

Dhaka Day by Day

Many Faces of Advertisement

by A S M Nurunnabi

In the city landscape, the common forms of advertisements observed are bill boards, hoardings and neon signs. The greater is the commercial development of a city, the greater the proliferation of these advertising modes. The beauty of a city at night is greatly enhanced by the multitude of brilliantly illuminated bill boards and hoardings, some positioned at low heights, while others, placed on high-rise buildings.

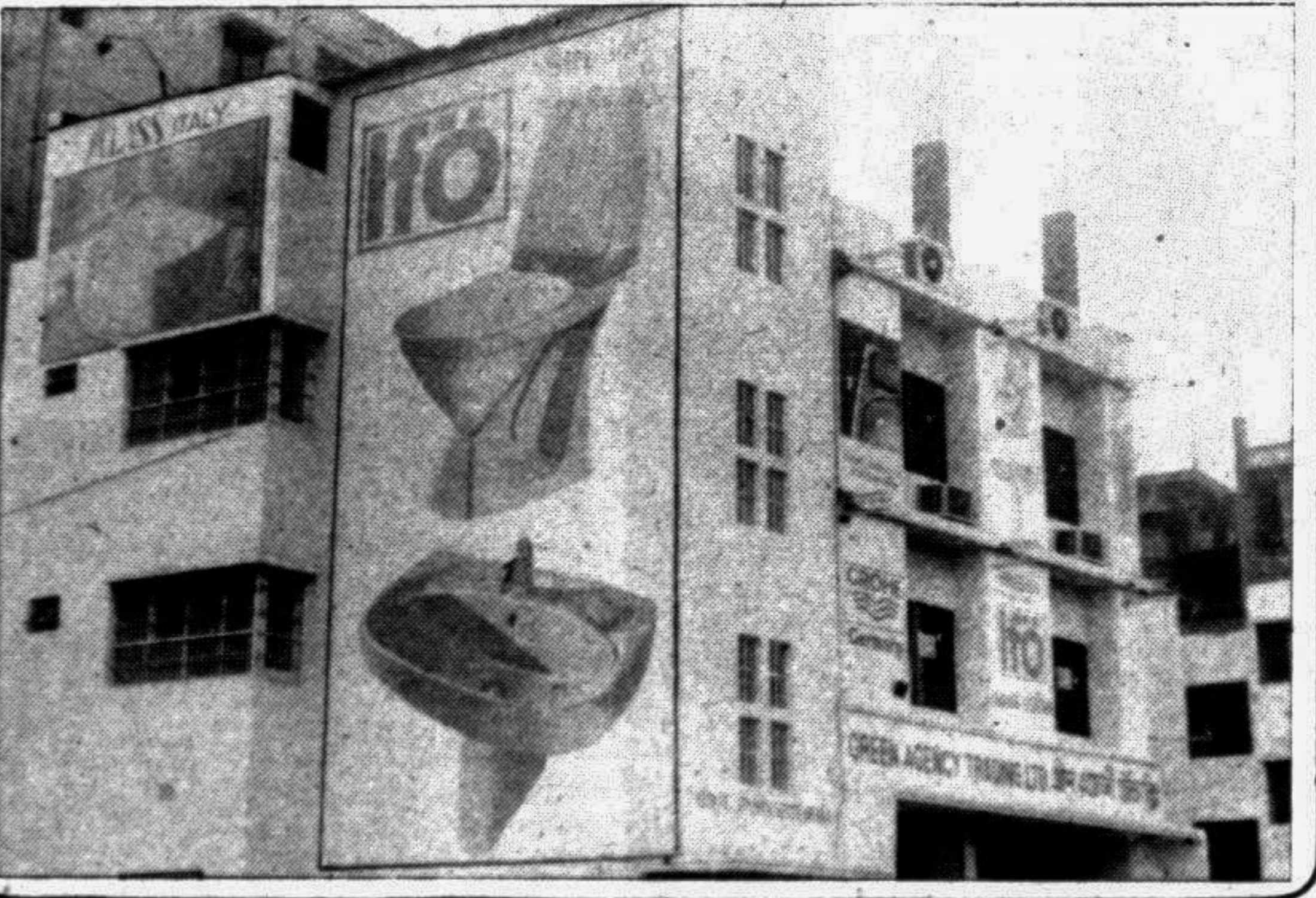
In the Dhaka city, besides these conventional modes of advertisement, we observe a new medium. We were used to noticing graffiti of various kinds, mostly political in nature, on the outer walls of buildings. Such graffiti were initially executed in a crude fashion by hand, but at a later stage, it was noticed that graffiti acquired more symmetry using bolder letters, obviously because of use of some kind of metal frames embodying alphabetical letters. That practice seems to be on the wane now. All convenient spaces on buildings and boundary walls in the city are increasingly being used as a medium of advertisement of various products, professional services and educational institutions. The trend has been so dominant that on a high-rise building on the Sonargonj Road, the entire space on one side of its exterior has been painted with an advertisement of a particular brand of washing soap and detergent. Such ads on walls galore, prominently regarding private colleges, coaching centres, pathological laboratories, besides other commercial products.

This new trend has certain advantages. Our conventional sign boards and bill boards are erected on structural frames which are more liable to be blown away by storms and costly to fix up. On the other hand, the painted advertisements on walls look more durable, less costly and not vulnerable to storms. At the entry point to the Central Road from the Green

Road, the entire length of the outer wall of a building carries the names of the physicians doing their practice in the chambers located in that building. Other conspicuous examples include the whole length of the boundary wall of Shaheed Ziaur Rahman Hall of the Dhaka University at Shahbagh where advertisements of several commercial products are painted. On account of its comparative advantages, this new medium of advertisement will perhaps be more in evidence in future. This may cause the end of politics-oriented graffiti on walls. The recent crackdown on such activities by the authorities during the last general election might also contribute to this.

One adverse effect caused by big bill boards and hoardings on important roads of the city is that they sometimes obstruct views of pleasant backgrounds, particularly in areas where there are parks, lakes and open spaces. For this reason perhaps, authorities in some developed cities reportedly do not allow any bill board, hoarding etc that might block out any pleasant surroundings of natural beauty in the background. This testifies to the aesthetic sense of those civic authorities. Such examples are worthy of emulation in our city, where possible.

The neon signs and other decorative illuminations on bill boards and hoardings at strategic places in the city tend to heighten the beauty of city scene at night. Scope for these beautifying arrangements are limited in our city because of the prevailing power crunch. During day-time, however, the city may project a better image if, instead of ugly wall writings which is the bane of a clean urban look, the new medium of advertisements with multi-colour designs with attractive sale promotion messages take more and more space of the city walls, adding to the variegated colour of city life.



Gasoline sellers occupy footpaths and parts of roads at Waize Ghat, causing obstruction to traffic in this part of the old city. —Star photo

Lack of data on capital market limits growth

By Staff Correspondent

Prospective investors are still sceptical about relying fully on the advice of their brokers and other market intermediaries, though, Bangladesh has experienced an unprecedented growth of its capital market over the past few years.

This was observed by Sultan-uz Zaman Khan, Chairman, Securities and Exchange Commission (SEC) while delivering a lecture as chief guest at a seminar yesterday.

The SEC chairman told the seminar on "Investment Information and Credit Rating in Bangladesh", organised by Credit Rating Information and Services Limited (CRISL) and held in a city hotel, that there was lack of sufficient and reliable information about the capital market, which he termed as "constraint to healthy growth" of the market and the economy as a whole.

He said that the role of credit agencies become most crucial for a truthful evaluation

of different financial instruments offered for public subscription.

Credit rating is an opinion on the relative ability and willingness of an issuer of a debt instrument to make timely payment on a specific debt instrument, over the life of the instrument, said a CRISL profile.

Earlier, in his address of welcome, Jamal Uddin Ahmed, Chairman, CRISL said that small investors want a safe environment.

"Although credit rating is a new concept, it will soon gain popularity in the country," hoped Ahmed.

Talking to The Daily Star, he said there was opposition to this system in the country. The opponents do not want transparency of their businesses, Ahmed added.

He said that from now onwards, all bonds and debentures, and shares with premium, should be credit rated according to SEC directions. CRISL will carry out at least 10 companies' credit ratings within one year, he added. Talking to The Daily Star, the SEC chairman said that credit rating should be unbiased and maintain a comprehensive professionalism to earn people's trust.

He said SEC had recently formulated 'credit rating company rules' which will act as a guideline for rating companies. The business session of the seminar was addressed by PK Chowdhury and Joudhep Bhatnagaria of Investment Information and Credit Rating Agency (ICRA) of India.

Supply fertilizer through BADC: CPB

Communist Party of Bangladesh (CPB) yesterday urged the government to reintroduce the system of supplying fertilizers and agri-inputs to users through BADC as the government has announced its decision to withdraw the dealership and permit system for distributing fertilizers, reports BSS.

In a statement CPB president Shahidullah Chowdhury and general secretary Mujahidul Islam Selim said unless adequate regulatory measures were taken, the distributing and marketing system of fertilizers would be totally subjected to the profiteering motives of retail and wholesale traders with the withdrawal of the dealership and permit system as announced by the commerce minister.

As a result, they said, the dishonest businessmen would get the chance to earn profits beyond control as the supply and retail pricing of fertilizers will be dependent solely on their wishes.

The CPB leaders said the system of distributing fertilizer through Bangladesh Agriculture Development Corporation was introduced soon after independence to save the country's agricultural setup as well as farmers from the exploitation of the middleman profit-makers.

The leaders expressed the hope that the present government would take necessary steps to reintroduce the system initiated by the Bangladesh government for the greater interest of the country.

BCI hails decision to abolish quota system

Bangladesh Chamber of Industries has hailed government decision to abolish the system of quota for essentials like sugar, salt, fertilizer, paper and newsprint, reports BSS.

AM Subid Ali, president of BCI congratulated the government for abolishing "Permit and quota" for such essential goods.

Describing the decision as "consistent and appropriate" with the principle of free market economy, Ali hoped that this would have positive outcome. Ali however cautioned against unscrupulous trading at the cost of human miseries and to ensure availability of goods at consumer level.

BCI president assured all possible cooperation to the government in this regard, the press release added.

IOJ urges govt to arrest terrorists

Islami Oikya Jote (IOJ) secretary general Maulana Abdul Latif Nezami yesterday called for cleansing the country from the grip of armed hoodlums and ensure congenial atmosphere, reports BSS.

In a statement, he demanded that authorities should recover arms and arrest the terrorists, irrespective of their political identities.

The IOJ leaders said, democracy and anarchy could not exist side by side. "Political clashes are being committed to create anarchy in the country as part of a conspiracy

aimed at foiling the ongoing efforts to institutionalise democracy," he pointed out.

Expressing deep concern over this undemocratic attitude of a certain quarter, Maulana Latif observed that such kind of attitude was detrimental to healthy growth of democracy in the country and was against democratic norms.

He called upon all political parties, alliances and professional groups to unitedly resist and eliminate anarchy from all spheres of society.

Boy injured in fall dies

By DMCH Correspondent

A 10-year-old boy who was fatally wounded after falling from the third floor of a building Monday afternoon, succumbed to his injuries at the Dhaka Medical College Hospital (DMCH) yesterday morning.

Sheikh Farid alias Tuku, son of Siraj Miah of Badamtoli, fell from the third floor roof top while playing, at about 2.30 pm, DMCH sources said.

Farid was immediately admitted to the DMCH where he died at around 10am yesterday, hospital sources said.

LEGAL NOTICE

International Finance Investment And Commerce Bank Limited Motijheel Branch, Dhaka.

..... PLAINTIFF:
- Versus -

Bengal Corporation Limited and others

..... DEFENDANTS:
Re: Money suit No. 84 of 1995 pending in the court of Artha Rin Adalat No. 3, Dhaka (for realisation of Tk. 2,85,29,849.25

It is noticed for general information that our Client, International Finance Investment and Commerce Bank Limited, filed Money Suit No. 84 of 1995 in the Court of Artha Rin Adalat No. 3, Dhaka against (i) Bengal Corporation Ltd., (ii) Mr. Abul Khair, (iii) Mrs. Mahua Khair, (iv) Mrs. Momtaz Khaliq, (v) Bishal Properties Limited of Bengal Group of Companies having office at BSEC Bhaban, 102, Kazi Nazrul Islam Avenue, Karwan Bazar, Dhaka for realisation of money. On the prayer of the plaintiff Bank the Hon'ble Court has been pleased to attach the schedule property. So no person should purchase and/or in any manner deal with the said property. The property is now under order of attachment by Court.

SCHEDULE OF THE PROPERTY ATTACHED

All that piece and parcel of land measuring 1 (one) Bigha, 6 (six) kathas, 9 (nine) chattak, 5 (five) Sq. ft. situated within the District of Dhaka, P. S. Uttara, Kusal Centre Plot No. 29, Sector No. 4 of the lay out plan of Uttara Commercial Area, prepared by RAJUK with building and structure constructed thereon together with all rights, interest, easements, benefits attached thereto.

Mukunda Chandra Debnath
Advocate
For IFIC Bank Limited
Supreme Court of Bangladesh
For: HUQ AND COMPANY
47/1, Purana Paltan, Dhaka-1000

What's on today

Seminar on river management: Institute of Flood Control and Drainage Research (IFCDR) of BUET has arranged a seminar on "Rating Curve for the Jamuna at Bahadurabad. Venue: IFCDR seminar room. Time: 3:30 pm.

BWJF meet: A meeting of the Bangladesh Women Journalist Forum will be held. Venue: Jatiya Press Club. Time: 4 pm.

BIDS seminar: Bangladesh Institute of Development Studies has organised a special seminar on 1987-94: Dynamics of Rural Poverty in Bangladesh. Prof M Yunus will inaugurate the seminar. Finance Minister SAMS Kibria, Prof Wahiduddin Mahmud and M Saifur Rahman will join a distinguished panel to deliberate on the policy implications of the findings. Venue: BIDS, Agargaon. Time: 9:30 am.

Cultural programme: Bangladeshi students who studied or are studying in India will present a cultural programme. Venue: Indian High Commission auditorium, Rd-2, Dhanmondi. Time: 6 pm.

Rotary Club of Dhaka North West: The regular weekly meeting of the club will be held. Venue: WVA auditorium, House 20, Road-27, Dhanmondi. Time: 7:30 pm

Rotary Club of Dhaka Midtown: The installation ceremony of the office bearers of the club will be held. Venue: Sheraton Hotel. Time: 5:30 pm

..... and tomorrow

Chinese Language Centre: The inaugural ceremony of the centre will be held. Foreign Minister, Abdus Samad Azad will attend the function as chief guest. Venue: Hotel Abakash, 83-88, Mohakhali C/A. Time: 5 pm.



A four-member delegation of the Japan Society for the Promotion of Science (JSPS), headed by Dr Ken Kikuchi, called on Prof M Shahjahan, Vice-Chancellor, BUET, at his office yesterday. —BUET photo

JOB OPPORTUNITY IN USA

Skilled computer programmers required for US company. Applicants must have excellent skills in any of the following areas:

1. Top notch IBM mainframe COBOL/CICS/DB2 experience
2. Strong background in client/server environments such as Visual Basic, Powerbuilder, C/C++, Unix, Cybase, Oracle, etc.
3. Sybase DBA's and Unix SA's plus a good command of English, written and spoken form. Applicants will be tested before final selection. Candidates with other programming skills may also apply. Send a copy of CV mentioning particular area of expertise and a passport size photograph to:

Box No S-330, C/o The Daily Star, House No-11, Road No-3, Dhanmondi R/A, Dhaka-1205.

Salaries according to experience. Visas will be arranged by employer. QUALIFIED APPLICANTS ONLY

The British Council Vacancy

The British Council invites applications for the post of Audio Visual Technician in its Dhaka Office.

The appointment will be a on 2-year, renewable contract.

The postholder will be responsible mainly for maintenance and repair of various audio visual equipment, films screening, technical support to Cultural Officer in various cultural events (music, drama, exhibitions etc).

The applicants should have the following qualifications:

- ✓ Diploma in Electronics.
- ✓ Substantial experience in relevant job, preferably with any foreign organisations/NGO.
- ✓ Fluency in English, both written and spoken.

Salary will be in the range of Tk 10346.00-15366.00 (currently under review) per month inclusive of all allowances plus medical support and group insurance policy.

Applicants should send their CV along with a covering letter to:

The Director
The British Council
5 Fuller Road
GPO Box 161
Dhaka-1000

By Tuesday 9 July 1996.

Please note that only short-listed applicants will receive acknowledgement of receipt of application.

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