

ANNOUNCING THE WINTER WEDDINGS!

ELITA KARIM
PHOTOS: COURTESY



Anika Azam

It's winter! Not only will one find colourful shawls and fancy jackets walking the streets and riding buses, eating scrumptious pithas and playing badminton on alleyways, but this season will also see exquisite designs of holid stages, wedding tables and centerpieces.

A popular wedding planning company Kri is already working on art works, designs and meeting up with brides and grooms to create some beautiful memories, this winter. With the wedding season on, like many other wedding planners, Kri is busy and excited at the same time to be launching some of their unique wedding elements.

"We are mainly a wedding planning company," says Anika Azam, of Kri Wedding & Event Stylist. Kri is sanskrit for "to create". "We help organise weddings from venue booking to arranging decor, clothes for your entourage, musical performances, daala decorations and anything that you would need to make a wedding more special for the bride and groom, their families and the invitees."

Winner of several youth entrepreneurship awards, Anika Azam and a few friends started Kri in early 2009. "We were organising weddings only, for the first three years," says Anika. "Then we diversified and started doing corporate events along with birthday parties for kids (which is a very big thing nowadays). Kri organises corporate events such as award ceremonies, picnics, launching events and so much more. Most of our birthday parties are themed for kids from 1 year old to a girl's 25th birthday that we did recently."

This December, Kri happens to be very

busy with events. "We have a total of eight wedding ceremonies to organise in December alone," adds Anika. "In Bangladesh, that would translate to at least 24 events! The beginning of the month has been slow but from the second week onwards, we have been busy almost everyday. We also have quite a few birthday parties to plan as well. Exciting new designs are in the pipeline!"

Anika however does not agree to the term wedding season. "There is no

"wedding season" as such in Bangladesh anymore," she says. "People are getting married all the time, throughout the year. Every season is wedding season!"

Like many other companies, Kri has also been affected due to the closure of Facebook. "Business is down as compared to the past years since clients can not contact us or find us online, which is a major problem," says Anika. "Without Facebook you might not remember a certain company or work that you liked and eventually would not look for that page later on. So business is a bit slower than usual actually."

This winter Anika plans to go all white! "This winter it's all about big pillars, mirrors and lots of whites," she points out. "It's all about elegance. We are also planning an outdoor afternoon open air wedding which we are really excited about!"

Over the last six years, Anika, along with Kri have been designing and creating moments to cherish forever. Having organised over 600 events, it definitely is difficult for them to remember some of the most memorable moments that the team has experienced as well. "There are so many things happening at a wedding," says Anika. "We have had corporate grooms to run-away brides! But the one that I can remember at the moment is when a client came to the venue and rushed towards me and hugged me tight because she loved the decor! A lot of mishaps happen at events as well, both before and during, but it's appreciations like these that keep us going. It feels great to be able to make the most special day even more memorable!"

STAR PEOPLE

AN APPLE A DAY

Seasonal Affective Disorder (SAD) may sound uncommon to you, but actually, SAD is a kind of depression that often progresses during a specific season and at the end of that period, it may disappear. If a person feels down, gloomy or sometimes anxious during a particular season, mostly in winter, for at least two years in a row, then it can be termed as SAD.

The world renowned South African psychiatrist and author Norman E. Rosenthal and his colleagues at the National Institute of Mental Health formally described and named SAD in 1980. Later, in his 1993 book, 'Winter Blues' gave a standard introduction to

self esteem, guilt etc. Sometimes, he/she feels irritable, sad, grumpy or moody.

- Sleep will be hampered. He/she may sleep for longer than normal but still feel tired and find it hard to wake up.
- People with SAD usually eat more and crave for carbohydrates which result in weight gain.
- Many a times, they feel hard to concentrate on important issues, withdraw from friends and family due to depression, become less active than normal and face problems in physical contact.
- Summer depression may show symptoms like insomnia and anxiety.

WINTER DEPRESSION: AN UNUSUAL DISORDER

NILIMA JAHAN

PHOTO: KAZI TAHSIN AGAZ APURBO



the depression. SAD is also recognised as Seasonal Depression, Winter Blues, Winter Depression, Summertime Sadness or Summer Depression. But it is more noticeable and becomes a tad more severe in winter.

Though anyone can be a victim, it is more in familiar in women of 15 to 55 ages. Also, people who do not get enough sunlight in winter, who have parents, siblings, spouse or a close relative with SAD can be a victim as well. The definite cause of SAD is not found yet, though primarily, researchers have found a link between the brain and sunlight. It is proved that lack of sunlight may cause problems in the chemicals in the brain that affect mood, appetite and sleep. It may also affect the production of melatonin hormone, which makes a person feel sleepy. Another thing is lack of sunlight can influence one's 'biological clock' that controls one's sleep-wake pattern.

Winter depression is usually visible from September-October and becomes acute in the months of December-January-February, and slowly fades away during April-May. Here are some definite symptoms-

- A person with SAD may feel depressed, hopeless, apathy, loss of

There are a number of treatments and solutions of the seasonal affective disorder though doctors recommend that it should be treated in the same way like the other depressions. The most effective ways are-

- The light therapy, often called phototherapy, where a special lamp called a 'light box' is used to create exposure to daylight is very useful for someone with SAD.
- Cognitive Behavioural Therapy (CBT) also known as talking therapy is another anti-SAD treatment. Counselling is almost the same as CBT.
- There are some antidepressants which also reduces the SAD symptoms.
- Apart from these, for mild symptoms, spending times or having a walk in winter sunlight can be good treatment. Furthermore, exercising regularly and keeping in touch with the natural lights are the best solutions of eliminating SAD.

As SAD is a temporary mood change, there is nothing to be worried about for easy-going symptoms. But when the symptoms disturb one's daily activities greatly, they should obviously contact a therapist for mental peace and happiness.

PHILOSOPHY IN FILM

APURBA JAHANGIR
PHOTO: PRABIR DAS



Bidhan Ruberu

From being a computer engineering student to one of the most popular film analyst and critic of this generation, Bidhan Ruberu has set an example of how passion can drive one to a new direction. A journalist by profession, Bidhan Ruberu is one of the first in our country to showcase film analysing through psychoanalysis and philosophy. His books and blogs on cinema are considered to be text books for film school students. He is currently working as the feature editor of ntvd.com and also runs the online film portal named oncinemabd.com.

Though Bidhan had a soft spot for writing from an early age, his passion towards cinema grew when he was a

student of Notre Dame College. "The college was about to celebrate its 50 year anniversary and for that there was documentary that had to be made," says Bidhan. "I was very involved with that documentary, working as an assistant director. That was the first time I got up close and personal to film making. From pre production to editing in a Linear editing panel, I fell in love with every bit of it." After his HSC, Bidhan got admitted in IUB (Independent University of Bangladesh) to study computer science.

"After graduation I wanted to study something that interested me, for which I got enrolled into Stanford University's Film School for my Masters degree," says Bidhan. "There I had the chance to dig deep into the world of cinema and it also built my foundation in cinema. It was also the time when I started oncinemabd.com." After his academic life, Bidhan has gone on to work with popular television channels throughout the course of time. "Television was the closest I could get to cinema. Every time I would work on a report, I felt like I was working on a short film."

Though his writings are now praised by film enthusiasts all over, the book that gave him the spot light was Chalachitra Path Shohaika. "I write to fill the blank spaces we have in our industry," says Bidhan. "There

was no proper write up analysing films, especially in a philosophical way. That is why I chose this way to spell out my concerns". In the book Chalachitra Bichar, Bidhan wrote about different eras of film and how it portrayed human philosophy. Bidhan's interest towards combining psychoanalysis and film comes from his interest in human metaphysics and his mentor, writer Salimullah Khan. The interest portrays in his book Leonardo Lalon Lacan where he signifies how all three of these philosophers tried to break the aura of human behaviour. "From Leonardo's painting of virgin of the rocks, to Lacan's effort to bring back Freud to even Lalon's songs on humanity, we can see that they were all trying to break the circle of misled society," says the writer. "They were all pro people, which, from time to time, have reflected in their work. That is what my book was about."

As film, as an art, still struggles in our country, Bidhan Ruberu is hopeful towards our industry. "Our film industry has never been treated as an art. This is ironic because film is the ultimate form of art. In my opinion, we have fallen behind in this industry because we never had institutions for proper schooling. But things are going on a different and better path now, as more and more film schools are being created."

ANNOUNCEMENT

MAKING YOUR BUSINESS A SUCCESS STORY

FAYEKA ZABEEN SIDDIQUA
PHOTO: COURTESY



Behind every successful entrepreneur, there are always countless sleepless nights spent designing and re-designing business models along with every ounce of their perseverance, courage and consistent hard work, topped with perfect timing and opportunity.

For those wanting to launch their own start-ups and are willing to get hands on experience and an expert supervision, Orinus partners and Drink Entrepreneurs Dhaka have initiated a unique networking opportunity called Link.

With the promise to create an entrepreneurial hub between Bangladesh and Japan, Link is a platform for budding entrepreneurs who want to get recognised by potential business partners and supporters that could help their business. This year the programme, with special focus on agriculture, will also include businesses engaged in healthcare, ICT, renewable energy and education as they have great potential in contributing to the sustainable development of Bangladesh.

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Any business model based in these above mentioned areas, which is financially scalable and has social accountability, is eligible to submit their plan through an online application available on Link's website before December 16, 2015.

In the first round, a panel of six judges will select 20 applicants and will have a face to face interview with them. They will then select five people from these applicants who will get to present their ideas in the final presentation on January 23, 2016 in Dhaka. Finally, one entrepreneur will be selected based on their innovation and social commitment presented by the finalist's business model.

What makes this platform even more lucrative is that the entrepreneurs will be offered mentorships and strong networks. Also, the finalist will get to present his/her business model in the largest social impact business competition organized by IC Net Limited in Japan in February, where around 300 companies and investors too will gather.

"My other partners, Junaid Rafique and Sakib Jamal and I, set up Drink Entrepreneurs in Dhaka to create a platform that helps business-minded people to exchange ideas and information with individuals coming from different background," says Mahenaz Chowdhury, one of the founders of Drink Entrepreneurs Dhaka.

"Every month we organise an informal networking event where we invite people from all areas - starting from students, start-ups, to employees and investors where they can gather, exchange ideas and establish contact," she continues. "These meetings were quite beneficial for the participants; in fact it fostered a number of informal recruitments. Keeping that in mind, we decided to showcase the ideas on a larger platform. Thus, Link was born."

Another partner Orinus Partners, on the other hand, is a group of professionals who encourage innovative startups which promise to create sustainable social impact while collaborating with different sectors in emerging countries.

"We are looking for two kinds of participants - those who are just starting out and others are existing entrepreneurs who have been running their business for some time now," continues Mahenaz. "We don't call it a competition. It's basically a showcase of ideas of the talented individuals of our country and we are trying to give them global exposure."

Anyone who wants to apply can do so before December 16 by simply filling up the form given in the following website: <http://www.link-orinuspartners.com>.