

Endeavour

Creating ripple in country's fashion world

Narayanganj based fashion house Naksha sets its own standard in fashion circuit

MUNEERA PARBEEN

As people are getting more and more fashion conscious, the need for designers and fashion houses is also growing. It is as a result of this that we have seen the emergence of a large number of fashion houses catering to contemporary taste.

Naksha, meaning 'pattern' in Bangla, is located in Narayanganj, that is by implication, outside the fashion centre of Dhaka. But it has already made its presence felt in the mainstream fashion world of the country.

Ready-to-wear men, women and children's wear from locally manufactured fabrics are their forte and Naksha has run an extremely successful joint in popularising these designer items among their regular customers in Narayanganj.

The success story takes its roots back to almost a decade. In 1993 a young man called Abu Taher Mustofa Zamal, who returned home from the middle east after a not-so-successful business venture there, decided that the commercial city of Narayanganj was not a place to write off in terms of fashion. Faced with the bleak prospect of not having a job on his hands, this creative young man decided to have a go at making a place for himself in the seemingly little town. With the help of his wife and her sister, he began a tailoring joint to make ends meet. With the very first earnings from this work, a meagre capital of a few hundred Taka, they bought local materials and made a few dresses of their own designs. The pieces sold out instantly. Naksha came into being.

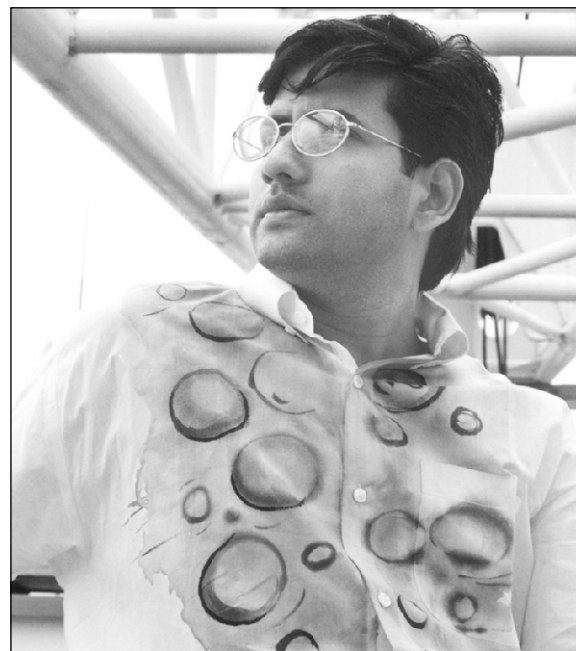
With their relentless efforts, the troika has build up one of the biggest houses of fashion in Narayanganj, and their fame today is not limited to the little town they started off in. Today the designer team at Naksha has been further strengthened with the inclusion of young and talented designer-artists.



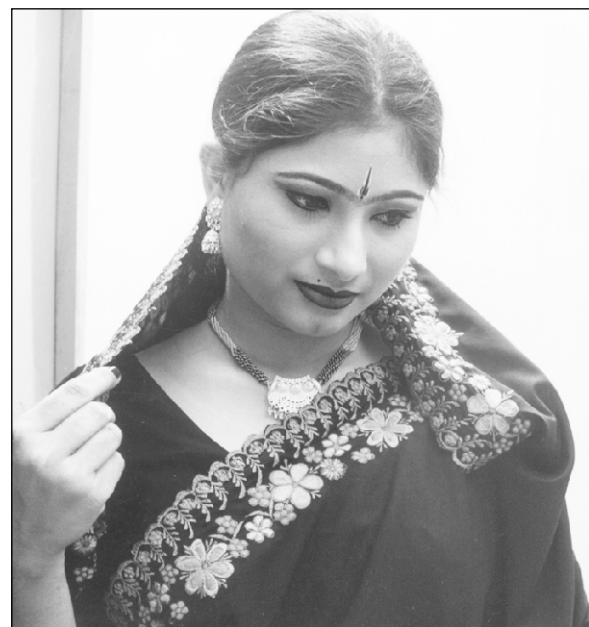
A cotton saree in bieve with paiting on it.



An off-white saree featuring applique work on it.



A shirt with splashes of hand painting to give it a brighter look.



A black saree with orange machine embroidery on the borders.



A plain tan coloured saree with handwork on the border.



A blue handloom salwar kameez ensemble with embroidery.

The house now employs 300 people at its own centre in Narayanganj, and requires craftsmanship of some 1500 others on

contracts as and when required by the house. Apart from running a successful fashion joint, Naksha also holds regular training sessions in tailoring, batik, hand

dyeing and block printing. Many of the people who train for their centre also end up working for them. The courses are of various lengths and run from a few weeks'

to a few months duration. Naksha, as a recognition to their innovative creations, won the second prize in the Shapthahik Bichitra Eid Fashion competition

(Children's clothes) in 1996 and the sixth prize in sarees category in the same competition. It also won the third prize in salwaar kameez (kha category) in

Shapthahik 2000 annual fashion competition the Judges Prize in The Daily Star Eid Fashion competition 2000.

The fashion house recently held an exhibition in the capital city. The four-day long exhibition, held at the Ariel Gallery in Dhanmondi, won a huge response from the crowds.

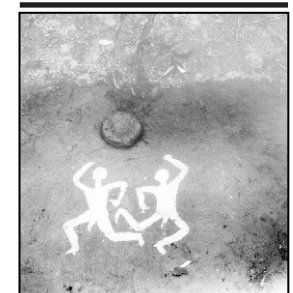
In its wide range of salwaar kameez ensembles, Naksha has cotton three pieces with a wide range of designs on them as hand painting, spray paint, applique work, machine and hand embroidery. A white salwar kameez set on display during its recent exhibition in the city exhibited an elaborate landscape from a village and received much adulation from the visitors to the exhibition. There were also stunning creations in black with French knots and machine embroidery on it.

The sarees were more creative with a wide range of handlooms dominating the scene. The sarees were weaved in innovative and new patterns and priced very reasonably. The range of Punjabis from Naksha is what deserves a special note because they were not only wearable in a wide variety of designs but depicted good handwork as well. Most of the cotton Punjabis in a p p l i q u e work were priced reasonably.

Naksha has plans to expand soon their work and make it regularly available in the capital city. The response from its current exhibition has encouraged them. Zamal said that he often received orders for a large number of consignments but was unable to respond to those because of his limitation in manpower and funds.

For the time being, Naksha is not duplicating its designs but selling its individual creations. With the set up of a show room in Dhaka, Zamal expressed his hope to be able to take regular part in the fashion activities of the capital city. At present however, its clothes are available at its rural craft shop centre and training centre at Narayanganj.

RECOMMENDATIONS



Nishkanda

'Nishkanda is a mythical folk deity. He is being worshiped to drive away evil spirits, long for offspring and get rid of fear and diseases.' A photography exhibition by Shamim Hassan is being held at the exhibition hall of the German Cultural Centre (Goethe Institut). The exhibition will continue till December 4.

Pictures, that narrate stories

Conducted by Christoph Mukherjee and David Steets in collaboration with Drik Gallery and Pathshala, a photography workshop titled 'Pictures, that narrate stories' will start today at the German Cultural Centre (Goethe Institut). The workshop will continue till December 2.

Art show

A group art exhibition by Zahid, Shamim, Kakoli and Safin has opened at The High Commission of India cultural centre, 754, Salmajid Road, Dhanmondi. The show runs everyday from 3:00 to 8:00 p.m. till November 29.

Crafts and fashion works show

A Crafts and Fashion Works Exhibition is now being held at the Zainul Gallery, Institute of Fine Arts, Shahbagh, Dhaka. The show will run till November 30.

Alfred Hitchcock Retrospective

Zahir Raihan Film Society, in collaboration with Indian High Commission in Dhaka, has organised a fortnight long Alfred Hitchcock Retrospective. Stagefright, starring Marlene Dietrich, Jane Wyman and Sybil Thordike, will be screened today at the Indian High Commission Auditorium at 6 in the evening.

TV GUIDE

EKUSHEY TV

- 12:30 Ekushey Midday
- 12:30 Charidike
- 1:00 Expedition to the Animal Kingdom
- 1:30 Documentary programme: Japan Video Tropic
- 2:00 Classic Cartoons
- 2:10 Deho Tore
- 2:30 Drishti
- 3:00 Ekushey Headlines
- 3:05 Drama Serial: Bondhu Borasho
- 3:30 Drama Serial: Jononi
- 4:00 Khelaj Khelaj
- 4:30 Expedition to the Animal Kingdom
- 5:00 Islamic programme: Oishee
- 5:30 Drishti
- 5:50 Aikar Potrikay
- 6:00 Ekushey Headlines
- 6:05 Classic Cartoons
- 6:30 Charidike
- 6:55 Ekushey Headlines
- 7:00 Bolte Chai
- 7:30 Ekushey News
- 7:58 Ek Minute
- 8:00 Drama Serial: Bondhon
- 8:45 Program of Song
- 9:00 Ekushey News (English)
- 9:05 Pother Pachile
- 9:30 Drama Serial: Sundoree
- 10:00 News: Simulcast from BTB
- 11:00 Ekushey Nightly News
- 11:30 Sumptrolique
- 12:00 Ekushey Headlines
- 6:25 Drama Joar Vata
- 7:00 Special Programme
- 7:35 Drama Simana
- 8:00 Din Protidin
- 8:35 Sanchita
- 9:40 Music Plus
- 10:45 Drama Joar Vata
- 11:15 Special programme
- 12:00 Drama Simana
- 12:35 Sanchita
- 2:00 Bangla Cinema: Nil Akasher Niche (Razzak/Kabori)
- 4:50 Mahe Ramadan
- 5:25 Hamd Nat
- 5:35 Monohor Itfar
- 5:45 Islam & Biggan
- 6:10 Music Plus
- 7:15 Channel i Sangbad
- 7:25 Bha Ki Darun Drisha
- 8:00 Chhiti Pelam
- 8:30 I Tele Quiz
- 8:35 Anondodhara
- 9:00 Channel i Sangbad
- 9:20 Sangbad Patra Bangladesh
- 9:30 I Tele Quiz
- 10:00 Quiz: 60 Sec.
- 10:01 Music Circle
- 10:30 Channel i Sangbad

BBC WORLD

- 6:00 BBC News
- 6:30 World Business Report
- 7:00 BBC News
- 7:30 Asia Today Inc Asia Business Report
- 8:00 BBC News
- 8:30 Asia Today/World Business Report
- 9:00 BBC News
- 9:30 Asia Today/Asia Business Report
- 10:00 BBC News
- 10:30 Talking Movies
- 11:00 BBC News
- 11:30 Earth Report
- 12:00 BBC News
- 12:30 Hardtalk
- 1:00 BBC News
- 1:30 Holiday
- 2:00 BBC News
- 2:30 Reporters
- 3:00 BBC News
- 3:30 Hardtalk
- 4:00 BBC News
- 4:30 QED
- 5:00 BBC News
- 5:30 Reporters
- 6:00 BBC News
- 6:30 Wheels
- 7:00 BBC News
- 7:15 World Business Report
- 7:30 Click Online
- 8:00 BBC News
- 8:30 Reporters
- 9:00 BBC News
- 9:30 Asia Today/World Business Report
- 10:00 BBC News/World Business Report
- 10:30 Face to Face
- 11:00 BBC News
- 11:30 World Business Report
- 12:00 BBC News
- 12:30 Hardtalk
- 1:00 BBC News
- 1:30 Top Gear
- 2:00 BBC News
- 2:30 World Business Report
- 3:00 BBC News
- 3:30 Aus Dir
- 4:00 BBC News
- 4:30 Asia Business Report/Asia Today
- 5:00 BBC News
- 5:30 Asia Business Report/Asia Today1.
- 7:00 Blankman
- 9:00 Star Trek Generations
- 11:30 The American President
- 1:45 Tootsie
- 4:00 Weird Science
- 6:00 Major Payne
- 8:00 Pilgrim
- 10:00 3 Ninjas Kick Back
- 12:00 Coming to America
- 2:15 The American Presi-

STAR GOLD

- 10:30 Amul Bollywood News
- 11:00 Geet Bahar
- 11:30 Dr. Kotnis Ki Amar Kahani (V. Shantaram, Jaysree)
- 3:00 Amul Bollywood News
- 3:30 Munimji (Dev Anand, Nalini Jaywant)
- 7:00 Geet Bahar
- 7:30 Rang Birangi Laila Majnu (Rishi Kapoor, Ranjeeta)
- 11:00 Amul Bollywood News
- 11:30 Hamrahi (Rajendra Kumar, Jamuna)
- 12:30 Hamrahi (Contd...)
- 3:00 Geet Bahar
- 3:30 Munimji (Dev Anand, Nalini Jaywant)
- 7:00 Laila Majnu (Rishi Kapoor, Ranjeeta)
- 6:00 Happy Days
- 6:30 3rd Rock From The Sun
- 7:00 The Oprah Winfrey Show
- 8:00 Water Rats
- 9:00 JAG
- 10:00 The Pretender
- 11:00 The Oprah Winfrey Show
- 12:00 Law&Order Special Victims Unit
- 1:00 Things People Do
- 1:30 The Bold and The Beautiful
- 2:00 Mork & Mindy
- 2:30 Happy Days
- 3:00 Baywatch
- 4:00 The Simpsons
- 4:30 3rd Rock From The Sun
- 5:00 Star News Asia
- 5:30 Friends
- 6:00 The Drew Carey Show
- 6:30 Whose Line Is It Anyway?
- 6:45 Star News Asia
- 7:00 Ally McBeal
- 8:00 The Practice
- 9:00 Friends
- 9:30 The Drew Carey Show
- 10:00 Whose Line Is It Anyway?
- 10:30 Ally McBeal
- 11:30 The Practice
- 12:30 The Drew Carey Show
- 1:00 Whose Line Is It Anyway?
- 1:30 Ally McBeal
- 2:30 3rd Rock From The Sun

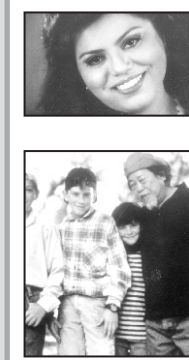
STAR PLUS (INDIA)

- 6:00 Sanskruti
- 6:30 Star Geetmala
- 7:00 Hum Saath Aath Hain
- 8:00 Aatma
- 9:00 Hit film:in Hit Sangeet
- 9:30 Fox Kids Daily
- 10:30 Small Wonder
- 11:30 Pal Chhin
- 12:30 Saahil
- 1:00 Shanti
- 12:30 Hit film:in Hit Sangeet
- 1:00 Hum Saath Aath Hain
- 1:30 Kahaani Ghar Ghar Ki
- 2:00 Sanskruti
- 2:30 Kyunki Saas Bhi Kabhi Bahu Thi
- 3:00 Shagun
- 3:30 Kasautii Zindagi Kay Saheli
- 4:00 Kaathin Kissii Roz
- 5:00 Meri Saheli
- 5:30 Hit Film:in Hit Sangeet
- 6:00 Small Wonder
- 6:30 Fox Kids Daily
- 7:30 Sanskruti
- 8:00 Hum Saath Aath Hain
- 8:30 Son Pari
- 9:00 Kasautii Zindagi Kay
- 9:30 Kaun Banega Crorepati

TODAY'S HIGHLIGHTS



Ekushey: 9:30 pm. **Shundari-17** episode. Organised by Member Azizul, a small meeting is being held with Gafur Sherwani as its chief guest. There are slogans in favour of Sherwani. Habibar keeps an watch on this new leader.



Channel 1: 8:00 pm. **Music Plus.** Nahid Nazia will feature in this week's edition of Music Plus. She will presents a few songs from her forthcoming album Chai Shudhu Tomake.



HBO: 10:00 pm. **3 Ninjas Kick Back.** The slippery no-nonsense ninja threesome of Rocky, Colt and Tum Tum are back for some fast and furious chop-socky action. Their grandfather and ninja master (Victor Wong) enlists their aid and martial arts skills to return a sacred ninja dagger to Japan. However, a businessman has other plans for the dagger, and steals it.

PICK OF THE DAY



Sampratit
Ekushey at 11:30 p.m. ETV's Bulbul Monjurul Ahsan chats with former foreign secretary Faruque Chowdhury and journalist Irtiza Nasim Ali, Chief Editor of Probe news about the Afghan crisis on the talk show Sampratit. Both Faruque Chowdhury and Irtiza Nasim Ali recently visited Paksitan to cover the Afghan situation and its repercussions on the region.

ZEE TV

- 6:00 Yaadon Ke Pal
- 6:30 Aalaap
- 7:00 Yoga For Life
- 7:30 Jagran
- 7:50 Zee Gym & Eat Healthy
- 8:20 News
- 8:30 Ardhangini
- 8:45 Yaadein Radio Ceylon Ki
- 9:00 Nickelodeon on Zee
- 9:30 Nickelodeon
- 10:00 Guldasta
- 10:30 Sarhadain
- 11:00 Ek Tukda Chand Ka
- 11:30 Woh Haseen Pal
- 1:00 Manzilein Apni Apni
- 1:25 Jhalak
- 5:45 Koi Apna Sa
- 2:00 Choti Maa Ek Anokha Bandhan
- 2:30 Gharana
- 3:00 Feature Film
- 6:00 Ek Nazar
- 6:30 Nickelodeon On Zee
- 7:00 Nickelodeon
- 7:30 Ek Nazar
- 8:00 Deewane To Deewane Hai
- 8:30 Ek Tukda Chand Ka
- 9:00 Mehndi Tere Naam Ki
- 9:30 Choti Maa Ek Anokha Bandhan
- 10:00 Koi Apna Sa
- 10:30 Aap Jo Bole Haan to Haan Ap Jo Bole Na Sarhadain
- 11:30 Gharana
- 12:00 Justujoo
- 12:30

ZEE CINEMA

- 5:30 Chehren
- 6:00 Feature Film
- 9:00 Kuch Lamhe Kuch Nagme
- 9:15 Ikke Pe Ikka
- 9:45 Movie Fare
- 10:00 Feature Film
- 1:00 Chatpati Chat
- 1:15 Madhyantar
- 1:30 Feature Film
- 5:00 Darpan
- 5:15 Tara Rum
- 5:45 Film Time
- 6:00 Feature Film
- 9:15 Cine News
- 9:30 Dadamoni-A Tribute To The Legend-Ashok Kumar
- 10:00 Feature Film
- 1:45 Tara Rum
- 2:15 Kuch Lamhe Kuch Nagme
- 2:30 Feature Film
- 3:00 Chehren
- 6:00 Music Plus
- 7:00 Aalaap
- 7:30 Tara Rum
- 8:30 Hit Pe Hit
- 10:30 Hit Mix
- 11:00 Music Mag
- 11:30 Music Box
- 12:00 Music Plus
- 1:00 Hit Pe Hit
- 2:00 Jharokha
- 2:35 Dil Se
- 3:05 Tara Rum
- 4:00 Hit Pe Hit
- 5:00 Music Box
- 5:30 Hit Mix
- 6:00 Cool Age
- 6:30 Music Plus
- 7:30 Hit Pe Hit
- 8:30 Best Of The Best
- 9:30 Music Box
- 10:00 Sizzlers
- 10:30 Jharokha
- 11:05 Just Jammin
- 11:35 Phoren Maal
- 12:35 Shabbab
- 1:05 Music Box
- 1:30 Jharokha
- 2:00 Hit Pe Hit
- 3:00 Compact Disc
- 3:30 Tara Rum
- 4:30 Phoren Maal
- 5:30 Sizzlers

ZEE MUSIC

- 6:00 Music Plus
- 7:00 Aalaap
- 7:30 Tara Rum
- 8:30 Hit Pe Hit
- 10:30 Hit Mix
- 11:00 Music Mag
- 11:30 Music Box
- 12:00 Music Plus
- 1:00 Hit Pe Hit
- 2:00 Jharokha
- 2:35 Dil Se
- 3:05 Tara Rum
- 4:00 Hit Pe Hit
- 5:00 Music Box
- 5:30 Hit Mix
- 6:00 Cool Age
- 6:30 Music Plus
- 7:30 Hit Pe Hit
- 8:30 Best Of The Best
- 9:30 Music Box
- 10:00 Sizzlers
- 10:30 Jharokha
- 11:05 Just Jammin
- 11:35 Phoren Maal
- 12:35 Shabbab
- 1:05 Music Box
- 1:30 Jharokha
- 2:00 Hit Pe Hit
- 3:00 Compact Disc
- 3:30 Tara Rum
- 4:30 Phoren Maal
- 5:30 Sizzlers

News

- 9:00 News
- 9:05 Bharat Bhraman
- 9:30 Purobi
- 10:00 Googly
- 10:30 Prapto Baeskoder janyo
- 11:00 Sheshprashna
- 11:30 Grohon
- 12:00 Gandharbi
- 12:30 Chena Mukher Shari
- 1:00 Ingit
- 1:30 Ek Akasher Niche
- 2:00 Nayantara
- 2:30 Chaka- Laxmi Puja Special
- 5:00 Surer Ei Jhama Dharay
- 5:30 Phire Elam
- 6:00 News
- 6:30 Grohon
- 7:00 Shesh Prashna
- 7:30 Surer Ei Jharnadhara
- 8:00 Nayantara
- 8:30 Ek Akasher Niche
- 9:15 Chena Mukh Shari
- 9:45 Ingeet
- 10:15 Football
- 10:45 Ek Palake
- 10:50 News
- 10:55 Ek Palake
- 11:00 Bideshini Bodhu
- 11:30 News
- 11:55 Ek Palake
- 12:00 Shesh Prashna
- 12:25 Ek Palake
- 12:30 Bangla Feature Film
- 3:00 Purobi
- 3:30 Bharat Bhraman
- 4:00 Nayantara
- 4:30 Ek Akasher Niche
- 5:00 Chena Mukher Shari
- 5:30 Football
- 12:00 Follow The River
- 12:00 Katts and Dog
- 3:30 Follow The River
- 5:00 Sesame Street
- 6:00 Broken Vows
- 8:00 Prince Charming
- 10:00 Lonesome Dove: The Series
- 11:00 Something So Right
- 1:00 Sliders Season IV
- 2:00 Sesame Street
- 3:00 Clifford
- 3:30 Cailou
- 4:00 Lonesome Dove: The Series
- 5:00 Star Trek: Voyager
- 6:00 Sliders Season IV
- 7:00 The Hound of the Baskervilles
- 9:00 Star Trek: Voyager
- 10:00 The Sign of Four
- 6:00 Star News Hindi
- 6:30 Bollywood News
- 7:00 Star Bazaar
- 7:30 Saat Baje
- 8:00 Star Khel

SPORTS

- 6:30 ESPN Sportscenter Hindi
- 7:00 NBA Basketball Houston, TX USA
- 8:30 Sacramento Kings @ Houston Rockets
- 9:30 South Africa Cricket India Tour of South Africa Centurion, South Africa 3rd Test, Day 5, Highlights
- 10:30 Football Focus
- 11:30 Italian Football Hillites
- 12:00 2001/2002 Highlights
- 1:00 Sportscenter Bristol, CT USA
- 2:00 ACC/Big Ten Challenge College Park, MD USA Illinois @ Maryland
- 4:00 ACC/Big Ten Challenge Chicago, IL USA Duke @ Iowa
- 6:00 Cable in the Classroom : Sports figures
- 6:30 English Premier
- 5:30 Sansar
- 4:30 Kyunki Saas Bhi Kabhi Bahu Thi
- 5:00 Meri Saheli
- 5:30 Hit Film:in Sangeet
- 7:30 [V] So Long Gone
- 8:30 [V] Jumpstart
- 10:30 [V] Hit Machine
- 12:30 [V] Jungli Jukebox
- 1:00 [V] FDFS
- 1:30 [V] Hit Machine
- 4:30 [V] Hotline
- 5:30 Very [V]
- 7:00 [V] The Chosen One Audience with Britney
- 7:30 Hit Machine
- 8:00 [V] Colossal Chaos Countdown
- 9:00 [V] Hit Machine
- 9:30 [V] Jungli Jukebox
- 10:00 [V] FDFS
- 10:30 [V] Hit Machine
- 11:00 Late Night [V]
- 12:00 [V] Hit Machine
- 12:30 Club [V]
- 1:00 [V] Hit Machine
- 10:30 League
- 11:00 Table Tennis ITTF Pro Tour 2001 German Open Bayreuth, Germany Semifinals
- 12:30 Sportsline Today
- 1:00 English Premier Football League
- 3:00 National Sports Report
- 3:30 Tiger Soccer 5's Tiger 5s, 2001 Singapore, Singapore Day 1 Match 3
- 6:30 Sailing Volvo Ocean Race
- 7:00 Cricket Programming Super Selector December Launch
- 8:00 Sportsline Tonight
- 8:30 World Cup Mix
- 9:00 Gillette World Sports Special Gillette World Sports
- 9:30 Max Power
- 10:30 Sportsline Tonight
- 11:00 Australian Domestic Cricket Australian Pura Cup Hobart, Australia Southern Redbacks @ Tasmanian Tigers Day 2 Highlights
- 12:00 Sportsline Tonight
- 12:30 Tiger Soccer 5'S Tiger 5s, 2001 Singapore, Singapore Day 2 Match 1
- 2:00 Tiger Soccer 5'S Tiger 5s, 2001 Singapore, Singapore Day 2 Match 2
- 3:30 Sportsline Tonight
- 4:00 Asian Festival of Speed 2001 Asian Formula 2000 Int'l Series Zhuhai, China Rounds Thirteen & Fourteen
- 5:00 Sportsline Tonight

STAR SPORTS

- 7:30 Sportsline Today
- 8:30 Spanish Football
- 8:30 Spanish Football

ALPHA TV BANGLA

- 6:00 Sheshprashna
- 6:30 Aatpake Bandhe
- 7:00 Grohon
- 7:30 News
- 8:00 Surer Ei Dharana Dharay
- 8:30 Zee Jalsa