

Dhaka Day by Day

The TV, Ads and Us!

By Parveen Anam

At the end of a long, tiring day, one is often justifiably entitled to switch on the television set, for some light entertainment. The authorities, mostly oblige — with their endless round of ads, or advertisements, thrown at the hapless citizen, compelled to watch for lack of anything better. It is a fascinating situation, how, these ads, ever manage to get shown on television. Anybody watching the advertisement for sarees, would be horrified, by the sight of the buxom belles, gyrating to the background music, showing off everything, but their sarees. One is often left puzzled, as to what exactly is being advertised — the contours of the dame, or something else. The people responsible for the production of these ads, most certainly possess a very queer sense of propriety. And the saree company, which pays for these ads, need psychiatric treatment, if they even begin to imagine, that anybody in their right frame of mind, would ever dream of buying anything resembling those sarees. They are their own greatest enemies. But then, the advertisement on the jewellery front, is hardly any different. The women's groups should probably be protesting by now, at the blatant aspersion on their taste, as depicted in these ads. Given the crime situation and the number of hijackings in the city, which the police do not even pretend to control, one would indeed have to be touched in the head, to go and buy the gold jewellery, so gorgeously displayed on the TV ads, and even more touched, to wear them!

The bald headed of course, are given re-

newed hope by the flowing tresses courtesy the hair oils, lovingly massaged by the even more loving mothers-in-law. The young girls with the not so long tresses, can safely abandon all hope, of ever getting married, or so those ads, more or less hint at. Heaven preserve the foolish women, who have not rushed out to buy the magic hair oil. Yet, And the maids in most households, are throwing daggers at their mistresses, for not buying the miracle soap, which cleans the clothes, without touching them.

They are convinced, in all their naivete, that it's all a conspiracy against them. All they need is one of those soaps, so dramatically shown, melting away all the dirt and sweat and never again would they have to listen to the nagging of the mistress, at the stains left unwashed. Sparkling clean clothes would be the lot of the maids, if only the soaps in the ads would come their way. Everything is so simple and yet in taste, which would convince most consumers, that if it was the last product on earth, they would never buy it. Most of it anyway. Admittedly, there are a few, which gladden the heart, at the merriment and joy expressed through appropriate jingles and one is promptly warmed towards those consumer items. But, if the TV censor board, would take a little bit of trouble, to earn an honest living, most of these ads, would get thrown out so fast, they would never know what went wrong. And they could take their products along with them, for all the poor, innocent TV viewers care.



Biswas, Khaleda greet Ramos

President Abdur Rahman Biswas has warmly congratulated Fidel V Ramos on his election as the President of the Philippines, according to a foreign office press release in the city Wednesday, reports BSS.

In his message President Biswas expressed the hope that the cordial relations between the two countries would further expand and strengthen under the "able and proven leadership" of President Ramos.

President Biswas also wished continued progress and prosperity of the people of the Philippines.

Meanwhile, Prime Minister Begum Khaleda Zia felicitated Fidel V Ramos on his election as President of the Philippines. In a message to the Filipino President the Prime Minister expressed the hope that the friendly relations between the two countries would further consolidate for the mutual "benefit of our two peoples".

She also hoped that under the leadership of President Ramos the people of the Philippines would achieve further progress in attaining their social, economic and political goals. She also wished progress and prosperity of the friendly people of the Philippines.

Tree plantation programme of BAF, BN inaugurated

The Chief of Air Staff, Air Vice Marshal Altal Hossain Chowdhury, NDU, PSC inaugurated the tree plantation week of Bangladesh Air Force (BAF) planting a sapling at air headquarters yesterday, Dhaka Cantonment yesterday, an ISPR press release said, reports BSS.

In observance of the national tree plantation week, Bangladesh Air Force has chalked out a massive forestation programme.

About two lakh saplings of various kinds will be planted in different air bases and units of BAF during the observance of the week. Moreover, the programme of planting sapling will continue even after observance of the week.

Bangladesh Navy has also launched a massive tree plantation campaign at all the naval bases and other establishments in Dhaka, Chittagong, Khulna and Mongla, an ISPR press release said.

'Plant trees on birthday of each girl child'

Social Welfare and Women's Affairs Minister Tariqul Islam planted a few saplings at the premises of Special Education Centre at Mirpur in Dhaka Wednesday in observance of a week-long tree plantation programme throughout the country, reports BSS.

State Minister for Social Welfare and Women's Affairs Sarwar Rahman also planted saplings.

The two ministers also planted saplings at the project site of Agriculture Based Training Programme for Rural Women at Jirani in Gazipur district.

Later, at a certificate giving ceremony at Jirani, the minister distributed certificates among 64 women trainees of the project.

Speaking on the occasion, the minister called upon rural mothers to plant at least five perennial trees on the birthday of their girl child.

He said, these valuable trees after 18 to 20 years will also help them meet up the cost of marriage of their daughters.

AVRO Secretary General meets Majid

The visiting Secretary General of Afro-Asian Village Reconstruction Organisation (AVRO) Ahmed A Khalil Wednesday called on Agriculture, Irrigation, Water Development and Flood Control Minister M Majid-ul-Hoq at his office, reports BSS.



Thursday

5.00	Opening announcement
	Al-Quran
	Programme summary
5.10	News in Bangla
5.20	Recitation from the Geeta
5.30	Bolte Paro
6.00	The New Three Stooges
6.30	Jiboner Alo
7.05	School debate
8.00	News in Bangla
8.40	Drama of the week
10.00	News in English
10.25	Parliament roundup
10.35	Drama series: Twin Peaks
11.30	Khabar/The News
11.40	Friday's programme summary
11.45	Closing



South-East Asian Trade Commissioner of Italy Dr Eergie Tamadini called on Commerce Minister M K Anwar at his office yesterday (Wednesday). Ambassador of Italy Dr Claudio Pacifico was present on the occasion. —PID photo

Govt gives top priority to rural uplift: Talukdar

LGRD Minister Barrister Abdus Salam Talukdar yesterday said the present government has taken some bold measures for restructuring the local government system to meet the hopes and aspirations of the people, reports UNB.

He said this while opening the ninth meeting of the technical committee of the Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP) at a local hotel.

The minister said as Bangladesh is primarily a rural country, the government has accorded top priority to rural development in a bid to alleviate rural poverty, promote the wellbeing of the masses and to improve their living standards.

He said over 80% of the people live in the rural areas and more than half of them are landless and another 25% find it difficult to ensure subsistence from their meagre cultivable land. The rest of the people live unemployed and according to the fourth five-year plan about 51% of the rural people are living below the poverty line. So they cannot meet the basic needs of life.

In this backdrop productive employment and income generating programmes in both farm and non-farm sectors along with development of agriculture and basic infrastructure in the rural regions are the vital demands of rural development in Bangladesh.

Salam Talukdar said the fourth plan has allocated 51% for agriculture and water resources and rural institutions. That is why investment will be made to increase growth and productivity in the agricultural and rural non-farm sector.

Also specific programmes will be undertaken for the wellbeing of the vulnerable masses such as the landless, small farmers and rural women. He mentioned various constraints such as access to land, credit, irrigation and other outputs, unfavourable market situation which obstruct their progress.

He said in the fourth plan specific programmes will be implemented to mobilize and channelise credit to the small farmers. Such programmes have been implemented in five districts on an experimental basis. Various agencies like

banks and NGOs participated in these programmes.

The minister said the poverty situation in rural Bangladesh is gradually improving. He mentioned that so far 24,000 cooperatives have been organised to provide services and inputs to the rural poor. He said the Grameen Bank and NGOs have also contributed in the poverty alleviation programme.

The minister, who is also the Vice-chairperson of the CIRDAP governing council, hoped the centre will continue to play a vital role by further extending its activities to all its member countries as well as non-member countries in the Asia and the Pacific region.

The function was also addressed by A T M Shamsul Haque, Director of the organisation and DGP Seneviratne, Chairman of the technical committee for 1991.

Tree Plantation Week inaugurated in Khulna

KHULNA, July 1: Tree Plantation Week-92 is being observed in Khulna in a befitting manner as elsewhere in the country, reports BSS.

Different government, semi-government, social and voluntary organisations have chalked out elaborate programmes to make the week a success. Programmes have also been taken to motivate the people in planting saplings in unused places.

Khulna district administration and Khulna City Corporation organised separate inaugural functions of the week at Khulna Circuit House maidan and K D A Avenue respectively this morning.

Zahir takes over as BLF chairman

In Humayun Zahir, immediate past District Governor Lions District-315A, Bangladesh has taken over the charge as Chairman of Bangladesh Lions Foundation (BLF) for the Lionistic year 1992-93, says a press release.

Bangladesh Lions Foundation is running a 80 bedded hospital, at Agargaon, a Maternity Centre and organise eye camps all over the country.

Dr Khondaker off to Kuala Lumpur

Prof Dr RK Khondaker, an eminent cardiologist of the country, will leave Dhaka for Kuala Lumpur today to attend the 9th Association of South-East Asian Nations (ASEAN) Congress of Cardiology there, reports BSS.

He will present a paper on "hypertension and coronary heart diseases among elderly people."

He will return on July 9.

Time to collect information for voters' list extended

The Election Commission has extended the time for collecting information by the enumerators for preparing a fresh voters' list up to July 4, reports UNB.

The decision was taken considering the inclement weather which hampers the activities of enumerators, said a press release of the Election Commission Secretariat Wednesday.

The Election Commission, however, said that the enrollment of voters' names was nearing completion.

It urged the people to contact the Assistant Registration Officers if the enumerators failed to enroll their names.

A draft voters list will be published on July 12 while the final one on September 26.

Italian envoy emphasises joint venture for bilateral trade

The trade commissioner for South-East Asia, Italian trade commissioner, Dr Eergie Tamadini called on Commerce Minister M K Anwar at his office Wednesday, reports BSS.

They discussed various matters relating to trade between the two countries including tea, leather and textile sectors.

Italian Ambassador in Bangladesh Dr Claudio Pacifico was present on the occasion.

The Commerce Minister told the Italian envoy that there existed enough potentials to raise trade between Bangladesh and Italy. "We can easily strengthen our trade relationship through mutual co-operation," he said.

The envoy emphasised on a joint venture initiative to promote bilateral trade. He said, joint collaboration could help establish a tea sector which would be industrially and commercially developed.

Commitment hails tree plantation campaign

Abul Kalam Azad, President of Commitment, a voluntary organisation has congratulated government for the inauguration of countrywide tree plantation campaign, says a press release.

In a statement in this respect Abul Kalam Azad said that, Commitment has already taken successful initiative in this respect by conducting seminar, drama festival, essay competition, tree plantation to create awareness among people.

ECNEC okays five projects worth Tk 177.38 crore

The Executive Committee of the National Economic Council (ECNEC) Wednesday approved five development projects involving a total outlay of Taka 177 crore 38 lakh with a foreign exchange component of Taka 55 crore 53 lakh, reports BSS.

The approval was given at the ECNEC meeting held here under the chairmanship of Finance Minister M Saifur Rahman.

The approved projects included revised special development and production programme project under the Ministry of Industries and establishment of Islamic Cultural Centre under Bangladesh Islamic Foundation, Ministry of Religious Affairs.

Besides, under the approved projects subsidy will be provided to rural schools to make up losses due to free education of girl students' upto class viii, female secondary ed-

ucation stipend project under general education scheme.

Shelters-cum government primary school will be established under a project to use those during natural disasters with the help of Organisation of Petroleum Exporting Countries (OPEC) under the Ministry of Education.

The meeting was attended by Agriculture and Irrigation, Water Resources and Flood Control Minister M Majid-ul-Haq, LGRD and Cooperatives Minister Abdus Salam Talukdar, Post and Telecommunication Minister M Keramat Ali, Commerce Minister M K Anwar, Education Minister Zamiruddin Sircar, State Minister for Religious Affairs, Prof M A Mannan, Cabinet Secretary, Governor of Bangladesh Bank, members of the Planning Commission, secretaries of the concerned ministries and other high officials of different ministries.

National Museum introduces entry fee

The National Museum authority has introduced an entrance fee of Taka two from Wednesday according to an official handout, reports BSS.

State Minister for Cultural Affairs Prof Jahanara Begum inaugurated the system by buying a ticket today Noor-e-Chowdhury Liton MP, Amanullah Chowdhury MP and Secretary for Cultural Affairs Islam Uddin Malik also bought ticket.

'Participate in tree plantation programme'

State Minister for Civil Aviation and Tourism Abdul Mannan yesterday called upon the people of all walks of life to participate in the tree plantation programme with a view to maintaining ecological balance and controlling environmental pollution, reports BSS.

Mannan was inaugurating the week-long tree plantation programme organised by the Nawabgonj thana administration yesterday morning.

Imrey to represent EC in Bangladesh

British High Commissioner Sir Colin Imrey will represent the European Community in Bangladesh as the United Kingdom assumed its presidency yesterday, reports UNB.

Prime Minister John Major and Foreign Secretary Douglas Hurd will speak for the community internationally.

Question answer in JS

The country has 330 deaf and dumb students and these students are reading in seven schools for the deaf and dumb, Social Welfare Minister Tariqul Islam told the parliament Wednesday.

These schools are situated in Khulna, Chittagong, Rajshahi, Faridpur, Chandpur, Sylhet and Dhaka and these schools provide education upto class five.

Homes for children

In reply to another question, the minister said the government spent Taka 8.5 crore for the government homes for children while Taka 5.16 crore had been spent for the private homes.

The minister in reply to another question said 9500 orphans and 2300 poor children live in the government homes while 11951 orphans live in private homes.

Education Minister Jamiruddin Sircar told the House that Taka 206.76 crore had been spent during fiscal 1991-92 for mass education programme.

He said the government had also started a project of Taka 44.38 crore for the mass education programme.

The minister told the parliament that universal primary education programme has been launched in 68 thanas of the country.

In reply to a question, he said adult education programme had also been launched in 43 thanas, adding the programme will be gradually extended to 99 thanas.

What's on today

Filmshow at Goethe Institute
Satyajit Ray Film Society will stage a filmshow at the Goethe Institute, Dhaka at Dhanmondi Road No 2 at 6 pm today (Thursday).

ISKCON Rath Jatra
International Society for Krishna Consciousness (ISKCON) will observe a Rath Jatra festival in honour of Jagannath Deva at 4 pm today (Thursday) at 5, Chandramohan Bashak Street in Wari.

. . . . and tomorrow

Meet on Earth Summit
Bangladesh Shanti Parishad will hold a discussion meeting on the Earth Summit held recently in Brazil tomorrow (Friday) at 5 pm at the National Museum auditorium. The meeting will be presided over by Dr A M Sarfuddin. Environment and Forestry Minister Abdullah Al Noman will be the chief guest while Deputy Leader of the Opposition in Parliament Abdus Samad Azad will also attend.

History Deptt Alumni Assoc
The General Meeting of the Department of History Alumni Association, Dhaka University, will be held tomorrow (Friday). Members of the association are requested to contact the chairman of the Department of History.

BMPMA meet
The 4th annual conference of Bangladesh Private Medical Practitioners Association (BMPMA) will be held tomorrow (Friday) at 9 am at the auditorium of Dr Ibrahim Memorial Diabetes Centre.

Deputy Leader of the Parliament Prof A Q M Badruddoza Chowdhury, WHO representative in Bangladesh A R Bristo and Barrister Motnuul Hossain will attend the function as chief guest and special guests respectively.

Weather

No change in day temperature

By Staff Correspondent
Moderate rain or showers with temporary gusty wind may occur at many places over Chittagong division and at a few places over Khulna division and at one or two places over Dhaka, Rajshahi divisions during the next 24 hours commencing from 6 am today (Thursday).
Day temperature is likely to remain nearly unchanged over the country.

The Met office forecast, rainfall activities may increase within a week.

The country yesterday (Wednesday) experienced rainfall at few places. The highest rainfall of 83 mm recorded in 12 hours from 6 am to 6 pm was reported from Cox's Bazar, while Teknaf had 48 mm, Bhola 6 mm, Rangamati 3 mm and Srimangal had 2 mm of rainfall.

The maximum temperature of 35.4 degree Celsius was reported from Rajshahi yesterday and the minimum of 24.4 degree was reported from Feni.

The sun sets today at 6.51 pm and rises tomorrow (Friday) at 5.16 am.

The maximum and minimum temperature and humidity recorded in some major cities and towns yesterday were:

Cities/Towns	Temperature in degree Celsius	Humidity in percentage
	Max	Min
Dhaka	32.5	27.5
Chittagong	29.0	26.0
Khulna	32.3	24.5
Rajshahi	35.4	25.7
Dinajpur	33.2	26.4
Barisal	30.4	25.4
Sylhet	33.0	24.5
Cox's Bazar	29.0	26.0
Feni	31.3	24.4

NOTICE TO CONSIGNEES
The containerised cargo ex. M. V. "MAHA BHUM" V-112 from Bangkok have been relayed to M. V. "NEW GENLORD" V-7892, Imp. Rot. No. 502/92, is due to arrive Chittagong on or about 4-7-92 from Singapore. Consignees are requested to take delivery of their cargo from FCL containers within 5 days free time from the date of landing and if cargo not cleared within 45 days will be guided by Customs Act.

BIRDS BANGLADESH AGENCIES LTD.
103, AGRABAD COMMERCIAL AREA, CHITTAGONG.
AS AGENTS: MITSUI O. S. K. LINES LTD. TOKYO.
PHONES: 500440, 503317, 500686/88.

Death Claims paid in 1991 exceed 15 million taka

Year	Death claims in million Taka
1987	0.3
1988	1.4
1989	6.5
1990	13.5
1991	15.7

Delta Life Insurance Co. Ltd.
Utara Bank Bhaban, 90-91 Motijheel C.A. Dhaka-1000
PABX: 245033-5, 246111-2.

BTMC Tender Notice for Appointment of Handling Contractors

Sealed tenders are invited by the Deputy General Manager, Bengal Textile Mills No. 1 & 2 from bonafide contractors for appointment of contractors on yearly basis for various handling works (as described in the schedule) of this Mills No. 1&2.

Tender schedule can be procured on cash payment of Taka 100/= (one hundred) only (non-refundable) each from (A) Deputy Chief Accountant (Cash), Bangladesh Textile Mills Corporation, Bastra Bhavan, 7-9 Kawran Bazar, Dhaka, (B) General Manager, BTMC Shipping Office, 79 Agrabad C/A, Chittagong and (C) Accounts Section of the Mills on any working day during Office hours up to 14-7-92.

Taka 20,000/= (twenty thousand) should be submitted as Earnest Money with each tender in the form of Pay Order/DD from any scheduled bank in favour of the Mills.

Sealed tenders will be simultaneously received in the tender box kept at Purchase Division, BTMC Head Office, Bastra Bhavan, 7-9 Kawran Bazar, Dhaka and Commercial Department of the Mills up to 11-00 am on 15-7-92 and will be opened on the same day at 11-30 minutes before the tenderers (if any) present.

The authority reserves the right to accept or reject any or all tenders without assigning any reason.

DFF(BA)5847-28/6
G-829