

Dhaka Day by Day

Fashion Models : A new venture

by Tulip Ibrahim

Recently the world of fashion is coming to the limelight through lively fashion shows held in different parts of the city. Smart young girls participate as fashion models. Many of them are talented enough to do the cat walk. They are striving for successful careers through fashion modelling. Reaching their goals require much determination because fashion models face conflicts between the choice of their career and the existing social, and religious barriers.

Fashion shows are new ventures for Bangladesh, a poor country of the Third World. Creating awareness for fashionable clothes with the view to promote our textile industries, these shows are encouraging indeed. Changes in social and cultural attitudes are inevitable. Changing attitudes are reflected with more and more girls becoming fashion models or joining such other unconventional areas of life. Keeping in mind our progress as a nation the female income-earning generation should be accorded with individual liberty on choice of careers. Modelling for clothes create greater consumers demand for different fabrics as well as designs. Our job is to help fashion models progress and build another sector of development for the country.

There lies a dilemma between our desire to spread education among women and yet trying to retain the old tradition of not wanting to break the social custom of segregation. While we are ready to educate the girls, our attitude to modernization still lags behind. For many, the roads to transcend these social barriers are blocked. Social influence prevents families from allowing their girls to become models' and at the same time impose restrictions which are setbacks for successful careers.

Sabrina Shaheed, just out of college finds fashion modelling a new and exciting step towards modernization. She and many models like her are well aware of the role of fashion shows in promoting consumers demand for clothes. They are determined to carry on their jobs despite drawbacks such as insufficient salaries, small number of girls for every shows, or inadequate lighting. They are hopeful that with time all these difficulties will be over. As a conscious citizen the psychological barriers she faces as a "fashion model" reflect the general social attitude towards this step to modernization. Says Sabrina, "Most Bengali Muslim families do not support the art of modelling. There

is a strong dislike for girls who wear clothes and show it off on stage. Many consider it a 'sinful' act to display oneself in public. Parents are reluctant to allow enough rehearsals for shows thinking it may hamper one's academic career. They impose restrictions on the designs we choose or do not allow us to move with the need of our jobs. Hence we cannot exercise our full potential towards a successful career in modelling." Sabrina, further adds that she receives encouragement from her mother but many family members still cannot accept her modelling career.

In our society there is a tendency to believe that girls need to be kept within four walls of the home to keep them innocent. The system of settled marriages influences the parents to

refuse young girls to take up jobs which are regarded with ambivalence. Models enter the world of fashions in very restricted numbers. The observance of "purdah" adversely affects talented fashion models. A conservative society such as ours, tends to look down upon girls who show off their clothes amidst other men and women. Discriminating social attitudes and psychological barriers scude the fashion models in terms of their mobility, job opportunities and utilization of their talents.

Fashion shows and the participating models are drawing criticism from various quarters of the society. There is a strong resistance against Western influence in designs. Skirts and sleeve-less tops

are the most criticized. People who favour the fashion shows strongly value the representation of our own culture within the changing fashions.

Many developed countries of the world have promoted fashion and made it an art form. Creating fashion awareness has been limited to advertisements and window displays till now. Through fashion shows many organizations, specially the garment industries are playing significant roles in promoting the sale of our own products. To keep pace with the changing world of fashions the designers are blending Western trends. With increased demands for fashion shows, the models can aspire for successful careers provided they have the liberty to do so. Unless adequate freedom and opportunities are assured to aspiring models, the fashion shows will not improve or achieve their goals.



Modelling against social odds



The National Personality Research Centre awarded Sher-e-Bangla Gold Medal to eight personalities of the country at a function held at the Mazar premises of A. K. Fazlul Haq and two other national leaders Friday.

Sher-e-Bangla worked for emancipation of poor

Eight eminent personalities of the country were Friday honoured with "Sher-e-Bangla National Gold Award" as a mark of recognition to their contributions in respective fields, reports BSS.

The awardees are: Former President Justice Abu Sayeed Choudhury (Posthumously) for organising liberation war abroad and human rights, Firoza Begum for music, Prof Abu Raushd Matinuddin for education and literature, Dr Aahraf Siddiquee for literature and poetry, Md Abdul Haq for social service and writing a book titled "Rahugrasta Bangladesh", Dr KM Karim for history and education, Anamika Haq Lily for literature and poet, Jajabar Osman for writing a book of poems titled 'The wave of democracy'.

Bangladesh Jatiya Baktitya Gobeshana Kendra gave the awards to these personalities at a function at the mazar premises of Sher-e-Bangla Ak Fazlul Haq in Dhaka in the afternoon.

With the chairman of Bangladesh Press Council, Justice Ruhul Islam in the chair, the function was addressed by former President Justice ASM Sayem as the chief guest, former chief Justice Kamaluddin Hossain as the special guest, and adviser

of the Gobeshana Kendra Dr AQM B Karim.

In a written speech read out in the function, Justice ASM Sayem called upon the recipients of the gold awards to uphold the ideals of Sher-e-Bangla in their work to pay due homage to the great son of the soil.

"Sher-e-Bangla was an ideal of humanity, welfare, education and above all a great emancipator who brought the exploited class to the light," he said.

Referring to the emergence of Bangladesh as an independent country, the former president said the framework of independence was framed by Sher-e-Bangla in his Lahore resolution which later came into being under the leadership of Bangabandhu Sheikh Mujibur Rahman.

Justice Sayem also said that Sher-e-Bangla, who was popularly known as 'Haq Shaheb' for his magnanimous behaviour, had worked with full dedication for the welfare of all irrespective of caste and creed.

Former Chief Justice Kamaluddin Hossain said the prime target of the politics of Sher-e-Bangla was the emancipation of the poor mass and the great leader had dedicated his whole life for democracy to achieve that goal.

He said Sher-e-Bangla established innumerable educational institutions and introduced scholarships and stipends for facilitating education of poor students.

Massive plantation on road side urged

Law and Justice Minister Mirza Golam Hafiz Friday called upon the people to maintain peace and congenial atmosphere to carry forward the upliftment programme, initiated by the present government, reports BSS.

Addressing spontaneous gatherings while visiting a number of ongoing projects at Atuary at Panchagar district the minister said the government was committed to fulfil the basic needs of the people.

The Law Minister visited Mirzapur Azimuddin Madrasa, local high school and Atuary college to see the progress of construction work. He went round to see the progress of construction of seven kilometer long Fakurganj Kismat Hat road which was nearing completion under supervision of Local Government Engineering Bureau at a cost of Taka 41 lakh.

Mirza Hafiz urged people for massive tree plantation on both sides of roads.

Earlier, he addressed a largely attended gathering at the annual religious festival of Bara Aulia Mazar at Mirzapur

union. The minister said that necessary steps had been taken for making rural electrification, mass literacy, health care and road communications to meet the demand of rural people.

Telecom Day tomorrow

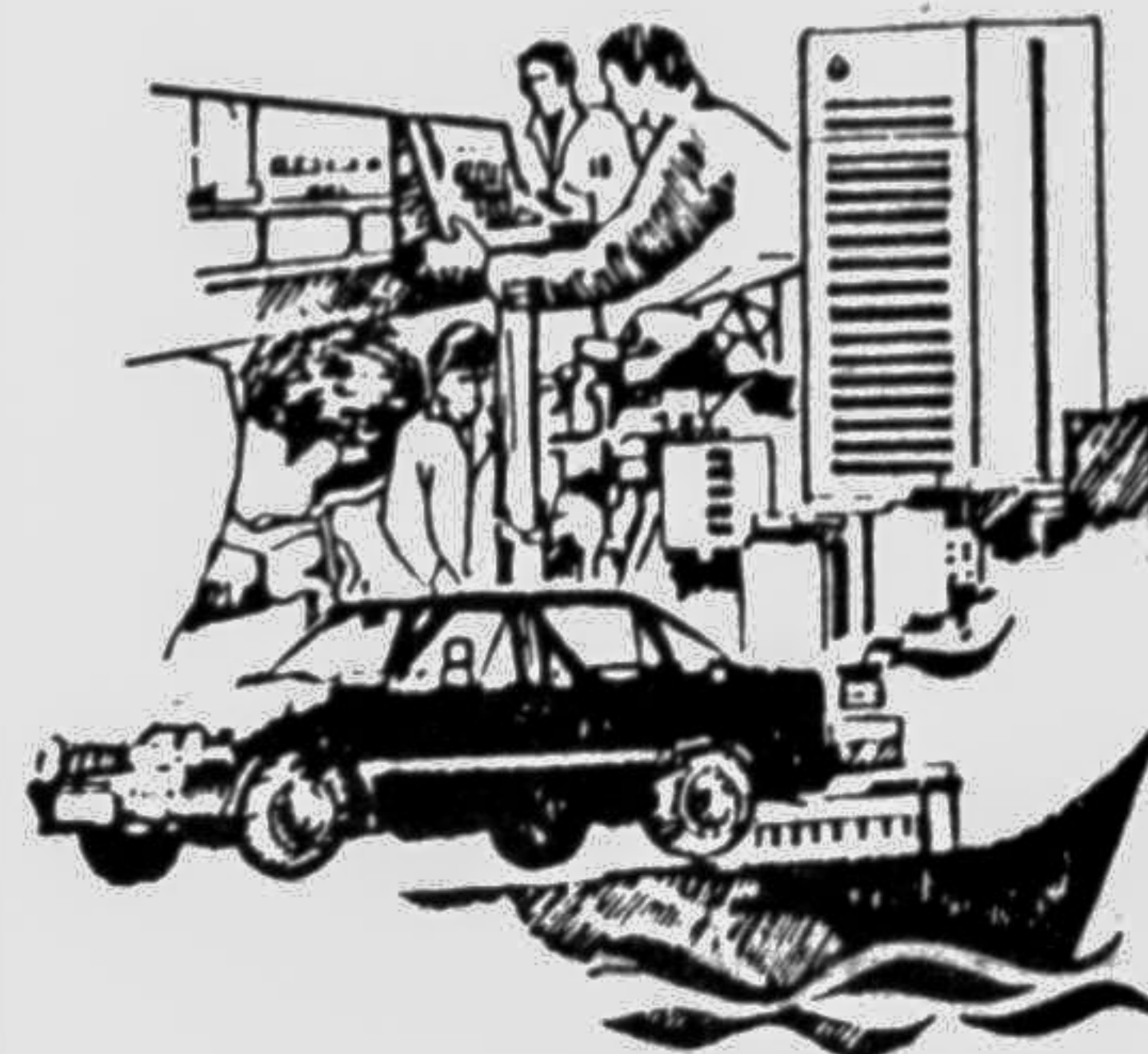
The "World Telecommunication Day" will be observed in the country as elsewhere in the world tomorrow (Sunday), reports UNB.

The day will mark the 127th founding anniversary of International Telecommunication Union (ITU), formed in Paris on May 17, 1865, through signing of the first International Telegraph Convention.

This year's theme of the day is "Telecommunication and Space: New Horizons".

Bangladesh Telegraph and Telephone Board has arranged discussions on the significance of the day as well as its future plan on the country's telecommunication system to be aired by radio and television.

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NGOs urged to help implement welfare programmes

State Minister for Finance Mojibur Rahman Friday called upon all organised bodies like district associations and other Non-Government

Organisations (NGOs) to help the government as supplementary forces for successful implementation of all welfare

programmes and policies, reports BSS.

The State Minister was addressing as the chief guest the annual general meeting of greater Bogra Samity at IPGMR auditorium in Dhaka. Presided over by the President of the samity Al-Haj Abdus Samad Talukder, the meeting was addressed by the outgoing Secretary General, Al Haj Shamsul Huda and Incoming General Secretary Shahjahan Ali.

The function was attended by distinguished citizens of greater Bogra living in the capital city.

Mojibur Rahman said the government had undertaken massive development programmes on priority-basis to develop all areas of the country.

He said, the priority programmes of the government are poverty alleviation, rural development, generating rural employment, raising literacy rate by implementing compulsory primary education, providing primary health and developing other social sectors along with infrastructural and other economic development.

Country facing 2 m tons food shortage this year

M Majid ul Haq, Minister for Agriculture and Irrigation, Water Development and Flood Control Friday urged the entrepreneurs of the voluntary and non-government organisations to take up people oriented and socio-economic development projects for overall progress of the country, reports BSS.

this year. But we hope that we would achieve self sufficiency in food production by 1994, he said.

He was addressing the inaugural ceremony of the fifth annual district convention of Lioness Club-315A of Bangladesh as the chief guest at a hotel in city.

The convention was addressed, among others, by Humayun Zahir, Tauhidur Rahman and other Lion and Lioness leaders.

The Agriculture Minister said the country was facing a two million tons food shortage

Anniversary of Tofazzel's death today

The first death anniversary of M Tofazzel Hossain, former President Director of Daffodils Garments Limited, will be held at his residence at 485/c Khilgaon in Dhaka today (Saturday), reports BSS.

Khatm-e-Quran and Milad Mahfil will be held on the day after Asr prayer.

Relations and well wishers have been requested to attend the Milad Mahfil.

TV Saturday

- 5:00 Opening announcement Al-Quran Programme summary
- 5:10 News in Bangla
- 5:20 Recitation from the Tripitak
- 5:30 Khelar Jagat (Sports Programme)
- 6:00 Drama Series: Moon Dial
- 6:30 Maati O Manush
- 7:05 Banshari (Folk Songs)
- 8:00 News in Bangla
- 8:30 Special programme on Education Week
- 9:00 Ujjiban (Religious programme)
- 10:00 News in English
- 10:30 Special programme on Buddha Purnima
- 11:30 Khabar/The News
- 11:40 Sunday's programme summary
- 11:45 Closing.

Weather

Thundershower likely

By Staff Correspondent

Rain or thundershower accompanied by temporary nor'wester, gusty or squally wind are likely to occur at one or two places over Rajshahi and Dhaka divisions and the regions of Jessore, Kustia, Khulna, Comilla and Sylhet.

Weather will remain mainly dry elsewhere over the country. Met office forecasts.

Day temperature is likely to remain nearly unchanged over the country.

Maximum temperature of 36 degree Celsius was recorded in Khulna and Jessore while the country's minimum 20.7 degree Celsius was reported from Rangpur Friday.

The sun sets today (Saturday) at 6:35 pm and rises tomorrow (Sunday) at 5:15 am.

Temperature and the percentage of humidity recorded in some major cities/towns Friday were :

Cities/Towns	Temperature in Celsius		Humidity in percentage	
	Max	Min	9 am	6 pm
Dhaka	34.4	28.8	70	62
Chittagong	33	25.8	69	67
Rajshahi	34.4	20.8	87	58
Khulna	36	24.1	-	73
Sylhet	31.8	21.1	82	72
Rangpur	31.2	20.7	70	73
Rangamati	35.4	25.5	59	51
Mymensingh	31.8	22	82	74

Warmest felicitations to Lions Club International District 315-A Bangladesh on the eve of their 5th Annual Convention

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