Halum, Ikri Mikri and Tuktuki, the show teaches young children valuable life lessons in a fun manner.

Even in this saturated, hyper kinetic media environment, "Meena" and "Sisimpur" remain valuable examples of appropriate programming for children. Unfortunately, only reruns of both these beloved series are shown on BTV now as they have been cancelled.

There is no point beating our heads about the contents shown on TV or berating the kids for their viewing preferences. We want our children to learn our culture; we want their viewing experience to be in a language that is ours. But does the television industry of the country offer our kids the kind of quality, entertaining television programming that they seek?

The only shows for children that are worth watching on Bangladeshi channels are the ones dealing with talent hunts. Shows like "Notun Kuri", brought a creative side in the children of yore, who were inspired by the gifted kids performing on screen. Luckily, our television channels are still telecasting some programmes which aspire to engage children through their creativity. "Khude Gaan Raaj" on Channel i is one of them. However, if we want better television programming aired on our local TV channels for children, we cannot just depend on a couple of good shows.

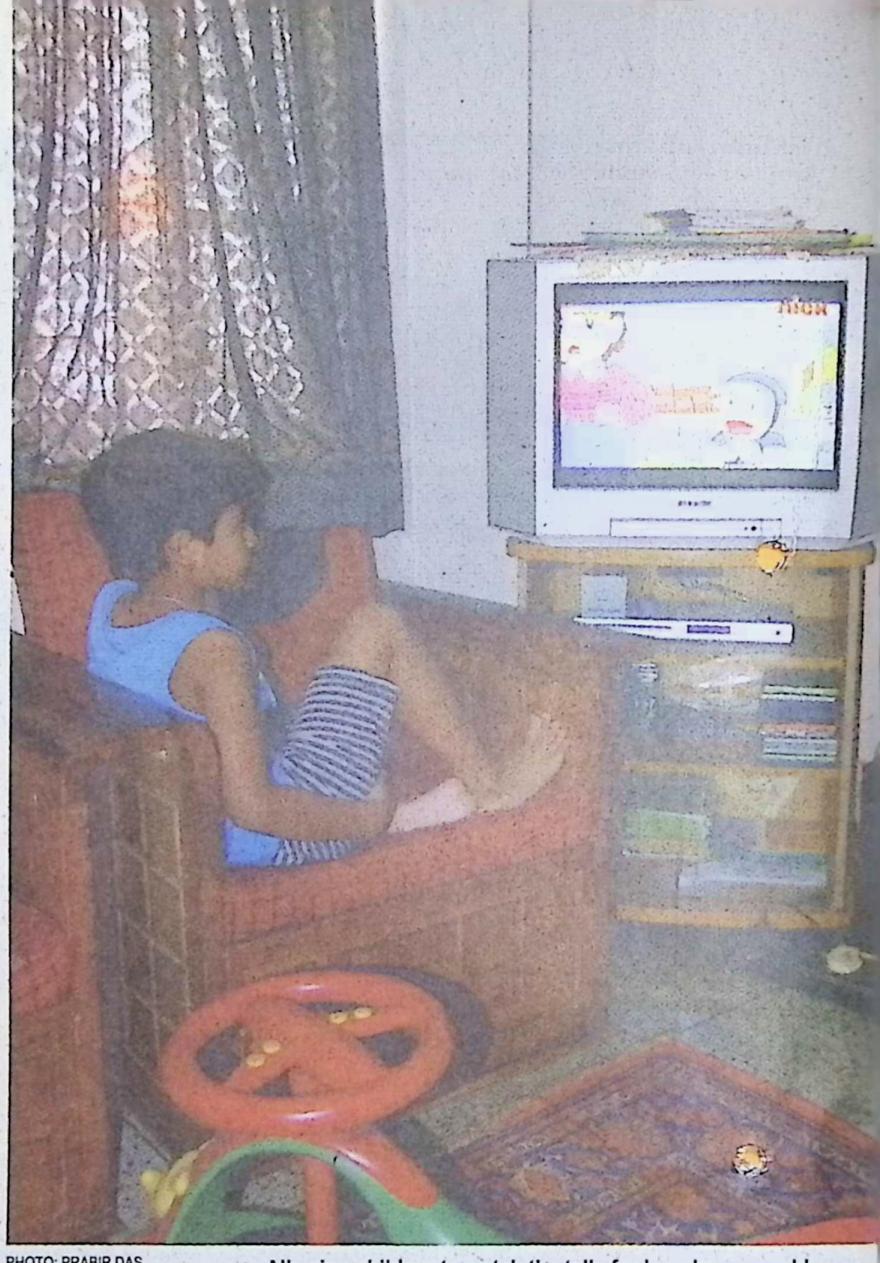


PHOTO: PRABIR DAS

Allowing children to watch the telly for long hours could have a damaging effect on their overall development.

The Bangladeshi television industry needs to understand this young demographic to cater to their demands. TV's most enthusiastic viewers are also its youngest and most vulnerable. Once the country's television fraternity understands this simple fact and makes a serious effort to offer standard, quality programming for kids, our children won't turn to superficial shows imported from abroad for entertainment.

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What can we do?

Like any other child, Nusaira enjoys her time in front of the telly but her mother has laid down some rules regarding her TV viewing. Nusaira has a