

Checkmate Events' endeavours

A leading name in the documentation sector covering corporate events and specialising in covering wedding events, Checkmate Events, arranged their Annual Keynote 2018-#What_Next?. With the tagline "Unfolding an avenue of possibilities", the event came with a view to presenting next generation content presentation on this sector. The event was held On April 8 2018, at EMK Centre, Dhanmondi 27, where Checkmate focused on their 6-year journey and contributions to the sector.

A keynote speech by Creative Coach M Aminur Rahman focused on how Checkmate Events have placed their innovative approach to shape up the content presentation in Wedding Documentation Digitization. He also focused on Team Management in

photography, building a brand within the organization and launching the "Masterpiece™" Photography packages from Checkmate Events as well as highlighting other corporate clients and services.

Checkmate Events also launched their calendar for the upcoming Bengali New Year 1425. The calendar project was unveiled with the presence of their partner "Gala - Makeover Studio and Salon by Navin Ahmed" and "6 Yards Story." Checkmate Events announced a partnership deal with "Gala - Makeover Studio & Salon by Navin Ahmed" where customers can have a flat 10% discount if they confirm service from either place.

For more information, please visit www.facebook.com/checkmate.bd/



Himalaya Pure Skin Facial Campaign launched

To cater to the growing need and concerns on taking care of skin in a natural way, Himalaya's brand team is moving around different campuses in Dhaka with its "Himalaya Pure Skin Facial Campaign". More than 40,000 females have been exposed to their different ranges of skin care products where around 10,000 have received direct experience from this campaign.

Himalaya is operating this campaign in various girls' schools and colleges in Dhaka along with Dhaka University. Concerned women can take advice and solutions from a doctor on board for different skin problems especially related to adolescence and problems arising from using harsh chemical based products.

Himalaya Wellness is one of the leading nature based manufacturer in the world that has skincare ranges from preservative-free to organic products. In Bangladesh, they are trying to educate the consumers about taking care of their skin in a natural way. Their products provide an easy solution for different skincare needs but with right knowledge, consumers can also use natural herbs to process solutions at home.

YELLOW launches new store

YELLOW, the leading fashion brand of Bangladesh, launched its 14th store at Bailey Road, one of the most prominent locations in the city on March 30, 2018.

This new 2,500 square feet store will give the customers a modern retail experience and offer a wide range of clothing categories. The amazing design of the store's interior is aimed at offering the customers a chance to enjoy a retail experience like no other. Four large sized trial rooms will be available to ensure that customers can easily try on their selections and YELLOW sales associates will be on hand to provide styling advice.

For more information, please visit www.facebook.com/YellowClothing



REVIEW

Tracing the path of Odrishho Rongin Osru

It's not every day that you would sit with a book of poetry, the cosmopolitan hustle and bustle has robbed us of a variety of quiet pleasures. We want things is 'twenty-words-or-less' to accommodate our shrinking attention span. Yet, the tired souls need that missing element to be human. Odrishho Rongin Osru (Colours of Invisible tears) may be that bridging element, if not more.

This selection of poetry is Tanziral Dilshad Ditan's first attempt at publishing her own work. Ditan, who has worked in brand marketing from renowned agencies for corporate giants for last 15 years, mentions that the poems are mostly written in 2004/ 2005 and it was her parents who were pushing her to publish those. She however was still gathering her scattered thoughts and the final push came from eminent poet Asim Saha, and Selina Hossain.

The delightful end result came out in this year's Ekushey Boi Mela. And what a treat it is!

If you are expecting a simple little book or booklet, think again. The twenty compiled poems are printed on separate cards. Poetry is not the only thing being showcased in this selection,

the paper package that contains the poem cards announces itself with a vibrant painting from Ditan. In fact, all twenty cards have Ditan's original artwork on them.

As for the poems themselves, Mounota (Silence), Jhinuker Kanna (Tears of the sea shell), Karo Kichu Jay Ashe Na (Nothing matters to anyone), Bondona (Prayer), Proshno (Question) are all reader favourites.

Initially Ditan came up with the title 'Colours of Invisible Tears' to have a campaign against mental abuse which leads to drugs, depression, and other mental illnesses which is still a taboo in our country. That campaign is still work in progress, but she thought of the Bangla name for the book as she wanted to create a platform. She is now working on the English version called 'Colours of Invisible Tears,' which will not be poems, but stories.

This collection can be yours from Rokomari.com and Bengal Boi. In your hand, it is not just a collection of poems or a booklet, but also a gift which you can share with twenty of the people closest to your soul!

By Iris Farina
Art work by Tanziral Dilshad Ditan

Special Art Competition at Hotel Sarina

On World Autism Awareness Day, April 2, 2018, Hotel Sarina Dhaka arranged a Special Child Art Competition for children who are living with autism. Berger Paints Bangladesh Limited participated with Hotel Sarina Dhaka as a co-sponsor. Around 30 special children attended the competition. The programme was held to make the day special for these special children. Activities like painting, games, and photo shoot were also arranged. ACME and Bengel Rice participated as Prize Sponsor. This was the first time a 5-star hotel arranged such events for autistic children. Hotel Sarina Dhaka plans to arrange more such programmes in future.

For more information, please visit www.facebook.com/HotelSarinaDhaka/