

## Dhaka Day by Day

### Consumer Message Writ Large

by Samia Islam

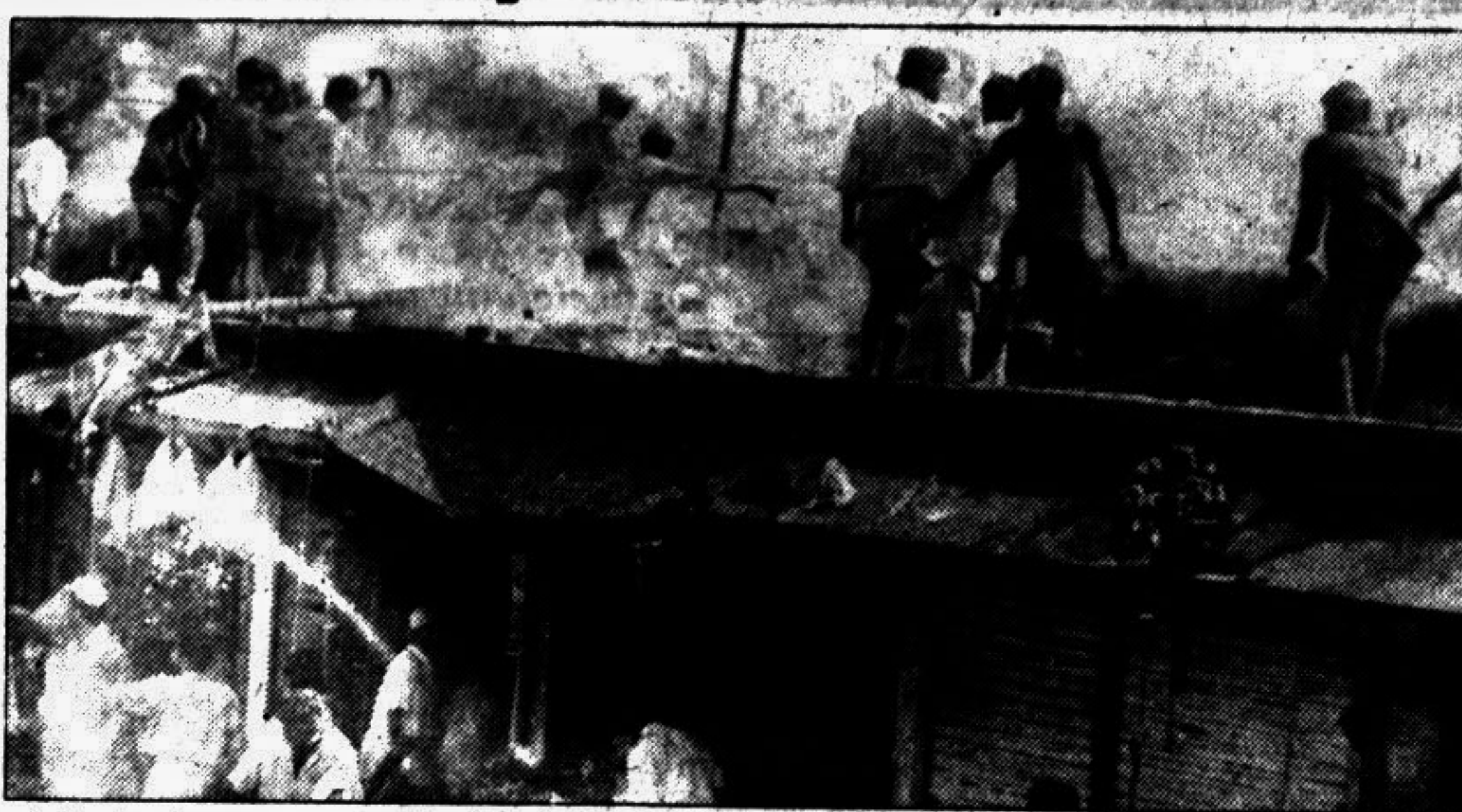
When I was younger I always wondered why nobody ever noticed that the innumerable roadside billboards were ruining the panoramic view of the city's skyline. It never made sense to me why someone would intentionally put up such huge advertisements and mar the natural scenes. Was it because business was bad or was it for the people who were short sighted or something? I also tried to figure out why some people gave personal ads on some of these oversized sight-polluters that said, 'Call Mukti' or some such person on some number. Were these guys crazy about telephone friends? Now that I have outgrown my ignorance in these matters, I can look at these billboards from a different point of view. One that is appreciative of the aesthetic value of the hoardings. If one is to cover the artistic angles on their story lines one has to take into account the talent that lies beneath the creation of each of these roadside artworks. Have you ever wondered how it would feel to work, and doing such highly precision work at that, sitting on a hanging bamboo? How many of you can paint a straight line with a thin brush sitting upright on a wooden stool that does not sway with every gasp of wind, on a horizontal table instead of a vertical plain? Not many, I am sure.

I came across Chan Miah, a 75-year-old man, who is still going strong at this age doing the same work he has been doing for God knows how long. He was awarded the Best Asian billboard painter in an event held

in Karachi, Pakistan before our War of Independence. He is currently working for Neptune Advertising. Usually these companies recruit younger men to do such tedious work. But due to his outstanding skills Chan Miah is still with the agency as one of its assets.

Generally these men are paid according to the measurements of the billboards. Wages are around Tk 10 to Tk 11 per square feet. Each of these giant ads rake in about Tk 30,000 per year in rents. The artists lack any institutional training but the designers who think of the themes are graduates from the Fine Arts faculty of DU. The fact that these painters have such an unexplored ocean of inborn talent in themselves is a cause for wonder. It takes them only two days, if the weather holds, to complete a 10'x40' billboard. It's also amazing how they copy exact replicas of the original designs onto the mammoth boards. The precision of each stroke and the artist's uncanny sense of proportion brings forth what might well pave the inroad for success of a company or companies.

The themes have to be original to make people on the streets stop and take notice. Especially among the growing number of billboards around, each one has to stand out, so that their objective is served. The more bizarre and flamboyant the idea the better the response from the public which has by now got over the initial awe that the sheer proportions of these hoardings induced.



A fire broke out at a market in city's Nilkhet area yesterday.

—Star photo

### Sixth FEJB confce held

The speakers at sixth biennial conference of the Forum of Environmental Journalists of Bangladesh (FEJB) yesterday called for creating awareness among people of the Asia-Pacific countries to help stop environment-unfriendly projects in the region, reports BSS.

They also suggested gearing up the Asia-Pacific Forum of Environmental Journalists (AFEPJ) for sharing professional know-how among the journalists and mobilising public opinion against polluters.

Presided over by FEJB chairman Chinmoy Mutsuddi, the conference held at the Jatiya Press Club VIP lounge, was addressed by AFEJ vice-chairman Ahmed Nure Alam, FEJB general secretary Quamrul Islam Chowdhury, Bangladesh Television news editor D K Fuad Hasan, Press Club joint secretary Abdur Rahman Khan, FEJB treasurer Mofizur Rahman, Radio Bangladesh assistant controller of news Kazi Nurul Kabir.

They also expressed concern over the adverse effects of unilateral withdrawal of the Ganges waters at Farakka by India.

Narrating the serious impact of the Farakka Barrage on agriculture, its sub-sectors and industries in northern Bangladesh affecting the livelihood of 40 million people, they called for immediate solution of the problem in the light of the trans-bound-

ary river laws and the Mekong River Agreement.

They also expressed concern at the construction of Barak Dam in India and suggested mobilisation of public opinion to stop implementation of this environment-unfriendly project, which if implemented 20 million people of the north-eastern region of the country will be badly affected.

The speakers said marking a new era in post-Cold War Asia, Vietnam, Laos, Thailand and Cambodia signed historic Mekong Agreement on April 5, 1995 to promote better use, management and conservation of the waters of the Mekong River basin regionally showing collective political will for a common future.

They said after the formation of Mekong and Nile Commissions, the peaceful solution of the Ganges waters at regional level has become an urgent necessity.

They also suggested introduction of Earth File in the Bangladesh Television news and more coverage of environmental reports and writings in the mass media.

At the conference the prestigious FEJB-ESCAP awards for journalism were also distributed. Dainik Bangla staff reporter Zahed Chowdhury and Daily Meilat senior photographer Shahadat Hossain received them.

Each awardee received a crest and a cheque of Taka ten thousand.

### Film industry team meets Shamsul

A delegation of the film industry yesterday met Commerce and Information Minister M Shamsul Islam, reports BSS.

They apprised the minister of various problems facing the industry.

Islam assured them of all possible co-operation.

During the meeting the delegation members exchanged views with him on the current political situation.

The delegation was led by Nasiruddin Dilu, president, Bangladesh Film Producers' Association and Fazlur Rashid Dhali, President, Bangladesh Film Distributors' Association.



### BCSIR Scientists' Assoc executives

Dr Abdul Awal and A K M Mozammel Haque have been elected president and general secretary respectively of the executive committee of BCSIR Scientists' Association for 1996, says a press release.

The election was held recently in the annual general meeting of the Association at the auditorium of the BCSIR.

Other office bearers are vice-presidents — Sadequul Islam and Md Asizur Rahman, joint secretary — Md Shahidul Islam, treasurer — Halder Ali and members — Dr Moazzem Hossain, Abdul Latif, Md Ali Hossain, Khandaker Md Ismail, Alamgir Khan Chowdhury, A K M Mostafa Kamal, Kazi Akhtaruzzaman, Dr Rahima Khatun and Md Jaynal Abedin.

### Weather

#### Night temperature may rise

Light rain or showers are likely at one or two places over the northern parts of the country during the next 12 hours till 5 pm today, reports UNB.

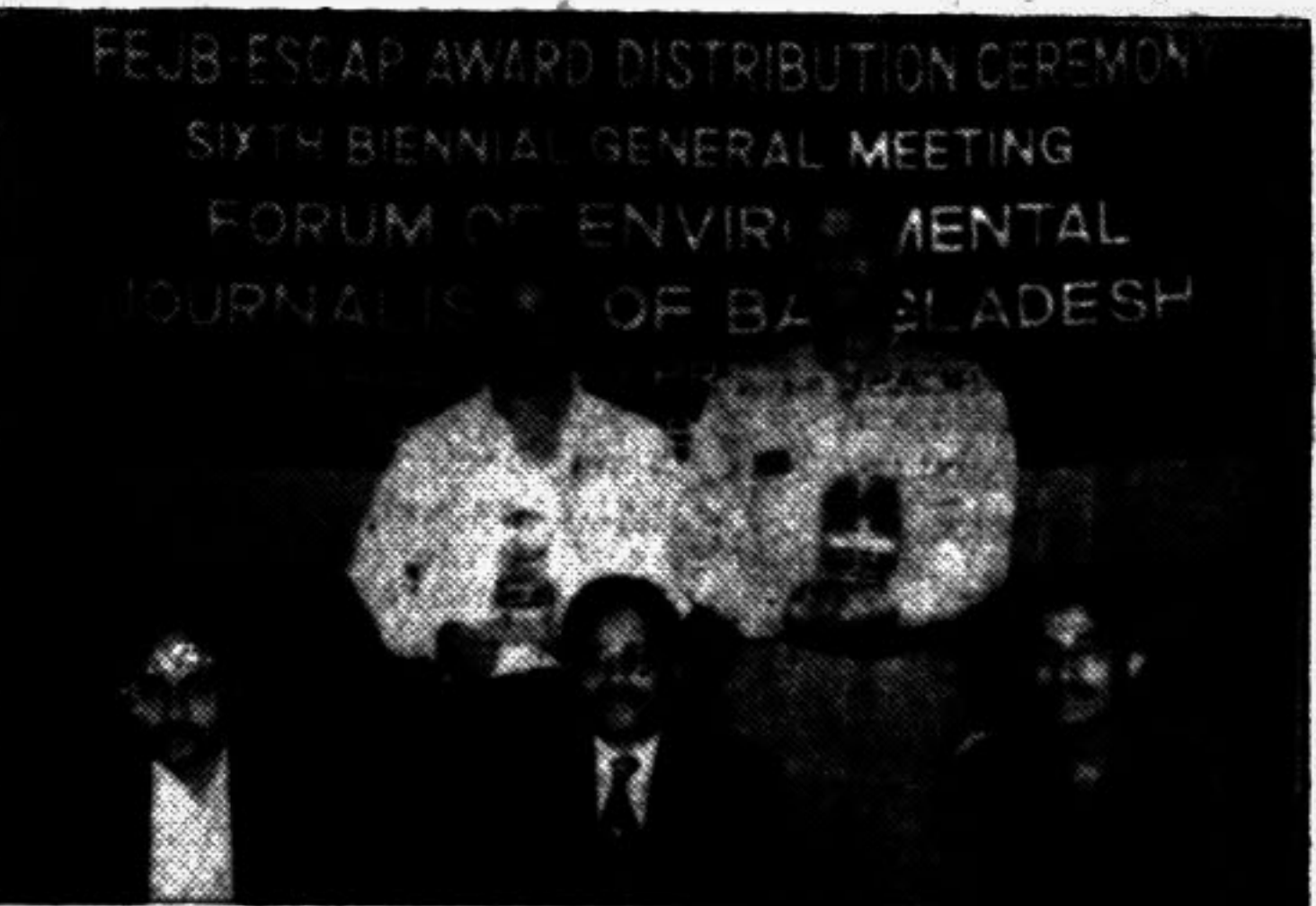
Met Office says weather is likely to remain mainly dry elsewhere across the country.

Slight rise in night temperature is expected over the country.

The sun sets today at 5:50 pm and rises tomorrow at 6:35 am.

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

City/Town	Temperature in degree Celsius		Humidity in percentage	
	min	max	morning	evening
Dhaka	14.0	30.5	52	48
Chittagong	15.0	31.4	71	43
Rajshahi	14.5	28.4	80	55
Khulna	15.0	30.0	88	64
Barisal	13.3	29.8	74	81
Sylhet	14.4	29.5	60	42



The FEJB-ESCAP environmental journalism award 1993 was distributed at a ceremony in the city yesterday. Jahid Chowdhury (L) of Dainik Bangla and Shahadat Hossain (R) of Dainik Meilat received the award.

—Star photo



### UNITED INSURANCE COMPANY LIMITED

Registered Office  
CAMELLIA HOUSE  
22 Kazi Nazrul Islam Avenue  
Dhaka-1000

#### NOTICE TO THE PUBLIC SHAREHOLDERS OF THE COMPANY

Pursuant to Articles 153 and 155 of Articles of Association of the company following two Directors from public subscribers shall retire but being eligible offered themselves for re-election.

Mr. K Kamrul Hoda  
Mr. M Hafizullah

As per amended Rule 15B (3) of the Insurance Rules 1958, nominations in the prescribed forms are invited from eligible shareholders expressing his/her willingness to contest the election of Directors in the vacant posts under Rule-15A from public subscribers in the next Annual General Meeting to be held at time, date and place noted below:

Date of election	13 April 1996
Time	3-00 P.M.
Place	Sonargaon Hotel, Dhaka
Number of Directors to be elected/re-elected	2 (Two)

Nomination form and criteria for qualification of Directors are available at the Registered Office of the company.

The nomination form duly completed and signed alongwith relevant supporting papers confirming the fact that he/she is not otherwise disqualified to become a Director of a general insurance company should reach the company at the abovenoted Registered Office by 23 March 1996. Last date of withdrawal of candidature is 27 March, 1996.

The final list of eligible candidates, after scrutiny, will be notified in the Notice Board at the Registered Office of the company on 31 March, 1996.

BY ORDER OF THE BOARD OF DIRECTORS

10 February, 1996

A. F. NESAR UDDIN  
Company Secretary

### Government of Bangladesh

Office of the Executive Engineer

PWD Division, Shariatpur.

### Notice Inviting Tenders

Tender No. 9 (Nine) E/M/1995-96

1. Sealed Tenders in Bangladesh Form No. 2911 are hereby invited from the special First Class/First Class-I (One) approved Electrical/Mechanical contractor/Firm of PWD and Class-II (Two) approved Electrical/Mechanical contractor/Firm of PWD Khulna Zone, Khulna having valid current supervisory and contractory ABC/BC licence issued by Licencing Board, Govt. of Bangladesh for the undermentioned work. Tender will be received by the undersigned and as well as all the Executive Engineers under PWD Circle, Barisal up to 12:00 Noon of 26-2-96 and will be opened on the same day at 12:15 PM in presence of the intending tenderers who may like to remain present. The tender form will be sold up to 25-2-96.

2. Name of : Constn. of Fire Station at Shariatpur SH: Providing overhead LT distribution line, compound & street light fittings in the Fire Station at Shariatpur.

3. Estimated : Tk. 4,58,279/- only.

4. Earnest : Tk. 9,166/- only.

5. Time : 60 (sixty) days from the date allowed of issue of work order.

Tender form, schedule of items, specification, additional terms and conditions will be issued to the contractor from the office of the undersigned/Executive Engineer, PWD Division, Barisal/Bhola/Patuakhali/Barguna/Peropur/Jhalokathi/Madaripur/Gopalganj on all working days during office hours on payment of usual charges.

Md. Fazul Haque

Executive Engineer

PWD Division, Shariatpur.

DFP-2942-6/2  
G-235

## WANT TO BECOME AN AERONAUTICAL ENGINEER? JOIN BAF IN MT ENGINEERING BRANCH

### COMMISSION IN BANGLADESH AIR FORCE (BAF) IN MT ENGINEERING BRANCH

Suitably qualified young gentlemen with dynamic personality and brilliant academic background are invited to participate in entry tests leading to selection for admission to 3½ years B. Sc (Engg) (Aeronautical) Course abroad and eventual commission in MT Engg Branch in the rank of Flying Officer. Selection test will start on 10 Feb and will continue up to 15 March '96 at BAF Information & Selection Centre (I&SC), Old Airport, Tejgaon, Dhaka-1215.

#### EDUCATIONAL QUALIFICATIONS

First Division in both SSC (Sc) and HSC (Sc) or equivalent. Minimum 75% marks in Mathematics and Physics in both the examinations.

#### OTHER ELIGIBILITY

Nationality : Male citizen of Bangladesh.  
Height : Minimum 1.63 metres (5'-4").  
Age on 30 June 1996 : 16 yrs to 22 years.  
Weight : According to age and height.  
Chest : Minimum 81.28 cm (32") with 5.08 cm (2") expansion.  
Marital Status : Unmarried.

#### INELIGIBILITY

- Twice Screened out/Screened out once and rejected twice by ISSB.
- Withdrawn/Discharged from Army/Navy/Air Force or any other Govt Service.
- Convicted by any Court.
- Rejected by Appeal Medical Board.
- Incomplete Information in the Application Form.

#### WRITTEN TEST (AT I&SC): IQ, English, Physics and Mathematics.

#### COLLECTION AND SUBMISSION OF APPLICATION FORM

- Prescribed application form may be collected from BAF Information and Selection Centre (I&SC), Old Airport, Tejgaon, Dhaka-1215 on submission of a Bank Draft/Pay Order of Tk 75.00 (Non-refundable) which should be issued in favour of "Central Non-Public Fund, BAF". Bank Draft/Pay Order should be payable to Agrani/Sonali/Janata/Rupali Bank of Mohakhali/Farmgate/Kawran Bazar/Cantonment Branch of Dhaka Area.
- The application form may also be obtained by post on submission of above Bank Draft/Pay Order along with a self-addressed envelope (Size: 9"x4") which must be affixed with stamps of Tk 8.00.
- Application form should be submitted by the candidate physically on the date of examination mentioned in the application form. No application form will be entertained if it is sent by mail.

SL. NO. 02/96 of file NO. Air HQ/10609/Rect dt. 24 Jan '96.

বাই এস সি আই/বিমান/৯৬/২৩০  
DFP-2858-4/2  
G-238

#### DOCUMENTS REQUIRED WITH THE APPLICATION FORM

- Attested copies of all Academic Certificates/Testimonials and Marksheets.
- Nationality Certificate with marital status from Class-1 Gazetted Officer or Union Parishad/Municipal Chairman.
- Two copies recent passport size photographs duly attested by Class-1 Gazetted Officer.
- No Objection Certificate from the Head of the Organization (for serving persons).

#### SELECTION PROCEDURE/STEPS

- Preliminary Selection Test at I&SC, BAF.
- ISSB.
- Medical Examination by CMB.
- Final Selection/Interview before Air Headquarters Selection Board.

#### TRAINING PERIOD/AWARD OF ACADEMIC DEGREE/COMMISSION

- 3½ years training abroad at Government expense.
- Award of B.Sc (Aeronautical) Engineering degree from internationally recognized university.
- On completion of training successful cadet will be granted commission in the rank of Flying Officer.
- Allowance during training (all found): Tk 1100/- p.m.
- Two years antedated seniority will be granted from the date of commission.

#### PAY & ALLOWANCES ON COMMISSIONING

- Basic pay : Tk 2850/- — Tk 8900/- Plus 10%
- Other pay & allowances : Tk 1891/- to 2771/-

SELECTION SCHEDULE : 10 February to 15 March 1996.

For additional information please contact I&SC, BAF, Old Airport, Tejgaon, Dhaka-1215, Tel: 888011, Ext: 4255 & 5149



DIRECTORATE OF RECRUITMENT  
BANGLADESH AIR FORCE  
AIR HEADQUARTERS, DHAKA CANTONMENT