

Dhaka Day by Day

Promoting Modelling as a Profession

by Aasha Mehreen Amin

It takes more than just good bone structure and above average height to be a good model. A certain amount of talent is required to get that 'right look' that will draw attention. In the case of television advertisements models must also know how to act in order to convince the public that a product is worth buying. With products becoming increasingly competitive the need for advertising and with it the demand for good models has certainly gone up. A well known model for example can earn from 50,000 taka to 100,000 taka per advertisement. This, together with a gradual change in the negative attitude towards modelling has made this profession more popular than ever among young people. Apart from the extra money, the glamour associated with modelling has attracted many young men and women to this field.

All the more reason for proper training in modelling something that is lacking in Bangladesh. There are no modelling or acting schools in this country. Most models, unless they are already acting in theatre or television drama, learn whatever skills needed from the advertising agencies they work for.

This is where Jhok, an agency that promotes modelling and acting, mainly by offering training and skills development, has made a difference. The two-week workshop, arranged by Jhok, to train amateurs the art of modelling and acting, is no doubt an exciting event for many young aspiring models. This is because says, Zahid Ahmed Chowdhury a teenager himself and the chief co-ordinator of the event, the workshop includes a whole package of activities. Specially structured courses taught by well known t.v., theatre and film artists will give the students the unique opportunity to learn from people they admire so much. Courses include training in cat-walking, make-up, dress, presentation, acting and phonetics. Moreover, says, Zahid, there will be exams including written ones, to select models for special fashion shows both in Dhaka and outside. There will also be a few package plays to expose the students to the public. The objective says Zahid is to create opportunities for young people to take up modelling professionally.

The idea for such a workshop originated from Jesmin Rahman, Zahid's mother who died of cancer recently. "Since she could not

continue the work, I decided to take up this project for her", says Zahid.

The students include 23 women and 32 men aged between 14 and 24 years with one or two older than that. "A lot of young men and women are willing to get into modelling", says Mansur Ahmed Chowdhury, Zahid's father and director of Impact Foundation "one reason is for exposure in the electronic media and secondly, for the extra income."

To give the workshop a boost the inauguration took place on May 16th at the National Museum with noted persons as guest speakers. This included Forest and Environment Minister Akbar Hossain, Mustafa Manwar and TV and theatre artist Lucky Enam, who has her own advertising agency.

Lucky Enam, who has her own advertising agency, said that modelling as a profession in Bangladesh was very far behind international standards. "But we must move forward and keep up with other countries." Training, therefore, she said was essential, not only for the models but everyone else involved in the television advertisement, such as the agents, producers and even the advertisers. Many models, Enam pointed out, come to the advertising agency, with no clue about what can be expected of them. "They must have some skills before they come to the agency and it is our responsibility to create such opportunities."

The improvement in the quality of television advertisements has also helped change the general attitudes towards modelling said Artist Mustafa Monwar. "Television has really helped to show how talented our young people are. It shows that only training will not produce a good model. It also requires a special talent although of course, when it is taken up professionally, training is necessary. Monwar stressed that in the process of training, "We must use our own resources". That is to say, we must learn from the work of leaders of the performing arts of our country such as Rabindranath, Joydul Abedin etc.

The workshop, although perhaps too short to give aspiring models a complete training in modelling, will certainly give them a good head start. It will also pave the way for more of such workshops to come. More than anything it will give young people confidence and a reason to believe in themselves.



M Saifur Rahman, Minister for Finance, speaking as chief guest at a seminar organised by the BCS (Telecom) Association in observance of the World Telecom Day at the BUET auditorium in the city yesterday. — Star photo

Quality of education declining: Edn Secy

By Staff Correspondent

Education Secretary Ershadul Huq yesterday said that government investment in the education sector was increasing fast, but the quality of overall education was declining.

"Students now prefer star marks to knowledge," Ershadul Huq said while speaking at a dialogue on "Independent Review of Bangladesh's Development" at a local hotel.

Taking part in a discussion on the education sector, the secretary also observed that the number of students in science education was declining.

"Some 7,500 students, out of a total 183,000, sat for degree examinations last year from science group, of which only 800 had mathematics," he added.

"We must give our attention to quality of education rather than number," he said adding, "A lot of students hardly go through their text books to pass examinations, instead they follow guide books."

Elaborating on different programmes in the education

sector, Ershadul Huq said an increase in literacy rate would help eradicate poverty.

Dr Abdullah Al Muti Sharfuddin, who also took part in the discussion among others, said the education sector was under-financed, though "we hear that the sector is getting top priority in budgetary allocations."

Meanwhile, Dr Majeed Khan, president of Independent University, stressed the need for professionalism in the sector for improvement in the system.

S A M S Kibria, former executive secretary of ESCAP, pointed out that terrorism was responsible for the decline in the quality of higher education in the country.

Secretary of the Ministry of LGRD, S A Farouk Chowdhury, said there was a chronic shortage of teachers, classrooms and schools. No new posts for teachers have been created since 1990, he added.

Prof Rehman Sobhan, executive chairman of the Centre for Policy Dialogue, moderated the function.

Disaster management body meets

A meeting of the inter-ministerial disaster management coordination committee was held in the city yesterday to review the updated position of high tide in the coastal districts due to a depression in the Bay of Bengal, reports UNB.

Held in the conference room of the Cabinet Division at the Bangladesh Secretariat, the meeting was presided over by cabinet Secretary M Ayubur Rahman.

The meeting elaborately discussed the latest situation and the measures taken by the government at the field level, said an official handout.

The meeting gave directives to local authorities to take appropriate measures after assessment of damages in the affected areas.

The Water Development Board is directed to take immediate measures to repair damaged embankments.

Ministry of Disaster Management and Relief has been providing dry-foods for the affected people. The district administration of the coastal districts have been distributing necessary relief goods to them.

GREEN DELTA INSURANCE CO. LTD.
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NOTICE TO THE PUBLIC SHAREHOLDERS OF THE COMPANY

Pursuant to Rule No.15B (3) of the Insurance Rules 1958 nominations in the prescribed form are invited from eligible shareholders expressing his/her willingness to contest the election of Directors from public subscribers in the 9th Annual General Meeting of the Company to be held at the date, time and place given below:

Date : 20th July 1995
Time : 3-00 PM
Place : Hotel Purbani, Dhaka
Number of Directors To Be Elected : 10 (Ten)

Nomination papers and criteria for qualification of Directors are available on request at the registered office of the Company.

Nomination papers will be received from 9 AM 22nd June 1995 and the last date of filing nomination papers is 12th July 1995 upto 5-00 PM and of withdrawal of nomination papers is 15th July 1995 upto 5-00 PM.

Final list of eligible candidates, after scrutiny, will be notified in the Notice Board at the Registered Office of the Company on 17th July 1995.

By Order of the Board of Directors
O. M. Sharif Ali
Company Secretary

18th May 1995

২০তম প্রবর্তন
স্বপ্নাটী প্রাইভেট লিমিটেড

খোচাক এলাকায়
১৬ তলা বাণিজ্যিক ও আবাসিক কমপ্লেক্স

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★ দক্ষিনমুখী এপার্টমেন্ট (৯৫০-১১৫০ বর্গফুট)

স্বপ্নাটী বিল্ডিং প্রাইভেট লিমিটেড
স্বপ্নাটী হাউসিং, ১২ বার কে মিন্দ রোড
৫ম পি ও ব্লক ১৩০, ঢাকা-১২০০

স্বপ্নাটী
ডেভেলপমেন্ট লিমিটেড
ফোন : ৯৬৩১৮৫, ৯৬৩১৯১, ৯৬৩১৯২

VACANCY ANNOUNCEMENT

The Bangladesh Resident Mission of the Asian Development Bank has a vacancy for one experienced secretary, preferably female. The candidate should preferably be a graduate with the following essential qualifications:

- strong command over English;
- excellent typing skills and speed;
- knowledge of shorthand;
- extensive experience in word processing (WordPerfect and/or Microsoft Word) and spreadsheets (Lotus and/or Excel). Knowledge of working with Windows will be an advantage;
- experience of working at similar organisation

Candidates with above qualifications should submit applications with bio-data, photo and contact telephone to the following address by 30 May 1995:

Asian Development Bank
(Ref: Secretary)
BSEC Bhaban
102 Kazi Nazrul Islam Avenue
Kawran Bazar, Dhaka

Those who have applied earlier need not apply. D-502

WP urges govt to screen film on war criminals

By Staff Correspondent

The Workers' Party of Bangladesh in a statement last night demanded that the Information Ministry arrange for the screening of the documentary film 'The War Crimes File' on Bangladesh Television (BTV).

The statement, issued by the party president Amal Sen and the general secretary Rashed Khan Menon, hailed the producer of the film Geeta Saigal, executive producer Kladia Millan, director Howard Bradburn and the researchers, David Burgman and the producing company Twenty-Two Television of Britain.

DU IR viva begin today

By Staff Correspondent

The viva voce of the MSS final year examinees of 1992 of the International Relations Department, Dhaka University, will be held on May 18, 19 and 20 at Room No 2094 of the department from 9 am to 1 pm, says a press release.

Doctors reluctant to work in rural areas: Kamal

By Staff Correspondent

The Minister for Health and Family Welfare yesterday said huge investments have been made in the health sector over the last four years, but doctors are reluctant to serve in rural areas.

"Money alone cannot improve the situation, since doctors are unwilling to work and live beyond urban areas," Chowdhury Kamal ibne Yusuf said while addressing a dialogue on the draft report of "Independent Review of Bangladesh's Development", organised by the Centre for Policy Dialogue at a local hotel.

Taking part in a discussion on the health and population sector, the minister claimed "stunning success" in family planning programmes despite socio-economic adversities.

He regretted the health care system's lack of better management. "The system is managed by doctors, they are not good managers," he said.

The minister said all 470 thana health complexes would be turned into 30-bed hospi-

als by 1996.

He also stressed the need for private sector investment in the health sector. He said the government had to abandon a plan to allow NGOs to run some hospitals due to opposition from a certain quarter.

Health Secretary Syed Ahmed, president of Bangladesh Medical Association (BMA) Dr M A Majeed, executive director of BRAC Fazle Hossain Abed, BIDS research fellow Simeen Mahmud and S N Mitra of Mitra Associates also took part in the discussion.

There was also a discussion on "Poverty: Alleviation and Trends", which was participated, among others, by former member of Planning Commission Maqsood Ali, deputy managing director of Grameen Bank, Khaled Shams, former secretary A T M Shamsul Hoque, secretary of Planning Ministry Dr Shah M Farid and BIDS senior research fellow Dr Atiur Rahman.

What's on today . . .

Painting exhibition: A ten-day solo exhibition of water colour and acrylic paintings by Sayeed Khandoker will be inaugurated. Chief guest: Rafiqun Nabi. Venue: La Galerie, Banani. Time: 5:30 pm. The show will remain open daily from 9 am to 8 pm.

Zahir Raihan Film Society: On the occasion of the society's 9th anniversary, the following films will be screened: 'Dreams' (Japan). Time: 4:30 pm. 'Little Buddha' (Italy). Time: 6:45 pm. Venue: German Cultural Centre auditorium.

Discussion on Tagore, Nazrul: The Bangabandhu Parishad, Lalbagh Unit, has organised a discussion session to be followed by a cultural function, to mark the birth anniversaries of Rabindranath and Nazrul. Venue: Azampur Community Centre. Time: 5:30 pm.

Launching Ceremony: The Urban MCH-FP Initiative, a partnership of the ICDDR,B and Concerned Women for Family Planning will be formally launched. Chief guest: LGRD Minister Abdus Salam Talukder. Venue: Nagar Bhaban. Time: 10 am.

Rotary Club of Dhaka South: The weekly meeting and fellowship dinner will be held. Venue: Residence of Rtn K S Mahmood, 35, Purana Paltan Lane. Time: 7:30 pm.

Weather

Moderate rain likely

Most parts of the country experienced rain during the last 12 hours till 6 pm yesterday with Ranganati having 210 mm, the highest in the season, reports UNB.

According to Met Office, Kutubdia had 129 mm rain, Comilla 102, Dhaka 72, Srirangal 52, Mymensingh 44, Majdicourt 30, Tangail 29, Chittagong 28, Cox's Bazar 27, Teknal 25, Faridpur 21, Sylhet 18, Bogra 14, Barisal 13, Sandwip and Patuakhali 12 each, Bhola 11, Rajshahi 9, Sitakund and Khulna 4 each during the period.

Met Office forecast for the next 12 hours till 6 pm today said under the influence of land depression, moderate to heavy rain or thundershower accompanied by temporary gusty or squally wind is likely at many places over Chittagong and Dhaka divisions.

Heavy rainfall is likely to occur at places over Chittagong division during the period.

Light to moderate rain or thundershower accompanied by temporary gusty wind may occur at a few places over Rajshahi, Barisal and Khulna divisions with heavy falls at places over Chittagong division.

South, south-westerly gusty or squally wind at the speed of 50-60 kilometre per hour may occur at places over Chittagong division and the regions of Khulna during the next 12 hours.

Day temperature is likely to rise by 1-3 degrees Celsius over the country.

Maritime ports of Mongla, Cox's Bazar and Chittagong have been advised to keep hoisted local cautionary signal number 3. Riverports of Chittagong division and the regions of Khulna have been advised to hoist riverine warning signal number 2.

All fishing boats and trawlers over north Bay should remain in shelter until further notice.

Country's highest temperature 32.0 degree Celsius was recorded at Bogra and the lowest 23.2 degrees at Comilla.

The sun sets today at 6:35 pm and rises tomorrow at 5:14 am.

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

City/Town	Temperature in Celsius		Humidity in percentage	
	max	min	morning	evening
Dhaka	28.0	25.4	91	90
Chittagong	29.0	24.8	95	95
Rajshahi	30.6	23.8	97	86
Khulna	28.4	24.4	98	90
Barisal	27.0	24.6	97	95
Sylhet	25.5	24.0	98	98
Cox's Bazar	30.0	24.0	95	88

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