



## FESTIVAL FOR CONSUMERS

**P**EOPLE look forward to two fairs at the beginning of the year – the first being the Dhaka International Trade Fair and the second Amar Ekushey Boi Mela. While readers are attracted to the book fair, consumers from all walks of life are drawn to the DITF at Sher-e-Bangla Nagar. From cinnamon to cars, and from mobile phones to mustard oil, everything is available and for reasonable prices too. Big brands, national and international, bring in their best to woo consumers. People in their thousands visit the fair every day and the crowd in the weekends are almost unmanageable. They queue up at the gates and leaves with shopping bags full of things designed to make their lives easier. Like previous years, the DITF would be open for the entire month of January.

Photo: PRABIR DAS

