

Formulate guideline to stop widespread use of billboards

Speakers tell discussion

STAFF CORRESPONDENT

The corporate bodies and the government should formulate a guideline in order to prevent widespread use of billboards in city streets, speakers observed at a forum yesterday.

Criticising overuse of billboards, they said many countries have strict guidelines in this regard and Bangladesh should take the same initiatives.

Even the roads of Singapore are not covered with such a big sized billboards, said Mushtaque Ahmed, managing director of Marks and Allys Ltd, in the first-ever 'Bangladesh

Brand Forum' that ended in the city yesterday.

In the two-day forum, the participants highlighted different issues relating to creating, strengthening and protecting brand value and also emphasised brand based business culture.

In the concluding session of the forum styled 'Challenges and Opportunities of Brands in Bangladesh', discussants said Bangladeshi products, especially software, design, and jewellery can compete in the world market if we can market them under different brands.

Making a brand not only depends on advertising, but prod-

uct quality also determines its image, they suggested.

"Google is the leading search engine in the world but it had never gone for advertising," said a discussant in the forum.

Speakers also said interpersonal communication and publicity can have strong impact in developing brand image.

The forum was organised by Brandzeal, a brand consultancy firm, in partnership with Institute of Business Administration (IBA) of Dhaka University and Global Brand Forum from Singapore.

Grameenphone was the sponsor of the forum.



PHOTO: STAR
A mobile court led by Metropolitan Magistrate Rokon-Ud Doula fines Alina Engineering Works Tk 16 lakh for producing fake electric fans at Dolaipar in the city yesterday.

3rd Nat'l Debate Festival 2007 May 18-19

National Debate Federation Bangladesh (NDF BD) in association with Kushtia District School will organise 'NDF BD 3rd National Debate Festival-2007' on May 18-19 in Kushtia, says a press release.

The theme of the festival is 'Juktir Prantore Shuni Jiboner Joygan'. A total of about 2000 students from different schools, colleges and universities are expected to take part at the festival.

The organisers are hoping that this debate festival will be an attempt to drive away irrational and illogical thinking from the society and will act as a forum where modern and enlightened citizens can exchange their views.

The other highlights of the debate festival include debate workshops, rally, campfire, meet-the-personality show, public speaking competition, site seeing, cultural programmes, film shows and prize giving ceremony.

The registration fee for the debate festival has been fixed at Tk 200 per person while the last day for registration is May 13.

Interested participants can dial 01711541556 or 01712655132 or 01913531957 or 071-54029(Kushtia District School) or send email to ndfbd2006@gmail.com, the release added.

NSU student commits suicide

STAFF CORRESPONDENT

A student of North South University (NSU) committed suicide at his residence at TNT colony at Maghbazar in the city yesterday afternoon.

Alok Ray, 22, hanged himself from a ceiling fan with a sari in his room.

He was rushed to Dhaka Medical College and Hospital (DMCH) where on-duty doctors declared him dead.

Alok's father Khanendra Kumar Ray said his son was the last semester student of BBA programme at NSU and had long been suffering from mental disorder.



PHOTO: STAR
Justice KM Sobhan speaks at a view exchange meeting demanding restoration of National Women Development Policy '97 at the Cirdap auditorium in the city yesterday. On his left are Bangladesh Mahila Parishad General Secretary Ayesha Khanom and Dr Masuda Nargis Ratna. Bangladesh Mahila Parishad organised the meeting.

Social movement a must to combat violence against women

STAFF CORRESPONDENT

Violence against women hinders establishing women's empowerment and their rights, speakers at a discussion said yesterday, adding that initiating a social movement is a must to combat such violence.

The speakers also underscored the need of changing social attitude in this regard and said women's empowerment will not be established in a day.

CARE Bangladesh held the discussion titled 'Empowerment of Women' at Osmani Memorial Hall on the occasion of its two-day 'Shouhardo Dibosh' with the slogan 'Building alliances for development' that concluded yesterday.

UM Habibun Nessa of Save the Children UK spoke on 'Instilling a vision of equality in future generation to stop violence against women' while Maheen Sultan of Naripakkha and Faustina Pereira of Ain O Salish Kendra spoke on 'Building social movements to reduce violence against women' and 'Improving agency of women for zero tolerance to domestic violence' respectively. Director of Democracywatch Taherunnesa Abdullah chaired the discussion.

"Since domestic violence is not recognised by the society and state, no distinct steps have yet been taken although the rate is alarming," said Taherunnesa.

Highlighting the draft policy to

resist domestic violence, Faustina Pereira said comprehensive mechanism is a must to make it effective. At the same time, domestic violence should be linked up with the national cost to find out its severity, she added.

Although much advancement has taken place regarding issues on women rights in the last two or three decades, society's attitude towards women has not changed much, they said adding that even rape victims are still stigmatised in the society.

They called for a social movement to resist violence against women, as it is one of the major obstacles to establish equity between men and women.

BSEC BLAZE Victims get Tk 4.25 lakh

UNB, Dhaka

The government distributed Tk 4.25 lakh among the families of 27 victims of the February 26 Bangladesh Steel and Engineering Corporation (BSEC) blaze in the city.

Industries Adviser Geeteara Safiya Chowdhury handed over the cheques to the family members at the BSEC building yesterday. The money was distributed from the chief adviser's Relief and Welfare Fund.

Of the total, Tk 1 lakh was given to each family of the two dead officials of BSEC, Tk 40,000 each to two critically injured, Tk 10,000 each to six who suffered major injuries and Tk 5,000 each to 17 minor injured.

In addition, the Food and Disaster Management Ministry gave Tk 20,000 to each family of the two deceased and Tk 25,000 each to the 25 injured.

The family members of the two deceased also received Tk 6.75 lakh and Tk 1.46 lakh from Pragati Insurance respectively under the Group Insurance Policy.

The adviser said the government would "consider giving job to eligible family members of the two deceased at the BSEC building".

She also thanked all the officials and employees as the corporation has earned Tk 7 crore in profit till the month of April during the current fiscal despite the fire incident.

Geeteara Safiya Chowdhury also called upon the media to uphold the success of the state-owned organisation to the public.

Among others, Industries Secretary Dr M Nurul Amin and BSEC Chairman M Abu Jafar were present.