

India extends guarantee on loans to health, tourism sectors

REUTERS, New Delhi India has extended a federal guarantee on bank loans to health and tourism services while waiving visa fees for 500,000 foreign tourists, the finance minister said on Monday, stepping up support for the pandemic-hit economy.

The government will expand federal guarantees on loans to businesses to 4.5 trillion rupees (\$60.7 billion) from an earlier limit of 3 trillion rupees, finance minister Nirmala Sitharaman told reporters. The government will provide a guarantee of 1.1 trillion rupees on loans to the health sector and medical infrastructure, she said, that will enable them to raise loans at a lower interest rate of 8-8.25 per cent a year. The Emergency Credit Line Guarantee Scheme (ECLGS), launched last year, has helped cash-starved small businesses raise funds during the Covid-19 lockdown for working capital and to meet their orders.

The government will extend benefits from the free foodgrain programme for poor people, launched last year, till November that will cost 938.7 billion rupees, bringing the total cost of the programme to more than 2.27 trillion rupees, she said.

A slow vaccination drive and local restrictions after a massive second wave of infections and deaths across the country have hit economic activities such as retail, transport and construction while putting millions out of work.

India's economic growth rate picked up in January-March to 1.6 per cent from a year earlier, but economists are increasingly pessimistic about this quarter after a huge second wave of Covid-19 infections hit the country in April-May.



Vishal Mothreja, chief executive officer of Kansai Nerolac Paints (Bangladesh), and musician-turned-actor Tahsan Khan take a photo at a city hotel in Gulshan recently on striking a two-year deal turning the latter into the company's brand ambassador.



Arifur Rahman, managing director of Esquire Electronics, recently inaugurated a showroom at Shimultala, Savar. Board members Md Ehsanul Habib and Md Muddasar Hossain were also present.

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার স্থানীয় সরকার, পল্লী উন্নয়ন ও সমবায় মন্ত্রণালয় পল্লী উন্নয়ন ও সমবায় বিভাগ প্রকাশন শাখা-১ (www.rddc.gov.bd) নং- ৪৭.০০.০০০০.০০০.০৭.০০৯.২১-৭২০

Digital platforms provide level playing field for all businesses

Therefore, it is essential to focus on creative actions, which can set you apart from your competitors and leverage brand-building creative insights.

Similarly, creative agencies should incorporate the 'Facebook Thumbstoppers' feature, which allows advertisers to showcase their product in a short window of 10 seconds or less than 10 seconds. This would help brands bring inspiration to their customers, leading to increased purchases in a very short time.

Leveraging Facebook's advanced measurement tools, advertisers should aim to develop adaptable and straightforward measurement strategies. Using so will help advertisers understand their customers better and allow them to make the most influential business decisions.

Advertisers need to balance their long-term and short-term needs, identify move metrics, and drive brand growth. They should create and run practical tests to quickly understand and adapt to necessary changes on an ongoing basis to optimising campaigns.

With the amount of information available to us and the technological advancement we are enjoying, it is easier to conduct a business than it was a decade ago. It is just how efficiently we use those resources that determine how successful our business becomes.

Dragon fruit farming gains traction

FROM PAGE B4 "Although many farmers are keen to cultivate the fruit, they are unable to do so because a huge amount of investment is necessary."

According to Taleb, regular and proper care can produce a good yield, and only organic fertiliser should be used in its production.

He leased 100 decimals of land next to his garden, where he plans to plant 5,000 saplings this year.

"Once the garden is ready, it will fetch incomes for me for the next 20 years." The 38-year-old now dreams of inspiring the educated and unemployed population in Lalmonirhat to get involved in dragon fruit farming.

বাংলাদেশ পেট্রোলিয়াম কর্পোরেশন বিএসপি ভবন, সস্টগোলা রোড, চট্টগ্রাম। তারিখঃ ২৯/০৬/২০২১ নিয়োগ বিজ্ঞপ্তি বাংলাদেশ পেট্রোলিয়াম কর্পোরেশনে নিম্নবর্ণিত স্থায়ী শূন্য পদে সরাসরি নিয়োগের জন্য পদের পার্শ্ব বর্ণিত শিক্ষাগত যোগ্যতা ও অভিজ্ঞতা সম্পন্ন বাংলাদেশের স্থায়ী মাদারিকদের নিকট হতে দরখাস্ত আহ্বান করা যাচ্ছে।