

## Call for ensuring equal rights for disabled

Speakers at a national leadership training seminar have called for ensuring equal rights for the disabled because they are also able to contribute to the society, reports UNB.

Addressing the closing session of the five-day seminar on "Disabled People and the Role of Families" at the Village Education Resource Centre (VERC) training centre on Sunday, Director of Disability Coordination Unit, Action Aid, Dr Nazma Kabir said attitudinal barrier of the parents should be changed to help the disabled people rehabilitated in society.

Presenting the title paper Mohammad Jashiduddin, Programme Coordinator of Integrating Disabilities Issues into the Community Development in Bangladesh (IDICD), said the development of the disabled should be aimed at ensuring their equal rights in society.

"We should integrate disability issues into community development", he said.

President of the Bangladesh Protibondhi Kalyan Sangstha (BPKS) Khandker Jahurul Alam suggested that mass awareness should be created on various aspects of disability and a data bank be established with vari-

ous disability statistics including actual numbers of the disabled.

He said success stories of the disabled people established in society ignoring their disabilities should also be highlighted to create awareness that the disabled can also serve the nation if ample opportunities are given.

Speaking on the occasion Director of Impact Foundation Bangladesh Mansur Ahmed Chowdhury suggested special care of those who became disabled after birth.

The parents should at first take their disabled children to physicians to identify the disability and rehabilitate them in society, he said but lamented that no such programme had been initiated in the country.

Chaired by Joint Secretary of the Ministry of Information Jhaluddin Ahmed, the closing function was also addressed, among others, by BPKS Executive Director Abdus Sattar Dulal.

A total of 50 disabled representatives from across the country participated in the seminar, jointly organised by BPKS, Postal Savings Fund and Asian Development with Disabled Person of Japan.

## Telephone bills for March mailed

Bangladesh Telegraph and Telephone Board has already issued by post the digital telephone bills for the month of March to subscribers of Dhaka multi-exchanges. The deadline for payment of bills is April 27, a PID handout said, reports BSS.

In case of non-receipt of bills within April 20, the subscribers have been requested to collect duplicate bill from the concerned telephone revenue offices and make payment within April 27.

## Obaid's return to BNP hailed

Faridpur unit of Bangladesh Jatiyatabadi Sramik Dal (BJSD) yesterday congratulated K M Obaidur Rahman for merging his party with BNP, reports UNB.

In a joint statement, the unit president Shahid Parvez and general secretary Shamsul Haq Sarder hoped the nationalist forces would be well-organised at the merger of Janata Dal with BNP and help implement the programmes of late President Ziaur Rahman.

## Merrill, Scot meet Istiaq

The US ambassador to Bangladesh, David N Merrill, paid a courtesy call on the Adviser in charge of the Ministries of Law, Parliamentary Affairs and LGRD, Syed Istiaq Ahmed, at his office yesterday. They discussed matters of mutual interests, reports BSS.

Meanwhile, the Canadian High Commissioner Jon J. Scot also called on Syed Istiaq Ahmed at his office yesterday.

They discussed bilateral issues and matters of mutual interest with particular reference to the RD12 (Rural Development-12) project jointly

financed by the Government of Bangladesh (GOB) and Canadian International Development Agency (CIDA).

RD-12 project which is scheduled to be completed by June 30 next, is the biggest rural development and poverty alleviation project in the public sector covering 139 thanas of the country. CIDA has provided Canadian dollar 45 million in the last phase of the project.

The question of Commonwealth initiative in sending election observer team during the forthcoming general election also came up.

## SPGRC hunger strike today

Stranded Pakistanis General Repatriation Committee (SPGRC) will observe a hunger strike in front of the Jatiya Press Club today to press for their repatriation demand, reports UNB.

A procession will also be brought out from the Institute of Engineers.

SPGRC has organised the strike to protest against not convening Rabita Trust Meeting by the Pakistan government and also not implementing the Joint Declaration.

## Farewell to Shafiullah

Officers of the Jute Ministry accorded farewell to Senior Assistant Secretary Shafiullah on his retirement from the government service after completion of 35 years' service, reports UNB.

Jute Secretary Shafiqur Rahman presided over the function and wished him a productive and blissful retired life.

During his career, Shafiullah served 30 years at Banglabahan.

## US Congressman lauds caretaker govt concept

Noted US Congressman Alcee L Hastings lauded present caretaker government's initiatives in inviting international observers to monitor the upcoming general elections in Bangladesh, BSS reports from Washington.

Exchanging views with the Bangladesh ambassador to the United States, Humayun Kabir, at the Congressman's Longworth building office here on Thursday, the Congressman who is also a member of the House Committee on International Relations, expressed his willingness to visit Bangladesh during the elections if he does not become occupied with any other important congressional business or prior appointments at that time. "I am following the political developments that are taking place in Bangladesh," he added.

Congressman Hastings, who has a large number of South Asian constituents including Bangladeshis in his congressional district, told Ambassador Kabir, "I am a firm believer of the view that in democracy, there are more views than one."

Kabir briefed Hastings on the progress Bangladesh had made in various fields with reference to children and particularly the education of the girl students and empowerment of women.

The Ambassador, who called on the Congressman accompanied by Press Minister Gaziul Hasan Khan and Counsellor (political) Nasim Ferdous, also informed him of the recent political developments in Bangladesh and about the formation of the neutral and non-partisan caretaker government and the priorities of the government in terms of creating a congenial atmosphere for a free and fair election.

Hastings told that the institutionalisation of the concept of a "non-party caretaker government" within the framework of Bangladesh's Constitution was a remarkable achievement. The Congressman assured all possible cooperation to the Chief Adviser and his council in achieving the mission.

Hastings, who is a Democratic Congressman from South Florida, expressed his interest to help Bangladesh in its efforts at national development in future.

### Errata

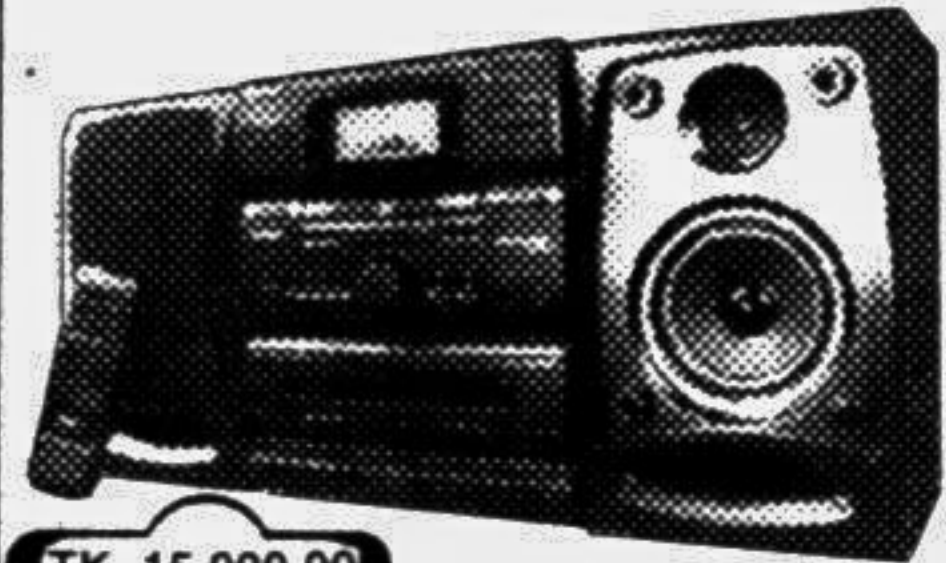
Selina Khaleque was re-elected president of Bangladesh Federation of University Women on April 20 and not Selina Akhtar as was printed on April 21. The error is regretted.



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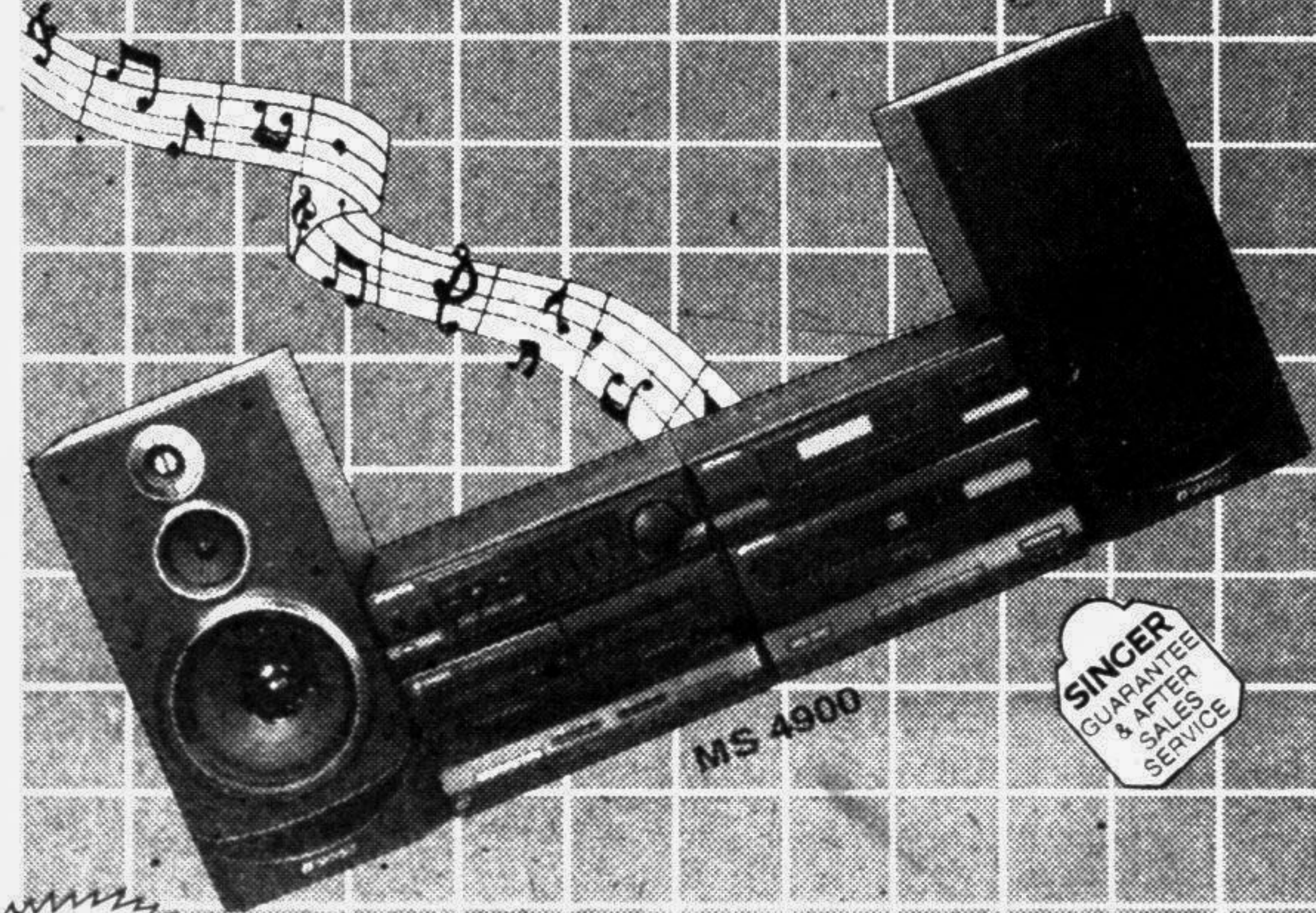
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# UJALA SAMACHAR

VOL. XII DMCXIV NO.346 DHAKA: WEDNESDAY, APRIL 24, 1996

## Jyothy Laboratories launches Ujala in Bangladesh

After winning the hearts of people in many countries now it is Bangladesh

Is Ujala a Blue?

By A Staff Reporter

Lakhs of people all over Bangladesh will now discover the real meaning of whiteness with the launch of the much awaited Ujala Supreme. The product, which already rules unchallenged in most of India, Sri Lanka, U.A.E., Saudi Arabia, other Gulf countries, Far East Asia, Russia and many other foreign countries is

known for its ultra-powerful scientific formulation and provable effectiveness in delivering the whitest white to laundry. That the power of Ujala is unmatched which has already been proved by the customer franchise of Ujala in India and other countries.

In a recent survey it was found that first time users of Ujala get almost addicted to the product and its ability to bring out the ultra-whiteness in clothes. While detergents wash away the dirt from soiled clothes they end up

making the clothes look worn out. As a post wash Ujala restores the gloss and the brightness of the fabric.

When Ujala was launched in West Bengal a few years back, people were apprehensive of even trying out a new product as Bengal was considered to be the strongest bastion of 'Blues'. Today the scenario is totally different - Ujala fever has really gripped the state and now even the people of other neighbouring states and even countries have started procuring Ujala Supreme from West Bengal



By a Special Correspondent

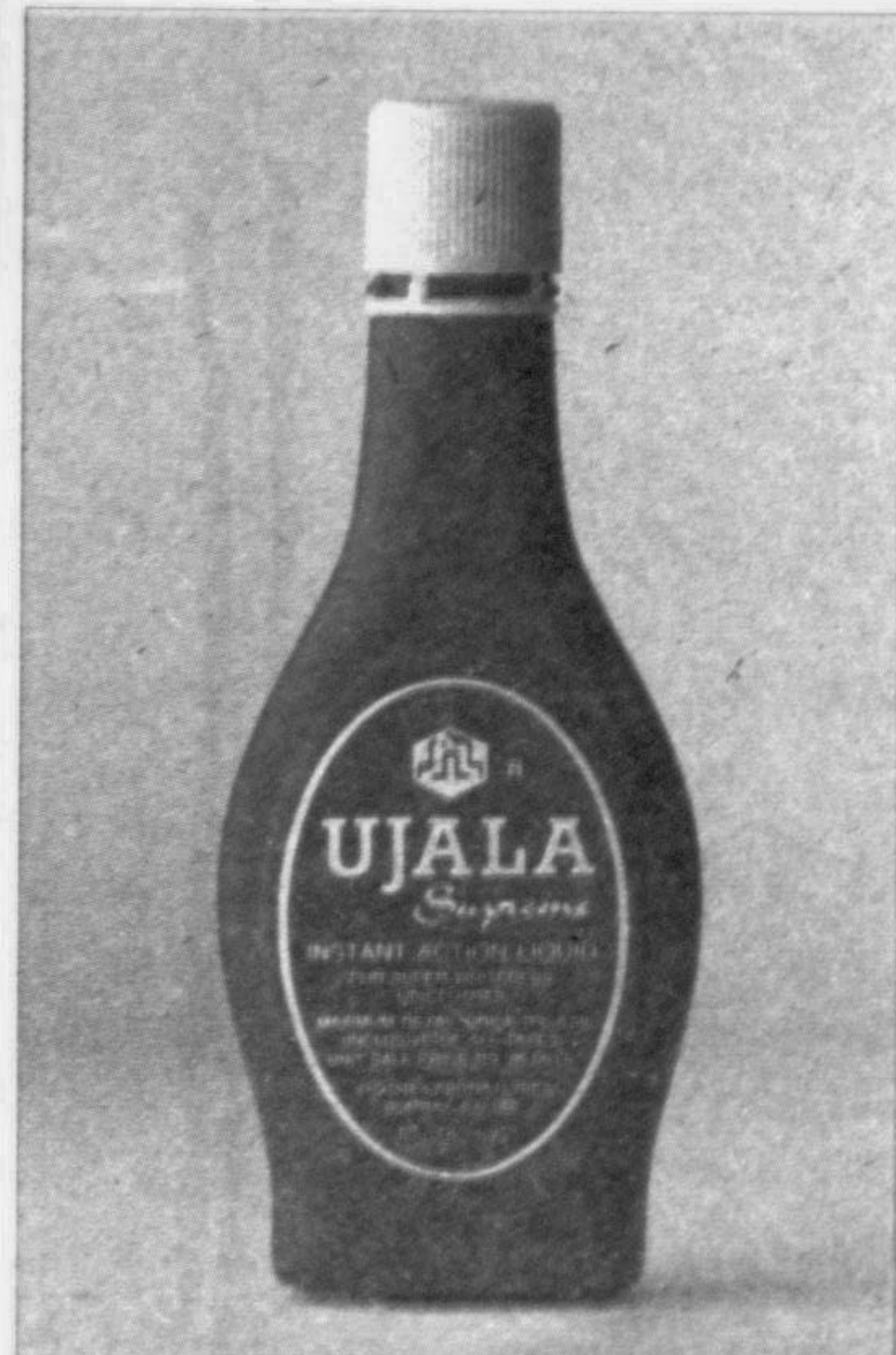
Before the advent of Ujala people have been using 'Blue' over the ages. 'Blue' leaves sediments that streak the whitest clothes with blue patches and also does not give the desired level of whiteness. Years of research at Jyothy Laboratories have led to a special formula that resulted in Ujala which is not a

'Blue'. Ujala's scientific swift action micro dispersion formulation enables it to dissolve and instantly whiten freshly washed clothes. Within seconds, Ujala's special whitening power of V Plus Ultra-whitener penetrates uniformly and deeply into every fibre of the clothes. No fuss. No sediment. The result? Dazzling, never-before whiteness, which no 'Blue' will ever be able to match.

What is Ultra-whitener?  
Ujala Times News Service

Ultra-whitener is an innovation of modern scientific technology which has evolved with a special chemical formulation. It has a substance called 'V Plus' which has the power to penetrate each and every fibre of the clothes and restore the original gloss. The best part is that it works on all types of clothes from cotton, woolen, terrycot to polyester blends to give the same result. While the world over has already been exposed to this 'Ultra-whiteness', Jyothy Laboratories is the first and the only company which has been able to develop indigenously and manufacture the product in India which is now being exported in bulk to many countries world wide.

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## Ujala - the best and the most economical whitener on earth

By a Special Correspondent

Jyothy Laboratories with their dedication and sincere commitment to public service has ensured that the price of a bottle of Ujala is extremely competitive

and within the reach of every household. In fact Ujala has inherent advantages which makes it much more economical. Ujala is actually a concentrated liquid and so only 4 drops per litre of water is enough. When Ujala was launched in the Gulf

countries, users accustomed to liberally deploying 'Blue' overused Ujala, not realising that its power lay in its economy. "We had to undertake an extensive campaign of customer education to make people understand that more is not better, especially

with Ujala. Of course it does not suggest that we compromise with quality. Quality is our forte", says Dr N.Rao, Director Operations who has been key to the product's development and successful launch in the Gulf countries.