

Book Launch of My Kabul Story

On 1 April, 2017 Nasreen Sattar's much anticipated book, "My Kabul Story" was launched at Bay's Galleria, Gulshan. The book is an account of Nasreen's everyday events during her two years at Kabul.

On her arrival in Kabul to take up the job of the CEO of a well reputed international bank, which she refers to as The Bank in the book for reasons of confidentiality, she was advised by one of her friends to maintain a journal. Little did she know then, that a decade later, she would be publishing her private notes for everyone to read.

"My style of writing is simple; it is just like the way I talk," the author announced with enthusiasm before she began to share some anecdotes from her book. This book talks about the nitty-gritty of her tenure in the country of Tagore's Kabuliwala.

You will find her interactions with her household staff, the myriad of emotions she experienced in success, in news of death of people she knew; in men she met who showed interest in her and which she referred to as 'locationships' and even life-threatening encounters where she narrowly escaped death.

Not only are there things to be learnt

from her events, but Nasreen Sattar's charismatic personality is to be taken note of. Her ambitiousness, determination, will-power and caring nature stands bold and strong in the book.

Not only is it inspiring for women, but for men too. Her actions in various situations are simply remarkable for she has built an institute for her readers to follow through her book.

My Kabul Story is a roller-coaster ride of her intriguing stay at Afghanistan, which she has managed to record and preserve for others to experience-- an opportunity to live those events through her words.

This book is a wonderful read and the writing style is so captivating that it makes it very difficult for you put it down once you start—and that is not just my opinion, but also echoed by voices of renowned publishers from across the border and from eminent personalities of Bangladesh's writing society who were present at the book launch.

Give the bookworm in you something to feed on. The copy of the book is available at your nearest bookstore.

By Ali Sakhi Khan

Khazana Mithai – Attractive 'Pahela Baishakh' Offers

Khazana Mithai, the treasure of gourmet sweets, has come up with attractive new offers in its 'Pahela Baishakh 1424' campaign.

The sweet shop, famous for its exquisite sweets like Mihidaana Raabri, Nolen Gurer Misti, Kaju Baarfi and unique canned sweet items, has designed special corporate offers for buyers where they can pre-order gift boxes packed with sweets for their vital clients.

These customised boxes will contain the brand identity of the corporate houses, be packed with items of different price ranges and delivered on the eve of the Bengali New Year.

Additionally, Khazana Mithai has rolled out special gift packages of Laddu and other sweets, offered at attractive prices and decorated beautifully to match the spirit and colour of the occasion. The offers are available across all Khazana Mithai outlets in Panthapath, Khilgaon, Gulshan, Banani & Uttara. Interested persons or corporate houses can also order through phone at 01781188757 and 01611000080.

Lakeshore's grand Pahela Baishakh plans

Lakeshore Hotel has taken a grand initiative in celebrating Pahela Baishakh 1424. On April 14, which marks the first day of the Bengali New Year, the hotel has arranged for a scintillating experience for guests looking to enjoy the occasion.

The hotel's entrance, parking area, porch and La Vita Hall will be decorated to recreate the feel of a Bengali village market, traditionally known as a haat or bazaar. Inside the hotel, a variety of traditional Bengali artifacts and practices will be on display: musical instruments, langal, dheki, shankha ornaments, glass bangles, potteries, satranji handloom, fortune telling, etc. Each guest will be welcomed with green mango and wood apple sorbet. A variety of Bengali foods will be served, from live-cooked pithas and jilapis to jhal muri and chotpoti. Moreover, a buffet lunch consisting of a vast range of authentic Bengali delicacies will satisfy the craving of the guests for Bengali food.

The hotel has also arranged myriad cultural performances, from Baul songs to traditional dances. "Pahela Baishakh stands as a symbol of our identity as Bengalis... We are going to create a traditional Bengali atmosphere overall so that our guests can appreciate the rich culture and heritage of this region," said Atique Rahman, Group Executive Director, Lakeshore Hotel and Apartments Ltd.

The Baishakhi celebration will take place at the hotel's La Vita Banquet Hall on April 14 from 12pm to 4pm. The overall experience comes with a reasonable price tag of Tk 1424++ per person.

Bata breaks age-old conundrum: develops high heels that are actually comfortable!

Bata, the European shoe brand, has launched a new collection with brand new technology that makes high heels more wearable! The technology, known as Insolia, distributes weight between the wearer's heels and toes so precisely that it allows her to wear high-heeled shoes for three times longer duration than the regular ones.

For millions of women around the world, wearing high heels is not only about beauty, but is also synonymous with suffering. According to the latest research, almost 90 percent of women associate high heels with

physical pain. The Bata team jumped on this challenge and for the last few years they had been working on finding a solution.

For its development, Bata used the patented technology of Insolia, owned by the American company HBN. It is based on an inner shoe pad that helps to distribute the weight between the heel and toe. Wearing traditional high heels puts too much pressure on the forefoot; and after long term wear, it can lead to swelling or even deformation of the feet.

The Insolia technology is in the internal


part of the shoe pad and does not have any impact on the external look of the product; therefore the designers do not have to make any compromises regarding the shoe design.

"The beautiful thing is that for most women this means they can finally wear high heels without suffering," says Thomas Archer Bata, CMO and great-grandson of the founder of one of the most famous global shoe manufacturing brands.

Apart from being very comfortable, Insolia technology also has a direct positive influence on the health of its wearer. According to podi-

atrists the new technology reduces the pressure on the front of the shoe by almost 30 percent. Therefore, it brings relief not only to toes and arches, but the knees and calves are also less burdened. Walking itself is less physically exhausting. The heart rate decreases and oxygen consumption is reduced by 25 percent on average. Therefore, the body produces less sweat. Stability is significantly better; the spine is much straighter, leading to the impression that one is taller and healthier.

The new Insolia collection has been introduced in all flagship stores of Bata.



Sandalina

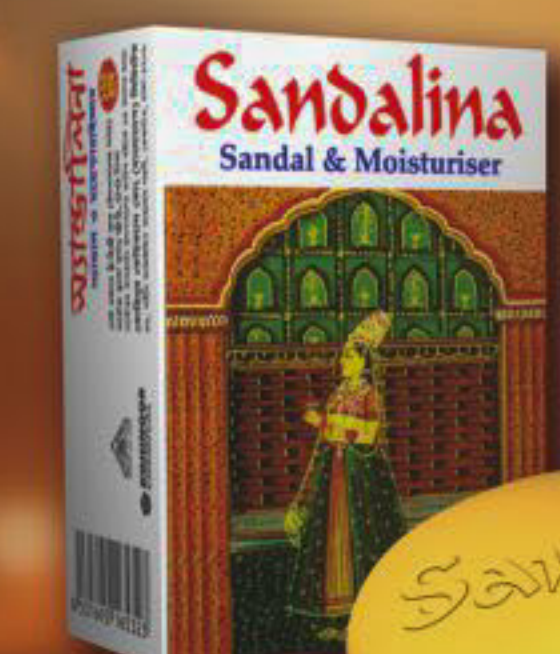
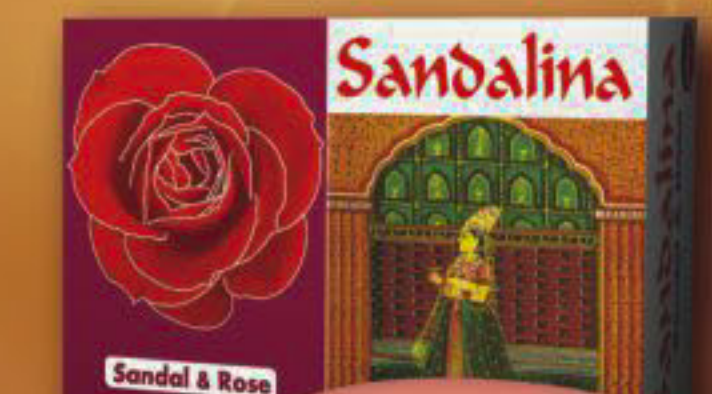


মানেই বিশ্বের সেরা
Sandal Wood Extract এর সর্বোচ্চ নিশ্চয়তা...

স্যান্ডালিনা


সোপ

স্যান্ডালিনা স্যান্ডাল সোপ এখন স্যান্ডাল এন্ড ময়েচারাইজার সমৃদ্ধ

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

রূপচর্চায় আদ্রিজাত্য...

us on  /Sandalina