

Entrepreneurship: Needed Support and Endeavour

by Md Asadullah Khan

ENTREPRENEURSHIP in the country in any new industrial venture either big or small has been painfully slow. The fact is not that people do not have money but they are a bit jittery about staking their fortune, more because of sheer inexperience vis-a-vis disinvestive and lack of policy guidelines from the government in the form of technical information, expertise, infrastructural facilities etc. in promoting their venture. Earlier the excitement was in politics, in matters about running the country and in building democracy. Now that these questions have been decided, the real action must shift to business. But things are still pretty gloomy. The previous government's vaunted sell-off of state owned business has gone bust, and at the same time unemployment and inflation are up and disillusionment is overriding expectation. But people in the country must now rise above this nervous jitters. Believable transition to democracy and then to free enterprise and market economy from either a socialist or a feudal system running a command economy always proves a bit painful.

Glancing around the world, we see that people in countries that were once reeling under the socialist system, have sprung up to take advantage of the revival of democracy. For example, in Hungary, Laszlo Horvaki, once a construction worker in the communist system, quit his job as the communist system tumbled down and started a company to cash in on today's building boom. Now he owns a posh health resort in an attractive hill side environment and a sports goods chain. His company has struck a multimillion dollar venture with foreign partners, ranging from an office building to a hotel-cum-medical complex in Budapest, Budapest is now the gateway to Eastern Europe — so says Kazui Uchida, general manager of a Japanese trading company. Seven thousand foreign ventures have been registered. Mention may be made of a British biscuit company that has invested US \$24m for a Hungarian bakery chain. The Hungarian

Telecommunications Company, linking up with foreign partners have installed almost two million new phone lines since 1990 in less than years. Mighty multinationals such as General Electric, Electrolux, Nestle, Sara Lee and Ford have rushed to Hungary. All these blue chip companies have come about because even after the biggest upheaval that followed the fall of the communist regime, the country remained free from turbulence and turmoil either in the streets of factories. Small wonder, western investors will be pouring at our door when we will have created a situation that does not detract them. Ostensibly, an atmosphere free from turmoil and violence and an environment that does not vitiate individual undertakings by creating blockade at every step.

Budding entrepreneurs in the country might feel inspired to see how the private sector venture of metal casting foundries, located in Howrah near Calcutta, manufacturing sewer castings, gratings, manhole covers etc of about 2700 items have captured international market. Or the Rs 100 crore worth of municipal castings, India exported last year, these units in Howrah are counted for Rs 70 crore. Howrah with its excellent products has captured international markets and many countries of the world have switched to importing castings from Howrah foundries. While people of India take delight that the pavements of New York, London and Bonn are dotted with metal castings from their country, in our country Tejan metal casting foundry shop at Dhaka is almost floundering. It has even failed to meet the demand of the domestic market. The country's failure to forge ahead in this field is inexplicable when people know that this type of castings do not require the kind of precision needed for either automobile or industrial castings. The other specific advantage that this sort of industry could yield for spectacular success is

the availability of cheap and abundant labour in the country. The Calcutta foundry industry numbering about 300 registered and 250 more unregistered units has provided employment to about 10 lakh people spreading in and around Calcutta.

Several factors are needed to be looked into for capturing international market. That calls for setting up such industries either in Khulna or Chittagong allowing proximity of the ports for smooth, quick and hazard-free shipment. Any venture in industrial undertaking requires money, labour, profound initiative and indefatigable courage in the face of all odds. The country is breathlessly trying to woo foreign investors. But inviting foreign investors would not instantly catapult the country into the rank of industrialised countries. That calls for over all courage, initiative, motivation, zeal and an attitude to work, of course in an atmosphere not vitiated by hurdles and tangles of all sorts. Taking the case of Soichiro Honda of Japan after whose name the Honda motor cycles and cars zoom across the world markets, one could see how initiative and drive can work miracles. Honda was fated to build cars. Son of the village blacksmith, when he was 18, he built his first auto powered by a discarded American airplane engine. Reports have it that the photograph of that original Honda is on display at corporate headquarters of Honda Company, Honda, a self-made giant of Japanese industry did not like to remain closeted in the boardroom meetings, rather he preferred getting grease on his hands as he tinkered along with his engineers with the little cars that ultimately conquered world markets. The after math of the war provided him priceless opportunities, especially after the US occupation forces purged the upper echelons of Japanese industry and government, opening doors for outsiders. Honda decided to manufacture affordable motorcycle that would allow the Japanese, impoverished by defeat, to move cheaply from

farms to cities to buy, sell or work.

Honda modestly recounts that just after the war the country was in a shambles and in the face of acute food shortage; what he wanted most was to have enough to eat and enable his 20 staffers to have the same. But he was driven by more than hunger. The knottier the problem the more exciting it was for him. And he loved tackling problems in collaboration with his group of engineers. His determination to develop technologies suited to affordable cars reaped laurels for him. People now see Honda motorcycle and cars cruising the streets of different cities around the world. At the beginning of the venture, when the passenger car racked up a troublesome road record, Honda himself led his engineers to track the problems. His dedication to precision helped win international acclaim first for Honda motorcycles and then for his autos. These days Hondas are renowned for reliability.

An industrial entrepreneur must have vision and mission which unfortunately is distinctly missing in our country. He can never wade his way through short term success nor can he resort to any faulty and fraudulent device to attain success and wealth. Without succumbing to Ministry of International Trade and Industry's pressure to limit his company's production to motorcycles alone, Honda forged ahead. He also went ahead in setting up factories in the US, when Japanese competitors such as Toyota saw no wisdom in building abroad.

The secret of success in any enterprise that Honda in his late eighties whispered to his grand children and others in the world is: "A company prospers when its retired bosses turn up as infrequently as possible in the company headquarters. Started with 20 staffers in that forgotten past the company now produces about 20 million cars, motorcycles and other vehicles every year. Would some of our budding entrepreneurs learn the business sermon that Soichiro Honda relayed to the world?"

Zimbabwe: New Approaches in Education

by Nico den Tuinder

SIMBARASHE is a student at the Mawhuzi Secondary School in Nyazura, Zimbabwe. He is very dedicated: he has copied the contents of the science lesson very well in his notebook. Not one time, but five times. He wants to write one more version. Then he will have the best notes of the entire school. And then a final one, as a preparation for the exams. "What do you think, comrade, will there be enough paper?" he asks his teacher Henk Frencken from the Netherlands. Four years after the country had become independent in 1980, Henk went to southern Africa, and stayed until 1987. He was faced with the remnants of a colonial education system, of which frontal teaching, note-taking and rote-learning formed but one aspect.

The curriculum was highly academic, and aimed at preparing students for English-style O' and A' levels examinations. Students and indeed many teachers identified education with a preparation for examinations. A certificate formed the entrance to well-paid jobs in the formal economy, and all student wanted one, although chances of getting such a job were slim. The Zimbabwe government, led by Robert Mugabe, has since 1980 tried hard to improve the quality of the education system. Not only by making it more accessible for the masses, but also by making the curriculum more relevant for the needs of the economy.

Mugabe gained power after many years of guerrilla warfare — the chimurenga — against Ian Smith's white minority rule. This elite had, since the colonial occupation of the country in 1890, succeeded in creating a society in which one's economic status and educational opportunities depended very much on one's race. During the course of this century, the blacks had been sidelined to ecologically marginal areas, been barred from profitable trades and crafts, and been made dependent on the missionaries for getting a decent education. The European settlers had wanted as little education for the blacks as possible: a well-trained black would only compete in the labour market. Education for the blacks, in their view, should prepare them for the jobs of farm worker, cook, or nanny. World War II, however, initiated a phase of rapid economic growth for the country. Mining and industry devel-

oped, and the demand for a skilled labour force increased. Educational opportunities for the blacks had to be expanded to meet this. In 1946 the first secondary government schools for the blacks opened its doors. Twenty years later, the government proposed that all blacks should receive primary education.

In the meantime, guerrilla warfare had broken out. About 300,000 refugees fled to neighbouring countries, and about 28,000 people lost their lives. In 1979 Prime Minister Ian Smith, under the double pressure from the war and the economic boycott by the West, submitted to Thatcher's proposals for a transition to black majority rule. The new Marxist government wanted education to become more accessible for the masses and use it as a tool for economic development and society building. Its ideology had been formed during the years of civil war, when the guerrillas had to run schools for the refugees with very little means. Students had to grow their own crops, become more self-reliant and take more initiatives. The first aim of the new government, that of expanding the educational facil-

ities, proved easier to realise than the second, that of improving the quality and relevance of the curriculum. The number of primary schools multiplied four-fold in the first four years after the revolution; the number of secondary schools rose from 300 to 1300. More teachers were trained, school fees were abolished, and promotion to the next grade was made automatic. Between 1980 and 1992, the total population of the country increased from 7 to 10.5 million, and the number of pupils attending primary schools (grade 1-7) doubled. Enrolment at the secondary level (Form I-VI) showed a nine-fold expansion. A near parity in the number of boy and girl students was reached, especially at the lower ranks of the educational ladder. In the 1990/91 financial year, government financial commitment to education was about 1.6 billion Zimbabwe dollar, at the present exchange rate about 8 billion taka. This represented about 18 percent of the total budget.

Could the government sit on its laurels, however, with these impressive figures? Not at all. Agneta Lind, of the Swedish International Development Authority: "Twenty-five per cent of the children who enter primary school do not complete the seven years of primary education. Hardly half of the students pass English and maths at the end of Grade 7, meaning that less than 50 per cent of any group entering school acquires basic or functional literacy and numeracy skills." The World Bank was very gloomy in 1990 in its assessment of the quality of secondary education: "Since 1984, the proportion of successful O'levels candidates has been fairly constant."

Henk Frencken gives a good account of what happened when educational facilities were expanded too quickly, without paying enough regard to the quality of education. Teachers themselves had hardly received a sufficient education; they had been educated themselves under the system of rote-learning; they felt very insecure in their new role, and paid more attention to maintaining discipline than at the students' comprehension. The uneducated parents had no yardstick with which to judge the quality of education.

One important bottleneck The Business Partnership Agency was set up to repair one of the flaws. Teachers and students were to join an industrial or commercial workplace for a period of a week, in order to influence the students' career choices. At the same time, the business community was asked to assist in the development of the new curricula. Furthermore, the curriculum for the vocationalisation of secondary schools were expanded to include welding, catering, tailoring, horticulture, building and cabinet making. In 1994 the government was firmly determined to proceed with the vocationalisation of the curriculum, despite the disapproval of some of the donor agencies.



In the field



In the workshop

Computers Determine 21st Century Asian Illiterates

Maria Lourdes Cabaero writes from Amman, Jordan

THE illiterate in the 21st century will not be one who cannot read or write but one who cannot use the computer.

This prediction comes not from international education experts but from Grade 6 pupil Rawan Mohamed Abu Al-Ruz, 12, of Jordan.

She complains that her school lacks a laboratory. It does not prepare her for the 21st century.

She spoke before officials from 75 countries in a recent international forum on education held in Amman, Jordan.

Fay Chung of the United Nations Children's Fund (UNICEF) office in New York points to a "knowledge deficit" or imbalance among nations.

"In addition to the financial differences (among individuals in least-developed countries), we have the knowledge

deficit," she says. "There is a potential for the new technology to widen the gap between the illiterates and those with advanced technology."

Chung was a member of the International Commission on Education for the 21st century.

Its report to the United Nations Educational, Scientific and Cultural Organization (UNESCO) calls for the "widespread introduction of the new 'information society' technologies in all countries, to prevent yet another gap opening up between rich countries and poor countries."

Victor Ordonez, UNESCO director for Asia and the Pacific, says the need to prepare for the next century is "more true" in Asia.

Parts of Asia are already in the 21st century. "All of them are moving forward," he adds. Most private schools in Asia

already offer, even in the primary level, computer lessons which are, however, lacking in government schools.

But while there are countries already in the "super highways of communications," there are those still in the "byways."

UNESCO Director-General Federico Mayor says education for all is regardless of age, geographical locations and socio-economic status.

To include the excluded, we must reach the yet unreached: broadcasting, audiovisuals, interactive CR-ROMS, must become available to all, including those living in dispersed human settlements.

Today, we must be at the forefront of the super highways of communications. But we must be also in the byways in these 600,000 villages in the world without electricity. The

last advancements in solar energy, or other sources must be provided," he says.

The 75 countries represented in the Jordan meeting adopted the "Amman Affirmation" which eloquently insists: "Education is empowerment."

They affirmed their pledge. Made in 1990, to provide primary education to all children and to reduce illiteracy before the year 2000. The Amman conference was a mid-decade review of what has been done since then.

The statement, to be given to heads of state, international organizations and education ministers, points to the need for "new forms of learning and critical thinking that enable individuals to understand a changing environment, create their own destinies, and shape their own futures." (DEPTHnews)

The Daily Star Entertainment Guide

Saturday 24th August

(All programmes are in local time. We recommend programmes printed in bold. There may be changes in the programmes).

BTV

3:00pm Opening Announcement Al-Quran 3:10 Recitation from the Tripitak 3:15 Movie of the Week 4:00 News in Bangla 5:00 News in Bangla 5:25 Ban-Shor: Folk Songs 6:00 News in Bangla 6:05 Angkar : 6:30 Moner Mukure 7:00 News in English 8:00 News in Bangla 8:50 Maiti-o-Manush : Programme Based on Agricultural Development 9:00 News in Bangla 10:00 News in English 10:30 Shastihakata : Health Programme 10:35 Drama Series : Dynasty 11:30 News in Bangla 11:35 Tomorrow's programme summary 11:40 Close down

BBC

6:00am BBC World News 6:20 Britain in View 7:00 BBC World News 7:10 Newscast 8:00 BBC World News 8:25 World On Europe 9:00 BBC World News 9:05 Correspondent 10:00 BBC World News 10:20 Whicker's World : A Taste Of Spain 11:00 BBC World News 11:20 Window On Europe 12:00noon BBC World News 12:05 Everyman 1:00 BBC World News 1:05 White Heat 2:00 BBC World News 2:30 Time Out: Tomorrow's World 3:00 BBC World News 3:30 Time Out: The Travel Show 4:00 BBC World News 4:05 Horizon 5:00 BBC World News 5:20 Britain in View 5:50 Earth Report 6:00pm BBC World News 6:05 Madsen 7:00 BBC World News 7:20 This Week 8:00 BBC World News 8:30 Time Out: Building Heights 9:00 BBC World News 9:05 Correspondent 10:00 BBC World News 10:30 Time Out: Airport 11:00 BBC World News 11:20 This Week 12:00pm BBC World News 12:20 Whicker's World : A

Taste Of Spain 1:00 BBC World News 1:05 Horizon 2:00 BBC World News 2:30 Time Out: Jeremy Clarkson's Motorworld 3:00 BBC World News 3:05 Window On Europe 4:00 BBC World News 4:25 This Week 5:00 BBC World News 5:20 Whicker's World : A Taste Of Spain

CHANNEL V

6:00am Frame by Frame 7:00 Rewind VJ Sophia 8:00 Frame by Frame 8:30 Asian Top 20 VJ Nonie 10:30 Big Bang Weekend VJ Alessandra 12:30 Bill Board US Countdown 2:30 The Ride VJ Trey 3:30 Rewind VJ Sophia 4:30 House Of Noise VJ Luke 5:30 [V] 1's 6:00pm Classic Rock 7:00 Top of the Pops 8:00 BPL Oye! 9:00 The Ticket 9:30 Palmolive Extra Time Pass 10:30 Rewind 11:00 Spot 12:00am Big Bang VJ Alessandra 12:30 The Ticket 1:00 The Hard Rock Featuring Air Supply 1:30 Music Update Tokyo 2:30 The Ride VJ Trey 3:00 Big Bang VJ Alessandra 4:30 V Spot

STAR PLUS

6:30am Voltron 7:00 Kids Movie King Arthur 8:00 Around the World in 80 Days 8:30 Count Duckula 9:00 Sabar Rider & The Star Sheriff 9:30 Zoofix With Jack Hanna 10:00 Katts & Dog 10:30 Voyage to the Bottom of the Sea 11:30 The Wild Wild West 12:30 Movie: Against Her Will 2:30 E TV 3:00 The Wonder Years 3:30 Civil Wars 4:30 Hardcastle And McCormick 5:30 Fantasy Island 6:30 Charlie's Angels 7:30 The Addams Family 8:00 The Simpsons 8:30 Baywatch 9:30 Sirens 10:30 LA Law 11:30 Code 3 12:00am COPS 12:30 Mystery Movies: B L Styker 2:30 Movie: The Affair 4:30 Movie TV 5:00 The Sullivan 5:30 Wild Wild West

STAR Sports

6:00am 1996 Pro Beach Soccer Rotterdam, Holland 7:00 World M/Cycle Champs-Czech GP HL 7:30 Sports India 8:30 World Wrestling Federation



Sirens On Star Plus at 9:30 PM Tonight

Raw 9:30 NBA Inside Stuff 43 10:00 Gillette World Sport Special 12:00 Malaysian Open Day 3:30 World Cup Classic Matches 1970 Brazil v Italy 4:30 Cricket Week 7 5:00 World Superbike Championship 1996 Indonesian Grand Prix Fm Sentul, Indonesia 6:30 Asia Sport Show 30 7:00 Inside PGA Tour 7:30 Trans World Sports-33 9:00 Spark 9:30 SDD F1 Wd Champs 1996 Belgian Qualifying 12:00 Same Day Delay Malaysian Open Sem Final 4:00 Gillette World Sport Special 12 The Kickboxing Highlights 5:00 The Asian Football Show 5:30

STAR MOVIES

7:30am Classic: Esther and the King PG (Arabic Subtitles) 9:30 Western: White Feather 12 (Arabic Subtitles) 11:30 Family: Digby The Biggest Dog in the World PG (Hindi Subtitles) 1:30 Family: Bach and Broccoli PG (Hindi Subtitles) 3:30 Classic: Benjamin PG (Hindi Subtitles) 5:30 Western: Frontier Fun 12 (Hindi Subtitles) 7:30 Adventure: Sea Dragon 12 (Hindi Subtitles) 9:00 Bollywood 9:30 Battle Cries: Battle of Alligiers 157

Gharonda 4:30 Malabar Hill 5:00 Jagran

EL TV

00:30 Best of the Best 01:30 Dharmendra Special 02:30 Mem Nashe Mein Hon 03:30 Ove Love Love 04:30 Kishore Kumar Special 05:30 Best of the Best 06:30 Dharmendra Special 07:30 Mem Nashe Mein Hon 08:30 Jugal Jodi 09:30 Nasir Hussain Special 10:30 Young Buzz 11:00 Ortem Hit Thi Hit Hai 11:30 Karz 12:00 Teen Do Paanch 12:30 Fauji 01:00 Party Time 02:00 Jhoomo Nacho 3:00 V3+ 3:30 Ajab 4:30 Moov Usha Uthup Show 5:00 Kamaal Combination 05:30 Mohammed Rafi Special 6:30 Dil Dekhe Dekho 7:30 Chere 8:30 Meni Marzi 8:30 Haseen Pal 8:30 It's My Choice 9:00 Kam 9:30 Kai Bhi Aai Bhi 10:00 People's Club 10:30 Stand By 10:40 Liberty Public Demand 11:30 Ten Bhi Chup 12:00 Upanyas

PTV

8:00am Tilawat Aur Tarjuma/Hamd/Naat 8:20 Cartoon Book 9:10 Phool Khushboo 9:25 Dastarkhwan 9:40 Mehman 10:05 Aap Ki Arwar Maqsood 10:30 English Film: Tarzan 10:55 Milli Naghma 11:00 Khabrain 11:10 Meni Pasand 11:35 Janun 12:55 Quran-E-Hakeem 1:02 Bismillah 1:15 Gridh 2:05 Lazwal Ep-371 2:55 Husool-E-Insaaf & Sports Coaching 3:20 TV Encyclopedia 3:40 Sports Time 4:05 Dastarkhwan 5:05 Medicine 5:25 Computers 6:20 Aho Courses 7:00 English News 7:20 PTV Music Library 7:30 Virsa Pakistan 7:55 Ghazal Usr' Naye Sairee 8:25 Dornic World Of Sports 8:45 Anita 9:00 Break For Headlines News 10:00 Khabrainama & Commercial News 10:35 TBA 11:55 The Flash Point 1:05 Urdu Feature Film: Khas Khabrain-Close Down

ZEE TV

5:30 Suno Bhai Suno 6:00 News 6:30 Jagran 7:00 ZED 8:30 All Out For No Loss 9:00 Bournvita Quiz Contest 9:30 Suno Bhai Sadhu 10:00 Ad Mad Show 10:30 Gaane Anjaane 11:00 Natrat 11:30 Captain Cook Shahi Dawat 12:00 Philips Top Ten 1:00 Toi Moi Ke Bol 1:30 Asian Sky Shop 2:30 Niroac Ashiana 3:00 Positive Health Show 3:30 Low Calorie Show 4:00 TVS Saregama 5:00 To Be Announced 5:30 Galazze 6:00 Beji Ka PG 6:30 Yumtara Lye 7:00 Zaika Ka Safer 7:30 Sur Taa 8:00 Helpline 8:30 Maa 9:00 To Be Announced 9:30 Paribarban 10:00 Tanavaz 10:30 The News 11:00 Ghoomta Aaina 11:30 HFF 1:30 Colgate Gel Yoodle Yo 2:00 Shakti 2:30 TMM 4:00

8:00am EL TV

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Yaadon Ki Baarat 9:30 Cine

Matinee-Hindi Feature Film 12:30 Chamatkar 1:00 Siddhi 1:30 Kaash 2:00 Sunday Ki Sunday 2:30 The Nirlep Rasi Show 3:00 Khoya Khoya Chand 3:30 Movie Mania 4:30 Humse Barkar Gong 5:00 Rangeela Re 5:30 Mere Massege Meri Geet 6:00 Aaina 6:30 Video CD Premier 7:00 Good Shot 7:30 Jai Bir Hanuman 8:00 Surti-Wheel Of Fortune 8:30 Cine Prime-Hindi Feature Film: Mr India 11:30 Fortune Hunter 1:30 Humse Barkar Gong 1:00 Hospital 1:30 Aahaat 2:00 Kuch Dil Ne Kaha 2:30 Closed

TOM and JERRY



JAMES BOND



Bay Watch On Star Plus at 8:30 PM Tonight



TOM and JERRY



JAMES BOND



DD 7

10:30 Janmatin 10:35 Movie Club Film : 1:00 Movie Club Film : 1:00 Nirjan Dupre Premier Gaan (Magazine) 1:30 Nijer Sange Dekha 2:00 Pralingsha 2:30 Bandhu Chite Bhalo 3:00 Kemon Aachen 3:30 Comedy Quiz 4:35 Movie Club Film : 5:00 Jishu 5:30 Nijer Sange Dekha 6:00 Nirjan Dupre Premier Gaan 6:30 Pralingsha 7:00 Nandanik 7:30 Bangla Sambad 8:00 Dhitang Dhitang Bole 8:30 UJALA-Sarer: Asar 9:00 TBA 9:25 Class

TOM and JERRY



JAMES BOND



ZEE CINEMA

06:30 Tarana 08:00 Love Love Love (Amir Khan, Juhi) 10:45 Off Screen 11:15 Ram Bharose (Randi Kapoor, Rekha) 02:00 Ikke Pe Ikke 02:30 Dance Dance (Mithun, Mandakini) 5:15 Songs 06:00 Phir Wohi Dilaya Hove (Joy Mukherjee, Acha Parekh) 08:45 Box Office 09:30 Mithun Song (Chuncky, Neelam) 12:15 Trailers 12:30 Rukhsa (Mithun, Anuradha) 03:15 Songs 03:45 Raja Aur Rank (Ashok Kumar, Pran)

TOM and JERRY



JAMES BOND

