



**Mr. Asif Ahmed,**  
EAM & Director of Finance, Pan Pacific Sonargaon Hotel Dhaka  
"This Pitha Fest is a very traditional festival. *Pitha* is an inseparable part of our culture. It is necessary to promote this among our new generation, as this will teach them about our culture. We need to promote *Pitha* among the new generation, and also give *Pitha* lovers a chance to enjoy themselves."

**Md. Muniruzzaman,**  
Executive Director, Pran Dairy Limited  
"Amidst the urbanization, our society has gradually forgotten the beauty of indulging in a part and parcel of traditional food culture of Bangladesh in the form of *Pitha*. Today, we prefer having a burger instead. Bangladesh has rich cultures and traditions, including the love for *Pitha*. And it is very disheartening to see that the love for an exquisite delicacy is fading away."



**ANM Mahfuz,** Head of Consumer Banking, Prime Bank Limited  
"As a Bangladeshi, *Pitha* is entwined into our culture. As a bank, we want to stay involved in helping our culture flourish. We cannot forget our roots, and *Pitha* Fest really showcases our culture. I think this is also helping the new generation learn more about our heritage. It is our duty to educate them about our culture. *Pitha* Fest also showcased many other aspects of our culture like the Bioscope and folk music among others. This is helping the guests to learn more about our rich heritage."



**Suchanda,** Actor & director  
"I am very happy to attend this event. *Pitha* is a delicacy in our culture. I believe that *Pitha* falls under our cultural heritage. And as some people can make really nice patterns using *Pithas*, it wouldn't be wrong to call it an art form. Now, events like *Pitha Utsab* are much more frequent. In the past,

festivals like this only happened when a major celebration took place. *Pitha* was the most common item we used to treat guests with. I love the different names of the *Pithas*. The combination of the name and the designs on it warms my heart as soon as I see it. I really enjoyed this fest organized by Pran Premium Ghee and Anandadhara."



**Surayya Siddiqua,** Head of Marketing, IGLOO  
"Firstly, I'd like to thank Pran Premium Ghee and Anandadhara for organizing this *Pitha* festival for the first time ever in a large area. Thanks for connecting with us even though the combination of ice cream does not go with the *Pithas*. We are really happy to be part of this fest. I would just say that this is really a beautiful show in whole. Programs like this should happen more and more."

**Tapan Chowdhury,** Singer  
"The event is really nice, everything is very engaging. I mostly like this kind of outdoor festivals and enjoy going to them. But, I would like to say, we should have this sort of program almost everywhere. Most of the *Pithas* were common to me. However, I loved how they presented some *Pithas* from the depth of our culture and rural Bengal in the stalls, as we do not usually get to enjoy them in the city."



**Aupee Karim,** Actor  
"I am enjoying my time here, and I expect Anandadhara to come next year and host an even larger festival. I expected a larger variety of *Pithas*, but as their first time, it is commendable. I cannot make *Pithas* on my own, but when I was young, I used to go over to my grandmother's house and help her make them. Hence, the festival today brought back many memories from my childhood with her."

**Animesh Aich,** Actor, director & writer  
"I really enjoyed this festival! This brings me back to when I was young, I used to go to my village during the winters and indulge in variations of *Pithas*. Hence why I believe such events are necessary, as it reminds us of the lost tradition of *Pithas* in our culture. Such a festival also helps promote this heritage to the children here. I am happy to see the children happily playing here and trying out different *Pithas*."

**Ashna Habib Bhabna,** Actor  
"We are slowly losing the concept of *Pitha* in our culture. We have very little knowledge about *Pithas*, added to the fact that we rarely prepare the dish at home. The fondest memory associated to *Pitha* I have is that of when I was young and my family and I used to go to my grandmother's house. There we used to make *Pithas* and make designs on them. I used to make the 'heart' shape, since it was the easiest to do. I personally prefer the *Fuli* and *Shemai Pithas*. Thus why I feel this is a great initiative. As *Pitha* is a part of our tradition, the more we can preserve this rich tradition the more it will contribute to our country and its heritage."



## STARS LIGHT UP PRAN PREMIUM GHEE-ANANDADHARA

# PITHA FEST 2019

Star Showbiz  
2 FEBRUARY SATURDAY 2019

Pran Premium Ghee-Anandadhara Pitha Fest co-sponsored by IGLOO and Prime Bank Limited was held on 25th-26th January 2019 at Pan Pacific Sonargaon Hotel Dhaka. Pan Pacific Sonargaon Hotel Dhaka was the hospitality partner and they provided a variety of scrumptious 'Pithas' at the fest. Popular folk fusion band 'Joler Gaan', Elita Karim, Oyshee, Pooja Sengupta's 'Turongomi' and the band 'DOOB' performed at the open-air concert at the Pitha Fest. Among other performers, there was Baul Shaheen and magic show by Haroon Shah. Celebrity presence added glamour to the event. Apart from these, there was entertainment for children at the event, including bioscope and play area. Plus, there were lifestyle brands at the fest showcasing and selling their goodies.



**Fahmida Nabi,** Singer  
"I am attending such an event after many years. When I was young, I used to come to such festivals. I can't make *Pithas*, but I enjoy having them quite a lot. After several attempts, I arrived at the verdict that I am a person who loves eating them more than being able to make them. I love having *Bhapa Pitha* and *Pakan Pitha*. This brings me back to the time when my family and I used to visit my grandmother; she used to make *Pithas* by herself. I used to sneak into the kitchen and steal the freshly made ones. My grandmother used to make them, and I use to have them before anyone else, much to the mystery and confusion of the rest of my family. These memories still make me very emotional."

**Samina Chowdhury,** Singer  
"I am thrilled to be attending such a joyous event. It is true, going to an event like this is rare nowadays, hence why I am thankful to Anandadhara for inviting me. My favorite *Pitha* is *Koa Pitha*, and it is the only *Pitha* that I can make from scratch. I have many memories attached with *Pitha*. During my childhood, we used to visit my grandmother during winter. When she used to make all sorts of *Pithas*, my personal favorite was the *Pakan Pitha*. And as my sister mentioned, all of us cousins used to wait impatiently in line to steal a *Pitha* each. I will forever miss having my grandmother's handmade *Pithas*."



**Abdus Selim,**  
Academician, dramatist & translator  
"Today we do not have the same excitement riling us up to coddle in *Pithas*. No one wants to take the hassle of preparing the dessert for two to three days at home. Today we do not have that environment in which we can make *Pithas*, as nowadays whenever we have any leisure time with the family we tend to go out to a restaurant. We have all forgotten the beautiful tradition of our country, with the younger generation completely blank about its heritage."

**Laila Hasan,** Cultural personality  
"As we all know, today's youth love the flavors of fast food and have no clue about their own cultural delights. Yes, it is good for children to indulge in food from across the globe; however it is also very important for us to acclimatise them to our traditional heritages and introduce them to the countless forms of *Pithas* our forefathers have enjoyed centuries on."



**Tariq Anam Khan,** Actor, director & writer  
"After a long time, being able to attend an event such as this is very joyous for me. This is a brilliant initiative and I thank the hosts for pulling this off as they have brought back a piece of history in our nation that we have begun to lose touch with. Personally I feel there should be a *Pitha* festival every year, and it will bestow the tradition to our children. I love dwelling on all sorts of *Pithas*, but if I had to pick one, it would be *Pakan Pitha*."



**Emon,** Actor  
"Very happy about this event, thanks to The Daily Star I will have *Pithas* for the first time this winter! My fondest memory of *Pithas* were when my cousins and I visited our grandmother in the village, where we all used to sit by the clay oven and help her make the various forms of delicacies. After she passed away, we didn't go back there much, and now we buy *Pithas* from shops which lack the same taste as the freshly hand baked ones we used to make. This is why I commend The Daily Star very highly for coming up with such a brilliant initiative, to bring back the long lost tradition and memories tied along with it."

**Bappy Chowdhury,** Actor  
"I really enjoyed the *Pitha* festival. *Pithas* are a big part of our culture and in the festival I saw a lot of foreigners enjoying this delicacy. I really hope such events are held every year, so that the rest of the world can learn about our traditions as well. Moreover, many of my friends are here and I can enjoy the *Pithas*, something I really love eating, with them. *Pithas* also bring back many childhood memories for me."



**Symon Sadik,** Actor  
"I try to attend all of Daily Star's events. This festival is for all us Bengalis. I love eating *Pithas*, I plan to have a bit of every single one of them. The thought of *Pithas* bring me personal joy. I grew up in a joint family, as a result, our family used to make several types of *Pithas*. In the city what we call *Teler Pitha* was called *Duba Pitha* in my village. I still do have *Pithas* quite a lot, but I miss the overall excitement it had back when I was young."