

Cut carbon emission

Greens tell rich countries

STAFF CORRESPONDENT

Seven Bangladeshi climate network organisations yesterday urged the US, the EU and other rich countries to reduce their carbon emissions during a rally brought out ahead of Doha Climate Conference to be held from November 26 to December 7.

They criticised the developed countries, big corporations and the World Bank for their "climate profiteering" and "corporate captures of climate funds".

They also implored the Bangladeshi delegation which will attend the Doha conference not to compromise on equity issues and to uphold the climate vulnerable countries' interests.

The environmentalists also demanded transparency and access of "adivasis" and "local communities" to the national and international climate funds.

The rally was organised by Bangladesh Poribesh Anodolon, Bangladesh Indigenous Peoples' Network on Climate Change and Biodiversity, Climate Change and Development Forum, Climate Finance Governance Network, Campaign for Sustainable Rural Livelihood, Equity and Justice Working Group Bangladesh and Network on Climate Change Bangladesh.

Help keep doctors in villages

Health minister urges JS

STAFF CORRESPONDENT

Frustrated by the lack of doctors in villages, Health Minister AFM Ruhul Haque yesterday proposed to hold discussion in parliament for ways of ensuring doctors' presence in the rural areas.

He asked MPs to give him good suggestions of ensuring presence of government appointed doctors in villages.

"It has been very difficult to keep doctors in villages even after taking punitive measures against some doctors," Ruhul Haque said.

Some MPs said after getting posting in hospitals and clinics in rural areas, doctors get transferred the next day.

They said the way the health department is run shows that the minister cannot play his due role.

Some MPs suggested the minister issue a circular making it mandatory that no doctor can be transferred without recommendation of local MPs.

In response, Ruhul Haque said appointment of doctors should be decentralised.

He said there are a total of 5,731 posts of doctors vacant across the country.

The Daily Star

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Bank Asia is on the look-out for **Head of Marketing** to be based at its Corporate Office, Dhaka. The deserving candidate has to have sharp marketing acumen and a desire to build a winning brand.

REPORTS TO
President & Managing Director

KEY RESPONSIBILITIES

- ▶ Develop an intimate knowledge of customers' existing and future needs, attitudes and behavior by conducting, assessing and interpreting market and customer insight research data
- ▶ Use customer understanding and competitive dynamics to develop and roll-out a long range marketing strategy for the Bank that would deliver profitable growth. Execute annual marketing plan in line with the marketing strategy
- ▶ Identify and define a purpose and personality of the 'Bank Asia' brand that the customers find both distinctive and appealing. Align brand portfolio objectives, plans and strategies with the overall goals of the Bank to drive the business growth
- ▶ Design and implement a need based customer segmentation management system in order to achieve excellence in customer relationship management leading to Total Customer Satisfaction
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- ▶ Develop and maintain strong and productive relationship with the media and make them interested in presenting desired information to the public in a manner that informs and educates them on the Bank

- ▶ Execute in a precise and speedy manner all aspects of the marketing plan including generation of brand activity plan, developing customer focused promotions, tactical service and product pricing and marketing activities, maintaining Marketing Support Systems and providing customer advice and support etc.

REQUIRED EXPERIENCE

- ▶ MBA/Masters with major in Marketing, Management or other relevant subjects preferably from a reputed public, private or overseas university with no third class/division
- ▶ At least 12 years of experience in marketing and brand management in reputed companies, out of which at least 3 years as head/deputy head of the marketing and/or brand management function. Experience of heading the marketing function of a Bank/ financial institution will be an added advantage
- ▶ Fully operational knowledge and skill in designing and executing marketing, brand management and communication activities
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POSITION
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TYPE OF EMPLOYMENT
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DEPARTMENT
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- ▶ Implementation, supervision and execution of the project related activities
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REQUIRED ACADEMIC QUALIFICATION

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Interested applicants are requested to apply with details along with a recent passport size photograph to:

The Head
Human Resources Department
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Please apply latest by December 08, 2012

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