Reduction Sale

by Subhashish



If business has intractable secrets, alleys loopholes and complicacies, stunts and gimmicks also account for much of its success. One way of promoting products - and universally accepted as a strong tool - is advertisement. There is nothing wrong in carrying ads with the purpose of whetting the hunger of consumerism as long as the practice does not cross a certain limit to misinform the intended receiving people of the message. In short, commerce and trades also have to abide by some ethical considerations for the greater good of any society.

Persuasion, perceived or implicit threats. strait-jacket postulation, exaggerated extolling of virtues etc go into the making of ads. But the crudity of some of the ads carried in the newspapers and magazines shown on the TV screen can cause us nauseating. Sometimes those ads claim to do miracles no science has even dreamt of. Then there is an apparently harmless way of putting up ads in that the sponsors make the tall claim of disposing of their old stocks at a throw-away price.

This also is a world-wide recognised business-promotion tactic or practice. Nobody can find fault with the practice if a shop or trading house is in dire necessity to clear off its stocks at the reduction sale found the year in our trading centres or markets concerns mainly sharees and men's wears is a little suspect. A few shops in Ramna Bhaban and Gauchia Market appear to have specialised in this temptingly price-reduction business.

Why and how? The answer to the two questions can be found in the not-so-holy business motive. The shopkeepers appeal to the weakness women are highly susceptible to. The promise for a tempting purchase for a cheap price can easily capture the attention of the materially predisposed minds. Unsuspecting, women rush to avail of the opportunity they consider a big favour to satisfy their possessive instinct. But do they really benefit?

That the reduction is no reduction is hardly known to many. The price tag before reduction is anything but reasonable. Most of the time only with rare exception - the earlier price is exhibited something fictitious and the reduced one is fixed much beyond the actual price tag. The salesmen exploit a psychological weakness and succeed to kill two birds with a single stone They boost their sale and at the same time manage to get a cut-throat price.

Anyone can see that the business ethics becomes the first casualty. But when the traders do exactly the opposite of their professed practice, should they be allowed to make a fool of the customers? Perhaps it is time that some sort of monitoring and supervision on such sale were in place. Better still if the shops were required to obtain permission before announcing the reduction sale. The items to be on sale must be checked prior to their display. It is a cheating the shopkeepers resort to and the practice should be legally dealt with.

Can anyone imagine the frustration of a woman, who has made a reduction purchase. when she discovers that one of her acquaintances has bought the same sharee in open sale for a much lower price? This exactly happens. But chances of such incidents are not too frequent to make the customers informed of the trick. The shopkeepers do not therefore lose their credibility. But any organisation like the Consumers Association of Bangladesh (CAB) looking after the interests and rights of the consumers could conveniently unmask the shops

foul play. RU to enforce ban on political activities

The Rajshahi University authorities will take necessary measures against those responsible for violation of the ban on political and cultural activities on the campus in order to ensure congenial aca-

demic atmosphere, reports BSS. The decision was taken at a meeting of the administrative council, comprising deans, hall provosts, students adviser and proctor of the university on Wednesday with Pro Vice Chancellor in the chair, an official handout from Rajshahi quoting a press release of the university

The university authorities have expressed deep concern over the announcement of an eight-day cultural programme by the Sangskritik Jote on the campus. They said if the programme was held it would affect the peaceful atmosphere prevailing on the campus.

NOTICE TO CONSIGNEE/SHIPPER

THE FEEDER VESSEL MV. NGS RANGER V-6093 IS DUE TO ARRIVE AT CHITTAGONG ON OR ABOUT NOVEMBER 14,1993 WITH K-LINE CONTAINERS RELAYED/ LOADED AT SINGAPORE EX. ALLIGATOR MIRACLE V-27009, PENANG JAYA V-816S, HENDRY HUDSON BRIDGE V-69W, BANGKOK BRIDGE V-31 LUMOSO V-901, LE YU QUAN V-183, & ENNOB V-9354, CONSIGENEES ARE REQUESTED TO CLEAR THEIR CONSIGNMENT IMMEDIATELY ON DISCHARGE OR WITHIN 45 DAYS FROM THE DATE OF UNLOADING FAILURE TO WHICH WILL BE GUIDED BY CUSTOM ACT. ALL FCL CONTAINERS ARE TO BE CLEARED /DESTUFFED BY CONSIGNEES AT THEIR OWN RISK AND

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ঢাকা সিটি করপোরেশন

নির্বাহী প্রকৌশলীর দপ্তর

আপনার পরিবেশ সুন্দর ও পরিচ্ছন রাখুন আপনার শিশুকে টিকা দিন

দরপত্র বিজ্ঞপ্তি

নিম্নে বর্ণিত কাজসমূহের জন্য ঢাকা সিটি করপোরেশনের তালিকাভুক্ত সকল শ্রেণীর ঠিকাদারসহ পাঁচ লক্ষ টাকার অধিক প্রাঞ্চলিত অর্থের জন্য, সরকারী, আধাসরকারী সংস্থার তালিকাভুক্ত প্রথম শ্রেণীর সংশ্লিষ্ট কাজের পূর্ব অভিজ্ঞতাসম্পন্ন আর্থিকভাবে সচ্ছল ঠিকাদারগণের নিকট হইতে বাংলাদেশ ফরম নং ২৯১১তে সীলমোহরকৃত খামে দরপত্র আহ্বান করা যাইতেছে। আগামী ১৭-১১-৯৩ইং/০৩-০৮-১৪০০ বাং তারিখ বেলা ১২-০০ ঘটিকার সময় বিভাগীয় কমিশনার, ঢাকা, জেলা প্রশাসক, ঢাকা এবং ঢাকা সিটি করপোরেশনের সকল প্রকৌশল বিভাগ কর্তৃক টেন্ডার গ্রহণ করা হইবে এবং ঐ দিন বেলা ১২-৩০ ঘটিকার সময় উপস্থিত দরপত্রদাতা অথবা তাহাদের প্রতিনিধিগণের সমূবে (যদি কেহ উপস্থিত থাকেন) খোলা হইবে। শতকরা হারে দর অংকে এবং কথায় উভয় লিখিতে হইবে। অন্যথায় দরপত্র বাতিল বলিয়া গণ্য হইবে। ঢাকা সিটি করপোরেশনের মেয়র মহোদয়ের অনুকৃলে বাংলাদেশের যে কোন সিডিউল ব্যাংকের ব্যাংক ডাফট/পে-অর্ডার-এর মাধ্যমে বায়নার টাকা হিসাবে টেভার-এর সহিত জমা দিতে হইবে। ঢাকা সিটি করপোরেশনের সকল আঞ্চলিক নির্বাহী কর্মকর্তা ও নির্বাহী প্রকৌশলীর কার্যালয়ে এবং হিসাব বিভাগের পোদ্দারের নিকট ঠিকাদারী প্রতিষ্ঠানের তালিকাভুক্ত সকল বৈধ দলিলপত্রাদির এবং অনুরূপ কাজের পূর্ব অভিজ্ঞতার সনদপত্রের সত্যায়িত ফটোকপি জমাদানপূর্বক (প্রতিসেট) নির্ধারিত মূল্যে নগদ অর্থের বিনিময়ে (অফেরতযোগ্য) টেন্ডারের শর্তাবলী, সিডিউল ইত্যাদি ক্রয় করা যাইবে। এতদসংক্রান্ত বিস্তারিত বিবরণ অফিস চলাকালীন সময়ে ঢাকা সিটি করপোরেশনের অঞ্চল-১ (গুলশান)-এর নির্বাহী প্রকৌশলীর দপ্তরে জানা যাইবে।

কোন দরপত্রদাতা প্রাক্তলিত মূল্যে ৫% (শতকরা পাঁচ ভাগ) অধিক উর্ধ্ব বা নিম্ন দর প্রদান করিলে উক্ত দরের স্বপক্ষে দর বিশ্রেষণ সংযুক্ত করিতে হইবে। ৫% (শতকরা পাঁচ ভাগ)-এর অধিক নিম্ন দর প্রদানকারীর দরদাতাকে কার্যাদেশ প্রদানের সিদ্ধান্ত গ্রহণ করা হইলে সেক্ষেত্রে নির্ধারিত বায়নার টাকার দ্বিগুণ পরিমাণ টাকা জমা দিতে হইবে।

দরপত্র খোলার তারিখে কোন দলিলপত্র বিক্রয় করা হইবে না। যে কোন বা সমুদয় দরপত্র কোন কারণ দর্শানো ব্যতিরেকেই গ্রহণ বা বাতিল কবিবার ক্ষমতা কর্তপক্ষের সংবক্ষিত থাকিবে।

ক্রমিক নং	কাজের নাম	প্ৰাৰূপিত অংক	বায়নার টাকা	সময়সীমা
١١ - ١	পুলশানস্থ ১ নং গোলচক্র হইতে দক্ষিণ দিকে জাতীয় স্যুটিং রেঞ্জ পর্যন্ত সসার দ্রেন ও আইল্যান্ড মেরামতকরণ। পুলশানস্থ ১ নং গোলচক্র হইতে পশ্চিম দিকে কালভার্ট— এর নিকট পর্যন্ত আইল্যান্ড ও সসার দ্রেন মেরামত ও নর্দমা পরিষ্কারকরণ।	টাকা ১,৪৮,৮৭০/- টাকা ১,৪১,৮৮৯/-	টাকা ৪,৪৬৭/- টাকা ৪,২৫৭/-	১৫ দিন ১৫ দিন
ডিসিসি/ ডি-৮২১	পিআরডি/২৪৭/৯৩–৯৪		অং	প্রকৌশলী জ্ল-১ করপোরেশন



Mosharraf Hossain Shajahan, State Minister for Irrigation, Water Development and Flood Control addressing on open discussion on Flood Action Plan (FAP) yesterday at the auditorium of the Institution of Engineers, Bangladesh (IEB) which was organised by the Engineering News of the IEB. In the picture (from left) Engr. Abul Hayat, Engr. MAK Azad, Honorary General Secretary, Prof Dr Jamilur Reza Chowdhury, President and Prof. AMM Safiullah, Chairman, Civil Engineering Department of the IEB.

Call for finding out "most suitable" way of flood control

State Minister for Irrigation and Flood Control Mosharraf Hossain Shahjahan yesterday called for finding out the "most suitable" way of flood control in the country, discussing and analysing different aspects of the problem, reports UNB.

"We have to find out the right solution through scientific method, not guided by emotion", he said while inaugurating a day-long open discussion on Flood Action Plan (FAP) at the Engineers Institute in the

morning. Organised by Institution of Engineers, Bangladesh (IEB), the inaugural session was also addressed by IEB President Prof. Jamilur Reza Chowdhury. General Secretary M A K Azad Prof A M Shaifullah and Engineer Md Saifullah.

On doubts expressed by different quarters about the FAP. the state minister said no programme should be taken that might degrade the traditional environment of the country.

"We must consider everything - our agriculture, social life and economy - in implementing any project", he said.

Referring to the adverse impact of Farakka barrage, the state minister said Prime Minister Begum Khaleda Zia had rightly brought it to the notice of the international community that Bangladesh wanted

its 'just share in the Ganges

Prof. Jamilur Reza Chow dhury said Bangladesh has been building flood control projects since the 60s. However, the complex morphology and difficult socio-economy of the country have all along challenged these flood control mea-

He said FAP aims at identification, planning, design and construction of flood management projects which are feasible in all aspects - technically, economically, environmentally and socially.

Deliberation should continue by all in order to come up with a technically feasible, economically viable, socially acceptable and environmentally sustainable FAP, the IEB President

In a paper, M Rafique Ullah said experts of various disciplines, including hardcore engineering, water resources, river training, fisheries, environment, sociology and economics. were involved in coordination of

Eng M F A Siddiqui, in another paper, said the country does not need any foreign consultants for flood control, river training, irrigation and other civil engineering works. "We can do that ourselves."

Save country's population from cancer: Biswas

President Abdur Rahman Biswas yesterday called for taking coordinated programme to save the country's population from the killer disease cancer through giving proper treatment, reports BSS.

He said we must create mass awareness among the people so that they could take appropriate measures against the disease.

"Refrain from smoking and lead a better and decent life", President Biswas said while inaugurating the fifth annual conference of Bangladesh Cancer Society at the jampacked National Museum auditorium here.

Chaired by society president Dr Sayyid Fazlul Huq, the function was also addressed by Barrister Mainul Husein, Chairman, Board of Editorial of The Daily Ittefaq and New Nation, Mohammad Mahbubuzzaman, President, reception committee and Dr Samir Kumar Sharma, general secretary of the society.

Referring to the statistics. President Biswas said that 50 lakh people die every year of cancer throughout the world while 90 lakh people were being attacked by cancer every year. "At present there are about one crore 80 lakh cancer patients", he said.

President noted that 1.50 lakh people in Bangladesh die 11:45 Closing.

each year of cancer disease and about two lakh people become cancer patients every year. He said there were eight lakh cancer patients in the country.

President Biswas said that efforts should be made to detect the cancer at an early stage to avoid further deterioration. He said a timely action at the initial stage could save a patient.

He said the people should be informed about the origin of the disease through mass education programme of the cancer soci-



Saturday

Opening announcement Al-Quran Programme summary

News in Bangla Maner Katha Cartoon film: Young Robinhood Samachar Bansharee News in Bangla Mati-O-Manush 9:00 Abhimat

10:00 News in English 10:30 Film show: Dallas 11:30 Khabar/The News 11:40 Tomorrow's programme

summary

Weather

No change in temperature By Staff Correspondent

The weather forecast for the next 12 hours commencing 6 am today (Saturday) says, weather will remain mainly dry with clear sky over the country.

The Met Office forecasts, night temperature is likely to remain nearly unchanged over the country.

The country's highest temperature yesterday of 31.5 degrees Celsius was recorded in Cox's Bazar and the lowest 18.2 degrees in Satkhira.

The sun sets today at 5:13 pm and rises tomorrow at 6:13

The maximum and the minimum temperatures and the maximum and minimum relative humidity recorded in some of the major cities and towns of the country yesterday are:

Cities/Towns	Temperatures in degrees Celsius		Humidity in percentage	
	max	min	9 am	6 pm
Dhaka	30.3	19.4	80	81
Chittagong	30.2	19.2	77	77
Rajshahi	29.3	19.2	77	85
Khulna	31.4	20.0	77	83
Barisal	30.4	20.5	87	73
Cox's Bazar	31.5	19.0	73	73
Sylhet,	30.0	19.2	81	76

ComTeq '93 opens

By Staff Correspondent ComTeq '93 - a three-day exposition of computers, telecommunication and office equipment - began at Hotel Sheraton yesterday with an aim to popularise the latest technology in the country.

Information Minister Barrister Nazmul Huda inaugurated the exhibition. Seventeen local firms are displaying their manufactured and imported accessories in the show.

The firms include Ciproco Computers Limited, Communication System Ltd. Computer and Office Automation System Ltd. Eastern Typewriter Company, Fecto Yamagen Electronics. Hutchison Bangladesh Telecom Ltd. Infotech Ltd. International Office Machines Ltd. Megacorp Ltd. Micro Electronics Limited, Pacific Associates Ltd. Projukti International, Ralex Communication and Satellite Systems, Sunrise Electronic Industries, the Telephone Shilpa Sangstha Ltd. the National Typewriter Co Ltd. and Universal Traders Ltd. On the inaugural day, a

large number of people visited the exhibition at the Sheraton ball room. The cellular telephone and 120 mb lap-top computer drew most attention of the visitors who also showed their interest in some modern but cheaper computers and xerox machines.

The state-owned Telephone Shilpa Sangstha installed a card-phone in its makeshift stall while another firm set a huge dish antenna beside its Conference and Exhibition

Management Services, a private company, organised the fair which will remain open to the public from 10 am to 8 pm during the next two days, today and tomorrow.

Inaugurating the exposition. Information Minister Barrister Huda said that the free market economy policy of the government has boosted the private sector of the country.

2ND DHAKA INTERNATIONAL **FILM FESTIVAL** 23-31, DECEMBER'93



Organized By RAINBOW FILM SOCIETY

Participating Countries Australia, China, England, France, Germany, Indonesia, Iran, India, Japan, Netherlands, Russia, Thailand, & Bangladesh

> Contact for Registration: RAINBOW FILM SOCIETY LONDON HOUSE 46, Dr. Qudrat-e-Khuda Road (Old New Elephant Road)

Time: Everyday 5-30 P.M. to 7 P.M. (Except Friday)

Dhanmondi, Dhaka-1205

COMPUTER, TELECOMMUNICATION AND OFFICE EQUIPMENT **EXPOSITION '93**

DATE: 12, 13 & 14 NOVEMBER '93 **VENUE: DHAKA SHERATON HOTEL**

EXHIBITORS)

- CIPROCO COMPUTERS LIMITED
- COMMUNICATION SYSTEMS LIMITED
- COMPUTER AND OFFICE AUTOMATION SYSTEMS LIMITED
- EASTERN TYPE WRITER COMPANY
- FECTO YAMAGEN ELECTONICS
- (SENA KALYAN SANGSTHA). HUTCHISON BANGLADESH TELECOM
- INFOTECH LIMITED.

LIMITED

- INTERNATIONAL OFFICE MACHINE LIMITED
- MEGACORP LIMITED.
- MICRO ELECTRONICS LIMITED. PACIFIC ASSOCIATES LIMITED.
- PROJUKTI INTERNATIONAL LIMITED
- RALEX COMMUNICATIONS AND SATELLITE SYSTEMS.
- SUNRISE ELECTRONIC INDUSTRIES.
- TELEPHONE SHILPA SANGSTHA LIMITED.
- THE NATIONAL TYPE WRITER CO. LIMITED
- UNIVERSAL TRADERS LIMITED

UNDP-World Bank Water and Sanitation Program

Team Leader for Bangladesh Country Team

The Job:

The Team Leader's responsibilities will include:

leadership, coordination and guidance of a multi-disciplinary team of senior sector professionals;

consolidation of the team at the "cutting edge" of sector development activities in Bangladesh;

participation in the Program's regional and international networks and exchange of information with Program activities in other countries; and coordination of inputs from the regional and the headquarters team as

well as from local and international consultants; The Team Leader will report to and be supervised by the Program's Regional

Qualifications:

Manager stationed in New Delhi.

The incumbent should hold a Master's degree or equivalent in engineering, sociology, social anthropology, economics or a related field; have a minimum of 15 years of experience in the water supply, sanitation, health, education or rural development sectors in Bangladesh. Proven ability to:

manage, inspire and guide a multi-disciplinary team of sector professionals;

work with decision makers at various levels; and

disseminate information to various national and international target groups.

The job will include substantial travel within Bangladesh and occasional travel to other countries, primarily in South Asia. The salary is highly competitive and based on qualifications and experience.

The position should be filled by February 1, 1994, but the Program may agree on a later starting date.

All applications will be treated with strict confidentiality.

Applications including CV should reach:

The World Bank Resident Mission Bangladesh; (Ref: Team Leader); 3A Paribagh; GPO Box 97; Dhaka 1000. not later than December 1, 1993: