

# Dhaka Day by Day

## Development Communication

by Rahat Fahmida

There are hundreds of non-government organisations (NGOs) in our country. But I have not come across any whose mandate is 'development communication', comments Khairul Bashar. He is serving as the executive director of Asian Institute for Development Communication (AIDCOM), based in the Malaysian capital, Kuala Lumpur.

As the head of AIDCOM puts it, the planning for AIDCOM started in 1985, at a time when Bashar was posted in Paris with UNESCO, which was facing a crisis.

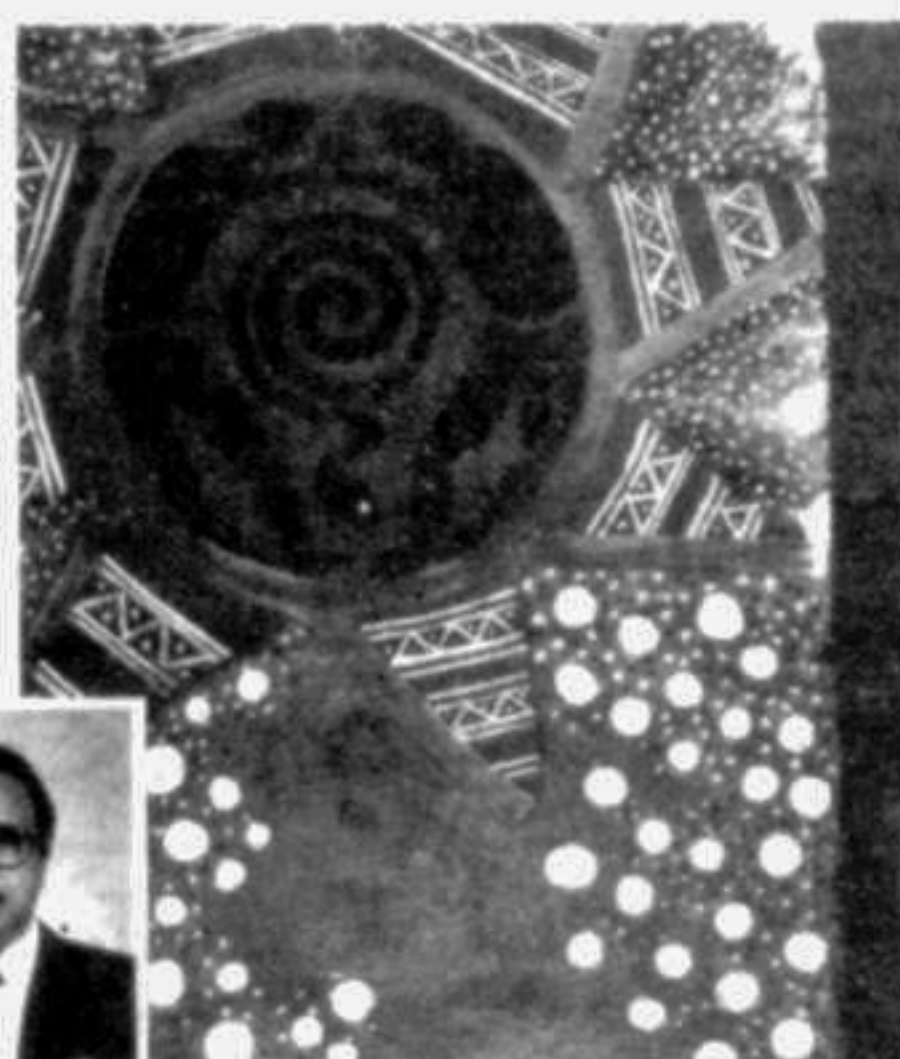
"We clearly saw, and in the case of Bangladesh we can still see, that every-one talks about development communication and development journalism. It is a popular subject at seminars and conferences. Sadly enough, no one is doing anything about it." He says that after discussing this project with like-minded journalists, university professors and intellectuals, he found people who wholeheartedly backed the project. Then, the organisation was registered and launched in 1986. Since then, Bashar has been serving as its executive director. He feels that it is not enough to be confined to press conferences and newsletters from the development projects in the Third World countries. This is not communication. As the soft-spoken AIDCOM executive director puts it, messages and people often get lost in the hierarchy or the complexities of social systems. Inadequacies in communication skills, it is said, plague social workers who feel unable to get through to someone else because of social or psychological barriers, perhaps both. Because they feel unable to really reach people, they find it difficult to provide help. It is evident that social workers face and react to criticism. Committees of inquiry refer to failures of communication, failures to consult, and

lack of co-ordination. Development communicators, as Bashar says, often wish to teach receivers, or to make use of the receivers' existing habitual responses and to send messages which take them into account.

Asian Institute for Development Communication has, over the years, conducted many training courses, workshops and seminars where they invite journalists and other candidates from around the world. This organisation, which started with the motto: to implement the concept of development communication, mainly stresses three issues — environmental issues, women in development, and non-formal education. These issues are targeted because they are so vital to development and so few people are aware of them. AIDCOM is funded by a number of international donor agencies. For the last two years this organisation has been publishing a high grade biannual journal — The Journal of Development Communication.

The Journal of Development Communication, of which Khairul Bashar is also the editor. This is an international journal that is published for the benefit of professionals, media practitioners and academics concerned with present development issues. The publication contains a calendar of important events and conferences related to subjects ranging from communications to the environment.

Bashar, who has degrees in journalism from the United States and Sweden, has, over the years, worked with different newspapers in Dhaka during the 1950s and 1960s and joined UNESCO in the early 70s. He is anxiously looking forward to the day when development communication and development journalism will expand their horizon beyond the confines of seminars and theory in Bangladesh.



The cover of the latest issue of the AIDCOM journal and Khairul Bashar, the editor (inset).

## 2nd S Asian journalists confce May 2

### 'Protect mediamen from dangers'

The preparatory committee of the second meeting of the conference of South Asia Working Journalists Organisations Thursday condemned the increasing attacks on media people and newspaper offices by different groups in the region and urged the governments to protect the mediamen from dangers to their lives and limbs, reports BSS.

The committee which met in Dhaka to plan the conference beginning here from May 2 to 4, reviewed the situation regarding safety of journalists and expressed its grave concern at the loss of lives, injury and loss of property in the due to such attacks.

Prime Minister Begum Khaleda Zia is expected to in-

augurate the conference. The leaders of Bangladesh Federal Union of Journalists (BFUJ) headed by its President Rezauddin Ahmed attended the meeting which was held at the National Press Club.

A delegation of the National Union of Journalists of India comprising K N Gupta and Rajendra Prabhu attended the meeting. Other participants were Amanullah Kabir, Shahjahan Mia, Altaf Mahmud, Manzoor Ahmed, Zahurul Huq, Ruhul Amin Gazi, Borhan Ahmed and Shawkat Mahmud.

They discussed the arrangements for the conference

### Sujata Mishra's dance recital April 18

Sujata Mishra, a noted Indian dancer, will give a recital of Odissi dance at the National Museum auditorium in the city April 18, reports BSS.

Sujata is coming to Dhaka as a part of India-Bangladesh cultural exchange programme.

## Weather

### Day temperature may rise

By Staff Correspondent

Weather is likely to remain mainly dry over the country except the region of Comilla, Sylhet and Mymensingh during the next 36 hours commencing 6 pm Thursday, Meteorological office forecast.

Rain or thundershower may occur in those regions during the period. Day temperature may rise by 1-2 degree Celsius over Rajshahi division and the regions of Jessore, Kushtia and Khulna and temperature is likely to remain nearly unchanged elsewhere over the country.

Little change in weather would be noticed in subsequent two days.

Temperature and humidity recorded at important cities, and towns on Thursday were:

Cities/Towns	Temperature in degree Celsius		Humidity in percentage	
	9 am	6 pm	9 am	6 pm
Dhaka	37.4	26.0	74	66
Chittagong	32.2	24.7	72	
Rajshahi	39.6	23.0	43	27
Khulna	37.2	24.7	76	58
Burisal	34.8	24.5	85	79
Cox's Bazar	33.0	24.9	76	77
Sylhet	33.6	23.2	71	65
Mymensingh	36.5	24.7	77	27
Rangpur	34.7	19.9	79	43

Maximum and minimum temperatures recorded at important cities of the region were:

City	Max		Min	
	Temp	Humidity	Temp	Humidity
Colombo	33.6	26.7		
Male	32.4	27.8		
New Delhi	34.9	20.6		

### PIB course begins tomorrow

An eight-day workshop on 'Political reporting in the newspapers' begins at the Press Institute of Bangladesh (PIB) tomorrow, reports BSS. According to a PIB press release, the workshop will be conducted by noted lawyers, university teachers and senior journalists.

Representatives from 20 national dailies and weeklies will participate in the course.

### Khaleda happy over safety of Arafat

Prime Minister Begum Khaleda Zia Thursday expressed her great relief and happiness over the narrow escape of PLO Chairman Yasser Arafat after his plane went missing in sandstorm in the southern Libyan desert, reports BSS.

In a message to the PLO chairman, Begum Khaleda Zia said the news of the temporary disappearance of his plane, in a sandstorm in southern Libya had caused widespread anxiety and concern throughout Bangladesh.

She expressed thanks to the Almighty Allah, for the safety and well-being of the PLO leader.

Deputy leader of the Opposition Abus Samad Azad Thursday expressed his happiness at the safety of PLO Chairman Yasser Arafat following the forced landing of his plane in Sahara Wednesday, reports UNB.

Azad, also the acting president of Awami League, in a statement thanked Almighty Allah for saving his life from the accident.

"We share the happiness of all freedom loving people around the world on the safety of the PLO leader", Azad said.

### Steps to be taken for reopening AR Howlader Jute Mills

Jute Minister ASM Hannan Shah said Thursday that the government would take necessary steps for reopening the AR Howlader Jute Mill at Madaripur, reports BSS.

The Jute Minister was talking to some leaders of Madaripur led by former minister Abdul Mannan Sikdar and Shahjahan Khan MP who called on him at his office.

The leaders sought cooperation of the Jute Minister for immediate reopening of the mill. In this connection they also referred to the Prime Minister's earlier commitment to reopen the mill.

They sought minister's personal intervention on humanitarian ground to reopen the mill and thereby ameliorate the sufferings of the workers.

### Parliamentary team from Japan arrives Sunday

A two-member parliamentary delegation from Japan will arrive Bangladesh on April 12 on a five-day goodwill visit, reports BSS.

The delegation of the Japan-Bangladesh Parliamentary Association will be led by Shin Sakurai, Chairman, Cabinet Committee, House of Representatives, Makoto Taneda, member of the House of Councilor is the other member.

The delegation is expected to pay courtesy call on Prime Minister Begum Khaleda Zia, Jatiya Sangsad Speaker Shaikh Razaque Ali, Foreign Minister ASM Mostafizur Rahman and Finance Minister Saifur Rahman.

It will also visit Myanmar refugee camps in Cox's Bazar and some cyclone devastated areas in Chittagong.

The Japanese parliamentarian will exchange views with high officials on matters of mutual benefits and possibilities of expanding bilateral economic relationship.

## Friday

- (Morning Session)
- 8.00 Opening Announcement Al-Quran Programme Summary
  - 8.10 News in Bangla
  - 8.15 Amra Natun
  - 8.45 Cartoon Film: Tenage Mutent Ninza Turtails
  - 9.10 Ashe pasher manush
  - 9.30 Film: The Spectacular World of Guneez Records
  - 10.00 News in English
  - 10.15 Moner Mukure: Bahubhrith(12th part)
  - 11.15 Shishu Kishor: prize distributing ceremony of 'Agnibina 96'
  - 12.30 Programme summary of the evening session, closing.
- (Evening Session)
- 3.00 Opening Announcement Al-Quran Programme summary
  - 3.15 Recitation from the Tripitak
  - 3.20 Alor Deshari
  - 3.40 Movie of the Week: 'Hello Dolly'
  - 5.10 News in Bangla
  - 5.30 Sports Programme
  - 6.45 Shikhangon
  - 7.05 Malouncho
  - 8.00 News in Bangla
  - 8.30 Comedy Series
  - 10.00 News in English
  - 10.30 Film: L. A. Law
  - 11.40 Khabar/The News
  - 11.45 Programme Summary of Saturday
  - 11.45 Closing.



A discussion meeting was organised in memory of Shabmeher at the Press Club Thursday.

## ECNEC approves 11 projects worth taka 997.56 crore

The Executive Committee of the National Economic Council (ECNEC) Thursday approved 11 development projects involving a total outlay of Taka 997.56 crore with a foreign exchange component of Taka 540.92 crore, reports BSS.

The meeting was presided over by Finance Minister M Saifur Rahman at the Secretariat cabinet room.

Meanwhile ECNEC has so far approved more than 300 development projects since last July till Thursday.

This is ever highest approval given within such a short period in ECNEC history. A PID handout said Thursday. This was possible because of the crash programme adopted by the present government to expedite the approval of the accumulated projects of the last years.

ECNEC secretariat had organised one or more than one meetings every week during the first nine months of the current fiscal year and cleared up accumulated unapproved projects and Project Concept Papers (PCPs) of the projects under Annual Development Programme (ADP) of 1991-92. Out of these approved projects some are in post implementation stage, some are at implementation stage and some are going for implementation. Government has taken adequate steps to expedite the implementation of the approved projects providing necessary funds.

For the first time in the history of Bangladesh there are adequate local fund to provide for the implementation of the development projects.

The approved projects are European Economic Commission (EEC) aided Cyclone Damaged Infrastructure Reconstruction Rehabilitation Project under Food Ministry. Pabna Irrigation and Rural Development Project (1st phase-revised), Coastal Embankment Rehabilitation Project (part-a) and (part-c) under the Ministry of Irrigation, Water Development and Flood Control. Cyclone Rehabilitation Project in Feni, Noakhali and Lakshimpur and Japanese aid supported Cyclone Shelter Construction Project under Local Government (LG) division, and Rural House Reconstruction Project in Cyclone and Tidal bore prone areas under Rural Develop-

ment (RD) and cooperative division of the Ministry of LRD and Cooperative, rescue of Sunken water vessels/Shipwrecks from Karnafuly following the Cyclone in 1991 project and rehabilitation/reconstruction of the facilities of the Chittagong port following destruction due to Cyclone under Shipping Ministry and World Bank aided Rehabilitation/Reconstruction Projects of national and regional roads and Sylhet-Salutikar-Compangonj-Bhologonj road construction project under Road and Road Transport Division of Communication Ministry.

The meeting was attended by Agriculture and Irrigation, Water Development and Flood Control Minister M Majid-ul Haque, Communications Minister Oh Ahmed, Post and Telecommunication Minister M Keramat Ali, Commerce Minister M K Anwar, Food Minister Md Shamsul Islam, State Minister for Shipping Harun-ur Rashid, Governor of Bangladesh Bank, members of the Planning Commission, concerned secretaries and other high officials.

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## HERE and THERE

### Yarn, Textile Mills Workers Federation

The President of Bangladesh Nationalised Yarn and Textile Mills Workers Federation, Badrul Alam Lablu in a statement on Thursday condemned the government initiative to retrench employees from different public enterprises and urged all workers to resist the move.

He said the move to retrench workers will push the nation to a disaster instead of solving the problems in the mills.

He said the government's failure to check smuggling is the main reason behind the loss of the enterprises. He alleged that the government was trying to hide its failure by blaming the employees.

### Bastuhara Dal

A meeting of Bangladesh Bastuhara Dal on April 4 urged the government to provide land and housing facilities for the homeless people.

The meeting presided over by the Acting President of the organisation, Sanaullah Saheb also asked for mobile medical centres for the treatment of the slum dwellers who often have skin diseases.

### Janadal

The Chairman of Janadal, Khandakar Mahatab Uddin in an Eid reunion meeting of the party at its central office said the meeting of Prime Minister Begum Khaleda Zia with the US President Bush at Washington has earned world acclamation.

### Death anniversary

The second death anniversary of Md Shamsuddoha an eminent radio and television singer and music director, will be observed in Dhaka today, reports BSS.

A milad mahfil followed by Quran-khawani will be held at 15/4, Tajmahal Road, Mohammadpur, Dhaka, after Asr prayer.

The family members of the deceased requested all relatives, friends and admirers to participate in the milad mahfil and pray for the departed soul.

### Two Bangladeshis to take part in world final of French orthography

Two Bangladeshis left for New York to take part in the superfinal of the World Contest in French Orthography organised by Bernard Pivot, famous editor-in-chief of the monthly magazine Lire, says a press release.

The contest to be held tomorrow (Saturday) is jointly sponsored by various organisations among which are French TV-FR3 and A2, Air France, Credit Agricole, Hilton International and Alliance Francaise.

The two Bangladeshi champions, Sabrina Qarashi in the junior division, and Shihir Bhattacharyya in the senior one successfully completed the first stages of the competition in August and October last year.

They will represent their country in the superfinal at the United Nations Headquarters in New York and will participate in all the accompanying programmes.

### FEJB will give award '91

Forum of Environmental Journalists of Bangladesh (FEJB) will give 'ESCAP/FEJB Environmental Journalism Award' for the year 1991, reports BSS.

Published report or article and printed photograph will have to be submitted to the general secretary of the FEJB, Jatiya Press Club, Dhaka, by May 15.

Three awards, each carrying Taka ten thousand in cash, an emblem of the forum and a citation will be conferred.

### 'Govt will supply agricultural inputs at nominal price'

RAJSHAHI, April 9: State Minister for Land Kabir Hossain said today that the government would take measures to supply agricultural inputs at an easily obtainable price for augmenting agricultural production, reports BSS.

Addressing the newly elected Union Parishad Chairmen and Members of Rajshahi district at local Zila Parishad auditorium, the State Minister said democracy would not be flourished until the socio-economic emancipation of the farmers was achieved.

Kabir said the BNP government was endeavouring hard for the welfare of the farmers. In this connection, he mentioned exemption of agricultural loans up to Taka five thousand and revenue taxes up to 25 bighas of land.

The State Minister said the government would set up ideal villages in different regions to rehabilitate the down-trodden people. He said the inhabitants of the villages would be provided with education, health care facilities and self-employment assistance. A college and a school in each upazila would be nationalised in phases, he said.

City Mayor Mizanur Rahman Minu, Luthifnessa Hossain MP and Chairman of Rajshahi Krishi Unnayan Bank Emran Ali Sarkar and Deputy Commissioner Md Saifuzzaman spoke on the occasion.

### Pak delegation arrives today

An eight-member Pakistani delegation led by Mahbub Ahmad, Secretary, Population, Welfare Division, will arrive in Dhaka today on a week-long study tour of Bangladesh, says a Pakistani Embassy press release, reports BSS.

The Pakistani delegation would study the Bangladesh Family Planning Programme which has gained world-wide recognition by achieving contraceptive prevalence rate of 39.9 per cent which is higher than that of Pakistan.

The delegation will visit a number of urban health and family planning centres. It will also visit ICDDR'B MCHFP extension project at Abaynagar, Jessore.

The delegation is expected to call on the Health Minister and other officials of the Ministry of Health and Family Planning.

### Razaque takes over as PDB Chairman

M A Razaque has taken over as Chairman of Bangladesh Water Development Board Thursday.

An engineer by profession Razaque joined the erstwhile EPWAPDA on October 3, 1989. Since then he has been serving in EPWAPDA and Bangladesh Water Development Board in various capacities.

Prior to his new assignment he was member (Planning) of the Board, says a press release.

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