

Dhaka Day by Day

Ads on Moving behemoths

by Neil Ray

Advertisement is the right to choose. So claims an ad carried by the Cable News Network (CNN). The ad has clearly gone on a promotional campaign for the practice, the aggressiveness of which pursue people to all places - their offices, dining tables, bed rooms and even toilets. Had George Orwell been around, he might have found in advertisement a worthy challenger of the 'Big Brother.' Maybe, he attributed the honour of that omnipresent and all pervasive paying eyes to ads instead of the political system that has disintegrated in a whimper.

Ads now come out in streams as sumptuous feasts for both eyes and ears. Sometimes these two argue simply fail to take in the bombardments of ad messages, not only because of their screening frequency but also because of their crude and obscene projection. Amidst these rioting chaos and eye-sores, there are a few heart warming reliefs in the form of ads. One such attempt now makes the city a little more colourful and perhaps even graceful is the ad on the move. It is in fact not a particular ad on a certain brand of commodity that makes the eight special rather, a whole range of products and services have received that special treatment.

How are the ads on the move and special? Painted in bright colours, the ads move because the space they have bought for the purpose also moves. It should now become clear that the space is nothing other than the body of a double decker. And there are now 30 such double decker buses carrying ads on their bod-



ies. The Bangladesh Road Transport Corporation (BRTC) buses have their distinctive presence because of their huge size and height with a colour of their own. Against the background of bright red, the blue, sky-blue, white and yellow become striking and the different products are mostly painted in all these colours.

However, even if colours sometimes become a little wild, pale or out of place, there is at least one saving grace in that the last line of defence comes from the guidelines the BRTC has set for advertising on the fleet of their moving behemoths. Nothing obscene or in bad taste can be allowed to be advertised according to those guidelines. So the buses carry those ads while they move majestically on the city roads. No other ads can be as eye catching as the ones on the double-deckers simply because of the grace and aura associated with such big vehicles on the move.

The BRTC surely earns a good amount through letting the bodies of buses on hire. At the same time it has set a healthy trend of advertisement with tremendous prospect. The buses on their own stand out in the crowds of vehicles. Their service is also enviable. And now they have introduced something pleasing. People riding the minibuses are regularly subject to humiliation, physical afflictions due to stooping inside. The double deckers are a great relief in all respects. The more expanded an army of such buses on the Dhaka streets the better for the passengers and all.

12000 phone numbers to be changed this month

Telephone numbers of some 12,000 subscribers in the city will be changed during the current month in an overhauling drive to rid them of ghost billing.

Telephone and Telegraph Board sources told UNB yesterday that the numbers would be changed since the board is providing some facilities to the subscribers having analogue non-NWD (nation-wide dialing) telephone lines.

Some 6,000 subscribers have applied for converting their NWD lines to non-NWD lines to attain the facilities announced by the T&T board. The board has kept the offer open for the subscribers having analogue lines.

Under the facilities, introduced from the first of July, a non-NWD telephone subscriber will be charged a maximum of Tk 750 per month. If his or her bill amounts to less than the maximum rate, he/she will have to pay bill according to the meter count.

The aim of the new provision is to avoid ghost billing a longstanding and common complaint by the subscribers," said an official of the T&T board, adding ghost billing is possible only in the analogue lines.

The board has already started turning the NWD telephone lines into non-NWD without charging any fees. Changes of telephone lines un-

der Mirpur exchange started Saturday and were to be completed yesterday.

NWD telephone lines in Sher-e-Bangla telephone exchange area will be converted to non-NWD July 4-8. Nilkhet exchange July 11-12, Gulshan July 13-14, Maghbazar July 16-22 and Ramna July 22-30.

Officials said, to provide the facilities to the applicants, another 6,000 analogue telephone numbers will be changed along with the numbers of the applicants for technical reason.

The changes in the numbers of telephone lines are being published in the national dailies, they said.

The T&T board has already brought Narayanjanj telephone exchange under the Dhaka multi-exchange system. People of the capital now can get Narayanjanj dialing 2 before the subscriber's number. In Narayanjanj, the people have to dial 77 to call Dhaka.

The board has also introduced 25 per cent exemption of bill for ISD (International Subscriber's Dialing) subscribers from July 1, if they dial between 11 pm and 8 am.

Citing examples, officials said the subscribers would have to pay Tk 180 as charge for three minutes' call to the United States during the off-peak hour instead of normal Tk 240.



The Jatiya Samajtantrik Dal (JSD-Inu) brought out a procession in the city yesterday to resist the religious fanatics. —Star photo

SUBSCRIPTION OF SHARES

MITHUN CORPORATION LTD.

(A knit Fabric Mfg. & Processing Co.)

Senakalyan Bhaban, 12/F, Suite # 1201, Dhaka.

An Enterprise of **bangas Tallu Group**

We invite kind attention of our wellwishers and prospective investors to the public subscription for ordinary shares of Tk. 2,50,00,000.00 (Taka Two Crores & Fifty lacs) of Tk. 100.00 each (at par) **Now open from 30.6.94 till 9.7.94.**

MAIN FEATURES OF THE PROJECT

- ★ 100 % Export-oriented Industry (Project situated at Export Processing Zone, Chittagong).
- ★ Company enjoys 10 year's Tax - Holiday & 50% Tax exemption on export sales.
- ★ Take this advantage to enjoy Income -Tax rebate on Investment.
- ★ Dividend Income is Tax exempted.

LIST OF BANKERS TO THE ISSUE

1. NATIONAL BANK LIMITED
Dikusha branch, Dhaka
Foreign Exchange Branch, Dhaka
Bangshal Road Branch, Dhaka
Elephant Road Branch, Dhaka
Rajshahi Branch, Rajshahi
Khulna Branch, Khulna
Syhet Branch, Syhet
Khatungonj Branch, Chittagong
2. INTERNATIONAL FINANCE INVESTMENT AND COMMERCE BANK LIMITED (IFIC)
Federation Branch, Dhaka
Shantinagar Branch, Dhaka
Dhanmondi Branch, Dhaka
Agrabad Branch, Chittagong
Rajshahi Branch, Rajshahi
Khulna Branch, Khulna
3. AGRANI BANK
Principal Branch, Dhaka
Amin Court Branch, Dhaka
Farmgate Branch, Dhaka
Ramna Branch, Dhaka
Shahab Bazar Branch, Rajshahi
Laidighi East Branch, Chittagong
Commercial Area Branch, Chittagong
Sir teba Road Branch, Chittagong
Laidighar Branch, Syhet
Chawk Bazar Branch, Bansal
Monohorpur Branch, Comilla
Fandipur Branch, Fandipur
4. ARAB BANGLADESH BANK LTD.
Principal Branch, Dhaka
Kawran Bazar Branch, Dhaka
Motiheel Branch, Dhaka
Imamganj Branch, Dhaka
Agrabad Branch, Chittagong
Khatungonj Branch, Chittagong
Modhuban Branch, Syhet
Khulna Branch, Khulna
Bansal Branch, Bansal
Rajshahi Branch, Rajshahi
5. INVESTMENT CORPORATION OF BANGLADESH
Head Office
Chittagong Branch
Rajshahi Branch
Khulna Branch
Syhet Branch
Bansal Branch
6. SONALI BANK
Dikusha Branch, Dhaka
Ramna Branch, Dhaka
Sadarghat Branch, Dhaka
Farmgate Branch, Dhaka
Dhaka Cantonment Branch, Dhaka
K. C. Day Road Branch, Chittagong
Khulna Branch, Khulna
Rajshahi Branch, Rajshahi
Bansal Branch, Bansal
Syhet Branch, Syhet
Bogra Cantonment Branch, Bogra
Chudanga Branch, Chudanga
7. RUPALI BANK LTD.
Local Office, Dhaka
Foreign Exchange Branch, Dhaka
Rupali Sadan, Dhaka
Motiheel Branch, Dhaka
Ramna Branch, Dhaka
Ibrahim Mansion, Dhaka
Sadar Road Branch, Bansal
Agrabad Branch, Chittagong
Khatungonj Branch, Chittagong
Shamas Bhaban, Khulna
Shahab Bazar Branch, Rajshahi
8. JANATA BANK
Local Branch, Dhaka
Foreign Exchange Corporate Branch, Dhaka
Imamganj Corporate Branch, Dhaka
Motiheel Corporate Branch, Dhaka
Laidighi East Corporate Branch, Chittagong
Shahab Mujib Road Corporate Branch, Chittagong
K. D. Gosh Road Corporate Branch, Khulna
Syhet Corporate Branch, Syhet
Rajshahi Principal Branch, Rajshahi
Bansal Principal Branch, Bansal
9. BANK OF SMALL INDUSTRIES AND COMMERCE BANGLADESH LIMITED
Dhaka Main Branch, Dhaka
Shantinagar Branch, Dhaka
Agrabad Branch, Chittagong
Khulna Branch, Khulna
Rajshahi Branch, Rajshahi
Bogra Branch, Bogra
Narayanganj Branch, Narayanganj
Dikusha Branch, Dhaka

Govt trying to procure external assistance for ICSTED project

The government is trying to procure external assistance to implement the project on International Centre for Science, Technology and Environment for Densely populated regions (ICSTED), reports BSS.

This was informed at the fifth meeting of the executive committee of the National Council for Science and Technology (NCST) held at the Bangladesh Council of Scientific and Industrial Research (BCSIR) conference room in the city yesterday.

Prime Minister Begum Khaleda Zia laid the foundation stone of the project at Agargaon on May 22, 1993.

The ICSTED, the brainchild of Nobel laureate Prof Abdus Salam, was proposed to be set up with the assistance and co-operation of the Third World Academy of Sciences in Trieste, Italy. Prof Salam is the founder director of ICSTED. The project could not proceed as the Third World Academy of Sciences could not mobilise the external finance mainly due to ill health of Prof Salam.

It was proposed to set up 20 such centres in the third world countries with the aim of bringing the condition of densely populated regions at par with the faster developing regions through application of science and technology.

Chaired by the State Minister for Science and Technology Prof M A Mannan the meeting was attended by Industries Minister A H Zahiruddin

Khan, State Minister for Planning Dr A Moyeen Khan, Vice-Chancellor of Open University Dr M Shamsheer Ali, Forest and Environment Secretary Abdullah Haroon Pasha, Science and Technology Secretary Anwarul Islam, BCSIR Chairman Dr M Walluzaman, Atomic Energy Commission Chairman M A Quyum and other members of the committee.

Speaking on the occasion, the Industries Minister emphasised the need for target oriented research leading to commercialisation of the research outcome.

The meeting reviewed the progress of implementation of the decisions taken in the fourth executive committee meeting of NCST held on May 29 last and decided to take measures to expedite the implementation.

A working group consisting of members of the executive committee of NCST with the secretary of science and technology as its chairman was formed in the meeting. The objective of the group is to gear up the activities of different research organisations and make them target oriented leading to commercialisation of the products.

The meeting formed two separate committees for external evaluation of the activities of BCSIR and Bangladesh Atomic Energy Commission (BAEC) for the last few years. The committees are headed by

Prof S Z Haider of Dhaka University and Prof Jamal Nazrul Islam of Chittagong University respectively.

It also discussed the issue for establishment of an institute of biotechnology to help boost up production in the agricultural and industrial sectors.

The meeting also heard a presentation on "what Bangladesh could do in the light of 21st century science and technology" presented by Prof Shamsheer Ali and decided to prepare a realistic proposal on this basis for presentation in the next meeting. It was informed that the proposal for revival of the beach and mineral exploration project and the uranium and thorium exploration project of BAEC was sent to the Planning Commission for approval.

N-research reactor scientists meet today

A four day technical committee meeting (TCM), jointly sponsored by the International Atomic Energy Agency (IAEA) and Bangladesh Atomic Energy Commission (BAEC) begins today at 9:00 am at the Atomic Energy Centre here, reports BSS.

Nuclear research reactor scientists of 12 countries of Asia and Pacific region, Australia, China, India, Indonesia, Japan, South Korea, Malaysia, Pakistan, Philippines, Sri Lanka, Thailand, Vietnam and host country Bangladesh will participate.

What's on today

BGMEA: The inauguration ceremony of BGMEA healthcare and education centre. Chief guest: Abdul Mannan Bhuiyan, Minister for Labour and Manpower. Special guest: David N Merrill, US Ambassador to Bangladesh. Venue: 32/B, Malibagh Chowdhuripara.

Workshop: On the Role of Imams in Anti-drug Campaign organised by the Green Leaf Campaign. Chief guest: Prof Emaz Uddin Ahmed, VC, DU. Special guests: Daud-Uz-Zaman, DG, Islamic Foundation; Gias Kamal Chowdhury, journalist; Syed Muniruddin, Addl DG, DNC. AE Talukdar will preside. Venue: Muhammadpur Imam Training Centre.

Seminar: On Rural Development and Poverty Alleviation organised by the Carl Duisberg Samity Bangladesh. Chief guest: SM Al-Husainy, Chairman, Sanirbar Bangladesh. Guest of honour: H Lechner, Director, Goethe Instt. Prof Dr Anwarul Aziz will preside. Venue: Goethe Instt. auditorium, Dhanmondi. Time: 5 pm.

Rotary Club of Dhaka Central: The regular weekly meeting will be held. Venue: Dhaka Club. Time: 8:30 pm.

Rotary Club of Gulshan: 19th installation ceremony will be held. Chief guest: Prof M. Shamsul Huq, Chairman, University Grants Commission. Venue: Sonargaon Hotel. Time: 6:30 pm.

Call to resist communal forces

By Staff Correspondent

President of the Bangladesh Sangbadpatria Parishad Kazi Shahed Ahmed in a statement Sunday called upon all democratic minded people to resist the activities of anti-liberation communal forces.

Kazi Shahed in his statement said the fundamentalist forces had unleashed a reign of terror in the country during the June 30 hartal by attacking the journalists and obstructing the distribution of pro-democracy newspapers.

He demanded stern action against the persons involved in fueling communalism.

Jahanara Imam's death condoled

By Staff Correspondent

The Association of Development Agencies in Bangladesh (ADAB) Sunday condoled the death of Jahanara Imam.

A condolence message from the ADAB said, her death will weaken the on-going agitation to protect independence, democracy and human rights.

"She will survive amongst us as an eternal source of inspiration in the struggle to uphold the spirits of the Liberation War," said the condolence message signed by ADAB Chairperson Khushi Kabir.

Leaders of the Bangladesh Students' Union Sunday demanded immediate withdrawal of treason charges against Jahanara Imam and 23 other prominent citizen of the country.

The government must withdraw the cases to show respect to the four-point agreement reached between the Treasury Bench and the Opposition barring Jamaat, they pointed out.



- 4:30 Opening announcement Al-Quran
- 4:45 Programme summary
- 4:55 Documentary: Growing up Children
- 5:10 News in Bangla
- 5:20 Sports programme
- 6:05 Model's Garab Moder Asha
- 6:45 Open University
- 7:15 Nazrul songs
- 8:00 News in Bangla
- 8:30 Janamat
- 10:05 Live telecast of World Cup Football Holland vs Ireland
- 1:30 Brazil vs USA

বিজ্ঞপ্তি

সম্মানিত বিদ্যুৎ গ্রাহকবৃন্দের অবগতির জন্য জানানো যাইতেছে যে, চাহিদার তুলনায় বিদ্যুৎ উৎপাদন ঘাটতি থাকার কারণে ডেসা কর্তৃপক্ষ লোড শেডিং করিতে বাধ্য হইতেছে। বিদ্যুৎ উৎপাদন বৃদ্ধি করিরা ঘাটতি পূরণ না করা পর্যন্ত লোড শেডিং পরিহার করার কোন সুযোগ নাই। বিতরণ ব্যবস্থা চালু রাখার স্বার্থে লোড শেডিং অপরিহার্য হওয়ায় এ ব্যাপারে সম্মানিত গ্রাহকবৃন্দের সহযোগিতা কামনা করা হইতেছে।

লোড শেডিং জনিত কারণে গ্রাহকবৃন্দের অসুবিধার জন্য কর্তৃপক্ষ আন্তরিকভাবে দুঃখিত।

ঢাকা বিদ্যুৎ বিতরণ কর্তৃপক্ষ

Weather

Rainfall likely to increase

Moderately heavy falls are likely at places over Khulna and Barisal divisions during the next 24 hours till 6 pm today, reports UNB.

Met office says light to moderate rain or thundershower may occur at most places over Khulna and Barisal divisions and at many places over Dhaka, Chittagong and Rajshahi divisions.

In its outlook for the subsequent two days weathermen said that rainfall is likely to increase.

Meanwhile Chittagong experienced the highest 17 mm rain yesterday.

Day temperature is likely to remain nearly unchanged during the period across the country.

Country's highest temperature 33.8 degree Celsius was recorded at Rangamatl and the lowest 24.1 degrees at Feni.

The sun sets today (Monday) at 6:50 pm and rises tomorrow (Tuesday) at 5:16 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	9 am	6 pm
Dhaka	31.4	26.6	76	70
Chittagong	33.6	25.2	84	92
Rajshahi	31.3	25.5	86	92
Khulna	31	25.8	80	90
Bansal	30.5	24.5	100	90
Syhet	31.5	25.3	92	77
Cox & Bazar	32.5	25.0	74	60
Dinajpur		25.4	74	

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