

Dhaka Day by Day

Adult Literacy and the Role of the Radio

by Fayza Haq

At a workshop, held at the Goethe Institut recently, various local and overseas reports, observations and recommendations on the means of eradicating adult illiteracy in Bangladesh, were discussed and analysed.

Speaking at the workshop, MN Mustafa, Media Advisor, Bangladesh Open University, said that in view of the absence of an adequate number of educational institutions, lack of resources and rising population — specially among the impoverished section of the rural masses of Bangladesh — Radio Bangladesh could be used as an effective medium for education, particularly literacy.

The dimly low rate of literacy could be raised, provided the limitations of the sound media are identified, and covered up by taking appropriate measures.

Mr Mustafa said, "He added, 'This means material aids to verify audio materials with visual materials. The approach to make the message available to illiterate adults will be different from that to the literate ones.'

Mr Mustafa continued, "For this purpose the authorities must identify the target and goals with formative research on the subject. Since audio contact for educating the illiterate has its organic limitations, it could be overcome by physical and visual approach. Once this natural handicap is met with circumventing measures, sound broadcasting may become the cheapest and most pervasive medium to cause a crack in this thick crust of illiteracy.

Mr Jerome Sarkar of Rangpur Dinajpur Rural Service (RDRS), speaking at the workshop added, "Our experiences suggest that the first step to eradicate illiteracy is to make people aware of the needs and benefits of becoming literate. One may set up schools, organise classes, and the radio may broadcast programmes, but if the people do not feel inclined to learn and become literate, it will be a helpless situation. Here, in Bangladesh the radio should broadcast programmes to inspire people to get rid of the curse and avail of the benefits of literacy."

Mr Sarkar said in conclusion, "On many occasions, the radio authorities (in Bangladesh and overseas) had recorded the discussions on economic aspects, by the various groups and the same was broadcast over the radio, in Bangladesh, for other groups to learn and practice."

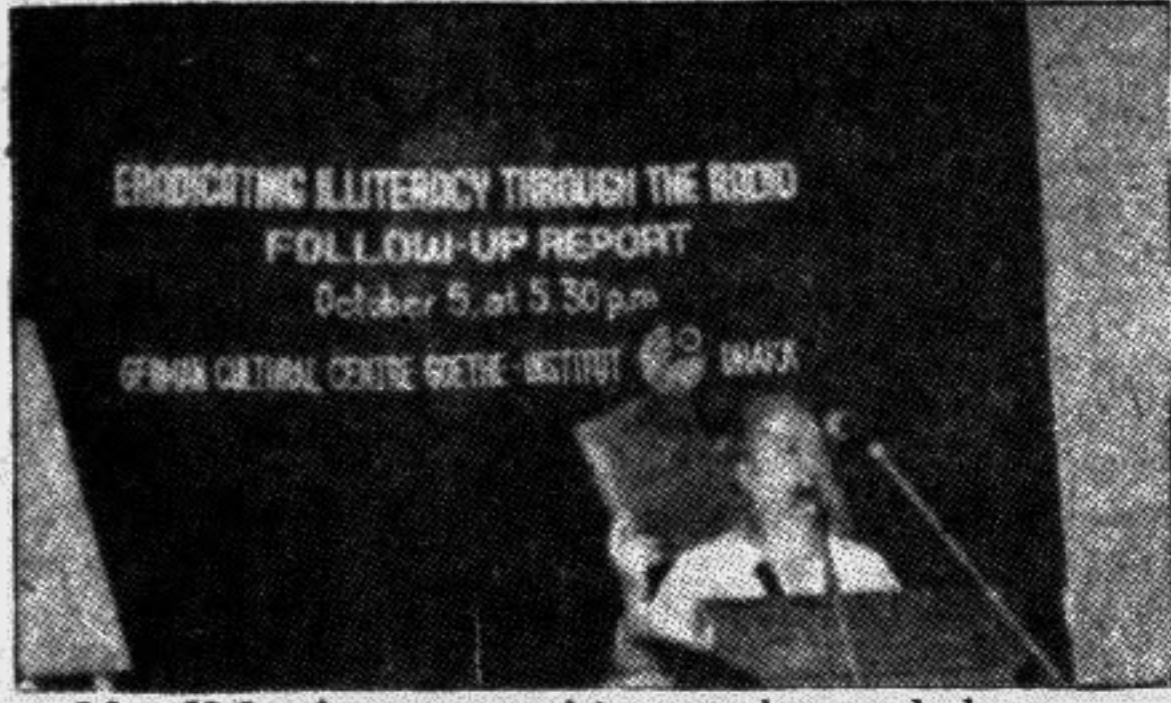
Mr Bernd Wegmeyer, a senior staff of the Deutsche Welle (Voice of Germany), (whose keynote paper on the role of the radio in development was being assessed at the workshop), had explained at a seminar, held earlier, that, "the coveted goals of development cannot be achieved without mass literacy." He had noted with satisfaction, "that the government of Bangladesh is fully aware of the importance of literacy."

Mr Wegmeyer, however, had also expressed his concern about the fact that little is known about the effectiveness of open broadcasts currently being put on air by Radio Bangladesh for adult literacy programmes. He had explained, further, that the radio is no "miracle-drug" for adult education. However, he expressed his belief that Radio Bangladesh appears to be capable of handling the effectiveness of the electronic mass-media in creating a sense of awareness among the people at large, and to continue with the literacy drives, that they had assailed.

Mrs H Lechner, the Director of the Goethe Institut, concluded the workshop by saying, "The radio may play an important role, provided new ways in programming are found. People are traditionally used to learning through hearing, and radio sets are to be found even in remote areas or they should be provided with them. Once radio sets are available, the broadcasts can be tailor-made to suit almost any need."

"During the workshop, suggestions have been made to take pains in finding out interesting topics for listeners. The presentations should be entertaining, and never the lecture-type. A series of broadcasts, connected with the literacy drive, could lead to measurable results — measured, for example, in easy-reading contests between two or more neighbouring villagers/towns/countries.

"The most successful contenders should be rewarded if only through clear mention in the national broadcast. The literacy lessons at the villages of Bangladesh could be followed up by 'active radio listeners' clubs (ones already exist in Bangladesh and overseas) which will eventually and hopefully, spread literacy further, and far beyond what the network of radio broadcasts already do, both locally and internationally."



Mrs H Lechner, speaking at the workshop at Goethe Institut.



Associates and admirers wailing over the coffin of elderly Communist Party leader Barin Datta at the party office in the city. He died at the Dhaka Medical College Hospital yesterday. — Star photo

Haniffa pays farewell call on Biswas

Outgoing Sri Lankan High Commissioner Dr A N Haniffa paid a farewell call on President Abdur Rahman Biswas at Bangabhaban yesterday, reports UNB.

During the meeting, President Biswas hoped that the excellent bilateral relations that so happily exist between the two friendly SAARC member countries would continue to grow in the days ahead.

The Sri Lankan envoy appreciated Bangladesh's efforts for improving the socio-economic condition of the people.

27,000 tonnes aman saved as 18 lakh rats killed

Some 27,000 tonnes of aman crops were saved last year by killing more than 18 lakh rats across the country, reports UNB.

Revealing this at the inaugural function of the month-long "Rat Killing Campaign '94" at Khamarbari in the city yesterday speakers said the Agriculture Extension Department has taken up more effective programme to save additional foodgrains this year. Agriculture and Water

Resources Minister M Majid-ul Haque, addressing the function as chief guest, called upon the people to make "rat killing" a social campaign to save crops and guard against possible spread of plague.

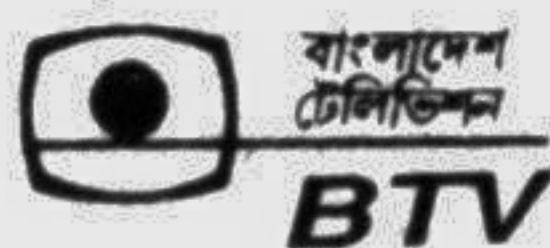
Rats are a dangerous enemy of man because they destroy foodgrains and spread the germ of plague, he said and urged all to participate in the rat killing campaign.

The minister underscored the importance of cleanliness and said the campaign has been launched to create awareness among the people about the harms caused by rats.

The campaign should not be confined to its month-long activities, he said, but carried out round the year to make the country free from rats.

Agriculture Secretary M Akhtar Ali, director general of Agriculture Extension Department Dr Md Ayubur Rahman, Abdur Rauf, Abdul Maleq and Dr Abdul Karim also addressed the function.

Later, the agriculture minister distributed prizes and certificates to the three winners for killing highest number of rats in different parts of the country.



Friday Morning session

- 8:00 Opening
- 8:15 Religions programme: Alor Disheri
- 8:40 Film show: Wind in the Willows
- 9:00 Programme for children: Amra Natun
- 9:30 Cartoon show: Batman
- 10:00 News in English
- 10:05 Moner Mukurey
- 11:15 Film show: Tarzan
- 11:45 Health programme: Prescription
- 11:55 Musical programme: Marami

Evening session

- 3:00 Opening
- 3:15 Cartoon show: Teenage Mutant Ninja Turtles
- 3:45 Movie of the week: The Conqueror
- 5:10 Khabar
- 5:25 Sports programme
- 6:00 Open University
- 7:25 Musical programme
- 8:00 News in Bangla
- 8:30 Comedy series: Perfect Strangers
- 9:00 Magazine programme: Ityade
- 10:00 News in English
- 10:30 Drama series: Law and Order
- 11:30 Khabar/The News
- 11:40 Tomorrow's programme announcement
- 11:45 Closing

Drama group for children

The Russian Cultural Centre is going to organise a children's drama group titled "Studio Parus", says a press release issued yesterday by the centre.

Interested children up to 12 years of age have been advised to contact the Russian Cultural Centre, House-510, Road-7, Dhanmondi R/A. Telephone: 312319, 318531.

ADMISSION OPENS FOR '95

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Weather

Dry weather likely

Weather is likely to remain dry over the country with partly cloudy sky over Khulna, Barisal divisions and the regions of Chittagong, Noakhali and Faridpur during the next 12 hours till 6 pm today, reports UNB.

The Met office forecasts day temperature may fall by 1 degree Celsius over Khulna, Barisal divisions and the regions of Chittagong, Noakhali, Faridpur, Dhaka and may remain nearly unchanged elsewhere across the country.

Country's highest temperature 35.1 degrees Celsius was recorded at Bogra and the lowest 19.4 degrees at Dinajpur.

The sun sets today at 5:27 pm and rises tomorrow at 5:59 am.

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Notice to Consignees

It is notified for information of the Consignees that the arrival Schedule of the Cargo covered by Bills of Lading issued by P & O Containers Limited are as under:

Loadports	Mainline Vessel	Voy	Feeder Vessel	Voyage	Imp. Rot. No.	Date of Arrival at Chittagong
Bangkok	Srimane	SRMO38	Kota Bintang	017	840/94	23/10
Madras	Jiger Island	117				
Hong Kong	Maersk Nanhai	9401				
Kaoshiung (Taiwan)	Repuise Bay	TO 520				
Hong Kong/Busan	Monte Rosa	9403	Peter Starostin	50S194	836/94	24/10
Rotterdam	Edinburgh Maersk	9411				
Bremen	London Maersk	9412				
Zeebrugge	Jervis Bay	T05188				
Hong Kong	Singapore Bay	T04837		467	839/94	25/10
Hamburg	Kota Buana	8NA040	Lhotse			
Rotterdam	Peninsular Bay	T04877				
Bangkok						
Hamburg/Rotterdam						

Consignees are requested to arrange clearance of their Cargo. Consignments not cleared within 45 days from the date of arrival of the vessel are liable to be sold in Auction by Customs Authority under Section 82 of Customs Act without any reference to the Consignees.

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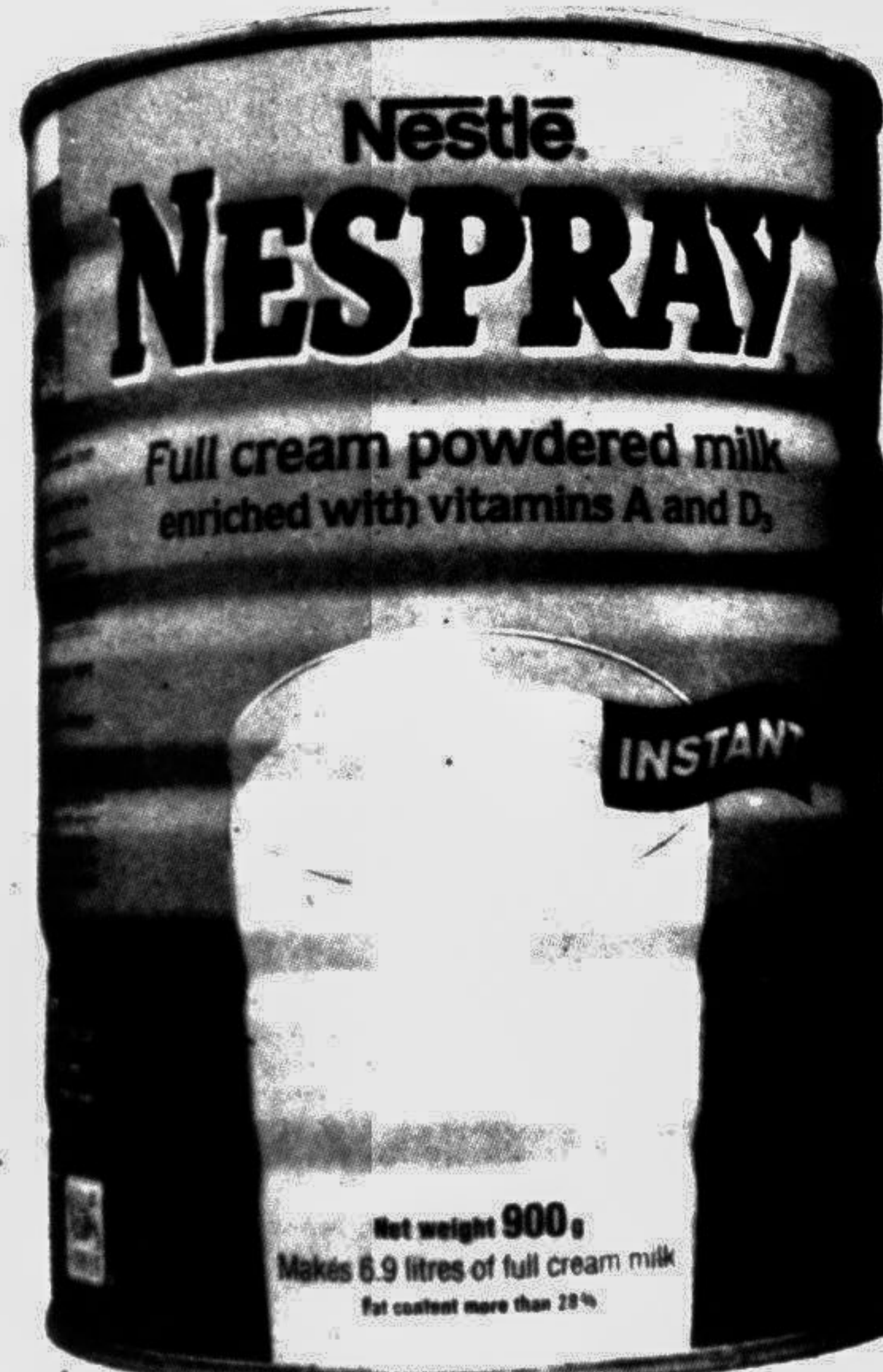
CAREER OPPORTUNITY BRANCH MANAGER

Standard Chartered Bank - a UK based International bank is looking to fill the position of a Branch Manager for the bank's Chittagong operation. This is a challenging and a growth oriented position.

The candidate should be in his mid-thirties with a minimum of 8 to 10 years of branch banking experience. The job is highly demanding and therefore requires a proven track record of performance preferably in a computerised and automated financial environment. The incumbent should also possess excellent communication ability in English and Bengali combined with strong leadership qualities. Sound technical competence in general banking as well as credit and marketing skills are an essential pre-requisites for the position. Knowledge of basic computer operations will be an added advantage.

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Applicants who fulfill the above qualification and experience should hand in their detailed C.V. alongwith an application for the position, in confidence, to the "The Head of Human Resources", Standard Chartered Bank, First Floor, ALICO Building, 18-20 Motijheel Commercial Area, Dhaka, not later than 30th October 1994. Candidates who do not fulfill the above requirements need not apply. Persons who will be shortlisted for the preliminary interview will be contacted within two weeks from the last date of submission of the application accompanied with the C.V.



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