

Dhaka Day by Day

Pitfalls of Pill Ads

Judith G. De Costa

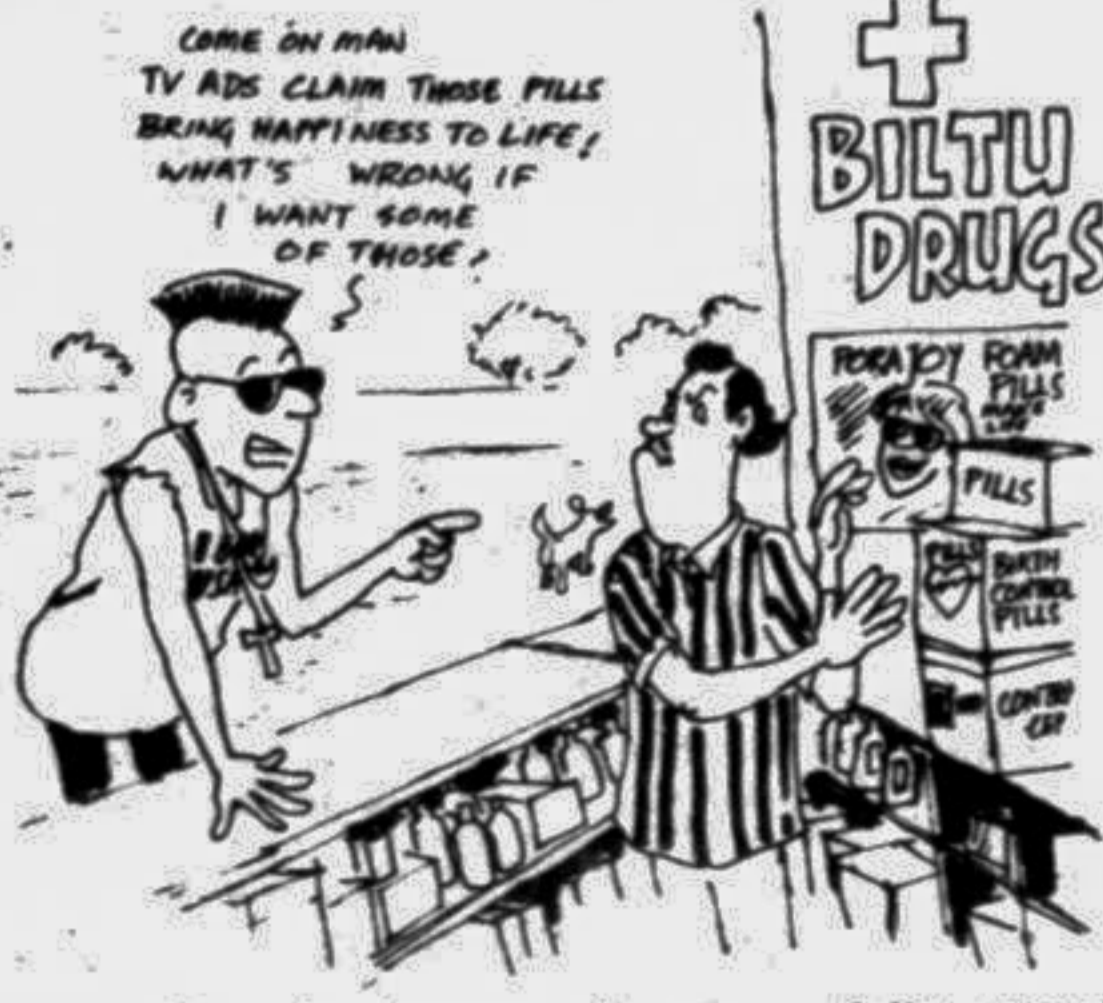
Bangladesh is known worldwide as the land of rivers and an overblown population. The lack of population control and a people too caught up in taboos to see anything natural in deferred pregnancy or family planning is not in any way well kept secret from observer abroad.

However, it is the kind of publicity which contraceptives receive in this country rather than the issue of contraception itself which is proving a stumbling block for better population control. A number of ads on "the pill" are regularly telecast on BTV and insertions with similar captions or models are taken out regularly in newspapers and magazines. In spite of the differing brands and special advantages of each, how very similar all the pills are in one glaringly obvious respect: not a single one of the advertisements portrays the device for what it is. The pill ads were as if promoting either a brand new washing machine or a great new dish-washing liquid. The device will make life easier for the modern woman giving her time to do all the little things, like baking a luscious cake, to having a healthy morning jog, which life without the product would simply not permit. The ads are based more on every other aspect of a woman's life rather than that of conception and or its prevention.

In addition to this, a cautious observer may notice the class distinction these ads adhere to with the strictest discipline as if showing a rich lady in the ad would boost the sales of the pill

overnight. Furthermore, it is an interesting paradox that a lady who throws garden parties and owns a grand piano can be levelled to a rural woman who lives at the subsistence level, by the fact that they can both put the advertised birth-control pill to good use.

For all its tautology, the only ad on "the pill" that comes close to the purpose of the ad is that of Organon's "Marvelon". The slogan can get on one's nerves easily but at least it provides one with a useful piece of information: that the pill is "in harmony with nature; in harmony with women". My entire argument is based on one simple factor: how can we be discreet about as discreet a subject as birth-control and advertise it successfully simultaneously? Life is undoubtedly made easier for the woman who uses it, as the ad promises, no doubt about that, but is that it? The ads can use a ton of improvement — no one can deny that. How is not my job to decide; the ad agencies are full of brilliant ideas and I'm sure one day a contraceptive ad based even closely around the product will be televised. Meanwhile, we will just have to do with the very colourful, very interesting but sadly totally pointless approach which is presently used. All because the authorities want to get the thing marketed but dare not get any bad publicity. Is that why they banned condom ads? The usage may be different, but isn't the ultimate purpose the same?



Nirmul Committee reviews planned mass agitation on August 23

By Staff Correspondent

The steering committee of the Ekattor Ghatok Dal Nirmul Jatiya Samannaye Committee yesterday reviewed its preparations for the August 23 mass agitation programme. Convener of the committee Jahanara Imam chaired the meeting which also reviewed the organisational matters of the National Co-ordination Committee for Resistance of Killers and Collaborators of 1971 Liberation War, popularly known as the Nirmul Committee.

The committee leaders urged the supporters and workers to reinvigorate the anti-Jamaat and anti-Golam Azam movement.

It directed its divisional wings to complete its conference by the first half of next month.

The steering committee meeting was also attended by Abdur Razzak MP, Kazi Aref Ahmed, Nurul Islam Nahid and Syed Hassan Imam.

Muktijodha Sangsad Chairman denies allegations

By Staff Correspondent

The Bangladesh Muktijodha Sangsad Chairman Abdul Ahad Chowdhury Monday termed allegations made against him by Lt Colonel Akber Hossain (ret.) as baseless, fabricated and motivated.

Ahad at a press conference in the city alleged that an anti-liberation group was trying to defame the image of the Muktijodha Sangsad in council of the freedom fighters.

Referring to the press release issued by Akber, chief advisor of the Sangsad regarding relieving him of the post of member secretary of the advisory Council, Ahad said that according to the constitution of the Council his post as member secretary was dissolved in May this year.

Ahad also refuted the charge of withdrawing of Taka 50 lakh from the Sangsad's account with a government bank as not true.

The press conference was attended among others by Sangsad leaders M A Rashid, Hamid Kabbi and Badrul Alam.

Country making steady economic progress, says Biswas

President Abdur Rahman Biswas said here yesterday that the country had been making steady economic progress under the present government, reports UNB.

The economy has improved and per-capita income increased elevating the country's position among the least developed nations, he said.

The President was exchanging views with a 26-member delegation of Shariatpur District Development Association when it called on him at Bangabhaban yesterday. The delegation was led by Dr Hedayetul Islam.

President Biswas said the government had been trying to provide better communication facilities despite resource constraints. He termed communication as the vital sector for economic development and recalled the efforts of late President Ziaur Rahman for expanding launch services to the far-flung riverine areas of the country.

He said that development was a collective responsibility of the government and people's

Gold chain snatched

Miscreants snatched a gold chain from a rickshaw passenger on the busy Mirpur Road in Dhanmondi area of the city yesterday, reports UNB.

Police said Momtaz (30), a housewife, on her way to Science Laboratory halted the rickshaw after finding one of her friends near Grindlays Bank at about 11 am.

Three miscreants came in a motorbike near the rickshaw as soon as it stopped and snatched the gold chain from the woman wielding daggers and sped away.

A case was registered with Dhanmondi police in this connection.

JCD sweeps Homna Degree College polls

By Staff Correspondent

The Jatiyatadabi Chhatra Dal (JCD) returned uncontested in the student union elections of Homna Degree College in Comilla.

No panel, other the JCD filed nomination papers yesterday, the last day for doing so. Mozammel Haque (Vice President), Ya Musa (General Secretary) and Shafiqul Islam Liton (Assistant General Secretary) and the rest of the panel were declared elected uncontested.

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A bank employees' procession in support of their various demands including the withdrawal of new banking hours in the city yesterday. — Star photo

Withdrawal of new banking hours demanded

Bangladesh Banks Employees Federation held a demonstration in the city yesterday in support of their various demands including the withdrawal of new banking hours, says a press release.

In a meeting held in front of Jatiya Press Club the president of the Federation BM Bakir Hossain, Executive president Khan Azizur Rahman and general secretary AKM Shamsuddin urged the authorities concerned to fulfill their demands.

They also urged the employers to make today's programme a success.

USTC classes resume Aug 22

The University of Science and Technology, Chittagong (USTC) will resume classes on August 22, reports UNB.

This was decided at an emergency meeting of the USTC Syndicate on Monday.

Earlier, the USTC and Institute of Applied Health Sciences (IAHS) held a meeting with guardians on Monday with USTC President National Professor N Nurul Islam in the chair.

Chittagong City Corporation Mayor Mir Mohammad Nasruddin was the chief guest at the meeting, organised for an open discussion with the guardians to device ways and means for improving physical and academic facilities of the university.

The guardians stressed the need for establishing a hospital on the campus and the management promised to build it within six months.

At present the students admitted under IAHS before the USTC was established have been receiving practical training in different government and private hospitals located in the city.

Saudi donation for ICTVTR

Alt Ahmad Abdalwahab, Charge D'Affaires of the Embassy of Saudi Arabia in Bangladesh has handed over a cheque for US dollars 33,333 to Professor Dr. AM Patwari, Director General of the centre, reports BBS.

The cheque handed over on July 14 is a part payment of Saudi donation to ICTVTR.

Standard of agriculture edn improves : Majid

The standard of agricultural education and research has improved and students and specialists from neighbouring countries are now coming to Bangladesh to get their higher agricultural education, reports UNB.

Agriculture and Irrigation, Water Development and Flood Control Minister M Hajid-Ul-Haq said this in a meeting with a delegation of Japan International Cooperation Agency (JICA) and USAID at his office yesterday.

The government is trying to improve further the standard of higher education in the agriculture sector, he added.

Team leader of JICA Dr Satoshi Wakimoto, USAID team leader Dr Dessie Jean Kerans and Agriculture Secretary ANM Eusuf were present in the meeting.

High-level bank meet held

By Staff Correspondent

A high level meeting of the Janata, Sonali, Agrani and Rupali Banks held in the city Monday looked into ways of forming a consortium to help finance huge projects. They also decided to hold regular monthly meetings.

The meeting held at the board room of the Janata Bank was attended by the Chairmen of Janata, Sonali and Agrani Banks and a General Manager of Rupali Bank respectively.

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BTB
Wednesday

5:00	Opening announcement Al-Guran
5:10	Programme summary
5:20	News in Bangla
5:25	Recitation from the Greta
5:30	Gillette World Sports Special
5:40	Bonophul: Programme by tribal artists
5:50	Open University
6:00	Tagore songs
6:10	News in Bangla
6:20	Writer Tale Tale: Dance programme
6:30	Film: The A-Team
6:40	News in English
6:50	Prottyashar Magazine
7:00	Khobar/The News
7:10	Closing

Envoy of Qatar meets Hafiz

Ambassador of Qatar to Bangladesh Nasser Sultan Al-Bader called on Law, Justice and Parliamentary Affairs Minister Mirza Gholam Hafiz at his office here yesterday morning, reports BBS.

The Ambassador discussed bilateral relations as well as matters of common interest.

Describing Qatar as one of the friendly Muslim countries of Bangladesh, Mirza Gholam Hafiz hoped that the existing ties of close and cordial relations would be strengthened further in the days ahead.



Guests at a dinner hosted by the Chairman and members of the Board of Directors of the National Credit and Commerce Bank Limited at Sonargaon Hotel Monday evening.

Weather

Moderate rain may occur

By Staff Correspondent

Weather forecast for the next 24 hours commencing 6 am today (Wednesday) says, light or moderate rain or showers are likely to occur at many places over Chittagong and Barisal divisions, at a few places over Dhaka, Khulna and Rajshahi divisions.

The Met office forecasts, day temperature is likely to remain nearly unchanged over the country.

The country's highest temperature yesterday of 34.4 degree Celsius was recorded in Rajshahi and the lowest 22.6 degree Celsius was recorded in Rangamati.

The sun sets today (Wednesday) at 5.24 pm and rises tomorrow (Thursday) at 5.35 am.

The maximum and the minimum temperature and humidity recorded in some of the major cities and towns of the country were:

Cities/Towns	Temperature in degree Celsius		Humidity in percentage	
	Max	Min	9 am	6 pm
Dhaka	31.6	25.0	80	70
Chittagong	32.3	24.3	78	85
Rajshahi	34.4	26.2	84	77
Barisal	32.1	26.0	90	78
Khulna	32.7	26.5	77	82
Cox's Bazar	31.2	25.0	85	83
Dinajpur	33.6	26.5	85	74
Sylhet	32.5	25.8	88	67

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