

Dhaka Day by Day

Coke's Yo Yo Drive

by Rashed Mahmud Titumir

Khela Chalche Hardam, Eki Khela Chalche Hardam (play continues, and it persists round the clock). No, it is not the greatest extravaganza of the global sports, but Yo-Yo, the need cultivator of Coca-Cola that is taking Bangladesh by storm. The craze has swept the whole country, hardly leaving any family untouched. From large urban supermarkets, they fan out to Dhaka's suburban slums, Sylhet tea-plantation, North Bengal's semi-deserted land, and Barisal's grain fields.

The soaring consumption of packaged fare around the world is perhaps most visible in the beverage industry. At a growing rate, especially after the 1971 and with the emergence of a new wealthier class in Bangladesh, the consumer class goes for soft drinks, bottled water and other prepared commercial beverages packaged in containers. Ironically, even if the tap water is made pure through boiling, its use as drinking water is declining.

According to knowledgeable quarters, much of this growth was driven by the fierce rivalry of two firms, Pepsi Co Ltd. and the Coca-Cola Company and they sell their products virtually in every country on earth.

"When I think of Indonesia—a country on the Equator with 180 million of people, a median age of 18 and a Muslim ban on alcohol—I feel I know what heaven looks like," said once Coca-Cola's president in an interview.

And so is happening here in Bangladesh with a budget of taka two crore. Tabani Beverage Company, the local agent of Coca-Cola, has launched this market promotion targeting mainly the youngsters.

Here the trick is a little bit different and innovative. When some one will buy a bottle and open it up, he will find a number depicted inside the cork.

If one can deposit serially numbered eight corks along with taka five to the dealers of Coca-Cola, one will be provided with a Yo-Yo.

The history of Yo-Yo is not exactly a recent one. The Filipinos, while hunting the animals in ancient time, used Yo-Yo. For them, Yo-Yo, was the device to 'welcome' the animals. After the second world war, Russell, a plastic company in the USA, marketed Yo Yo to promote

the sale of the beverage. This is how it all started.

"Before 1971," says Professor Harun Rashid of Dhaka University, "most of the words we heard, were personally spoken to."

"Today, the same can hardly be said. Most of the words we now hear, are sales pitches broadcast on the airwaves to us as part of a mass market," he said.

Communication in the consumer society is dominated by the sales pitch, by the unctuous voices of the market place. Advertising is everywhere. Ads cover most of the time of television and radio, and are plastered on billboards and in sports stadiums.

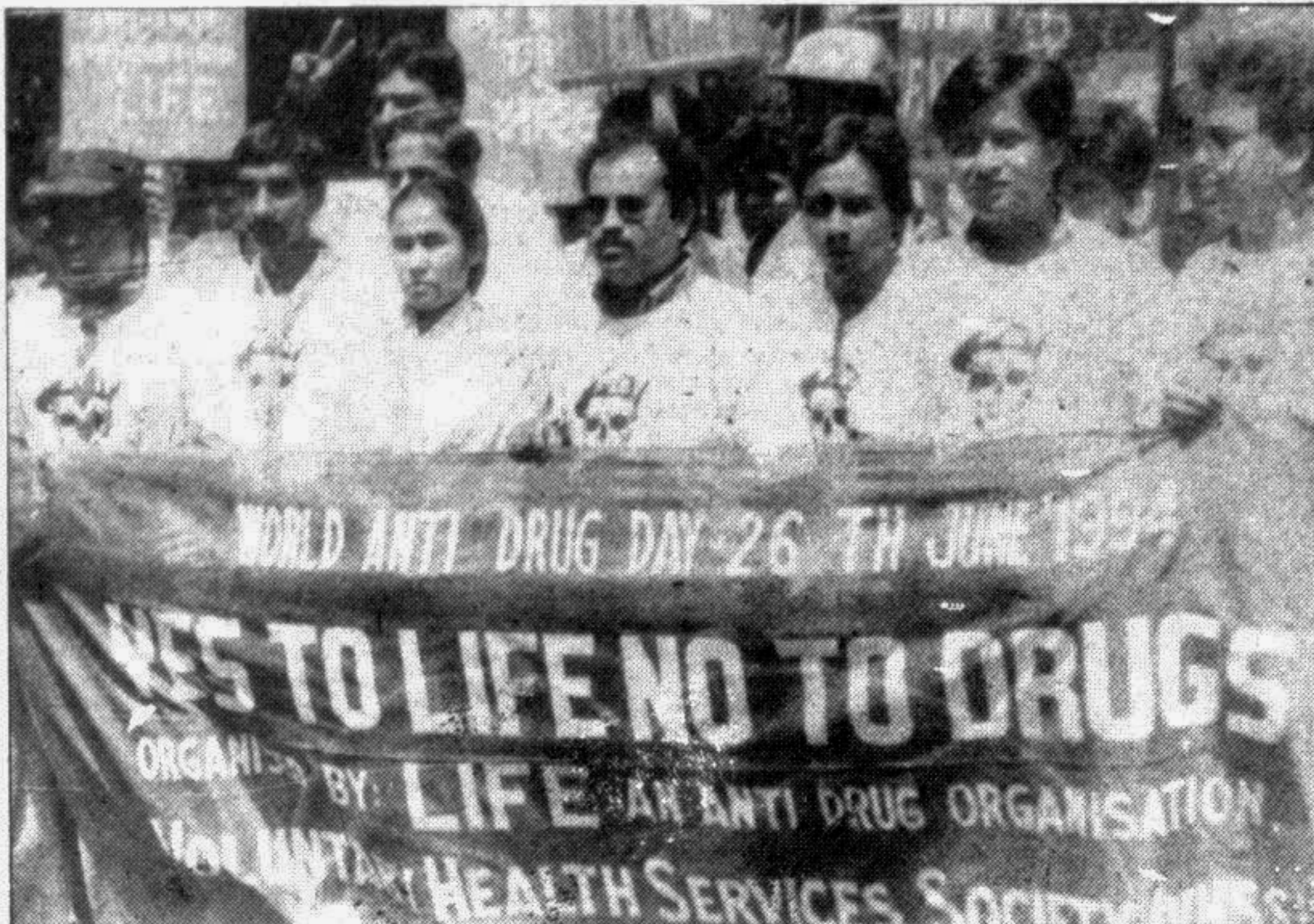
"Advertisers have a brave new world in mind, full of technologies putting them within striking distance wherever we consumers go. And this is what Coca-Cola is doing," says Azfar Hossain, a left leaning critique of consumerism.

No market can function smoothly where buyers lack information about the goods and services offered; advertisement, according to the orthodox economic theory, provides that information.

"But the contents of marketing messages themselves show the simpleness of that explanation. As dozens of similar products complete for buyers' allegiance, ads increasingly resemble dreams. Many ads offer little information, trafficking instead in images evoking sexual virility, eternal youth, existential fulfillment, and indefinite other variations on the "wouldn't-you-like-to-be—like—this theme," argues Azfar, who is also a

teacher of Jahangirnagar University. The cultivation of needs is a mammoth global enterprise. "They knew, what is to be used and when to be used and how to be used," continues Azfar. "So, now they are using Yo-Yo," concludes Azfar.

A trade journal was so impressed with the Coca Cola's success that it praised Coke's mastery of global marketing with a two-page spread depicting Hitler, Lenin, Napoleon, and a Coke bottle. "Only one," ran the caption, "launched a campaign that conquered the world."



A procession in the city yesterday in observance of the International Day Against Drug Abuse. — Star photo

Chinese team meets Saifur 'Barapukuria Coal Mine a friendship project'

The visiting seven-member Chinese delegation led by the Chinese State Minister for Foreign Trade and Economic Co-operation Chen-Xin-Hua called on the Finance Minister M Saifur Rahman at his office yesterday, reports UNB.

They discussed about the various Chinese aided projects in Bangladesh with particular reference to the Barapukuria Coal Mine project.

The Finance Minister welcoming the delegation expressed satisfaction for undertaking the project by the Chinese government.

He stressed the need for proper and timely completion of the project, since Bangladesh particularly its western part is in dire need of energy.

He said, if implemented successfully the project would help meet the demand of coal in the country. The Finance Minister assured all possible help for successful implementation of the project.

Recalling the fruitful cooperation between the two friendly countries since 1975, Rahman said, the existing excellent ties would be further strengthened in near future.

Praising China for their rapid economic growth over the past several years, the Finance Minister said, there are ample scope for both Bangladesh and China to benefit from each other's experience in respect of economic growth.

Reciprocating the sentiment, the Chinese minister said, the Barapukuria project would be a friendship project and would remain as a milestone in existing brotherly relations between the two countries.

The Chinese delegation assured Rahman that the Barapukuria Coal Mine project would be completed in time and with high priority.

Take part in social movement against drugs: Huda

Information Minister Nazmul Huda yesterday called upon all to take part in the social movement against drugs and smoking, reports BSS.

He said students, teachers, guardians, people from all walks of life and representatives of various professional organisations should take pledge to evolve a social resistance against the vices of drugs and smoking.

The information minister was addressing a discussion meeting arranged in connection with the 'International Day against Drug Abuse and Illicit Trafficking' at the Government Laboratory High School.

Organised by the Manash, the discussion was also addressed by president of the organisation Dr Arup Ratan Chowdhury, singers Ferdous Wahid and Sabina Yasmin, film actor Illays Kanchan and assistant headmaster of the Laboratory School Rashed Ali Khandaker.

A message from Prime Minister Begum Khaleda Zia was also read out at the meeting which was arranged to create awareness against the adverse effects of drugs among the students.

Huda forewarned the young students about the dangerous consequences of being addicted to drugs.

Speed test for the post of typist in Bangladesh Bank scheduled for June 30 has been deferred due to unavoidable circumstances, reports UNB.

The test will now be held on July 30 at the same venue and same time, said a Bangladesh Bank press release yesterday.

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SIAP workshop begins today

An international workshop on "Statistics for Formulating and Monitoring Poverty Alleviation Programmes" will be held in the capital from June 27 to July 14, said a press release in the city yesterday, reports UNB.

The UN Statistical Institute for Asia and the Pacific (UN-SIAP) based in Tokyo is conducting the workshop in collaboration with BRAC.

Twenty participants from 14 countries including Bangladesh will be represented. The other participating countries are: Bhutan, Cambodia, China, Fiji, India, Indonesia, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka, Malaysia and Vietnam.

4 lakh women to be benefited under VGD programme

About four lakh distressed women of the country will be benefited every year under the Vulnerable Group Development (VGD) programme for 1994-96 period, reports UNB.

It was disclosed at a meeting yesterday with State Minister for Disaster Management and Relief Harun-Al Rashid in the chair at the conference room of the ministry.

Under the programme the World Food Programme (WFP) will provide 1,16,086 metric tons of wheat every year to about 3.99 lakh VGD cardholders while Bangladesh government will extend about 33,500 metric tons of wheat.

Price of paddy procurement fixed at Tk 230

Food Minister Mir Showkat yesterday informed the parliament that the government had fixed the price of paddy procurement at Tk 230 while Tk 270 for rice procurement, reports UNB.

He said food procurement for the current season which began on May 15 will continue till August throughout the country.

Replying to a question from Abdul Majid of BNP, he said till now about 1.11 lakh metric tons of rice have been procured against the target of 2.50 lakh metric tons while only 17 thousand 562 metric tons of wheat have been procured.

Betel leaf export earnings Tk 4.44 cr

The country earned about Tk 4.44 crore by exporting betel leaf during the first nine months of the outgoing fiscal year, Commerce Minister M Shamsul Islam informed the parliament yesterday, reports UNB.

Replying to a question from Mashur Rahman of BNP he said the betel leaf were exported to Bahrain, Kuwait, Qatar, Saudi Arabia, UAE, Japan, Pakistan, Germany, Italy and UK.

Replying to another question, he said country exported cotton worth 1.52 lakh US dollars to Japan, Italy and UK during first nine months of the current fiscal.

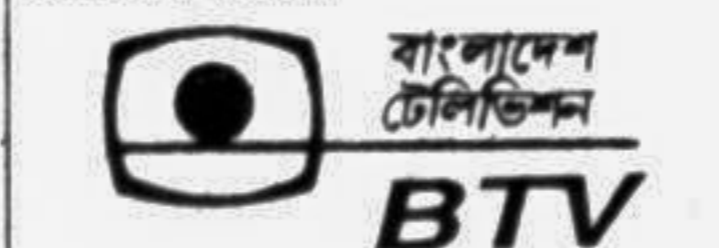
DUTA concerned at present situation

Teachers of the Dhaka University yesterday alleged that the reluctance of the government, specially the 'silent' role of the law enforcing agencies, had made the present situation of the country volatile.

The Dhaka University Teachers' Association (DUTA) in an emergency meeting yesterday expressed deep concern over the activities of some fundamentalist groups, including the anti-liberation forces and *fatwabas* across the country.

The teachers demanded firm government measures to put an end to this 'anarchic situation'. They also called upon the people to resist the activities of these fundamentalist forces.

The meeting was presided over by acting president of the DUTA Professor Khandaker Nizamuddin.



Monday

4:30	Opening announcement
4:30	Al-Quran
4:45	Programme summary
4:45	Documentary: Growing up Children
5:10	News in Bangla
5:20	Sports programme
6:05	Magazine programme
6:50	Open University
7:15	Nazrul songs
8:00	News in Bangla
8:30	Population programme
9:00	Musical programme
10:00	News in English
10:30	Comedy series: Murphy Brown
11:00	Musical programme: Disco Rally
11:30	Khabar/The News
11:40	Tomorrow's programme summary
11:45	Live telecast of World Cup Football: Germany vs Korea

BTC raises cigarette price

Bangladesh Tobacco Company has raised to Tk 52 from Tk 46 the retail price of a packet of State Express 555, reports UNB.

A press release of BTC said the price was raised, effective from yesterday, in view of recent increase of duty by the government on its two brands — State Express 555 and Gold Leaf.

It said about 60 per cent of government revenue income from the entire cigarette industry came from these two brands of BTC.

Tender Notice

Memo No 852 (11)/Engg Dated, the 25-6-94

UNIVERSITY OF DHAKA: Sealed tenders in Dhaka University form "Tender for works" are hereby invited from the enlisted contractors (Bldg) of Dhaka University for the undermentioned works & will be received by the undersigned up to 12 Noon on the dates mentioned against each work & opened on the same day at 12-15 PM in presence of the contractors who may remain present. Contractors will have to deposit as earnest money a sum of Taka as stated below in Demand Draft or Pay Order from any scheduled bank of Bangladesh. Specifications & other particulars may be had from the office of the undersigned up to 12-00 Noon on all working days except on the date fixed for submitting the tender after depositing the cost of tender forms and schedule as stated below against each work to the Janata Bank, TSC Branch (non-refundable) after showing the necessary enlistment papers endorsed by the undersigned.

Sl No	Name of Works	Esti. cost	Earnest Money	Price of Tender Form	Time Allowed for Completion	Opening Date
1	Supply of some furniture to the University Laboratory School & College, DU.	Tk 1,37,500/=	Tk 2750/=	Tk 100/=	30 days	7th July '94
2	Providing water line of Flat No 20/G & 20/H of South Fuller Road, DU (2nd time tender).	Tk 12,668/67	Tk 254/=	Tk 20/=	15 days	4th July '94
3	Repairs of mosaic floor at 19/D, 19/F & 19/H of South Fuller Road, Dhaka University.	Tk 19,820/40	Tk 397/=	Tk 20/=	15 days	5th July '94
4	Supply of 3 Nos ferrocement tank to the Shamsunnahar Hall, DU.	Tk 18,600/=	Tk 372/=	Tk 20/=	15 days	5th July '94
5	Repairing works at Flat No. 28/C, Issakhan Colony.	Tk 18,253/16	Tk 357/=	Tk 20/=	15 days	5th July '94

Executive Engineer University of Dhaka

Weather Light rain likely

Light to moderate rain or thundershower is likely at many places over Barisal and Chittagong divisions and at a few places over Dhaka, Khulna and Rajshahi divisions during the next 24 hours till 6:00 pm Monday, reports UNB.

Met office says moderately heavy falls are likely at places over Chittagong and Barisal divisions. Rainfall activity is likely to continue in the subsequent two days, the forecast added.

Day temperature may remain nearly unchanged across the country. Meantime, Teknaf experienced the highest 17 mm rain during the last 12 hours till 6:00 pm yesterday.

Country's highest temperature 35.2 degree Celsius was recorded at Srimangal and the lowest 24 degrees at Hatiya yesterday.

The sun sets today (Monday) at 6:50 pm and rises tomorrow (Tuesday) at 5:13 am.

The maximum and minimum temperatures and humidity of some major cities/towns recorded yesterday were:

City/Town	Temperature in Celsius		Humidity in percentage
	Max	Min	
Dhaka	33.0	26.7	79
Chittagong	32.5	25.7	80
Rajshahi	33.6	26.4	84
Khulna	32.8	26.8	81
Barisal	31.6	26.0	82
Sylhet	34.2	26.0	82
Cox's Bazar	32.0	26.0	72

13 lakh people visually handicapped

More than 13 lakh people of the country are visually handicapped, 10 times higher than the average figures of other countries in the world.

Quoting a WHO report Dr Jamal Nizamuddin Ahmed, an eye specialist and Consultant at the Al-Noor Eye Hospital, told UNB that at least 1.4 lakh new cases are being reported every year.

Owing to corneal opacity following Vitamin-A deficiency, 40 thousand people join the row of visually handicapped in the country, while one lakh new cataract blind cases are added to the old ones.

Vitamin-A deficiency, malnutrition and measles cause much for visual impairment in the country.

Taking note of cataract, Dr Jamal said of all the blindness cases in the world, about 40 per cent are caused by cataract, and according to the World Health Organisation report, there are 17 million cataract blinds worldwide.

Conservative estimate also shows that more than 1,000 people in every million go blind due to cataract in the developing countries every year.

"Only answer to cataract is surgery, and in Bangladesh, about 70 to 80 thousand cases

are given surgical treatment every year."

Referring to treatment available in the country, Dr Jamal said of the cataract-affected people, 70 to 80 per cent had their surgery in an indigenous way, while 20 to 30 per cent got improved, if not modern, surgical treatment in medical institutes, hospitals and private clinics.

He said distribution of ophthalmic care was uneven in our country with the major part of the available resources being concentrated in and around the cities.

Speaking about the primary eye care such as preventive, curative and promotive, he suggested the activities of Primary Eye Care (PEC) should be decentralised through eye camp activities. Primary eye care is an important part of primary health care, he said.

The only answer to the prevention of blindness lies with integrated intervention in the form of a base hospital attached to camp availability.

The physician said the pattern of eye diseases is gradually changing with the emergence of disorders more commonly considered to be related to modern lifestyle.

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