Dhaka Day by Day

The Unavoidable Evil

by Rashed Mahmud Titumir



The text we read, the images we see, and the public places we visit are all dominated by commercial messages crafted to arouse appetites in us for things we hardly need. Advertising is everywhere, bombarding every individual in the society with hundreds of messages a day. Advertisers have a brave new world in mind, where all humanity will consume and consume, and - as a result - succeed and only succeed.

What we come across in the ubiquitous coaching centres strewn all over our big cities is very much a part of that world, promising failsafe admission into BUET, the medical colleges, the cadet colleges and the universities and what not. These commercial installations have captured the imagination of the students unsure of themselves and also their more nervous guardians.

What is most striking about the new blooming business is that top-performing brilliant students have become guineapigs to groups of handlers who do not have any academic interest in the matter other than minting money. These bright boys and girls have given up all their modesty and decency, not to speak of morality, by signing letters of commendation for the coaching centres.

This is not the end of the story. To the dismay of same sections of the society go on to declare 'this is the only coaching centre where I undertook my preparations.' But this very four-letter word is repeated and found in other advertisements commending other centres by the same persons, their handwriting and photographs proving the veracity of the advertisements.

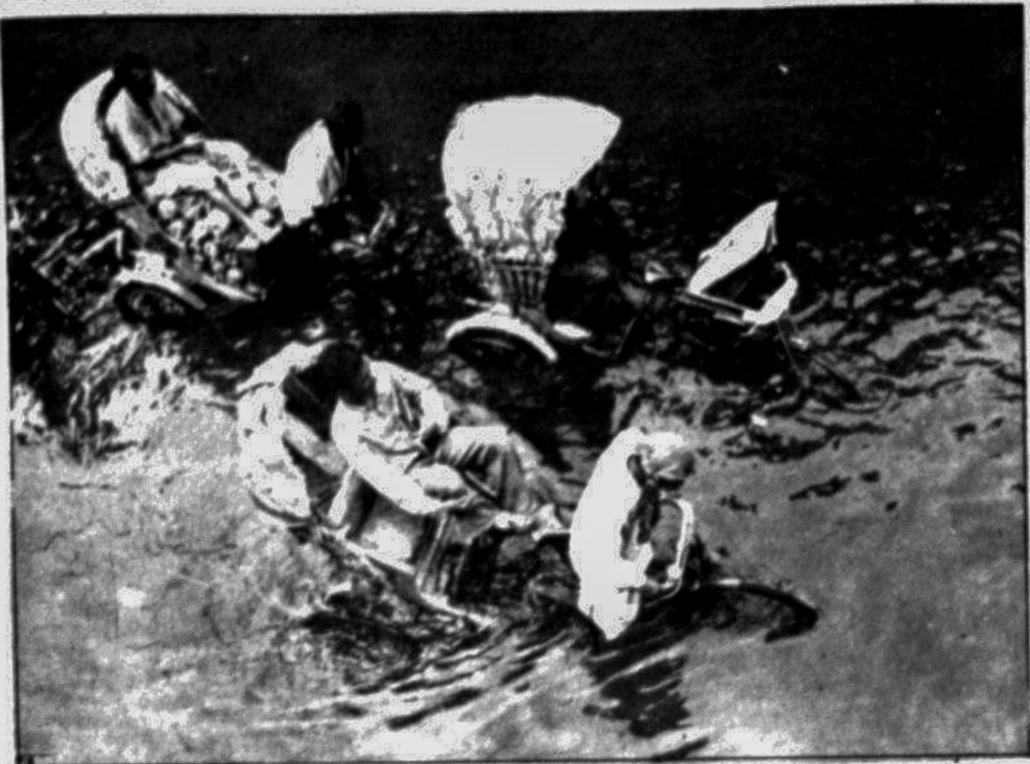
If some one is indeed benefited by any coaching centre, he or she may write a piece in

appreciation. But that should be that and nothing more. The endorsement of more than one centres by one and the same person as benefiting him or her exclusively has cast doubts, about the ethical standards of these otherwise bright

Questions have been raised to know the secret or likely underhand dealings that made the student to compromise her morals. A personal computer or some cash bundle may have done the trick. And our future and potential leaders start on the course of lifelong corruption and malpractice so early in their lives.

The stratagems the advertisers devise and use are sometimes so familiar as to go virtually unnoticed in the society and specially among the middle class they are rapidly becoming pervasive as well. The admission business of the coaching centres is new but their modes of persuasion through advertising tricks is as old and immoral as anything in the panytkas. The coaching centres have, infact, have degraded not only bright students but also advertising as a calling - to some new depths.

The cost of advertisement is not borne by the advertiser. It goes straight out of the pocket of the consumer. The minimum justifiability it should earn them is through being a dependable medium of information. But to demand this of advertising would amount to plainly asking for its elimination as a mode of business. Advertising is an evil to be sure. But it is necessary? Perhaps, as things are, it is unavoidable. There should them be some serious thinking on how to contain it at a time when society is on the threshold of entering an advertising age.



Mufti Munir's award-winning picture.

Prof Chowdhury recalled the

role of Zia in creating opportu-

nities for developing the facul-

ties of children. He said the

setting up of Shishu Academy

and Shishu Park are some of

the examples of shaheed Zia's

shaheed Zia's role as the de-

clarer of the country's war of

independence in 1971 and how

he was installed to power thro-

ugh a revolution on November

tributes to shaheed Zia for his

role in restoration of peace and

taking the nation to the path of

progress and prosperity through

united efforts. He said we can

learn from the late leader the

example of tolerance, which is a

function that by 1995 each dis-

trict would have a branch of the

hospital, publication of a jour-

nai devoted to children and in-

troduction of a TV programme

Natur Kurl are some of the ex-

amples of the late leader's love

Mr Tariqui Islam told the

The setting up of Shishu

pre-condition to democracy.

Shishu Academy.

for children.

The Deputy Leader paid

He reminded the children of

Follow ideals of Zia, urges Badruddoza Selim was the main speaker at

the function.

love for children.

Deputy Leader of Jattya Sangsad Prof A Q M Badruddoza Chowdhury yesterday urged children to follow the ideals of late President Ziaur Rahman to become true patriots, reports

Prof Chowdhury was addressing a function of the city unit of Zia Shishu Kishore Sangsthan Conference '93 as the chief guest at Shilpakala Aca-

He advised the children to prepare themselves through hard work, honesty, devotion to study and tolerance to become future leaders.

Paying tributes to shaheed Zia for his quality of leadership, honesty and love for people, the Deputy Leader asked the children to learn more about the late leader and follow his ex-

Presided over by president of the city unit of the organisation Akhteruzzaman, the function was also addressed by Minister for Social Welfare and Women Affairs Tariqui Islam, State Minister for Cultural Affairs Prof. Jahanara Begum, Selima Rahman, MP, Dr Shahida Rafiq, Adviser, Zia Shishu Kishore Sangathan and Ehsanul Kabir.

Founder President of the Organisation Strajul Islam

Farewell

The journalists of Bangladesh Sangbad Sangstha (BSS) bade farewell to their former colleague Syed Ahmeduzzaman at a function held at the BSS office here Monday, reports

The farewell function, presided over by Ishanul Kartm, DUJ BSS unit chief, was addressed, among others, by D P Barua, Managing Director and Chief Editor of BSS and senior journalists Bazlul Karım, Shahjahan, Mia, Azizul Islam Bhutyan and Rasheda Amin.

Before joining Reuters - the international news agency recently, Ahmeduzzaman was a Shift-in-Charge in the central news desk of BSS. He had served the national news agency for long 18 years.

Pankaj accorded reception

By DU Correspondent

The pro-Awand League the Bangladesh Chhatra League (M-I) accorded a reception to its leader Pankaj Debnath who was released from the Dhaka

Central Jail Saturday. To mark the occasion the BCL (M-I) held a rally in front of the Arts Building of the Dhaka

University Monday. Pankaj, General Secretary of the BCL (M-I), DU unit was arrested on June 21 under the Anti-terrorism Law.

Drive to enforce traffic rules launched

The Dhaka Metropolitan Traffic Police has launched a vigorous drive to enforce traffic laws to improve the city's chaotic traffic system.

They have started random checking of vehicle documents and driving licenses and imposing fines for violating traffic

Besides, traffic policemen have been urging pedestrians to use an overbridge, zebra crossing and to walk along the footpaths. Hawkers have also been evicted from the pavements.

But there were complaints from members of the public that the laws were being strictly applied in case of private cars only, while public transport like buses, trucks, auto-rickshaws, tempos and even rickshaws were seen exempted from the punitive measures.

There were also reports of harassment. A vehicle owner complained to a UNB correspondent that he was fined for only carrying ten passengers in his nine-seater microbus. But buses and other public transports were seen running over-

The complaintant Abdus Salam, a businessman, further went on that people were being harassed at the traffic office with the introduction of a new rule fixing a particular date for the payment of fine. For any reason, if a vehicle is

fined, payment has to be made on a particular date, causing untold sufferings to the people. Previously, fines could be paid within a specific period of time.

Hundreds of people who come to the traffic office everyday to pay their fines have to wait for hours and in most cases the authorities shift the date, complained another vehi-

Abbas urges youths to unite against vested quarters

By Staff Correspondent Mayor of the Dhaka City Corporation (DCC) and president of Juba Dal Mirza Abbas MP, has urged the youths to unite against the vested quarters to give democracy an institutional shape and to ensure social stability yesterday.

He told this at the conference of the Zafrabad unit of Juba Dal, attended by its leaders S M Anwar, K M Zobair Ezaz, Anwar Hossain Laltu, Abdul Haq with Md Zalaluddin in the chair Tuesday.

"BNP, with the help of the people, will confront the evil quarters to nullify their attempt of disrupting national progress," the city Mayor said

He also cautioned his party activists about extortionists and terrorists to safeguard democ-

Mufti wins int'l photo

contest Mufti Munir, a photojournalist for Agence France-Presse (AFP) and the daily Sangbad, has won his fifth prize in the in-

ternational news agency's monthly photo contest in two years, says a press release. This time Munir snatched the top trophy for the fourth | 5.00 time for his picture dated July 22 showing three rickshaws

Dalan area cross a road flooded by monsoon rains. The picture was also picked by Time magazine for its August 2 issue along with a report of the flooding in the indian sub-continent. A similar

drivers help residents of Hosaini

frame was printed in Sangbad. Munir won a prize in 1988 in an international competition organised by Asian Cultural Centre for UNESCO. The Golam Mawla Gold Medal in 1987 from the Jativa Press Club and clinched the third place this year after competing for a Dhaka Union of Journalists photo

A rally in the city yesterday in celebration of Janmastami.

- Star photo

Shun petty differences of political, religious beliefs'

Energy and Mineral Resources Minister Dr Khandaker Mosharraf Hossain yesterday called upon the people to maintain peace and harmony for sustaining unhindered progress and development of the country shunning petty differences of political and religious beliefs, reports BSS.

The teachings of every religion are to maintain peace, harmony and stability of the society for the welfare of mankind. There has to be sense of respect, fraternity and brotherhood toward people belonging to any religion," the Energy Minister said while addressing as the chief guest a discussion arranged in observance of Janmastami, a reli-

Two electrocuted

By DMCH Correspondent

cuted in the city during last two

cuted when working at Nabin

(22), was seriously injured and

rushed to the Dhaka Medical

College Hospital (DMCH) where

the attending doctors declared

was electrocuted when attempt-

ing to repair a table fan at his

15/2, Jatrabari residence Mon-

In another incident, a tailor

The victim, Sukumar Sirkar

Both the bodies were sent to

(26), was seriously injured and

succumbed on way to the

the DMCH morgue for autopsy.

56 held

in city

Police rounded up 56 per-

sons from different parts of the

city in last 24 hours on various

charges, a DMP press release

one wanted criminal, two under

the Explosives Act, one accused

of burglary and two of stealing,

were produced before the court.

Wednesday

News in Bangla

Khelar Jagot

for new artists

Open University

News in Bangla

Film: The A-Team

10:30 Kathamala: Programme

Sangbad Porikrama

on art, literature and

Tagore songs

10:00 News in English

culture

11:45 Closing

11:30 Khabar/The News

Al-Quran

Geeta

7:25

8:00

Opening announcement

Recitation from the

Sports programme:

Unmesh: Programmes

Programme summary

All the arrested, including

said yesterday, reports UNB.

him dead.

Laboratory, Demra Tuesday.

Two persons were electro-

An electrician was electro-

The victim, Mohammed Idris

gious festival of Hindu community marking the incarnation of Lord Krishna.

The discussion following a cultural function was also addressed by State Minister for Environment and Forest Goyeshwar Chandra Roy, newly elected Dean of the Faculty of Arts of Dhaka University Dr Aminul Islam, Professor of Dhaka University Dr Lalit Mohan Nath, Professor of Savar College Dr Monaranjan Rajbanshi, Father Polinus Kasta and Srimath Suddhanand Mohathero.

The Energy Minister said, section of people having no religious beliefs in any religion is out to disrupt peace and harmony of the country by creat-

Inspector General of Police

(IGP) ASM Shahjahan Monday

directed police official to take

more effective steps to curb all

such crimes that might create

obstacles in the country's eco-

nomic development, reports

police officials at their fortni-

ghtly meeting, held at the police

headquarters here to review the

law and order situation in the

elements indulging in terrorist

activities and obstructing the

process of competition in sub-

mitting tenders and bidding

Relief worth

Tk 24.5 cr given

distributed relief worth Tk

24.50 crore for the flood vic-

tims, an official handout said

crore in cash, Tk 1.25 crore as

house building grant, about 10

thousand metric tons of rice,

6,000 metric tons of wheat,

13,650 pieces of sarees, 13,650

pieces of lungis, 4,250 bundles

of CI sheet and 5,500 tins of

Sohel Samad

dies in

Washington

By Staff Correspondent

working with the Voice of

America (VOA) Bengali Service.

died in Washington Monday,

according to a BTV news bul-

Samad, 38, was a well-kno-

wn Bengali news caster with

Bangladesh Radio and Televi-

sion before joining the VOA.

Tea, bags for

Japanese

quake victims

and jute bags as token contri-

button' for the victims of the

devastating earthquake in

Bangladesh will provide tea

letin monitored last night.

Sohel Samad, a broadcaster

The relief includes Tk 1.60

Monday, reports UNB.

biscuits.

The government has so far

He called for identifying the

He was addressing the senior

ing chaos and terrorists activi-

"Those who are engaged disrupting peace and discipline of the society are the enemy of the country and the religion," he said adding "Hypocracy in the name of religion is not permitted in any religion".

Dr Mosharrai Hossain said, Bangladesh is a land of every people belonging to any religion and it is constitutional right to enjoy that. "We want to build Bangladesh unitedly and live in communal harmony with peace, tolerance and fraternity to each other", he hoped adding that everybody would come forward to serve the country resisting any design to foil peace and social harmony.

Janmastami observed in Ctg

CHITTAGONG, Aug 10: Janmastami commemorating the birth of Lord Sree Krishna was celebrated here today by the Hindu community with religious fervour and traditional enthusiasm, reports BSS.

Prime Minister Begum Khaleda Zia inaugurated the fiveday Janmastami programmes here Monday.

The high lights of the days programmes included recitation from the holy Geeta, Aaroti, rendering of devotional songs, discussions, fasting and dis-tribution of Prashad.

A big colourful procession was brought out by Sree Sree Janmastami Udjapan Parishad this morning. The processionists carried the portrait of Lord Krishna and passed through some important city roads.

Janmostami, the birth day of Lord Krishna was celebrated in Narayanganj by the Hindu community with pomp and grandeur.

The highlights of the day's programme included procession, recitation from the Geeta, Aaroti, devotional songs, discussions, fasting and distribution of prashads.

A colourful procession was brought out organised by Narayangani Central Puja Udjapan Committee yesterday morning.

The processionists carrying the portrait of Lord Krishna started from Deobhog Laxminarayan Jeour Akhra and after parading the thoroughfares of the town returned to the Akhra to disperse.

Happy Birthday ₹ Baba (Boss) From Zafir and Tanju

Law, order DAVID GAME COLLEGES situation Courses in Britain reviewed

'A' level and GCSE; Foundation courses; Management, Marketing and Accounting; ABE, CIM; Hotel Management - AHMA; Travel and Tourism (IATA); Computing; MBA degree; SUNY degree (two years in London and two years in New York State); BTEC HND in Software Engg. or Business Studies.

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N.B. Cost of living and studying in London is ** £800 to £1000 per month. No financial aid available.

> Please apply for details to: The Registrar, David Game Colleges Head Office - 86 Old Brompton Road London SW7 3LQ. Tel: 071-584 7580/9097

BANGLADESH LAMPS Ltd

Fax: 071-584-2637

Notice of the 31st Annual General Meeting Notice is hereby given that the 31st Annual General Meeting of the Company will be held on Sunday, 5th September 1993 at 3.30 PM at Dhaka Sheraton Hotel to transact the following business:

1. To receive and adopt the Directors' and the Auditors' reports and the audited accounts of the Company for the year ended 31st December 1991.

To declare Dividend for the year 1991.

To elect Directors.

To appoint Auditors for the year 1992 and fix their remuneration.

August 11, 1993 100, Kazi Nazrul Islam Avenue Kawran Bazar C/A Dhaka-1215

By order of the Board

Acting Company Secretary Notes:

A K A Mugtadir

1. A shareholder entitled to attend and vote at the meeting may appoint a proxy to attend and vote in his stead. The proxy torm, as specified in Article 106 of the Articles of Association of the Company must be stamped with a revenue stamp of Tk 5.00 and submitted at the Registered Office of the Company not later than 72 hours before the

2. The Register of Shareholders and Share Transfer Book of the Company will remain closed from 26th August to 5th September 1993, both days inclusive, during which period no share transfer will be effected.

For the sake of convenience and for better explanations, shareholders are requested to submit their queries on the Directors' Report/Audited Accounts for the year 1991, if any, at the Registered Office of the Company at least 7 days before the day of the Annual General Meeting

Weather

Moderate rain may occur

By Staff Correspondent

Weather forecast for the next 24 hours commencing 6 pm today (Wednesday) says, light to moderate rain or thundershowers accompanied by temporary gusty wind is likely to occur at a few places over Chittagong, Bartsal, Dhaka and Rajshahi divisions and at one or two places over Khulna division. Met Office says, day temperature is likely to remain

unchanged over the country. The country's highest temperature yesterday of 35.5 degree Celsius was recorded in Rangpur and lowest 23.2 degree Celsius was recorded in Rangamati. The sun sets today (Wednesday) at 6:35 pm and rises

tomorrow (Thursday) at 5:32 am. The maximum and the minimum temperature and humidity recorded in some major cities and towns of the country were: Humidity in

Temperature in Cities/Towns percentage degree Celsius 6 pm 80 78 82 77 90 98 85 95 26.3 31.5 Dhaka 73 25.6 31.7 Chittagong Rajshahi 32.3 26.4 27.4 32.5 Khulna 83 31.2 25.6 Burisal 82 33.5 Sylhet 85 25.6 32.0 Dinajpur 26.0 31.0 Cox's Bazar



Japan, reports UNB.

Notice to Consignees

It is notified for information of the Consignees that the arrival Schedule of the Cargo covered by Bills of Lading issued by Nippon Yusen Kaisha Line, Japan are as under : Voy Imp. Rot. Date of Arrival Mainline Vessel Voys Feeder At Chittagong

Acx Lily Hongkong Kota Buana 016 629/93 Essen Express Hongkong Sinno Marine

Xetha Bhum Consignees are requested to arrange clearance of their Cargo. Consignments not cleared within 45 days from the date of arrival of the vessel are liable to be sold in Auction by Customs Authority under Section 82 of Customs Act without any reference to the Consignees.

JAMES FINLAY P. L. C. AS AGENTS NIPPON YUSEN KAISHA LINE

TOKYO, JAPAN.

10-8-93