

Agro-fair starts Thursday to showcase products, tech

STAR BUSINESS REPORT

A three-day show on agro-based products and technology starts on Thursday, with the objective to equip farmers to obtain higher yields.

"The objective of the fair is to make stakeholders aware of the new technologies such that we can boost agricultural production and add more value through processing," Anwar Faruque, additional secretary of the agriculture ministry, said at a press conference in Dhaka.

The fair, Third Agro Bangladesh 2012, will be held at Bangabandhu International Conference Centre, and will remain open from 11am to 7pm.

Some 65 firms -- including companies from India, Thailand, Taiwan, China, Japan, Turkey and the UK -- will display seeds, fertilisers, farm equipment and pesticides they offer.

Banks, too, will participate, to inform about the loan packages and services they offer for the farm sector.

Organised by the agriculture ministry and Bangladesh Seed Association in association with the fisheries and livestock ministry, the fair will also hold seminars on agriculture and farm technology.

Faruque said the use of technology played a vital role in trebling the country's rice production to nearly 3.5 crore tonnes from 1 crore tonnes just after independence.

The introduction of hybrid seeds enhanced production in spite of a declining cultivable land, he said citing examples of maize and vegetables.

"We now get vegetables throughout the year. It has become possible because of technology," said Faruque, also the director general of the agriculture ministry's seed wing.

Facebook to advertisers: forget about clicks

REUTERS, San Francisco

Facebook Inc, stung by doubts that advertising on the social network delivers enough bang for the buck, is preparing to unveil data to counter its critics and show that "clicks," the current metric of choice, tell only half the story.

The world's No. 1 social network, embarrassed just days before its IPO when General Motors declared it was pulling the plug on all paid advertising on its network, will argue that big-brand marketers should abandon the industry's obsession with numbers of clicks and focus on more effective advertising techniques.

Fewer than 1 percent of in-store sales tied to brand advertising campaigns on Facebook come from people who clicked on an ad, according to a new study that Facebook has conducted through a partnership with Datalogix, a data mining firm that tracks real world retail sales.

"We ended up in this world where the click is king," said Brad Smallwood, Facebook's head of measurement and insights, who will present some of Facebook's findings at one of the advertising industry's biggest conferences in New York on Monday.

While designing online ads to garner clicks makes sense for certain type of companies - such as e-commerce firms trying to ring-up immediate online sales - clicks are not relevant to brand market-

ers, Smallwood said.

Through its partnership with Datalogix, Facebook says it can now give brand marketers data on the actual in-store sales that their ad campaigns on Facebook have generated - a more useful piece of feedback than total clicks. Datalogix tracks the relationship between ads on Facebook and real-world spending by compiling consumer purchasing information from retail stores and matching it with data about Facebook ad impressions.

Facebook's push to provide marketers with more feedback comes as the company's revenue growth slows and the effectiveness of its ads remains a hotly debated topic. Facebook, whose stock by the end of the third quarter was down 43 percent since its May initial public offering, has unveiled a variety of new advertising capabilities in recent months, including its first ads designed to be viewed on smartphones.

"Advertisers have been increasingly vocal about concerns regarding effectiveness of Facebook," said Pivotal Research Group analyst Brian Wieser.

Clicks became a metric of choice in part because they had become directly tied to Google Inc's performance. The world's No. 1 Web search engine offers an effective and easy-to-measure form of advertising because it lets marketers reach consumers at the moment they are searching for a particular product.

Coal import from India resumes after three-month suspension

STAFF CORRESPONDENT, Sylhet

Coal imports from India resumed yesterday, after a three-month hiatus, at a higher agreed price.

Six trucks carrying about 70 tonnes of coal from the Indian state of Meghalaya entered via the Tamabil land custom station of Sylhet yesterday, while imports through the five other stations will start by this week, sources said.

The Meghalayan authorities increased the rate of coal to \$90 a tonne in the last week of June from \$60, without consulting the Bangladeshi importers.

The importers suspended trade protesting the sudden price hike.

"We sat at a meeting with the Indian exporters on Monday, where we agreed on the rate of \$75 a tonne," Falah Uddin Ahmed, president of Sylhet Coal Importers Group, told The Daily Star.

Almost two-thirds of the total coal imports, about 15 lakh tonnes, are brought in through the six land custom stations in Sylhet region, where the customs earn Tk 15 crore a month from the 300-odd importers.

The National Board of Revenue earned Tk 182 crore from the coal importers last year, Ahmed said.



Barrister Rafiqul Haque inaugurates the 102nd branch of IFIC Bank at Chandra of Kaliakoir in Gazipur recently. The bank's Managing Director Mohammad Abdullah was also present.

Govt to buy boro rice for two more weeks

FROM PAGE B1

The government's food division started buying boro rice in early May to give a price support to the farmers as a production glut was pulling down the prices.

Spaces in the warehouses were limited as the government went slow to release its stocks due to the low prices of rice in the market, the officials said.

The arrival of imported food grains is another reason.

On September 29, public warehouses had a stock of 15.7 lakh tonnes of food grains against their capacity of around 16.5 lakh tonnes.

The officials said the space constraint will ease this month following the release of food grains allocated under two safety net schemes -- Test Relief and Vulnerable Group Feeding.

In fiscal 2011-12, the total rice production was 3.38 crore tonnes, a rise by around 1 percent com-

A special industrial zone for plastic sector: Barua

FROM PAGE B1

The industries ministry has conferred the trust sector status to the plastic industry, Barua said, while adding that the ministry is working to make the industry as environmentally friendly as possible.

"The government is ready to give any kind of policy support to the sector as it has enormous potential."

Md Jasim Uddin, president of Bangladesh Plastic Goods Manufacturers and Exporters Association, said the policy and infrastructure support would be welcome as the sector looks to break into the global market.

The growth rate for the last 20 years has averaged at more than 20 percent, said Jasim, also a first vice-president of the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI).

"The plastic sector has around 3,000 manufacturing units that offer jobs to more than 20 lakh people directly and indirectly," said Shahedul Islam, a former president of the association.

All basic raw materials are imported as the country does not have polymer industry yet, he said.

Najmul Hossain, the country representative of the Friedrich Naumann Foundation, said the government should give policy support to develop this sector.

"The export market of this sector is very large."

They spoke at a public-private dialogue on "Promoting Development of the Plastic Sector of Bangladesh", organised by the FBCCI in partnership with Friedrich Naumann Foundation, at the capital's Pan Pacific Sonargaon Hotel.



Managing Director of Prime Bank Md Ehsan Khasru and Managing Director of Saad Musa Group Muhammad Mohsin exchange documents after signing a deal at the premises of Saad Musa City Centre (SMCC) at Kuril in Dhaka yesterday. The bank will set up two ATM booths and a service desk at the SMCC.



Kosuke Miimi, managing director of YKK Bangladesh Pte Ltd, and Yonatan Hizgilov, global marketing manager of YKK (USA) Inc, attend the YKK Global Marketing Forum 2012 at The Westin Dhaka hotel on Sunday.

Nokia, Oracle to announce mapping deal

REUTERS, Helsinki

Phone maker Nokia will announce on Monday a deal that will give Oracle Corp's customers access to its mapping services.

Nokia, which bought digital mapping firm Navteq in 2008, has been looking for ways to boost the business and signed mapping deals with Groupon and Amazon.com.

Oracle is the world's third-biggest software firm but also sells hardware to corporate clients and in 2009 bought Sun Microsystems, the manufacturer of server computers and developer of Java and Solaris software.

ICAB awards best financial reports

FROM PAGE B1

State-run Rupali Bank won the top award among the public sector banks, while Dhaka Electric Supply Company (Desco) the winner in the services sector.

The Saarc anniversary award for corporate governance went to Islami Bank Bangladesh, Prime Finance & Investment Ltd and IDLC Finance.

The finance minister said the area of accounting and reporting is important as it is involved with money.

He urged the accountants to focus on constant improvement on reporting as it will ensure investor confidence and perk up the overall financial regulation.

Commerce Minister GM Quader said these awards will help ensure greater transparency and better disclosure in line with globally accepted best practices and sound corporate governance principles.

Md Syful Islam, president of the ICAB, and Abbas Uddin Khan, chairman of the Review Committee for Published Accounts &

Economic growth to slow to 5.8pc: IMF

FROM PAGE B1

Last fiscal year also, LG opening for import of capital machinery fell by 21.22 percent, while LC opening for im-porting industrial raw materials went down by 3.84 percent.

The negative trend continued in the current fiscal year as well. In the first month of the current fiscal year, LC opening for import of capital machinery fell by 30 percent, and for industrial raw materials the decline was 0.63 percent.

However, a BB official said the central bank is now encouraging credit flow to productive sectors under its new monetary policy.

The official said the GDP growth in the current fiscal year will be more than 6 percent.

Though the IMF predicted that the economic growth will be lower than the government's target, the lender said inflation will remain within a single digit.

The IMF mission said inflation will remain close to the government's target of 7.5 percent, according to the BB official. However, the lender is concerned about food inflation as the prices of food commodities are rising on the international market.

The IMF team expressed satisfaction over the central bank's monetary policy, saying it is in the right direction to curb inflation. The IMF encouraged the central bank to continue it, the BB official said.



Nasir Uddin, chairman of Social Islami Bank, opens the bank's Gulshan branch at its new premises in Dhaka recently. Muhammed Ali, managing director, was also present.



Major General Ashraf Abdullah Yussuf, vice chairman of Trust Bank, hands a microbus to a school -- Ashar Alo -- of Bangladesh Navy, at a programme in the capital recently. Shah Alam Sarwar, managing director, was also present.

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার

প্রকল্প পরিচালকের কার্যালয়
সেক্রেটারিয়েট ফর বাংলাদেশ ক্লাইমেট চেঞ্জ রেজিলিয়েন্স ফান্ড প্রজেক্ট
পরিবেশ ও বন মন্ত্রণালয়
১০১, মহাখালী, ঢাকা-১২১২

তারিখঃ ২৬/০৯/২০১২খ্রিঃ

স্মারকঃ পবম/বিসিসিআরএফ/জনবল/০৫/২০১২/০৪

নিয়োগ বিজ্ঞপ্তি

পরিবেশ ও বন মন্ত্রণালয় কর্তৃক বাস্তবায়নধীন "সেক্রেটারিয়েট ফর বাংলাদেশ ক্লাইমেট চেঞ্জ রেজিলিয়েন্স ফান্ড প্রজেক্ট"- এর আওতায় সম্পূর্ণ অস্থায়ী ভিত্তিতে (প্রকল্প মেয়াদের জন্য) নিম্নবর্ণিত পদসমূহে সরাসরি নিয়োগের জন্য প্রকৃত বাংলাদেশী নাগরিকদের নিকট থেকে দরখাস্ত আহ্বান করা যাচ্ছেঃ

ক্রঃ	পদের নাম/বেতন ভাতাদি	পদ সংখ্যা	শিক্ষাগত যোগ্যতা ও অভিজ্ঞতা
১	ড্রাইভার মাসিক বেতন ২০,০০০/- (নির্ধারিত)	০১টি	এসএসসি পাস। সর্বশ্রেষ্ঠ পদে ন্যূনতম ০৫ বছরের অভিজ্ঞতাসহ বৈধ ড্রাইভিং লাইসেন্স থাকতে হবে। দাতা সংস্থার অর্থায়নে পরিচালিত প্রকল্পে কাজ করার অভিজ্ঞতাকে অগ্রাধিকার দেয়া হবে।
২	অফিস পিয়ন/এমএলএসএস মাসিক বেতন ১৫,০০০/- (নির্ধারিত)	০২টি	এসএসসি পাস। সর্বশ্রেষ্ঠ পদে ন্যূনতম ০৩ বছরের অভিজ্ঞতা।

শর্তাবলীঃ

ক) আবেদনপত্রের প্রার্থীর নাম, পিতা/স্বামীর নাম, মাতার নাম, স্থায়ী ও বর্তমান ঠিকানা, জন্ম তারিখ, বয়স, শিক্ষাগত যোগ্যতা ও অভিজ্ঞতা, জাতীয়তা, বৈবাহিক অবস্থা, ধর্ম ইত্যাদি উল্লেখ করে আবেদনকারীকে প্রকল্প পরিচালক, সেক্রেটারিয়েট ফর বাংলাদেশ ক্লাইমেট চেঞ্জ রেজিলিয়েন্স ফান্ড প্রজেক্ট, পরিবেশ ও বন মন্ত্রণালয়, ভবন নং-৬, কক্ষ নং-১৩০৪, বাংলাদেশ সচিবালয়, ঢাকা-কে সম্বোধন করে আবেদনপত্র সরাসরি অথবা ডাকযোগে প্রেরণ করতে হবে।

খ) আবেদনপত্রের সাথে সদ্য তোলা ০৩ কপি পাসপোর্ট সাইজের সত্যায়িত ছবি, যাবতীয় শিক্ষাগত যোগ্যতা ও অভিজ্ঞতার সনদের সত্যায়িত ফটোকপি, জাতীয় পরিচয়পত্র সনদের সত্যায়িত ফটোকপি, প্রথম শ্রেণী গেজেটেড কর্মকর্তা কর্তৃক প্রদত্ত চারিত্রিক সনদ সংযোজন করতে হবে। গাড়াচালক পদের জন্য অতিরিক্ত ০২ কপি সত্যায়িত পাসপোর্ট সাইজের ছবি এবং ড্রাইভিং লাইসেন্সের সত্যায়িত ফটোকপি সংযোজন করতে হবে।

গ) আবেদনকারী নির্বাচনী পরীক্ষায় অংশগ্রহণের জন্য যে ঠিকানায় নির্বাচনীপত্র পেতে চান সে ঠিকানা সম্বলিত (প্রাপকের স্থানে) ৪ (চার) টাকা মূল্যমানের ডাকটিকিটযুক্ত ১১ সেঃ মিঃ x ২৫ সেঃ মিঃ আকারের একটি খাম আবেদনপত্রের সাথে সংযোজন করতে হবে।

ঘ) পত্রিকায় বিজ্ঞপ্তি প্রকাশের ১৫ দিনের মধ্যে বর্ণিত ঠিকানায় আবেদনপত্র পৌছাতে হবে। অসম্পূর্ণ ও দেরীতে পৌছানো আবেদনপত্র সরাসরি বাতিল করা হবে।

ঙ) সরকারি/আধাসরকারি/স্বায়ত্তশাসিত সংস্থায় কর্মরত প্রার্থীদেরকে স্ব-স্ব কর্তৃপক্ষের মাধ্যমে আবেদন করতে হবে।

চ) প্রার্থীত পদের নাম খামের ওপরে উল্লেখ করতে হবে। প্রার্থী কর্তৃক উল্লেখিত বর্তমান ঠিকানায় সর্বপ্রকার যোগাযোগ করা হবে।

ছ) প্রকল্পের নিয়োগ বিধি ও শর্তানুসারে নির্ধারিত প্রার্থীদের সম্পূর্ণ অস্থায়ীভাবে নিয়োগ করা হবে এবং প্রকল্প মেয়াদ শেষে চাকরীকাল শেষ হয়ে যাবে। এজন্য কোন নোটিশ দেয়া হবে না।

জ) কোন প্রকার কারণ দর্শানো ব্যতিরেকে কর্তৃপক্ষ এ নিয়োগ বিজ্ঞপ্তি বাতিল করতে পারবেন।

ঝ) নির্বাচনী পরীক্ষা/সাম্মতাকরণের জন্য কোন প্রকার টিএ/ডিএ প্রদান করা হবে না।

ড. মোহাম্মদ নাসিরউদ্দীন
প্রকল্প পরিচালক

জিডি-৩৭৮৩