



arrangement is that the number of in-house programmes featuring offbeat topics has increased in each of these private channels. Head of Programme of Rtv Hasina Ahmed says, "Seeing the criticism in the newspapers for the last few years for featuring TV play based programmes in the Eid arrangements we have focused on including more offbeat programmes having diversified themes for the Eid entertainment of the viewers. But, it's true that there is lack of directors and sponsors for such programmes. Which is why TV channels have to produce such programmes."

Airing movies on the TV channels are attractions of the Eid programmes in these days. Each year, a few channels premiere new movies on Eid. This year Channel-i will premiere Swapnopuron. Many channels will also air old Bangla hit movies for the entertainment of the viewers.

Besides airing Bangla films in the TV channels about seven films are expected to be commercially released at the theatres, confirmed Bangladesh Film Producers and Distributors Association (BFPDA).

This year the number of movies is comparatively less than previous years. Most of the mainstream films for this Eid belong to the romantic genre featuring the popular contemporary duo Sakib Khan and Apu Biswas. Sources in the film industry confirmed that most of these films are expected to be box-office hits. These sources also confirmed that the only film featuring recently demised hero Manna would be a big attraction.





