

## Afroza's Pitha Utshab: A rendezvous with many types of pithas

A winter evening with various kinds of pithas, a lively performance by a folk troupe singing traditional folk songs, and a live pitha making station where you can see how your favourite pithas are made from the scratch, all of these and more were at display at 'Afroza's Pitha Utshab', held at the premises of Khazana restaurant situated at Gulshan 2 on 25 December. As we Bengalis love pithas of all kinds, let's delve into the reasons why we love our pithas so much, especially in winter!

### The quintessential winter staple

Pithas, or traditional handcrafted cakes, are a wintertime treat that Bengalis love. Without the aroma of the pithas grabbing everyone's attention, winter is incomplete. Pithas can be made from different ingredients such as rice, coconut, jaggery, and sugar, and are

generally served as snacks or as part of a main meal. The flavours of the pithas vary depending on the region in which they are made, and each have a unique and delicious taste. Hence, pithas are the perfect way to add some sweetness and delight to your life, especially on a chilly winter day.

### An abundance of traditional delicacies

"We have brought more than 26 types of pithas here today, with other local foods like murir moa, teel er naru, among other things. I think that if more people are exposed to the wonderful varieties of pithas in our culture, the more they will be interested to try it out and be pleasantly surprised," remarked Afroza Parveen.

Alongside the most known ones, there's the kuli pitha with spicy chicken stuffed

inside for those who prefer to have a nice alternative to the sweet ones. Want to have a pitha that's dipped in sweet, thick soup? Try out the sujir roshmalai. How about a pitha that feels more like biscuit but with our local pitha's taste, then try the biscuit pitha for that! Pithas show that so much fusion is possible beyond the normal ones we always crave for.

### A chance for future generation to experience the pitha culture

With busy lives taking precedence, resulting in a decrease of interactions between family members, it's the children who suffer the most. Unlike our previous generations, they are deprived of the chance to see how pithas are made by elders on a winter morning, or how the process starts from

scratch, beginning with getting the rice flours to mixing all the sugar, oil and spices to make the most mouth-watering of pithas!

"I really want our children to get that experience of having pithas with family, like we used to have. Pithas acted as a bridge with our loved ones and it signified how something as simple as waiting for a warm pitha to arrive, so that we can have it together, made us feel happier than anything else. I hope there will be more opportunities like this for children, and everyone to experience the wonderful heritage of pithas," said Afroza, when asked why the pitha experience is so important.

By Feda Al Hossain



## Apex announces Shop and Win campaign winners

Apex Footwear Limited organised the prize handover ceremony of its 25-year celebration, Shop and Win campaign at Apex Head Office On Tuesday, 27 Dec 2022.

The prizes were handed over to the winners by Firoze Mohammad, Chief Operating Officer, Apex Footwear Ltd, said a press release.

The Shop and Win campaign was launched for online shoppers in celebration of Apex's 25th year anniversary.

The campaign ran from 1-30 November

2022 and the three highest online shoppers at Apex4u.com were rewarded with three exclusive grand prizes.

The top three winners were Md Naimul Huda Piju, Maruf Sadif, and Md Al Amin Hossain. The highest shopper won two return air tickets from Dhaka to Bangkok. The 2nd highest shopper won 3 days 2 nights stay at sea view executive suite, Ocean Paradise Hotel & Resort, and the third-highest shopper won a buffet dinner for two at Amari Dhaka.

## Looking Beyond: An art show to illuminate the beauty of space and spark collective Interest

"Normally, diplomacy is not rocket science but today is an exception," said Mattia Ventura, the Deputy Head of Mission of the Embassy of Italy in Dhaka to start off the one-day art showcase 'Looking Beyond' on 22 December 2022 focusing on scientific exploration and the advancement of satellite technology in identifying the changes on our planet.

Since the 2000s, satellites have been used to monitor changes in our planet and its biodiversity and the effects urbanization has had on our land. Unless we can see how the lands, water bodies, and environment have changed from above it is challenging to understand where we as humans need to focus on for a better lifestyle. Satellites play a crucial role in visually showing us how the planet has changed over the years and this exhibition was a collective platform to encourage and educate the audience.

The exhibition, promoted by the Ministry of Foreign Affairs and International Cooperation along with the Italian Space Agency and Telespazio/e-Geos, was aimed to not only celebrate the National Day of Space but also highlight the intrinsic beauty of the images captured by satellite. Curated by Filippo Maggia, the exhibition took satellite images from the COSMO-SkyMed Constellation system, one of the most advanced satellites, which uses high-resolution radar sensors to observe the Earth day and night.

When the satellite images taken by the COSMO-SkyMed system are processed, they reveal a unique kind of beauty and spark interest among its viewers. The perspectives presented in these satellite images show detailed crevices and hypnotise the audience by making each detail visible to the human eye, and prompting us to

observe these images to further discovery.

Additionally, the purpose of the COSMO-SkyMed system is to monitor the Earth in case of emergency prevention, strategy, scientific and commercial purposes, provide data to support a variety of applications including risk management, forest and environment protection, natural resource exploration, load management, defence and security, maritime surveillance, food and agriculture management and so on.

The exhibition provided an opportunity for collective and individual reflection on current and urgent topics. These discussions and dialogues are meant to inspire ideas for sustainable development, enthuse the younger generation to play their part in space exploration, and combat the harsh impacts of natural disasters.

By Puja Sarkar



## Md Shakawath Hossain awarded the Best Hospitality Business Professional of the Year



Recently, Md Shakawath Hossain was awarded the "Best Hospitality Business Professional of the Year" at Weekly Arthakantha Business Excellence Award 2022. He is currently the CEO of Unique Hotel & Resorts PLC and the Co-Chairman of Bangladesh International Hotel Association's (BIHA) standing committee of Planning and Development.

The award-giving ceremony was held at The Westin Dhaka where Dr Dipu Moni, Hon'ble Education Minister and MP, was present as the Chief Guest. She handed over the trophy to Md Shakawath Hossain in recognition of his outstanding business

contribution and leadership in the field of Hospitality and Tourism in Bangladesh.

The event was hosted to celebrate Weekly Arthakantha's 23rd Anniversary, where they unveiled a special issue "Global Bangladeshi Business Icons".

On the night, awards were also given to various other Business Icons - entrepreneurs, innovators, and contributors. The prestigious and global award ceremony is hosted every year to recognize the tremendous impact of business leaders in the country.

The gala event was also attended by NRBs and luminaries from multiple industries in Bangladesh.