

## CHECK IT OUT

## New milestone for Maya Apa

To ensure wider dissemination of correct information and counselling services, BRAC is increasing its investment in the mobile app Maya Apa. Its urban development programme will also implement a pilot project where the app will be used to give services to 50,000 female garment workers.

This new BRAC-Maya initiative was announced on Wednesday, 15 February, 2017.

Maya Apa is a virtual platform that anyone can access to get answers on daily life issues including health, psychosocial, and legal matters. Once the question is asked, it is redirected to the profile of relevant experts and the answer appears within three hours. Statistics show that since the app's launch in February 2015, around 150,000 queries were answered, with over 10,000 users accessing it daily.

The service is available on any Android-based smart phone, web or SMS. The service can be accessed through download from this link <https://goo.gl/LTW2OA>

The 'Maya Apa Plus' was also launched recently, under a partnership with mobile operator Robi. Users will have their queries answered within ten minutes through this service.

## Cold Stone Creamery marks first anniversary

Cold Stone Creamery, an American ice-cream franchise, has celebrated its first year of operating in Bangladesh since opening on February 12, 2016. To reach more patrons soon, the franchise will open its second outlet in Dhanmondi soon, said Aftab Ahmed, Managing Director of Olive Tree Foods Ltd, the franchisee in the country. Youtube star Raba Khan and Asif B Azad attended the celebrations. A selfie contest that ended on Feb 19th gave winners a chance to eat free ice cream for a year!

## Ekushey @ Rang Bangladesh

For this Ekushey, Rang Bangladesh has brought out a new collection of clothing, featuring alphabet motifs. The new collection involves traditional as well as western wear. For women, there are cotton and half-silk saris, shalwar kameez sets, tops etc. For men, there are panjabis, shirts, and T-shirts. Children's wear are also available. The collection is designed using a combination of block prints, screen prints, and machine and hand embroidery.

For more information, please call 01984888444, or visit their website [www.rang-bd.com](http://www.rang-bd.com)

## Coca-Cola's ventures

Coca-Cola Bangladesh has recently announced the launch of a campaign that celebrates the unmatched pleasure of expression through one's mother tongue - "Matribhasha Chhoriye Dao, Bhalobashae Bhoriyeye Dao."

The campaign runs with the idea that certain feelings and relationships can only be expressed using your mother tongue.

Throughout the campaign, which started from 15 February and will last till 26 March, Coca-Cola bottles will showcase labels in Bangla to commemorate seven important relationships - abbu, ammu, bhaiya, apu, dosto, bhabi, and mama. A million consumers will also be invited to participate in a quiz competition through an automated text, wherein upon calling a toll-free number.

Participants will be asked three



questions related to the Mother Language Day. Consumers who answer all three questions correctly will receive a bottle of Coca-Cola and a Coca-Cola Bhasha Dibosh T-shirt, while also qualifying for the second round of the quiz.

Top 150 participants from the second round will have an opportunity to have a dinner with the international cricketing sensation Mustafizur Rahman.

On a different note, Coca-Cola Bangladesh is sponsoring a new television show, Ek Dish Dui Cook, to be telecast on ETV every Thursday between 10 p.m. to 11 p.m., to celebrate the relationships we share with our loved ones through food.

The show is anchored by Masuma Rahman Nabila.

Ek Dish Dui Cook is slated for 13 episodes, and will be additionally powered by the retail chain Shwapno.

## Aarong commemorates Ekushey



This Ekushey February, Aarong commemorates the martyrs who fought for our mother language with a special video that recalls their sacrifice and honours their memory through an exhibition of images from the past. In order to pay homage to the martyrs on this special day, Aarong will also be distributing black ribbons and cards in all its outlets upon every purchase.

Aarong also introduces a range of designs in sari, shalwar kameez, panjabi and children categories to be a part of the people's activities on this special day. The designs were inspired from the structure of the Shaheed Minar with lines and geometric patterns being the dominant features in all the products.

A light variation of colours has been added to offer shoppers more options this season. Cotton has been the choice fabric, keeping in mind the coming days of summer.

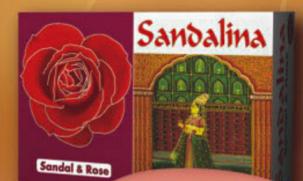
**Sandalina** মানেই বিশ্বের সেরা  
Sandal Wood Extract এর সর্বোচ্চ নিশ্চয়তা...

# স্যান্ডালিনা

## সোপ

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এখন স্যান্ডাল এন্ড  
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নতুন রূপে খাঁটি চন্দন ও  
গার্ডেন ফ্রেশ গোলাপের  
সুগন্ধে স্যান্ডাল এন্ড রোজ



রূপচর্চায় আদ্রিজাত্য...

us on /Sandalina