METROPOLITAN

Brand Forum

seminar kicks

Bangladesh Brand Forum is

set to launch a high-profile seminar in Dhaka today with a focus on the application of

branding principles to help

companies survive tough

attended by a host of guest

speakers from home and

abroad will take place at Dhaka

Sheraton Hotel

Grameenphone Ltd is the

'platinum sponsor' of this

provide inspiration to

Bangladeshi leaders on how to

build strong emotional con-

nections with customers,

statement.

Brand Forum said in a press

economic uncertainties, the

Bangladesh corporate world is

attempting to take an optimis-

tic leap forward. While the

many companies are battered,

Bangladesh Brand Forum is

taking a bold step in telling

corporate leaders and market-

ers that their time to make

their mark is now and this is

of tangible and intangible

promises made by the pro-

vider. They motivate providers

to meet a guaranteed level of

product performance or

are scheduled to join the

seminar are Sanjiv Mehta,

chairman of Unilever North

Africa and Middle East, David

Mayo, president of Ogilvy &

Mather Advertising Asia

Pacific, Jeff Cacy, managing

director (marketing services)

of Boeing, and Santosh Desai,

CEO of Future Brands (India).

More students

study in Japan

Japan International

Cooperation Agency (JICA)

yesterday said more Bangladeshi students would get opportunities of higher education and research in

Chief Representative of

JICA in Bangladesh Nobuko Suzuki Kayashima said this

while addressing a seminar on

Education in medical technology to enhance healthcare services in Bangladesh' at the

LGED auditorium in the city.

Mohiuddin was the chief guest

at the seminar organised by

JICA Alumni Association of

Bangladesh. Director General

Shah Monir Hossain, Dr

Khurshid Jahan and General

Secretary of JICA Alumni

Association Mohammad Izar

Mohiuddin urged the physi-

cians to be more sincere and

devoted in reaching the health

services to the doorstep of all,

government would provide all

support in the greater interest

of the nation.

particularly the poor people.

Dr Mostafa Jalal

Uddin also spoke.

Lawmaker Dr Mostafa Jalal

Says JICA official

BSS, Dhaka

Japan every year.

to get chance to

Some of the speakers who

service delivery."

"Brands in essence are a set

through brands," it added.

"Seven global speakers will

The two-day seminar to be

competition in business.

off today

STAFF CORRESPONDENT

Discriminatory laws against Dalits to be repealed

Says law minister

STAFF CORRESPONDENT

Law Minister Shafique Ahmed yesterday said discriminatory laws against Dalit and Harijan communities will be repealed, if there is any.

"If you can show me any laws discriminating against your (Dalit and Harijan) communities, such laws will no the city. longer remain in the law books. I will repeal those," he

be enacted to remove discriminations and obstacles both facing during admission into educational insinuations and lives. in the professional fields, he assured.

"Every citizen of the counwill face any discriminations for economic, educational and social reasons," he said.

The minister made these assurances at the concluding ceremony of a 10-day campaign organised on the occasion of the International Day

for the Elimination of Racial Discrimination.

The National Committee to humiliating condition. Celebrate the International Day for the Elimination of Racial Discrimination in association with Manusher Jonno Foundation (MJF) organised the programme at

Speaking as the chief guest, the minister said that legal rights of Dalit and Harijan If necessary, new laws will communities will be ensured to establish their rights as people of these communities the communities have been also participated in the liberation war and sacrificed their

The law ministry is going to set up a directorate soon for providing legal and economic try has equal rights. So, no one assistance for these marginal-

ised people, he added. In his keynote paper, PARITTRAN Director Milon Das said though the constitution ensures equal rights of every citizen, but Dalit and Harijan communities are deprived of education, health care, habitation and employment facilities and living in a

There are about 55 lakh Dalit and Harijan people, who are known as untouchables in the society, live under marginal conditions in the country.

Milon demanded enact-Mohanagar Natyamancha in ment of laws eliminating racial discrimination against them, formulation of a national development policy for incorporating the communities in the mainstream development programmes and ensuring their participation in all social activities.

Speaking as the special guest, lawmaker Rashed Khan Menon said Dalit and Harijan communities live in inhuman conditions.

their rights, but it is not implemented properly, he said, urging the community members to launch their own organisational move on the

Prof HKS Arefin said this is not racial discrimination,

rather the discrimination is ideological and involved with religion, adding that mere formulating a law is not enough, the prevailing social structure that deprives them of their rights need to be changed.

Narrating difficulties the women of the communities face, Dipali Das, a member of Dalit community, said the condition of women in the country is volatile and the condition of women of Dalit community is worst.

"We want to live like other human beings. We have the right to franchise and we want to live with self-dignity. Let us give the right," she said.

With Bangladesh Harijan Oikva Parishad President The constitution ensures Krishna Lal in the chair, the programme was also addressed by Whip Shagufta Yasmin, MJF Executive Director Shaheen Anam and Research Initiatives Bangladesh Executive Director Dr Meghna Guha Thakurata.



Guests hold a copy of 'Ekatturer Chithi' (Letters of '71) at a publication ceremony at Hotel Sheraton in the city yesterday. From left are Grameenphone CEO Oddvar Hesjedal, Rashid Haider, Maj Gen (retd) Amin Ahmed Chowdhury, Salahuddin Ahmed, Nasiruddin Yousuf and Editor of the daily Prothom Alo Matiur Rahman. "Within the current global

'EKATTURER CHITHI' PUBLISHED

Vivid memories of War world is reeling from the global financial crisis and of Liberation

STAFF CORRESPONDENT

Pin-drop silence was there in Hotel Sheraton when the letter of Nurul Islam, a freedom fighter, was read out. Nurul Islam sent this letter from the battlefield to his beloved mother which was published in a book yesterday.

another 79 letters, which the freedom fighters sent to their near and dear ones from different battlefields during the liberation war in 1971, were also compiled in the book, jointly published by the building. Our guerilla opera-Prothom Alo and tion will begin before dawn. I Grameenphone.

Titled 'Ekatturer Chithi' (Letters of '71), the book, first of its kind in Bangladesh, was launched in commemoration Iamalive ... ' of the sacrifices made by the freedom fighters. At the same time, it will be a source of inspiration for young generations.

Each letter bears a vivid glimpse into the war and emotions of the freedom fighters compilation of letters of the tee.

and their family members. "Dear Mukul, a great tragic

incident has already hapthe jam-packed ballroom of pened; we are now in a state of affliction and caught in exhaustion. Our dearly beloved Azad was killed with seven other comrades...," freedom fighter Mujahidul Islam Selim, presently general secretary of CPB, wrote this letter to one Like the letter of Nurul, Abul Quaiyum on November 16, 1971.

> In a letter to his newborn baby, a freedom fighter wrote, "Dear baby, we, the 17 cofighters, are now spending nights in a run-down, shabby don't know whether I will be able to meet you. I only know that we are fighting to free the country for you. See you later if

> Matiur Rahman, editor of the Prothom Alo, said it is unfortunate that the complete history of the liberation war is yet to be brought out.

freedom fighters or the history of our liberation war, it is an emotional as well as special effort to create hope," he said.

Grameenphone CEO

Oddvar Hesjedal said these letters are a source of inspiration and strength for the freedom fighters as well as families of the martyrs. "These letters will live

forever in these pages to be passed onto the coming generations in order to inspire them to take this country forward," he added.

The first phase of the letter collection campaign started on December 16 last year. A five-member selection committee was formed headed by historian Prof Salahuddin Ahmed to sort out letters for publication from 180 letters received.

Maj Gen (retd) Amin Ahmed Chowdhury, writers Rashid Haider and Selina Hossain and cultural personality Nasiruddin Yousuf were "This book is not a mere the members of the commit-

ব্তমা क्यान

The National Committee to Celebrate the International Day for the Elimination of Racial Discrimination take out a colourful procession in the city yesterday.

telecommunications (Warid

Telecom), banking (AL Falah)

Emirate Cement) and other

areas, the commerce minister

welcomed more investments

in power, port and other

ister for continuing its sup-

port for various economic

and social causes of

the UAE Nazmul Quaunine,

Consul General Abdul Hye,

Commercial Counsellor

Mahmudur Rahman and UAE

Director (Trade Negotiations&

Mohammed Al Kait were

The World of Poetry

present at the meeting.

Coming out tomorrow - Star Campus

Bangladesh Ambassador to

He thanked the UAE min-

infrastructural sectors.

chemicals (RAK Ceramics,

UAE investments to grow in Bangladesh

Says UAE minister

UNB, Dhaka

UAE Foreign Trade Minister workforce from Bangladesh. Sheikha Lubna Al Qasimi hoped that business and present government will Hasina's government. encourage UAE investors to invest in various sectors of Bangladesh.

"Investments from the UAE to Bangladesh will continue to grow," Sheikha Qasimi made the remarks during a meeting with Commerce Minister Faruq Khan at her office in Abu Dhabi on Thursday, according to a release issued by the UAE. Bangladesh mission.

expressed the government's

The Daily Star

The Daily Star offers campus based

ultimate magazine for the young

weekly magazine 'Star Campus' - the

generation - a common platform for

the college and university students

and academicians - to share their ideas,

thoughts, dreams, opinions and views.

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aspects of our college and university

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Star Campus helps link young minds

together.

quiz, milestones, academic tips, profiles

jokes, cartoons, photographs and much

more. This is a magazine Of the Students,

academic news, achievements,

students, alongside their lifestyle, cultural

trends and their multidimensional talents.

Star Campus is a magazine broadly based

into the center stage the visionary

keen interest in sending more professionals and skilled

He also briefed the UAE minister on the visions of investment policies of the Prime Minister Sheikh Sheikha Qasimi praised the

present leadership of Bangladesh and hoped that Bangladesh will achieve its visions.

She expressed her satisfac- Bangladesh. tion about the work ethics and discipline of the Bangladeshi expatriates and their valuable contribution to the nationbuilding endeavors of the

Lauding the present level of WTO Department) Juma The commerce minister FDI from the UAE to Bangladesh, especially in

Linking Young Minds Together

seized in Ctg

CU CORRESPONDENT

Members of Rapid Action Battalion (Rab) recovered two firearms and two round cartridges in two separate raids in of the Health Directorate Prof the port city early yesterday.

Sources said a squad of East Shaheed Nagar area at around 2:00am and recovered a light gun (LG) and two of one Emju Mian of the area.

city's Khatiber Hat area at Panchlaish Police Station.

However, no one was arrested in the raids.

Two firearms

Rab-7 raided the port city's under Bayezid Police Station cartridges from the rooftop of a public toilet near the house

In another drive in the port around 3:00am, the elite force recovered a single-barrel gun searching a bush near Gayebi Masjid of the area under



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Stressing the need for quality education on medical ★ Management Information System technology for further progress in the country's health Contact Address: services, he said the present

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Full Time & Part Time Class Time: * Evening Class

(from 6:30 p.m.)

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Branch Shifting

With a view to providing modern banking facilities with state-of-the-art technologies,

DBBL's Dhaka EPZ Branch

is being relocated to a new premises from tomorrow, the 29th March 2009.

New Address

Dhaka EPZ Branch, Baipel, Savar, Dhaka

Our valued clients and patrons are requested to contact our relocated Dhaka EPZ Branch for availing all our banking facilities to meet their banking needs.



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Children engrossed in painting at a drawing competition organised by the National Museum on its premises in the city yesterday on the occasion of the Independence Day.