people.

The President said water management has been a vital

subject for a country like Bangladesh as both abundance of water and its scarcity cause acute problems. He also pointed out that there has to be proper method to check recurrent floods effectively.

The regional seminar of the Federation of Engineering Institutions of South and Central Asia has been organised by the Institution of Engineers, Bangladesh. The inaugural function was presided over by Prof Anwar Hussain, President of Bangladesh Institution of Engineers while State Minister for Irrigation, Flood Control and Water Resources Mosharraf Hussain Shahjahan and Vice Chancellor of the Bangladesh University of Engineering and Technology Prof Mohammad Shahjahan also spoke. A number of water experts from the regional countries have

been participating in the seminar.

President Biswas called upon the regional engineers to evolve proper mechanism to control floods in Bangladesh through regional approach. He laid emphasis on the seminar and hoped that it would help create scopes for further effective regional cooperation.

The President also urged the engineers to recommend for better utilisation of natural resources.

State Minister for Flood Control, Irrigation and Water Resource Mosharraf Hussain Shahjahan said the government would give adequate attention to the recommendations of the seminar. He said the present government was determined to implement the canal digging programme of Shaheed President Ziaur Rahman.

Normal winter, pleasant nights

There is good news for weather watchers. Winter in Bangladesh this year will be fairly normal and the night temperature will be pleasantly bearable.

That's what the Met Director Md Hamiduzzaman Khan Chowdhury thinks. He told UNB Wednesday this winter will in no way be more severe than the ones of the previous years.

He predicted that Rajshahi and Khulna divisions may have a minimum temperature of 4 to 6 degree Celsius while Dhaka Division 7 to 10 degrees and Chittagong division 11 to 13 degrees. He said this level of temperature is quite normal.

The "bad weather" this year, according to him, began with the severe cyclone of April 29 followed by a series of

tornadoes and floods.

Although monsoon arrived true to schedule on June 10 and was fairly normal, he said, the weather turned sour when the country started having exceptionally heavy rainfall during September-October which was more than 100 per cent above normal.

The Met Chief said the current year was a year of catastrophe for many Asian countries with China experiencing a devastating flood and the Philippines repeated killer typhoons.

As for winter-effect on the seasonal crops, the chief weatherman observed that due to excessive rainfall in September-October, winter vegetables like cauliflower, cabbage, gourd and herbs have been late in coming to the market and that's why prices have been high.

Fresh CU (Hons) exam schedule

CHITTAGONG, Nov 21: The final year honours examination of the Chittagong University which was scheduled to be held Thursday will now be held on November 24, a University press release said, reports BSS.

The examination scheduled on December 1 will be held on December 2, the press release added.

The dates of other examinations will remain unchanged.

Mozart Film Festival at Goethe Institute

A five-day Mozart Film Festival began Thursday at the German Culture Centre Goethe-Institute Dhaka Auditorium to commemorate 200th anniversary of the composer's death, reports UNB.

The film festival has been organised by Chalchitram Film Society. A 26-member German Orchestra "Concerto Kohn" will also pay a visit to Bangladesh from November 26-27 on the occasion, said a German Embassy press release.

Sponsored by Goethe-Institute Munich, the group, now on tour in South Asia, will stage a concert on works by W A Mozart at the National Music Auditorium on November 26 at 6-45 pm.

The composer died on December 5, 1791.

2 more foreign fishing boats seized: 18 held

Bangladesh Navy ship Surma during routine anti-smuggling and fishery protection patrol Wednesday apprehended two more foreign mechanised fishing boats and arrested all the 18 crew members of the vessels, an ISPR press release said Thursday, reports BSS.

The boats were seized while they were engaged in fishing near the Fairway Buoy at Hiron Point which is well inside the territorial waters of Bangladesh.

With these the total number of intruding foreign fishing boats seized by the Navy since Nov 8 stood to ten.

'Move to privatise T & T Board will be resisted'

By Staff Correspondent

The speakers at the second National Conference of BATESKOP, the CBA of T & T Board, said Thursday that any move to denationalise the telephone sector would be resisted.

The speakers also urged the government to uproot corruption and violence from T & T Board and to ensure promotion and upgradation of the Telephone workers and employees.

Held at Ramna Telephone Bhaban, the conference was chaired by Syed Kutubur Rahman, Chairman of Bangladesh Tele Communication Sramik Karmachari Parishad (BATESKOP). It was addressed by BATESKOP Secretary General M. Rafiqul Islam, SKOP leaders, Abdus Salam Khan, Shirin Akter, Nasim Ali, Yakub Ali Bhuyyan, Abdur Razzak and Dr. Wazedul Islam Khan.

The leaders said that the workers and employees of T & T Board also fought against the autocratic regime with expectation that SKOP's five-point demand would be materialised, but the ruling party was showing similar attitude towards the problems faced by them.

Friday

- Morning Session**
- 8-00 Opening announcement
 - Al Quran programme summary
 - 8-10 News in Bangla
 - 8-15 Amra Nutun
 - 8-45 Cartoon Film: Mutant Ninja Turtles
 - 9-10 Ashe Pasher Manush
 - 9-30 Film Show: The Spectacular World of Guinness Records
 - 10-00 News in English
 - 10-05 Documentary Film
 - 11-15 Moner Mukurey: Shamudrey Cangchil (first part)
 - 12-30 Closing
- Evening Session**
- 3-00 Opening announcement, Al Quran, programme summary
 - 3-15 Reading from the Tripitak
 - 3-20 Alor Disheri
 - 3-40 Bangali Feature Film: Lal Golep
 - 5-10 News in Bangla
 - 5-30 Sports Programme
 - 7-05 Malancha: Songs programme
 - 8-00 News in Bangla
 - 8-30 Comedy Series: The Cossby Show
 - 9-00 Balun Dekhi
 - 10-00 News in English
 - 10-30 Film Show: L A Law
 - 11-30 Khabar/The News
 - 11-45 Closing



T & T Board employees brought out a procession in the city Thursday to mark their second grand conference.

Job opportunities for 47,000 to be created

ECNEC okays Tk 817cr for Family Planning services

The Executive Committee of the National Economic Council (ECNEC) has approved a project on family planning services involving Tk 817 crore with a foreign exchange component of Tk 225 crore, reports UNB.

The approval was given at an ECNEC meeting held in Dhaka Wednesday with Finance Minister M Saifur Rahman in the chair, said an official handout.

Twelve other projects in the railway, road transport, energy, industries, forest and livestock sectors were also approved at the meeting.

The Tk 817 crore project is the biggest ever project in the population sector undertaken for expanding family planning services to the village level.

It constituted the core of an integrated programme under the 4th Health and Population Project which costs more than Tk 2200 crore.

The approved family planning project is expected to create job opportunities for more than 47,000 people.

The project is being jointly financed by Bangladesh government and World Bank with other co-financiers like Canadian CIDA, EEC, Germany, Netherland, Australia and UK.

LGRD Minister Abdus Salam Talukder, Telecommunications Minister M Keramat Ali, Health and Family Welfare Minister Chowdhury Kamal ibne Yusuf, Energy Minister Dr Khondker Mosharraf Hossain, Environment Minister Abdullah Al Noman, Planning Minister A M Zahrudin Khan and members of the Planning Commission attended the meeting among others.

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Two senior officials retire

Two senior government officials were retired from their jobs in public interest after they completed 25 years in services, a government hand-out Thursday said, reports UNB.

They are: Officer on Special Duty (OSD-Secretary) under the Ministry of Establishment AKM Headaytul Huq and Officer on Special Duty (OSD-Joint Secretary) under the Establishment Ministry Air Commodore (Retd) Mion-Air-Isalam.

Besides, former Chairman of Chittagong Port Authority and now an OSD Captain Mohammad Zakaria was suspended temporarily on charges of misconduct, the handout added.

Shopowners to submit memo to govt

By Staff Correspondent

Shopowners at a meeting Wednesday formed a 151-member ad-hoc committee to suggest measures regarding the government's decision to launch the country-wide anti-smuggling campaign.

Syed Shamsul Islam Hashu, Amir Hossain Khan and Mohammad Selim were elected President, General Secretary and the Treasurer respectively of the committee, dubbed as Bangladesh Federation of Shopowners' Association, said a press release.

The meeting decided to submit a memorandum to the government protesting the search operation at the shops and city markets.

10 injured in bus mishap

At least 10 passengers were injured when a bus turned turtle at Sonargaon near Kachpur bridge on the Dhaka Chittagong Highway Thursday, reports UNB.

The Brahmanbaria bound bus with about 50 passengers on board lost control and turned turtle while trying to give side to a rickshaw by-passing a truck, hospital sources and injured passengers said.

Among the injured two were shifted to Dhaka Medical College Hospital. They are Aslam (25) and Md Hakim (18).

What's on today . . .

Seminar on 'Ramakrishna-Vivekananda'

A seminar on 'Ramakrishna-Vivekananda and world peace' will be held today (Friday) at Ramakrishna Mission at 5 pm.

Prof Shamsul Huq, Chairman of the University Grants Commission will attend the function as chief guest while Justice D C Bhattacharya will preside over the function.

Swami Prabhanda will read out the keynote paper of the seminar while Swami Prameyanda will address on the subject.

Solo Art exhibition

The fifteen-day-long solo art exhibition by Mrinal Haque will begin today (Friday) at 3 pm at the Alliance Francaise gallery in the city.

Sheikh Razzak Ali, Speaker of the Parliament will inaugurate the exhibition while Barrister Aminul Haque, State Minister for Law Justice and Parliamentary Affairs and M Serge Degallaix will attend as special guests.

National Assoc of UNESCO Clubs

The National Association of UNESCO Clubs in Bangladesh will hold a seminar on "Education for all" today (Friday) at 4 pm at the United Nations Information Centre (UNIC) Auditorium, Dhanmondi, Dhaka.

Planning Minister A M Zahrudin Khan will be the chief guest while Education Secretary M Mustafizur Rahman will attend the seminar as the special guest. Abdus Selim, Secretary, Bangladesh National Commission for UNESCO, Dr. Mohammad Muniruzzaman of Dhaka University and Mahubuddin Chowdhury, Secretary-General, UNESCO Club Association will take part in the seminar. Journalist Gias Kamal Chowdhury will preside over the seminar.

Death anniversary

The second death anniversary of Advocate Shah Mohammad Sharif will be observed today (Friday) at 3 pm at the Supreme Court Bar Association building.

Chief Justice and former Acting President Justice Shahabuddin Ahmed will attend as the chief guest while Attorney General Aminul Huq, Dr Rafiqur Rahman, T. H. Khan, Barrister Ishlaque Ahmed, Khondkar Mahubuddin Ahmed, Shamsul Huq Chowdhury and Barrister Moinul Hossain will attend the Programme as special guests.

Old students' assoc of Narsingdi College

A general meeting of Dhaka-based Old Students' Association of Narsingdi College will be held at 8 am today (Friday) at Notre Dame College auditorium.

The association will also accord a reception to an old student, Labour and Manpower Minister Abdul Mannan Bhuiyan at 11 am.

The programme will be inaugurated by Alhaj Maulvi Tafazzal Hossain, founder of the college.

Principal Dewan Mohammad Azraf, former Principal of the College will attend the function as the special guest.

Carmichael College Prakton Chhatra Samity

The extended meeting of the Carmichael College Prakton Chhatra Samity Executive Committee will be held today (Friday) at 4 pm at 251/B, Khilgaon Chowdhury Para in the city.

Mymensingh zila samity

A discussion meeting of the Executive Committee of Mymensingh Zila Samity will be held today (Friday) at 4.30 pm at the office of the Samity at 384, Moghbazar (2nd Floor), Dhaka.

... and tomorrow

Bangladesh Sakkharata Samity

A discussion meeting on 'Education for All in Bangladesh' organised by Bangladesh Sakkharata Samity will be held tomorrow (Saturday) at 3 pm at the auditorium of the Institution of Engineers.

Barrister Nazmul Huda, Minister for Information will attend as the chief guest while Chowdhury AKM Aminul Huq and Mostafizur Rahman will be present as special guest. Prof Quazi Saleh Ahmed, Vice Chancellor of Jahangirnagar University will preside over the meeting. **Compiled by S M**

Weather

Night temperature may fall

Dry weather will prevail across the country during the next 24 hours till 6 pm Friday, reports UNB.

Met office says night temperature may fall by one to two-degree Celsius at most places over the country.

Thursday's maximum temperature in Dhaka was 27 degree Celsius and the minimum 15.5 degrees. Country's lowest temperature 10.5 degree Celsius was recorded at Rajshahi. Percentage of humidity was 61 in the morning and 56 in the evening.

Sun sets today (Friday) at 5:11 pm and rises tomorrow (Saturday) at 6:19 am.



The Human Development Society (HDS), a non-government organization working for social welfare and human resource development, distributing 500 sleeping kits among poor children of different localities in Dhaka.

HAPPY ANNIVERSARY TO ABBU AND AMMU

HAPPY BIRTHDAY TO MAMI

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Bangladesh Railway
Syedpur Engineering Division
Tender Notice

Scaled tenders are invited from Bangladesh Railway Western Zone approved 'C' class contractors and 'C' class contractors approved prior to bifurcation of Bangladesh Railway into two zones, for completion of the undermentioned works:

Sl No	Name of work	Approximate cost	Earnest money
Group: Syedpur (workshop):			2%
'A'	Replacing cement asbestos sheet roof, gutter, coping north light glass of carriage construction shop and related repairing.	Tk 11,61,046/-	(two per cent of quoted rate)
Group: Syedpur (Bridge workshop):			Tk
'B'	Replacing C.I. sheet roof of crane bay, elevating floor level, constructing drop wall of bridge workshop with related repairing.	6,22,588/-	do-

- Tender documents can be purchased at Tk 750/- (Seven hundred-fifty) per set for Group 'A' and Tk 400/- (four hundred) per set for Group 'B', from AEN/Incharge/Syedpur office everyday during office hours up to 04.12.91.
- Tenders will be dropped in the Tender Box kept at the above office up to 11.00 AM on 05.12.91 which will be opened on the same day at 11.30 AM in public (if anybody present).
- The authority has the right to accept any tender in part or full or reject without assigning any reason.
- Other terms and conditions will be available in the tender document.

RPR No. 900 Dt 13/11/91
DFP(G) 13547-17/11
G-939

Divisional Superintendent/Workshop
Bangladesh Railway, Syedpur.