

The Korean story of Bangladesh

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There are festivals and events being held — songs and dance performances and competitions, and stalls selling Korean foods and products and so on. The events also bring together Bangladeshis and Koreans — a platform for cultural exchange, celebration, and collaboration.

The South Korean embassy is very helpful and encouraging, Zahan informed, explaining that the embassy in Bangladesh takes many initiatives to promote their culture here.

So, what has fuelled K-wave? This is complex, with no easy or singular answer. Of course, a lot of credit goes to the Korean artists themselves and the planning and

patronisation by the government.

In the Bangladesh context, ambassador LEE Jang-keun offers some thoughts. The young generation loves K-culture, and a large portion of Bangladesh is the youth, who are very active on social media. So, when this young generation is interested in something, it spreads very fast. They are also action-orientated and eager to see something new and different. Hence, there are now many organisations and clubs related to K-pop that arranges events and they are the key to spreading Korean culture. Some of these programmes are also sponsored, by Korean companies and by Bangladeshi companies in business with South Korea. On the other hand, there are Bangladeshi

workers and students in South Korea who are exposed to its culture, and when they return to Bangladesh, they become no less than cultural agents to disseminate it.

Looking beyond

One thing to appreciate — whether about Korean community or K-wave — is that the Korean presence in Bangladesh is not limited to the capital city. It goes much beyond.

“We get participants, performers, and visitors for our events from all over Bangladesh, such as Chattogram, Sylhet and Rangpur,” Zahan of BD K-Family said. “K-wave in our country is not limited to Dhaka.”

Meanwhile, Yong Oh Yu of the Korean Community in Bangladesh mentions of Koreans living and working in the port city

and of a Chattogram-based community organisation too.

Yu concludes that he looks forward to the next year: “2023 will see the 50th anniversary of Bangladesh-Republic of Korea diplomatic ties. Our organisation will prepare well, to celebrate the occasion and take it as a chance to further strengthen the bond between the two countries and cultures.”

The Korean story of Bangladesh shall hence hopefully continue in an even higher spirit. So, here’s to another 50 years and beyond!

By **M H Haider**

Photo: **Korean Community in Bangladesh; BD K-Family**

◆ HOROSCOPE ◆



ARIES (MAR. 21-APR. 20)

Get everything done while you still feel energised. Curb your bad habits. Keep your thoughts and opinions to yourself. Your lucky day this week will be Saturday.



TAURUS (APR. 21-MAY 21)

Your partner will need some attention. Look into physical games. Don't be too eager to spend money. Your lucky day this week will be Sunday.



GEMINI (MAY 22-JUN. 21)

Consider researching before venturing into business. Don't overreact to a situation at hand. Avoid overexerting yourself. Your lucky day this week will be Sunday.



CANCER (JUN. 22-JUL. 22)

Your charm will bring popularity. Don't let misunderstandings get in the way. Friends may not be entirely trustworthy. Your lucky day this week will be Friday.



LEO (JUL. 23-AUG. 22)

Don't hold back. Try to avoid conflict. Don't evade important issues. Your lucky day this week will be Thursday.



VRGO (AUG. 23-SEP. 23)

Loved ones won't understand your needs. Spend time with your partner. Be prepared to make compensations. Your lucky day this week will be Monday.



LIBRA (SEP. 24-OCT. 23)

Try not to get upset. Pamper yourself. Your partner will be less than accommodating. Your lucky day this week will be Tuesday.



SCORPIO (OCT. 24-NOV. 21)

Go out with friends. Make changes at home. Look into new ways of making money. Your lucky day this week will be Tuesday.



SAGITTARIUS (NOV. 22-DEC. 21)

Think up new business ventures. Don't let anyone get under your skin. Make plans with friends. Your lucky day this week will be Sunday.



CAPRICORN (DEC. 22-JAN. 20)

Keep to yourself. Do not ruffle feathers if possible. Your partner will find you taxing this week. Your lucky day this week will be Thursday.



AQUARIUS (JAN. 21-FEB. 19)

A new relationship can start this week. Educational courses will be stimulating. Confusion regarding joint ventures will arise. Your lucky day this week will be Wednesday.



PISCES (FEB. 20-MAR. 20)

Do something nice for your family. Revamp your image to raise confidence. Get involved in creative projects. Your lucky day this week will be Saturday.

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