

LEARN. KNOW. GROW

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The age of LANGUAGE

Language is the medium that connects people. The sacrifices that were made on our part just to keep what was rightfully ours cannot be measured in numbers. However, some might argue that many of us are losing touch with our roots, but with the advancement of time, we also need to play along, especially in terms of our verbal communication.

So let's take a look at few ways in which one can keep advancing with current trends without losing touch with their roots.

Don't overdo foreign ideas

I know some concept that has been swirling around the Internet can be very intimidating at times. But do not get lost in foreign ideas so much that you cannot get back. Just incorporate the right amount in your life and you are good to go.

Learn to use the switch button

Learn to know when you need to be your 'professional self' and talk and behave accordingly to get your job done, and then be aware enough to switch back to reality as soon as your task is done.

Don't be around people who are all about the 'show'

Your individuality is in your hands. You do not need to justify the love you have for your language or your country to anyone. And if anyone questions your 'coolness' based on your love for your language, then trust me, they are not cool enough

themselves.

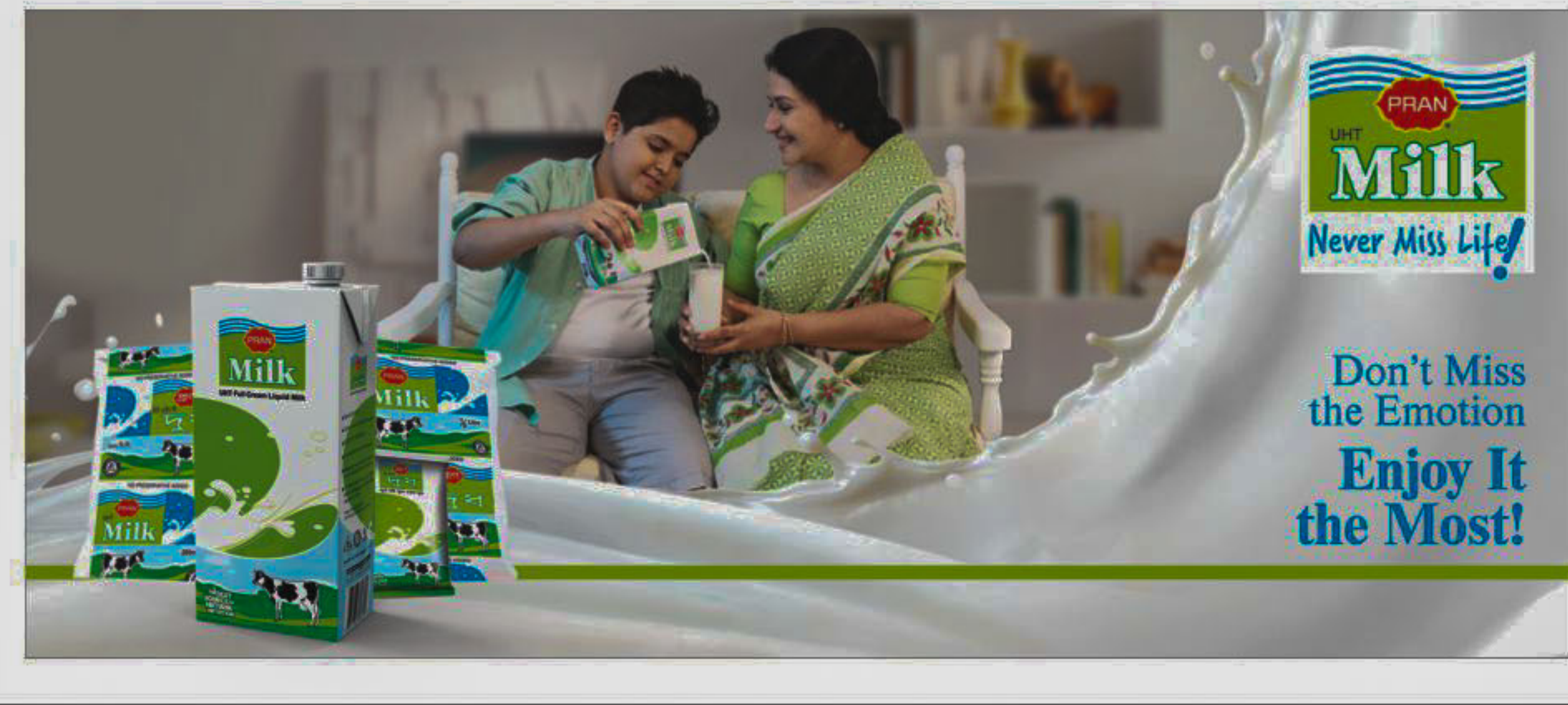
Make good use of resources

There are many ways to keep practising your Bangla heritage. Reading books and novels, watching theatrical performances, and so on. These are not only the ways to stay close to your roots, but also a great source of knowledge and entertainment.

Remember, life is not a competition

We all feel a rush in life. We want to achieve everything at once. We want to stay up to date on the latest trends, as well as keeping our feet thoroughly grounded. But remember, not everything happens in one go. Keep the balance intact and you will reach your destination.

It's important to follow your heart and do the things that keep you strongly rooted to your culture. But in this age of language, finding the balance between doing what you want to and doing what you need to can be somewhat tricky. But if you keep these few things in mind, I guarantee you, some of the dilemmas can be tamed.



PRAN
UHT
Milk
Never Miss Life!

Don't Miss
the Emotion
**Enjoy It
the Most!**

NEWS FLASH

YELLOW and BUFT Fashion Fest 2019

YELLOW by BEXIMCO and BGMEA University of Fashion & Technology (BUFT) organised 'Fashion Fest 2019' at BUFT's permanent campus in Ashulia on 20 March, 2019. The founder and chairman of BUFT Muzaffar Uddin Siddique, executive director of Yellow Shehryar Burney, and vice chancellor, Professor Eng. Ayub Nabi Khan were present. The event had three segments- workshop on fashion, creative design exhibition, and a fashion show. YELLOW international designers conducted



the workshop for the current students of BUFT. For creative design exhibition, 56 students displayed their designs and the top three were rewarded. YELLOW selected 25 models for 'YELLOW Fashion Show' out of 130 applicants, who then wore YELLOW's Boishakh and Spring collections for 2019. YELLOW's intent for the event was to prepare future leaders of the fashion industry and to engage them for a learning experience with the YELLOW team.



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*Based on lab test with Dove Environmental Defence shampoo and conditioner vs non-conditioning shampoo.