

# Dhaka Day by Day Reduction Sale

by Subhashish



If business has intractable secrets, alleys, loopholes and complications, 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 cheap rates on an urgent basis. But the fact that the reduction sale floods the year in our trading centres or markets concerns mainly shares and men's wears is a little suspect. A few shops in Ramna Bhaban and Gaucha 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 pre-dressed 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 share 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.



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 Saifullah, 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 Shajahan 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 waters.

Prof. Jamilur Reza Chowdhury 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 measures.

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 added.

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 FAP.

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."

## 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 stall.

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.

## 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 jam-packed 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

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 society.

Table with BTV logo and Saturday program schedule including Opening announcement, News in Bangla, and various entertainment programs.

## 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 Sathkira.

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

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:

Table showing weather data for Dhaka, Chittagong, Rajshahi, Khulna, Barisal, Cox's Bazar, and Sylhet, including max/min temperatures and humidity.

## 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 academic 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 said.

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.

Advertisement for K LINE (KAWASAKI KISEN KAISHA, LTD.) regarding container shipping services, including contact information for agents in Dhaka and Chittagong.

Advertisement for 'Dhaka City Corporation' (ঢাকা সিটি কর্পোরেশন) regarding a public hearing (নির্বাহী প্রকৌশলীর দস্তর) for a project, including details about the project and public participation.

Advertisement for the 2ND DHAKA INTERNATIONAL FILM FESTIVAL (23-31, DECEMBER '93) organized by RAINBOW FILM SOCIETY, listing participating countries and contact information.

Advertisement for the COMPUTER, TELECOMMUNICATION AND OFFICE EQUIPMENT EXPOSITION '93, listing exhibitors such as Ciproco Computers Limited, Infotech Limited, and others.

Advertisement for the UNDP-World Bank Water and Sanitation Program, detailing the role of the Team Leader for Bangladesh Country Team, including job responsibilities and qualifications.