



Members of the dance troupe Sadhona perform at the HSBC-Daily Star Climate Awards ceremony at Ruposhi Bangla Hotel in Dhaka yesterday. | PHOTO: STAR



Food Minister Muhammad Abdur Razzaque addresses the awards night.



HSBC Bangladesh CEO Andrew Tilke also makes a speech.

# Laurels for climate champions



## From predator to protector *Champion in community engagement*

STAFF CORRESPONDENT

Riyad Ali, MD, Butterfly Park Bangladesh

### Protecting butterflies

*Champion in green business*

STAFF CORRESPONDENT

Butterfly Park Bangladesh Ltd, the first butterfly-themed amusement park in Bangladesh, is more than just a tourist attraction. It is a centre for education, scientific research and nature conservation. With its butterfly sanctuaries and a research centre to study breeding strategies for butterflies, the park aims to enhance public interest in the protection of butterflies and nature.

Situated at Patenga in Chittagong, the theme park has butterfly sanctuaries that host thousands of butterflies belonging to different groups. It offers guided tours of its butterfly museum and their breeding centres, fish tanks, lakes and greenery.

With the disappearance of rain forests and other natural habitats, butterflies are declining all over the world, especially in tropical countries like Bangladesh. The park wants to create public awareness so that people refrain from killing butterflies and take an active role in conserving butterfly habitats instead.

It arranges awareness campaigns and outdoor educational programmes for children as well as adults. Visitors to the park can learn about the species and the part butterflies play in maintaining ecological balance.

The authorities of Butterfly Park said they invite schools to send their students to the park for educational tours and offer the students 15 percent concessions on entry fees.

Floral arrangement in the park protects butterflies as well as their host plants, where the butterflies lay eggs. The park boasts an abundance of host plants, some of which are considered weeds and are destroyed by people. Visiting the park, children and adults alike can learn how to safeguard the habitats of butterflies.

The park's research unit identifies butterflies and other insects that are under threat and explores ways to conserve them. In the near future, the park wants to organise countrywide training programmes on breeding, nurture and protection of butterflies.

The amusement park has a long-term plan to build sanctuaries for many other endangered species like freshwater fish, frogs and fireflies. It aims to popularise eco-tourism, travelling to areas that conserve



## Promoting energy efficiency *Champion in green operations*

STAFF CORRESPONDENT

Established in 2006, non-profit organisation Rural Services Foundation (RSF) has been working to make renewable energy and energy efficient technologies accessible to remote rural communities.

Through its different projects and initiatives, the RSF has enabled thousands of rural families and businesses adopt energy efficient measures.

More than half of Bangladesh's population does not have access to national grid. The situation is particularly deplorable in rural areas, where a lot of economic activities are hampered due to power shortage.

To address the problem, the RSF had initiated its solar home system (SHS) programme in 2006. So far it has installed 2,86,013 SHS through its 500 unit offices, enabling households and small businesses use solar power. By using these solar panels, households save 38,982 tonnes of kerosene each year, which reduces emission of carbon dioxide by 112,763 tonnes.

To further enhance the accessibility of the SHS among the lower income groups, the company has designed a miniature version (16 Wp and 21 Wp) with a low power LED (light-emitting diode) lighting device. A total of 900 small SHS has been installed so far.

It has also developed an even smaller version for small grocery shops, small home businesses and homes in rural areas. So far 500 such mini SHS have been installed.

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## Target to be a green factory

*Champion in green operations*

STAFF CORRESPONDENT

Kenpark Bangladesh Apparel (pvt) Ltd, a leading readymade garment manufacturer, plans to scale up its green initiatives to help Bangladesh mitigate the adverse impacts of climate change.

In its factories at Chittagong Export Processing Zone, the company has already implemented several measures to fulfil its vision to be a "Green Factory" and cut emissions of greenhouse gases by 30 percent.

The energy efficient units use natural light and run water treatment plant, recycling and waste management systems. The company saves 30 percent of energy and regularly analyses the benchmark data of energy.

Kenpark conducts regular training on environment for its workers and staff to make them understand "green measures" and its positive impact. It won an award from the Marks & Spencer, UK's leading retailer, for its eco-friendly policy.

Committed to work towards a healthy and clean environment, the firm is seeking to improve the energy and water efficiency systems



Muqeem Majumdar Babu, chairman, Prokriti O Jibon Foundation

## Awareness is the key *Champion in knowledge management*

STAFF CORRESPONDENT

Prokriti O Jibon Foundation, a non-profit organisation, was founded in 2009. Its aim is to create awareness about nature and climate change among the masses and encourage sustainable development.

The organisation, founded by Muqeem Majumdar Babu, has produced a television series featuring biodiversity in Bangladesh. Titled "Prokriti O Jibon", the series is telecast every Sunday 11:30pm on Channel-i. It portrays the country's plants and animals; their availability, role in nature, habitats, and life patterns and how they are related to humans.

The show covers non-venomous snakes, wild birds, caves, hills and rivers. The series is the first of its kind in the country to deal with biodiversity and nature. It highlights the importance of protecting wildlife, points out the ways in which humans contribute to their destruction and suggests how they can be preserved.

In one of its episodes, Prokriti O Jibon brought to people's attention a turtle fair, organised as part of the Bengali New Year celebration, that had been around for 150 years at Rajapur village in Kotalipara, Gopalganj. The episode showed endangered species of turtles slaughtered and sold publicly at a local market. The episode had a real impact on people and the fair was closed.

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Namal Rajapakse  
CFO, Kenpark Bangladesh Apparel

in its factories and develop a recycling system to reduce pollution of air, land and water.

Vegetation in the factories helps cut emissions of carbon dioxide. Its aluminum fiberglass insulation for the roofing area helps reduce cooling loads.

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## POSSIBILITIES UNBOUND FOR THE GOLDEN FIBER



Jute Products of Bangladesh has opened up an emerging marketing frontier for the investors in Bangladesh. Jute Diversification Promotion Center (JDPC) and Katalyst are organizing a day-long **Buyer-Seller Meet on December 20th, 2012**. The focus of the event is on effective market exposure for the Jute Diversified Products of Bangladesh.

This event of international standard can help you foster connections with businesses within the jute industry, explore the fine quality jute products available in our country, and contribute to the growth of the golden fiber. To register, call: **01742368000**.

**Venue:** IJSG Bhaban, Monipuripara, Dhaka 1215

**Time:** 11:00am – 7:00 pm.



JDPC