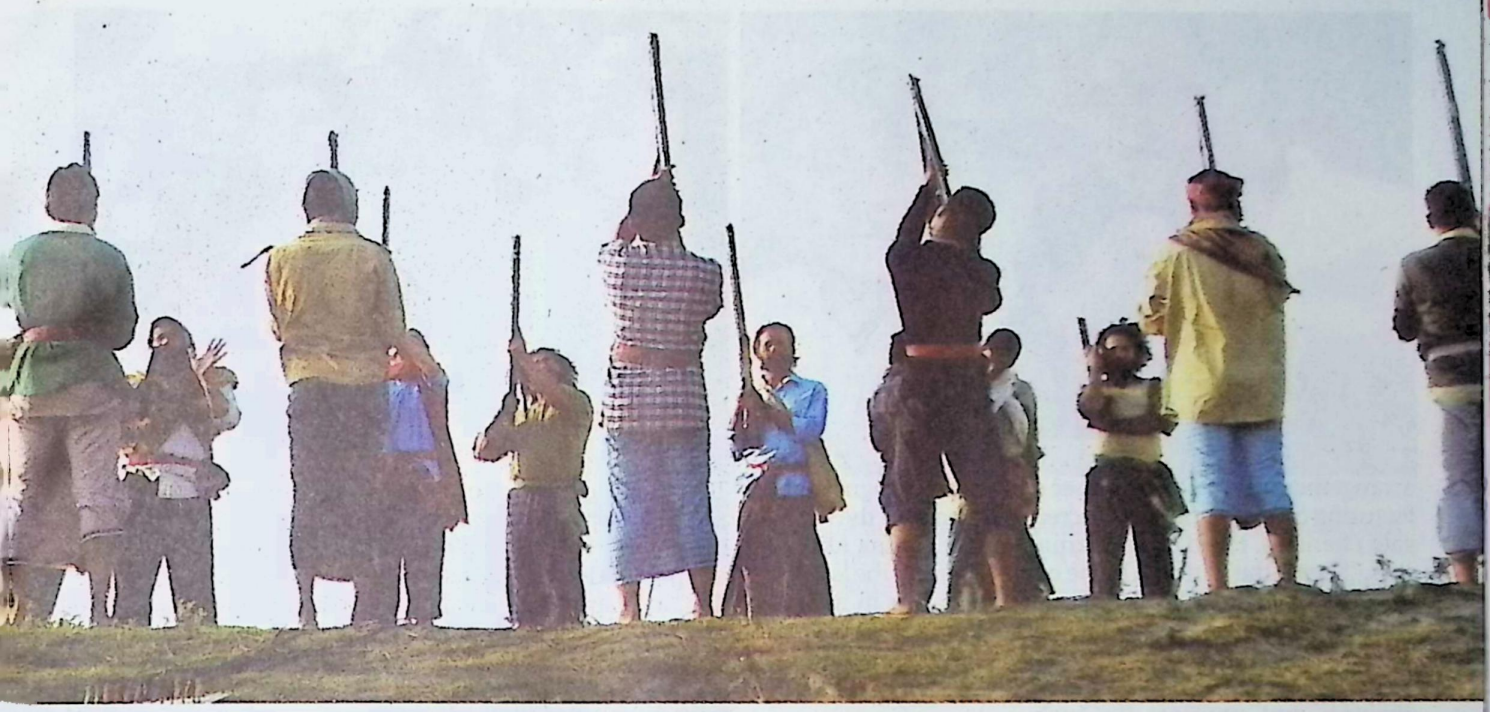






the same when there was only one public channel BTV till the mid 1990s, though so many private channels are operation in the country," Head of Programme of ATN Bangla Noazesh Ali Khan says, "Still we focus on television drama, since the genre is very popular as per the Television Rating of Programme (TRP)."

"Over 150 TV plays will be aired in the next six days in different channels and we are getting sufficient sponsors for these plays. But, offbeat programmes are scheduled considering the entertainment for special section of people such as children and women, though there is less TRP demand for such programmes. We've not yet been able to popularise something innovative during the Eid festivals. In fact, TV channels don't experiment much on the Eid arrangements considering it to be a business loss" he adds.

But, it is true that the standard of plays aired during Eid is better than the usual standard in terms of theme, content and treatment. And these plays are high-budget productions, since high-profile actors are the major cast members of these plays. But, the question is do we have so many playwrights, directors, actors and technical crews to present over 150 plays to be aired in five/six days. Previous experience says that viewers will have to watch the same faces repeatedly.

"In fact, the time constraint is a major problem for chalking the plan for Eid-Ul-Azha compared to Eid-Ul-Fitr. However, the best possible effort is always given during selection, since all the channels want to attract as many viewers as possible. So, I would say the standard of the plays and other programmes are always upgraded. Special treatment is evident in the grandiosity of the programmes" says Mostafa Kamal Syed, head of programme of ntv.

One major change evident in this year's Eid-Ul-Azha