



PAHELA BAISHAKH

SPECIAL

The Daily Star

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The magic of BENGAL

EDITOR'S NOTE

If there is anything that signifies Pahela Baishakh, the first day of the Bengali calendar, it is the collective celebration of all that encompasses being Bangladeshi. All the festivities that decorate this day are centred on our pastoral traditions and thousand-year old history. Its uniqueness lies in its universal appeal, making it a secular festival, in which, everyone participates irrespective of religion, cast or creed.

The Daily Star has always believed in promoting our Bangladeshi identity by highlighting our age-old traditions, our folklore, our special cuisine and our fashion. Based on this philosophy, this year, we try again to highlight all things 'deshi' and distinctive to our country, under the taglines of #DeshiFirst and #DeshiAlways. We believe that such promotion is important to inculcate pride and joy in our cultural richness.

There is no denial that celebrations on Pahela Baishakh helps unite Bangladesh, overcoming all sorts of prejudice, making us realise that we are actually one, that our strength lies in our diversity and that there is no space for discrimination.

This year, as we celebrate Pahela Baishakh 1426, with the strength and resilience of the Bangladeshi people, we present in this supplement, the aspects of our culture that makes us distinct — from long-established tales of Bonbibibi, to discussing artist Quamrul Hassan's creative vision of Bengal, and probing in and around the lost world of deshi toys.

Let us jog our memories to remind ourselves the rich heritage that makes Bangladeshis so vibrant, colourful and joyous.

Shubho Naboborsho!

Mahfuz Anam
Editor and Publisher