

Cash back for bKash users

The leading mobile financial service provider in the country, bKash Limited, is offering up to 20 percent cash back to its customers if they pay through bKash. This offer is valid at 381 outlets of country's leading brands in fashion, food and e-commerce sectors (major participating brands include Aarong, Yellow, Lotto, Fakhruddin Biryani and Shwapno). The campaign will run till Eid-ul-Fitr.

The entire list of participants is available in bKash's website, www.bkash.com and Facebook page, www.facebook.com/bkashlimited.

There is no additional charge for bKash payment. And upon valid transaction, customers will receive the cash back

amount in his or her bKash account on the next working day.

Payment through bKash is being widely accepted at more than 5000 merchant shops across the country. A bKash customer can make a wide range of payments, from hospitals bills to taxi fare to plane tickets. They can also top up mobile balance of four operators: Grameenphone, Banglalink, Robi and Airtel.

Launched in 2011, bKash, which provides complete mobile financial services to common people, is a joint venture of BRAC Bank, US based Money in Motion, World Bank's private sector investment arm IFC and Bill and Melinda Gates Foundation.

Civvy Street offers discount

Popular fashion brand Civvy Street has a diverse collection for young men and women this Eid. For men, there will be shirts and panjabis in over 50 designs along with t-shirts, denims and others. For women, there are tops, t-shirts, palazzos. Besides clothes, Civvy Street will also have leathers wallets, belts and purses. And customers can get 10% discount on their purchases by showing this news clipping at the counter. Civvy Streets showroom is at Plaza A R, Dhanmondi, shop no 212 (2nd floor). Contact for details: 01705761891, 01719032426

Sailor now at Uttara and Gulshan

Sailor, the lifestyle fashion brand of Epyllion Group now has its outlets in Uttara and Gulshan. New outlets have opened on 17 June at Concord Police Plaza, North Gulshan Avenue and on 18 June at Sonargaon Jonopoth Road, Sector-11, Uttara.

All Sailor outlets feature designer outfits, fashionable footwear and accessories for the customers within very affordable price range. Its unique Eid collection and competitive prices will remain the centre of attraction for all shoppers.

Le Meridien's iftar and sehri treats

It is the first Ramadan for Le Méridien Dhaka since the hotel began operation in early June, and excitement is running high in its Latest Recipe restaurant.

This all-day dining eatery has already achieved great reviews from overseas guests and city patrons alike, with its lavish buffet treats which are laid out daily for breakfast, lunch and dinner. For Ramadan, the hotel's food and beverages team promise an equally stimulating buffet iftar with dinner. While dishes such as potato chop, 'chola, 'beguni' and 'piyaju' (without which iftar ceases to make sense!) are of course there, Arabian, Cajun, Mexican, Mughal, Thai, Italian,



Japanese and European cuisines are also added.

They are also offering 3 private dining rooms at the restaurant with seating for 15 to 20 guests each. The buffet is priced at Tk3600++ on weekdays and Tk4400 for Fridays and Saturdays. It is also offering buffet sehri at a very reasonable price of Tk2000++. The restaurant is also partnered with Standard Chartered Bank, The City Bank American Express and Prime Bank

JCB to offer the popular "buy one get one free" offer for the buffet options. Minimum 6 hours of prior reservations is required to avail the buffet sehri. Reservations can be made by calling +88 01723 595463.

Megh's new Eid collection

Fashion House Megh has now introduced their new Eid collection. Their products are available in several colours and ranges. It includes women's fatuas and tops, men's panjabis, fatuas and tee shirts, children's shalwar kameez sets, fatuas, panjabis and tee shirts.

Address: Aziz Supermarket, Shahbagh; Metro Shopping Complex, Dhanmondi and Mirpur 10. Contact number: 8620230

www.ssgbd.com

Future is bright



#ChooseBeautiful

Confidence is beauty!

Feeling beautiful is a personal choice. To help women identify themselves and to feel beautiful from within, Dove along with The Daily Star, held a roundtable on 25 April, 2015. The objective of the session was to point out that true beauty is not superficial rather it is deeply rooted in one's personality and thoughts.

To meet this end, Dove, hopes to reach 15 million women and help build their self-esteem by the end of 2015.

As thus arranged the 'Choose Beautiful' campaign which will act as inspiration for women to embrace what should be the universal concept of beauty. This campaign's ambition is to create a social movement that will allow women to actively 'choose beautiful' for themselves.



During the session we had conversation with different personalities including students from different universities in the capital.

Sidratul Moontaha Mitul is a student of the University of Dhaka. She believes that the traditional ideas of being beautiful means one has to be flawless with sharp features and a great physique. Although these ideas are still there, it is changing among the youth today. Now, being beautiful does not necessarily mean you have to be picture perfect. "A great personality with a little touch of grace, and confidence will go a long way" said Mitul.

Looking good is important among the youth today because of peer pressure at school, college and also at work. But Mitul earnestly believed that one should feel confident, look presentable and feel comfortable the way they look.

Also from the University of Dhaka, was Anika Saba who reiterated what Mitul had to say. "My definition of beautiful is confidence" she said. "If you are confident you are beautiful. In our country the definition of beauty is set by men. It is important to change their definition of beautiful" she said further.

"People in our society are very insensitive and women are constantly being judged" opined Niladry Saber, a student from North South University. She felt her definition of beautiful is "different from others" because she thinks being beautiful means you have to believe in yourself, be confident, and have a nice personality."

By Mehnaj Kabir

So, how do you choose to define yourself?

Dove