

Dhaka Day by Day

Selling Shahnaz

by Aasha Mehreen Amin



The latest craze in the beauty business is herbal products. After all the horror stories of chemical products that have been published worldwide, most women are turning back to nature for beautification.

In Dhaka several parlours have opened offering herbal facials, hair and skin treatment. The latest herbal shop is Shahnaz's clinic on Gulshan Avenue.

Of course, the name 'Shahnaz' prompted many ladies, especially those with fat purses, to swarm into the clinic at its 'grand opening' recently. This is because the world famous Indian beautician Shahnaz has become something of a legend with her Beauty School and Clinic in India and the popularity of her 'hundred percent natural' beauty products all over the globe. Most people thought that the posh, expensively furnished clinic in Gulshan was a branch of Shahnaz's Beauty Clinic. Actually the place is a beauty centre and agency that sells a hoard of, again, very expensive Shahnaz products. The only other thing that is authentically 'Shahnaz' is the fact that one of the managers and beauty consultant Aftab Imran is a certificate holder of the Shahnaz Beauty School and Herbal Clinic in Delhi.

Some people have felt a little indignant that the name Shahnaz is being exploited for commercial benefit. But then isn't that what business is all about? Moreover, Shahnaz's clinic is a legitimate business and started with all the blessings of the great beauty expert Shahnaz herself. Proof of this are the pictures of Aftab and Shahnaz all over the clinic. The techniques, products and skin consultations adhere to Shahnaz's philosophy of beautification, according to the clinic's management and hence the name is not totally unjustified.

The opening however was rather disappointing for all the pomp it boasted in the invitation cards; the inauguration was far from grand. True, it was a pleasure to walk into a plush building with beautiful women in chiffon saris exuding expensive perfumes. But they did not welcome the visitors or voluntarily give information. If there were free demonstrations, not everyone was entitled to it. Downstairs there were signs of refreshments but nobody seemed to care to invite the guests. This was a great damper for those who had come to have a good time. Those who meant serious business played the

aggressive client asking the staff what exactly they were offering and how much it would cost. One woman in a shalwar kameez asked the aerobics instructor how many pounds she could lose if she entered the exercise programme. The shapely young instructor promptly said 'Well for you it may take longer. You see it's much easier for young girls to lose weight than older women'. Very subtle, wasn't it?

Yet one must admit that the clinic offers everything that a beauty conscious woman (especially one who has all the time and money to be so) would want in a beauty clinic. The clinic includes: the parlour and treatment section for herbal facials, scalp and hair treatments, skin treatments and the regular make-up, hairdressing services and the health club offering free-hand aerobics, sauna and steam.

The membership fee is 2,000 Taka for five years with a 10 per cent discount for members. The exercise classes cost 1,200 Taka a month, three days a week. Sauna and steam costs around 400 to 500 Taka per half hour. Although Shahnaz's Herbal will cater to mainly 'high society' clients, Aftab insists that these prices are reasonable enough for even middle income clients.

The prices of Shahnaz products, however, are quite staggering especially considering that they are made from plants, roots and herbs. 'Shadeen' for pimples for example is 360 taka. 'Shamoon' sandalwood cleansing lotion is also 360 and 'Shanti' dandruff lotion costs 420 taka. Aftab says that the prices are high because they have to pay 100 per cent tax. 'The prices will come down because now we are trying to bring the products through a less expensive route.'

The products are in four ranges: the neem collection; flower collection; honey collection and the Himalayan herbs collection. With ingredients like cucumber, papaya, leaves, roots, sandalwood and honey for the skin and hair and butter for the body, Shahnaz's products have an exotic image.

The number of women who turned up at the opening certainly gave a hint of Dhaka's growing demand for beauty as a product. With its 'all natural no invasive method' claim, the clinic is sure to attract many women who want to look good without any side effects. Whether such interest will be sustained however, depends on how well the clinic lives up to its name.

PM urges all to stand against injustice

CHITTAGONG Sept 3: Prime Minister Sheikh Hasina yesterday made a clarion call to all irrespective of their religious and political identity to stand against injustice and reject the enemies of humanity and democracy once for all, reports UNB.

"Progress is our target, consensus is our foundation people's support is our strength and their love is our capital," she said while inaugurating a five-day Janmasti congregation at JM Seti Hall in the port city. "We are for everyone, everybody is for us... uphold patriotism, fraternity and love for mankind," Hasina said referring to the teachings of Lord Sree Krishna dedicated to love for humanity.

Lord Krishna stood for justice and human bondage. Time has come to be imbued with the message of Lord Krishna and renew our commitments to the nation and the society, the prime minister said.

She said, "People have given us the opportunity to serve the nation after 21 years. We want to run the country taking all the people with us, irrespective of their caste, creed, religious and political belief, following the

path of Father of the Nation Bangabandhu Sheikh Mujibur Rahman."

The Prime Minister appreciated the heroic role of the people of Chittagong in the anti-autocracy movement. She also recalled the proclamation of independence made on behalf of Bangabandhu from Kalurghat Radio Station in 1971.

"We want to establish non-communal politics in the country to build up a poverty and exploitation-free Bangladesh, enriched with the spirit of Liberation War," she said adding that her government wanted to ensure people's economic emancipation to build up a 'Sonar Bangla'.

"We want to put our steps forward by arousing the human quality in our mind, take concerted efforts for a beautiful future of the nation and the country," she added.

Chief advisor of the Janmasti celebration committee Principal Ranajit Kumar Chatterjee and Mridul Kanti Dev also spoke on the occasion. Binod Bihari Chowdhury, a comrade of Master Da Surayen, presented a crest to the Prime Minister.

South Asian coalition for Micro-Credit summit formed

A two-day workshop on "Financing the Poor: Defining the South Asia Perspective for the Micro-Credit Summit", concluded in the city yesterday adopting the 'Dhaka Declaration' and formation of a South Asian coalition for the summit, reports UNB.

The declaration aims at evolving a common strategy for micro-credit practitioners belonging to the countries of South Asia for the upcoming Micro-Credit Summit, to be held in Washington, USA in February, 1997.

The summit will formulate a plan of action for reaching the 100 million poorest families of the world with credit support for self-employment by the year 2005.

The declaration, while acknowledging the successes of the micro-credit programmes felt that the summit should also acknowledge the limitations of micro-credit in addressing the needs of the poor. It said, the focus should be placed on access to financial services as financial services is an entitlement on which the poor have a claim.

The declaration stressed that micro-credit should not negate and diminish the role of the state in poverty reduction efforts and should

Tk 27.5 lakh for renovation of Bouddha Bihars sanctioned

The government has sanctioned Tk 27.50 lakh for the renovation and development of Bouddha Bihars, translation of the Holy Triptak into Bangla and purchase of religious books for the Buddhist community for the 1996-97 fiscal, reports BSS.

This was informed at the first meeting of the newly-formed Buddhist Religious Welfare Trust, with State Minister for Religious Affairs Maulana Mohammad Nurul Islam in the chair.

Of the amount, Tk 27.50 lakh will be spent for renovation and development of Bouddha Bihars. Tk 14.00 lakh for the translation of the Buddhist religious book, the Triptak, and the Tk 2.00 lakh for buying other Buddhist religious books.

The meeting was attended, among others, by vice-chairman of the trust Rakhil Chandra Barua, Members of Parliament Kalpanjan Chakma, Bir Bahadur, A Thin and trustee Bodhi Mitra.

£15,000 ODA grant for Diarrhoea Epidemic Project

Overseas Development Assistance (ODA) provided a grant of 15,000 pound to implement 'Diarrhoea Epidemic Project', a project of the Save the Children Fund (UK) in partnership with the Citizen's Disaster Resource Group, reports UNB.

The project covers about 54 unions under Kurigram, Gaibandha, Sirajganj, Jamalpur, Manikganj and Tangail districts.

The project activities include supply of oral rehydration saline and alum potash, treatment against diarrhoeal diseases and ARI to medically vulnerable population, especially children and women, says a press release.



Shipping Minister A S M Rob at a reception hosted by Ambassador of Qatar to Bangladesh, Atiq Naser Al-Bader on the occasion of the National Day of the State of Qatar yesterday at a city hotel. —Star photo

Khaleda visits Bogra shoot-out victim at CMH

Chairperson of Bangladesh Jatiyatabadi Dal (BJP) Begum Khaleda Zia yesterday visited Alamgir Pramanik at the Combined Military Hospital in the city who was wounded by police firing at Bogra, according to a press release, reports BSS.

She spent some time with Alamgir and enquired about his treatment.

Begum Zia also visited a cousin of Prime Minister Sheikh Hasina at the CMH who is under treatment there and enquired about her condition.

Begum Zia was accompanied by the father of Alamgir Zohed Ali Pramanik and brother-in-law Abdul Khalek.

Turkey keen to invest in energy, telecom sectors

Turkish Ambassador in Bangladesh Kemal Ozcan Davaz called on Finance Minister Shah A M S Kibria at the latter's office in the city yesterday, reports UNB.

The minister assured all possible help in providing maximum facilities to expand trade between the two countries.

They expressed hope that the existing friendly relations between the two countries would be further strengthened in the days to come.

The ambassador informed the Finance Minister that investors of his country were very much interested to establish industries in joint venture. He said businessmen of his country were also interested to work in energy, telecommunications and communications sectors.

The minister assured all possible help in providing maximum facilities to expand trade between the two countries.

SIBL to introduce health, investment schemes soon

By Staff Correspondent

Chairman of Social Investment Bank Ltd (SIBL), Prof M A Mannan yesterday announced that the bank would soon introduce two new schemes—Family Health Service Cheque and A to Z Investment Service.

"We want to make medical facilities available at the doorstep of the client of the Bank and the public in general with a special focus on the low income population, since over 40 million people out of Bangladesh's 120 million population do not have any access to health service at all," he said at a press conference in a city hotel.

Under the Family Health Service Cheque scheme, the services to be offered include: periodical medical checkup, home visit by doctors, free prescription, referral to maternal and child health care, pathological test at reduced rate and emergency services.

Regarding the A to Z Investment service, he said, "We took up this scheme to create income and employment opportunities by facilitating the new entrepreneurs to enter into the market. We will also provide suitable office accommodation in important business centres as well as ancillary services to reduce overhead cost," said Dr Mannan, who was former chief economist of the Islamic Development Bank.

The bank's target group for the service includes local investors having 'reasonable' professional and social background with financial backup, Bangladeshis expatriate or wage earners intending to undertake business venture, and foreign investors, he added.

The Bank would also provide consultancy services and extend expert advice in identifying viable projects, he maintained.

Managing director, M Azil Huq and other directors were present at the press conference.

What's on today . . .

YSDO reception: Youth and Social Development Organisation will distribute YSDO Award '95 to the winners. A discussion meet and a cultural function will follow. Chief guest: LGRD Minister Zillur Rahman. Venue: Public Library auditorium. Time: 4:15 pm.

The British Council

Vacancy

The British Council needs to recruit a senior post for its Cultural and Information Centre in Chittagong. It is a demanding & exciting post which will suit an exceptional candidate who:

- ◆ wants to work in a challenging environment, where recruitment and promotion is determined only by performance and merit.
- ◆ is fluent in written & spoken English.
- ◆ has a high level of financial, planning & interpersonal skills
- ◆ has preferably some exposure at Information technology & Library Science (though not essential)

The vacancy is for "Assistant Librarian" Salary and conditions of service are negotiable and competitive. Applicants should submit their cv for the post to

The Manager

The British Council

Laldighi South, PO Box 327, Chittagong

By 10 September, 1996. The Council will not acknowledge receipt of applications beyond contacting applicants short listed for interview.

The Council is an equal opportunity employer.



WANTED MANAGER HUMAN RESOURCE DIVISION

IBCS-PRIMAX Human Resource Division, accredited institute of NCC-UK invites applications for Manager Human Resource Division for immediate appointment.

This is a Senior Management Position and the incumbent should be an academician and have minimum 10 years experience in teaching and administration with proficiency in Basic Computing Principles, Computer Programming and Computer related mathematics and statistics.

Besides International Diploma in Computer Studies (IDCS), IBCS-PRIMAX is going to offer NCC-UK International Higher Diploma (IHD) and B.Sc (Hons.) degree in Computing and Information Systems (DCIS) from London Guildhall University from January 1997.

The candidate should be capable of handling all affairs related to corporate IT (Information Technology) training and NCC Courses independently.

Application with recent photograph and detail Resume should reach the address on or before 15 September 1996.

Director, Human Resource Division
IBCS-PRIMAX Software (Bangladesh) Ltd.
House # 672, Road # 11 (Old 32), Dhanmondi, Dhaka.
Tel: 816921, 818152 Fax: 880-2-818178.

Government of the People's Republic of Bangladesh

Higher Secondary Education Project

Directorate of Secondary & Higher Education

Road No 4, House No 13, Dhanmandi R/A, Dhaka

Memo No: HSEP/Appointment/125/95/2458

Dated: 25-8-96

APPOINTMENT NOTICE

Applications for purely temporary basis appointment to the undermentioned posts for Programme Support Unit (PSU) of the Project "Higher Secondary Education Project" under the Directorate of Secondary & Higher Education are invited from bonafide Bangladesh nationals having educational qualification & experience mentioned against the posts

Sl No	Name of post & payscale	Number of posts	Age limit	Educational qualification & experience
01	Data Entry Operator Scale: 1725-1725/-	02 (two) Nos	18-30 years	1. HSC or equivalent examination passed from any recognised Education Board. 2. Should pass the standard Aptitude test of Data Entry Operator.
02	Typist-cum-clerk Scale: 1200-2335/-	02 (two) Nos	18-30 years	1. HSC passed from any recognised Education Board. 2. Typing speed in English 30 WPM & in Bengali 20 WPM.
03	Cash Peon Scale	01 (one) No	18-30 years	Class VIII passed

Terms & Conditions:

- Candidate should apply in plain paper addressing the Programme Director of this project
- Candidate's full bio-data viz (a) Name (in block letters), (b) Father's/husband's name, (c) Present address, (d) Permanent address, (e) Date of birth, (f) Age (on 1st August 1996) (g) Educational qualification, (h) Experience, (i) Religion (j) Nationality/domicile should be stated in the application
- (a) Copies of all certificates of educational qualification (attested by 1st class gazetted officer), (b) Character certificate from first class gazetted officer 1 (one) copy, (c) 2 (two) copies recent passport size photographs (attested by 1st class Govt. officer & (d) Nationality/domicile certificate from Union/Pourasabha Chairman/Commissioner 1(one) copy should be attached with the application.
- No affidavit is acceptable in case of age
- Name of the post prayed for should be distinctly superscribed on the envelope
- Candidate with required qualification in service of any organisation should apply through proper channel
- Application received after the prescribed date is not considerable
- Application should reach the undersigned by 21 September 1996 within office hours
- Application sent by post must reach on or before the last date of receiving application within office hours
- Applicant for each post should attach Bank Draft/Pay Order for Tk 50/- (fifty) from any Commercial Bank in favour of "Programme Director, Higher Secondary Education Project" with the application. Cash is not acceptable
- Any type of recommendation/request/lobby for these appointments will be treated as disqualification of the candidate

DFP:19367/2/98

G-1030

Saleh Matin

Programme Director

সোনালী ব্যাংক

সোনালী ব্যাংক
Sonali Bank Dilkusha Corp. Br.
5, Dilkusha C/A, Dhaka
Tender Notice

Sealed tenders are invited from the intending purchasers for sale of the following good/goods 'As it where-it is' basis. The undermentioned description of goods have been furnished as per record of the Bank and is without any responsibility on the part of the bank. The tenderers must satisfy themselves in respect of quality, quantity & weight of the good/goods before taking part in the tender and the bank shall not be responsible for any consequences

Sl No	Nature of credit	Name & address of the borrower	Description of goods with quantity	Country of origin & where stored
01	AAM-92/09	Md Rajabali Prop. M/s. Heera Board Mills, 24-25 Dilkusha C/A, 5th floor, Dhaka-1000.	Paper Board Making Plant Qty No. 1	India, Kowchakuri Mouchak Kaliakaur Gazipur.

Conditions:

- Tenders to be dropped in the tender box kept in Sonali Bank, Dilkusha Corporate Branch, 5, Dilkusha C/A, Dhaka on or before 21.9.96 within 3pm and tender box will be opened on the same day at 3.30 pm before the tenderers present, if any body.
- Earnest money @ 5% of the quoted amount to be paid by way of Bank Draft/Payment Order of any scheduled Bank favouring Sonali Bank Dilkusha Corporate branch Dhaka.
- Good/goods may be inspected in any working day on contacting with the Deputy General Manager of the branch.
- Bank reserves the right to accept or reject any or any or all the tenders without assigning any reason whatsoever.
- Earnest money of the unsuccessful tenderers will be refunded within a reasonable time.
- Good/goods to be lifted by the successful tenderers within 15(fifteen) days from the date of acceptance of the tender after depositing remaining 95% of the tender amount. Otherwise the earnest money shall be forfeited.

Deputy General Manager

Sonali Bank
Dilkusha Corporate Branch
Dhaka