



# 5 helicopter rides with the most breath-taking views

The world offers an array of stunning natural landscapes, some of which are exceptionally challenging to reach and are best appreciated from the sky. Beyond unlocking the beauty of otherwise inaccessible terrains, helicopter rides come with one-of-a-kind

bird's eye view, a perspective that grants us the opportunity to see even our familiar metropolises in a completely different light.

Hence, presented here are the top 5 picks for helicopter tours that are an absolute must, offering an astonishing

panorama that is bound to leave you spellbound.

## Great Barrier Reef, Australia

Spanning over 2,300 kilometres and encompassing around 2,900 reefs and 900 islands, the Great Barrier Reef stands as one

of the planet's seven natural wonders. While many visitors intend to explore its depths through diving, the genuine beauty of this reef reveals itself most profoundly from an aerial perspective.

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সাম্রয়ী মূল্যে এখন ক্রয় করুন গ্রেড-১ সাবান

# অ্যান্ডালিনা



রূপচর্চায় আন্ডিজাত্য...

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#LET'S TALK MEN

# Every day is Wife Appreciation Day

Truth be told, I had no idea Wife Appreciation Day was an occasion to celebrate. Despite constant reminders on social media by media houses that it was "the day" to honour the significant other, and pretty much every married man on my friends list showering their love for their better halves on Facebook, I decided to let the occasion pass.

Do not get me wrong, I am considered quite the romantic; at least I used to be.

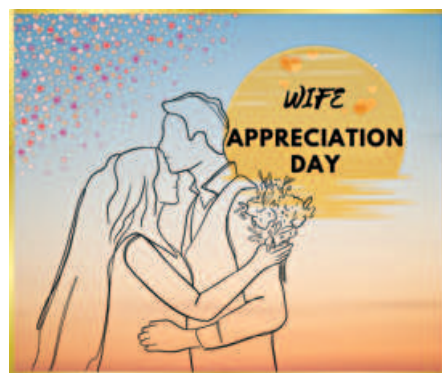
I was always the one to remember the days and the occasions that she holds dear to her heart. I was always the one to wish her first on birthdays even before she realised the clock had struck 12. I went the extra mile in thinking of suitable gifts befitting events; never forgot to bring flowers just to show that I cared.

However, having been married for a good many years, even anniversaries turn pale; in comparison, a day like the third Sunday of September, aka Wife Appreciation Day, becomes just another date in the calendar. My attempts to turn even the

simplest of occasions into grand affairs seem like a faded, distant memory now.

After several efforts to cook that perfect meal (and not burning the house down in the process), I now opt for taking her out to dinner. After all, what is there to do for a couple other than going for staycations or perhaps the latest trend of taking pottery classes together?

Limiting my love, affection, or appreciation for dear wife solely to a single

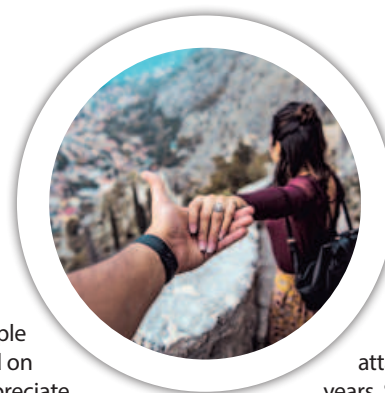


March or September day, never seemed like an appropriate thing to do. I truly understand that people who tend to go overboard on Women's Day perhaps appreciate their better halves on any other day as well. I simply never found myself walking that path!

And neither does my wife. Husband Appreciation Days (if there is indeed such a day) came and went by without her ever paying heed. Birthdays have passed without notice. And I am not the one to complain. Ever!

I understand that she appreciates me when she just sees my "Ki koro" messages on messenger without making it an obligation to reply even though she knows fully well that it is my way of saying that I miss her. And that occasional call from her after the lunch break to ask if I had eaten anything.

I appreciate it when she understands I had a bad day at work simply by looking at my face. And that she too appreciates when



I reciprocate on days that did not go too smoothly for her.

Marriage is a dance that attains perfection over the years. Showing appreciation for your wife can take the form of gifts or love-filled gestures, but what matters at the end of the day is the non-verbal, instantaneous understanding of what the other half is feeling.

It is the deep understanding of the partner's sorrows and happiness throughout the year that is the whole purpose of the institution we call marriage. True, it can take the form of showering appreciation on a particular day — does not need to be Wife Appreciation Day — but truly appreciating her, as clichéd as it may sound, will take celebrating WAD every single day of the year. And that feeling comes straight from the heart.

**By Mannan Mashhur Zarif**  
**Photo: Collected**

#LIFEHACKS

# How to cope with reader's block

Reading and writing goes hand in hand. And perhaps that's why, just like there's writer's block, there's also readers block. Only reader's block is probably worse because reading is easier than writing, yet you just can't do it. Flipping through the pages seem like torture. This dreadful feeling can last for days to months. But there are certain tricks you can try to deal with it.

**Switch genres**

There's nothing wrong with being a fan of one specific genre. There's also nothing wrong with reading books of only that genre either. Reading is for fun and one should read whatever makes them happy. But sticking to only one specific genre can get tedious. Sometimes it's a good idea to

switch genre and try new things. This can be exciting, illuminating and there's a good chance that you'll end up loving the new genre. Often, this excitement is enough to help you snap out of your reader's block.

**Audiobooks**

Audiobooks are the new favourites of the readers who are busy and still want to get some reading done. It's book without the pages and written words, but rather narrated by someone. So, one may listen to audiobooks while multitasking. This is not only useful but can be a blessing for those suffering from reader's block because these are books but in a different form. One may find audiobooks of most popular titles on the internet and some of them are narrated by the authors themselves which is always a bonus.



**Switch to visuals**

Graphic novels and even comics can be a refreshing change in your reading habits and the difference can be a mood changer. There are plenty of praise-worthy graphic novels that are rich in story as well as art. The arts can be captivating and can bring in new flavours to your reading. Even the most serious reader enjoys the arts between the pages; now imagine a book that relies on



the art to tell its story. It's as interesting as it sounds and you should definitely give it a try.

**Persistence**

This can be tricky and tedious for some people but it's a method that usually works. The idea is that you have to be persistent with your reading and read every day. The first day you decide to try this trick, you should start by reading only one page. No more, no less. One page a day and you continue this way for a few days. Then two pages a day for a few days and this way, you start increasing the number of pages you read in a day after a regular interval. Try this for a couple of weeks and hopefully, your reading mood will be back. The only difficulty in this method is that you have to be consistent. Regardless of how difficult and exhausting your day was, you have to finish that day's reading.

**Cinematic experience**

When the words on the pages aren't doing it for you, try branching out and

seek different experiences. Look up your favourite book or story and these days, most popular books have a cinematic adaptation. Whether it's a movie, or a TV show or animated depiction, all of them could be fun and uplifting if they are executed right. For example, *Pride and Prejudice* alone has more than ten different adaptations and at least one of them involves a zombie twist. Surprisingly, it's an oddly fun adaptation. Look up such different adaptations of different books and they can have a positive impact on your reading mood.

**Write**

Writing is more challenging that it sounds but it's also very satisfying. To be able to imagine a story in your head and then put them into words on paper is a peaceful sensation. When you can't put your mind to read, try writing. The feeling of creating something new is so powerful that it will surely drive you to read more. Even if it's not something as creative as writing a story, try keeping a journal and write in it regularly. Words are powerful and they will lift your mood quicker than you'd expect.

Of course, there can be many causes for reader's block. While it is possible that reader's block can be just a phase, it is also possible that it is induced by an underlying issue such as depression, stress or exhaustion. If that is the case, one should always address those issues first and the block will fade away itself.

Find out what's influencing your mood and you'll be able to snap out of reader's block in no time. Happy Reading.

**By Ashif Ahmed Rudro**  
**Photo: Collected**



#LIFEHACKS

# A guide to hair salon etiquette

A neat haircut has the power to transform the way you look! As a woman who has to visit the beauty salon every 8 to 10 weeks because her layers grow faster than she wants, there are a few things that I have learned and taught myself over time about salon etiquette. They have always saved me from the agony of leaving a salon with a sad face and a bad haircut.

## Be specific

Decide before going to the beauty salon what you want. I have learnt from my personal experience that hairdressers want you to be as specific as you can about your needs and wants, be it a cut or colour.

"I don't want my hair to be too short" is too vague for anyone, including hairdressers. Your definition of 'too short' may be different from your hairstylist's definition of 'too short'. Therefore, be specific. Consider saying something like "Take an inch off the length."

A bad haircut can jeopardise your mental peace. Therefore, it is very important to give specific instructions to your hairdresser. No hairstylist wants to watch a client leave the salon with an unhappy face.

## When you are unsure

Not everyone knows what haircut we want or will look good on us. If you are one of them, save pictures of some haircuts that you like and show them to your hairdresser.

Chelsea Federer, a hair and colour specialist at Fabrizio Salon & Urban Retreat Spa, an upscale beauty establishment located in Wilmington,

Delaware, said, "Visual references always help, especially when clients cannot be specific about the kind of cut and colour they want."

"Pictures or even parts and pieces of pictures can help your hairdresser understand what kind of look you are trying to achieve and whether it is possible to achieve that look in one visit," she added.

Everyone's hair is different, however.

Not all cuts and colours you like on Instagram may be suitable for your hair. Save photos for your hairdresser nevertheless, because 'a picture is worth a thousand words!'

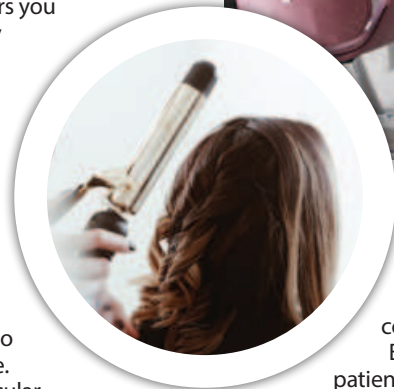
## Go to the same hairdresser

Once you have liked a hairdresser's work, go to him/her all the time. People, who are particular about their haircuts, always do this. Going to the same person every time means that you need to give fewer instructions; your hairdresser already knows what you want.

Make an appointment, though. Do not just walk into the beauty salon hoping to find your favourite hairdresser sitting idle!

## Have plenty of patience

A particular cut and/or colour may not always be achieved in one visit. Therefore, do not show impatience as stylists work on your hair; you could be stressing them out.



Also, visit a beauty salon with plenty of time on your hands. A client-in-a-hurry is a stressor for stylists and colourists.

Even after holding patience, you may not always see the look you desired for, especially hair colour. Why?

"There are times when a client's colour and hair treatment history, diet, and medications affect her hair's receptivity to colour, making it difficult or unfeasible to achieve the desired outcome," Chelsea Federer said.

"In complex cases, additional treatments and multiple visits are needed," she added.

To achieve your desired cut and colour combo, you may even need to wait weeks. However, the wait is absolutely worth it because, in the end, a good haircut and colour will

dramatically improve your appearance.

Therefore, do not get angry or grow impatient, if you do not see the look you wished for in one salon visit.

## Tip your hairdresser

I have always tipped my hairdressers, be it in Dhaka or Delaware. Tipping is a kind gesture that is always appreciated. Here in the US, the standard percentage of tipping a hairdresser is 15 to 20 per cent of the final bill.

Our hair is the only crown we wear every day. To ensure that the crown fits us right, going to a hair salon is a must. However, as a client, just going to a hair salon is not enough, practicing good etiquette and having realistic expectations are also necessary for an overall good cut and/or colour experience.

**By Wara Karim**  
**Photo: Collected**

#FASHION & BEAUTY

The heat wave, scorching temperature, and glaring sun rays may all be damaging to your hair due to the combination of sweat, humidity, and dust. Maintaining a healthy scalp by being clean and taking care of your hair can help avoid or regulate numerous skin disorders or conditions. Therefore, you must aim for hair that is in good condition.

# CARING FOR YOUR HAIR IN HOT WEATHER 4 tips that may come in handy

locks, avoid unnecessary use of chemicals in your hair while this is happening. Avoid dyeing your hair during this hot weather.

### DO PROPER HAIR WASH

The summer heat and filth can leave your hair looking dirty and lifeless. So, make sure you wash your hair a minimum of twice a week throughout the summer to keep it healthy and to retain the quality and cleanliness of your hair. Select a shampoo and conditioner that will not only keep your hair strong but will also aid in the fight against hair loss.

Choose a gentle, summer-appropriate shampoo and do not apply shampoo to the hair itself; instead, focus on the scalp. After properly shampooing, condition only the ends, and finish it off with a good rinse.

### INDULGE IN HAIR MASKS AND CUTS

One deep conditioning treatment each week should be enough to solve the problem of dry and frizzy hair this summer. Hair masks made from all-natural components like oils from coconut, shea butter, cocoa butter, and honey are the best way to give your hair the care and moisture it needs. If you want your hair to look and feel its best, you also need to have regular haircuts.

Getting a trim every 6-8 weeks will keep your hair in good condition, free from splitting and breakage, resulting in your hair looking great.

### HYDRATE AND INTAKE ADEQUATE NUTRIENTS

Even if you take all of these precautions to protect your hair from the sun, it will be useless if you do not drink enough water. Water, along with other fluids, can help your hair tremendously by preserving its health and hydration. In addition, you must increase the number of vegetables and fruits that are fresh in your diet to ensure that you are getting enough of the right nutrients for your scalp.

By Samayla Mahjabin Koishy  
Photo: LS Archive/ Sazzad Ibne Sayed

### AVOID EXCESS USE OF APPLIANCES AND CHEMICALS

Heat-styling appliances, such as blow dryers, straighteners, and curling irons may be more damaging to your hair in the hot and humid weather. In the warmer months, air drying or using a diffuser is preferable to using these instruments to soothe your hair. Moreover, because the humidity of summer may be harsh on your





# Cool, Breezy and Stylish in a SUNDRESS

It's nearly October and fall season in the fashion world. Here in Bangladesh, summer shows no signs of waning. Well, if the sun is out, so are the sundresses! Bangladesh has only been getting two seasons in recent years — a long, hot summer and a short, sad, winter. As such, sundresses have been a popular wardrobe staple for the country's women, who wear them guilt-free for as long as they want, until they can't. And honestly, can we blame the ladies for whipping out their favourite, flowy summery pieces to stay comfortable?



First, let it be clarified that sundresses are not the same as summer dresses. The latter can be described as any dress one wears in summer. A sundress, however, is a little bit different. A forever classic, sundresses are cool, breezy, and with just the right amount of oomph to keep the wearer fashion-relevant, without compromising on their comfort.

Sundresses come in a variety of cuts and styles. Long, flared dresses are in, and look graceful and feminine. These billowing silhouettes can be worn in the worst of summer and be styled both long or short. Usually coming in cool, summer-friendly fabrics, the dresses look exceptional when worn with pumps or clean, white sneakers.

Flouncy-sleeved sundresses are equally in vogue and usually look great in monochromatic colours, such as white and black. Casual enough to wear every day and versatile enough to pair up with tights and a scarf, flounces are great sleeve styles to sport, and definitely more comfortable.

Shorter sundresses in snazzy patterns and super puffed sleeves are great choices for party wear. The A-line hems work wonders for mobility, and if you wish to take attention away from your legs, chunky, sporty sandals can be a good way to do that. These dresses can also double as streetwear — go monochrome on the tent style and add some clunky heels in a vibrant colour.

If none of the above are quite your style, simply go back to the basics. Floral prints on sundresses are a match made in fashion heaven and deserve their due credit. Imagine small flowery prints on a fitted, sheer, shin-length dress and a daring neckline. You can break tradition by opting for ankle-length boots instead of pumps or slimmer heels.

Being the country that tailors clothes for the major fashion houses of the world, all kinds of sundresses are readily available for steal prices, just through a day's excursion to the market opposite Dhaka College. For those who live in the northern part of the city and are deliberating about giving up on fashion for fear of the traffic, fret not! Pink City in Gulshan 2, Banani Supermarket, and Rajlaxmi, Uttara all carry these favourites and are a stone's throw away.

**By** Munira Fidai  
**Photo:** Sazzad Ibne Sayed  
**Model:** Jabin, Suhi  
**Styling:** Sonia Yeasmin Isha  
**Wardrobe & Jewelry:** Madhuree Sanchita Smrity  
**Makeup:** Badhon  
**Special Thanks to** Saimul Karim for helping with the photoshoot

**THE MILLENNIAL COOK**  
FARIHA AMBER



# Sweet and savoury recipes using jams



Thinking of great ways to add new dimension of flavour and texture to a plethora of dishes? While it is thought of as a breakfast item solely, or as a condiment to complement other delicacies, jams can be used as the star ingredient of several dishes too.

The power-packed and intense fruity taste in jam adds a punch of flavour to any dish it is being added to, whether sweet or savoury. Thus, here are 4 dishes that you must try if you are looking to utilise that jam jar in more ways than just a breakfast spread.

## JAM FILLED CUPCAKES

*These soft and fluffy cupcakes have a surprise in them when bit into — jam! The delectable fruity concoction oozing out of the crumbly dessert is the best thing about them.*

### Ingredients

2 eggs  
¾ cup sugar  
1½ cups oil  
1 tsp vanilla essence  
1 tsp baking powder  
1¾ cups flour  
¾ cup milk  
1 cup whipping cream  
½ cup strawberry jam

### Method

Beat eggs on high speed until they triple in volume and add sugar. Continue beating until the sugar is completely combined. After that, incorporate oil and continue to mix. Simultaneously, sift the flour and baking powder together and lower the speed of your mixer. Gradually add in flour mixture by the spoonful, alternating with milk. Add in a dash of vanilla extract and scrape the bowl to combine all the ingredients.

Pour the batter into cupcake liners and allow them to bake in a preheated oven at 160°C for 25-30 minutes. Meanwhile, whip the cream to attain stiff peaks and leave it in the fridge. Once the cupcakes are baked, let them cool down completely. With the help of an apple corer, make a hollow in the centre of each cupcake and fill them with jam. Pipe over whipped



cream and they are ready!

## BLUEBERRY CRUMB BARS

*These crumbly bars shall melt in your mouth the moment you take your first bite. Highly delicate and irresistibly delicious, these pack a punch of fruity flavours.*

### Ingredients

*For the crumb –*  
3 cups flour  
½ cup white sugar  
½ cup brown sugar  
1 tsp baking powder  
1 egg  
120g butter  
1 tsp lemon zest  
*For the filling –*  
3½ cups blueberries  
½ cup blueberry jam  
½ cup sugar  
1 tbsp corn flour  
2 tbsp lemon juice

### Method

Combine the dry ingredients for the crumb mixture including flour, sugar, baking powder, and lemon zest. Make a well in the centre and crack in one egg and mix. Add in little cubes of cold butter and use your fingers to rub them into the flour mixture, the end result should resemble coarse and grainy crumbs.

For the filling, combine fresh blueberries, blueberry jam, lemon juice, sugar, and corn flour. Toss them together to coat all the berries. In a lined baking tray, drop half



of the crumb mixture and press to create an even layer. Pour the blueberry mixture atop and then drop the remaining crumb mixture.

Slightly press the top and let this bake in a preheated oven at 170°C for 35-40 minutes. You will know it is ready when the top is golden brown and your house is replete with a delectable blueberry aroma.

## LINZER COOKIES

*These cookies are not only great tasting but are a fun baking project for children as well. Sandwiched with a layer of jam in between two shortbread cookies, it has the best of both worlds.*

### Ingredients

2 cups plain flour  
1 cup almond flour  
2/3 cup caster sugar  
1 tsp cinnamon sugar  
1 tsp lemon zest  
1 egg  
150g softened butter  
¼ cup pineapple jam  
¼ cup orange jam

### Method

Combine the dry ingredients including almond flour, plain flour, caster sugar, cinnamon sugar, and lemon zest. In a separate bowl, whisk in the egg along with butter. Combine the wet and the dry together and knead until a dough is formed. Once there, shape it into a disc and let it chill in the refrigerator for 30-60

minutes wrapped in cling film.

After that, roll out the dough on a floured surface to attain ¼-inch thickness and cut them into your desired shapes. Take half of the shaped cookies and cut out a smaller shape within them. Bake the cookies at 180°C in a preheated oven for 10-12 minutes in a lined baking sheet.

Once done, let them cool completely and pour dollops of either pineapple or orange jam onto each. Take a cut-out piece of cookie and place it on top. Finally, dust over caster sugar generously and dig in.

## CHILLI JAM CHICKEN

*If you thought jams were only suitable for sweet recipes, think again! This chilli jam chicken with cashews is finger licking good that will make you crave for more.*

### Ingredients

1 bunch bok choy  
1 bunch Thai basil leaves  
2 tbsp chilli jam  
1½ tbsp peanut oil  
500g chicken drumsticks  
1 tbsp fish sauce  
1 tbsp soy sauce  
1 tbsp brown sugar  
2 spring onions  
2 cloves garlic  
½ cup roasted cashews  
1 small capsicum

### Method

Slice the bok choy and capsicum into little pieces and chop the spring onions and garlic. Mix fish sauce, soy sauce, chilli jam, brown sugar and dilute the mixture with a tablespoon of water. Heat peanut oil in a wok and add chicken cooking for three minutes or until slightly brown.

Next, add garlic, capsicum, and spring onion whites then pour over the sauce mixture. Add in bok choy and cashews and stir fry to coat everything well. Finally, throw in spring onion greens and Thai basil leaves; toss everything together before serving hot.

**By Fariha Amber**  
**Food and photo: Fariha Amber**

#HIKING TRAIL

# Dodging death and mischievous monkeys: Ikramul Hasan Shakil's epic journey

Dhaka might seem like a universe unto itself with its bustling streets and towering high-rise buildings, but take a six to seven-day trek from the last human settlement near the Tibetan border, and you will find a world so different it might as well be another planet.

Ikramul Hasan Shakil, a trekker whose love of the outdoors and sense of adventure is only matched by his tenacity. He is the first mountaineer from Bangladesh to leave his mark on the "Great Himalayan Trail," beginning his arduous trek on 1 August, 2022, from Hilsa town, which is located at the northwest border of Nepal and Tibet. The mountaineer has travelled more than 1,700 km while pushing himself to the limit.

Now back to the story, imagine a place so treacherous that each step taken by Ikramul felt like an expedition in and of itself. Guided by his trusty companion, Arjun Roy, Ikramul faced the brutality of nature in its full spectrum, including treacherous paths and lethal landslides. "I dodged death twice," he quips, recalling the landslides that nearly ended his odyssey.

However, the adversity only pushed his spirit further. Forced to divert their route, he and Arjun found themselves in the middle of a forest during a torrential downpour.

"It's hard to describe what it feels like to have your hard-earned rations and clothes stolen by



monkeys, but there was something oddly amusing about it," says Ikramul.

What could easily have been an ordeal became an exploration; searching for edible mushrooms and relying on the guidance of the locals and villagers he had earlier interacted with became not just a means of survival but a unique culinary experience. He was able to forage for edible mushrooms, a minor yet invaluable triumph over survival. "I learned which mushrooms were my friends and which ones to steer clear of," Ikramul mused.

If most trekkers would quit after a day of landslide dodging and ration-snatching monkeys, then they most certainly would when faced with loose gravel and treacherous steps at 5,000 metres. Not Ikramul though. Battling snowy, inclement weather, and near-zero visibility, he persisted.

After a long, chilly trek on icy paths and rocky hills, Ikramul finally saw Phugaon like finding a hidden treasure. He described it as a "rocky desert floating in the sky, almost like a mirage."

This tiny village has just 14 families, and they live at different heights to adapt to the seasons. What amazed Ikramul the most was how well the villagers have learned to live in sync with nature, thanks to their smart home designs. From comfy wooden houses in the lower areas to solid mud and stone huts up high, these homes are both eco-friendly and built to last.

When it comes to kindness, language is no barrier. This was clear when a local grandmother of two welcomed Ikramul into her home. Despite not speaking the

same language, her warm hospitality spoke volumes. "After days of surviving on nuts and wild mushrooms, potatoes and chutney felt like they were from a Michelin-star restaurant," Ikramul shares.

For someone accustomed to life's luxuries, these simple moments provided a context that redefined luxury itself — luxury in the form of basic human connection and kindness. The grandchildren of the kind lady, took no time to get familiarised with Ikramul. "The connection with those kids was instant and pure. With their curiosity and their laughter, it felt like we were speaking the same language despite not uttering a word," Ikramul fondly recalls.

Saying goodbye is often hard, especially when you have been touched by unparalleled hospitality and warmth. As Ikramul bid adieu to the family, he felt a stir of emotions. "The moments spent here might be temporary, but the impact they had on me is everlasting," he says.

Ikramul Hasan Shakil's journey is a touching tale, not just of physical endurance but also of emotional richness. He may have trekked into the mountains in search of adventure, but he found something far more valuable — a renewed sense of purpose and an indelible connection with humanity.

So, the next time you find Dhaka's chaos suffocating, maybe, just maybe, you can dream of a tiny village high above sea level and ponder over what adventures life has in its secretive pockets. After all, we are all explorers on our unique journeys, searching for a story worth telling. Would you risk it all for the tale of a lifetime? Ikramul did. And he returned, not just with a story, but with a newfound understanding of life, resilience, and the indomitable human spirit.

By **K Tanzeel Zaman**  
Photo: **Ikramul Hasan Shakil**







## Chery's bid to usher in the next generation of cars

We are part of a generation that seeks to inject a bit of style and panache into all facets of life. While previous generations didn't care much about aesthetic aspects, we want our products to look as stylish as we want them to be functional. This has enabled a lot of brands to enter various industries and make a mark. Take Chery for example.

In the past decade, Chery has become one of the biggest automobile brands in the world. With a keen focus on technology and innovation, it has amassed global sales of more than 11 million units. Chery Automobile Co, is also part of the Chery Jaguar Land Rover; one of the biggest Sino-British premium automotive joint ventures in the world. It has an R&D team numbering 5,500 people across centres in China, Germany, United States, and Brazil, working relentlessly to develop the cars of the future.

With its futuristic designs, Chery has been translating their global ambitions into Bangladesh's market. Speaking to Mohammad Nayab Mahmood, the Head of Business of Chery Bangladesh, we got a little insight on these ambitions. "Our aim is to make Chery an aspiration point in people's lives. We want to inspire people to improve their lives through efficient mobility and attainable luxury. We want to enable them to create incredible memories with our vehicles," he explained.

All of Chery's vehicles make a statement of their own with their presence on the road. A unique blend of European and oriental aesthetics, it is packed with cutting edge tech

that make their vehicles very human-centric. They also exhibit a very practical utilisation of spaces, making it a perfect blend of substance and style.

Chery primarily targets people looking for a technologically advanced SUV. They provide a plethora of options, starting from entry-level Crossover SUVs to full-size 7-seater SUVs. All of their vehicles have been meticulously crafted to dominate the streets of Dhaka. "Our robust chassis allows slightly higher ground clearance than other vehicles in its class — this allows the vehicle to be more manoeuvrable on the rougher roads of Dhaka," Mahmood stated, while explaining what makes Chery suitable for our market.

He discussed some of the standout features of their best sellers. Their flagship 7-seater vehicle — Tiggo 8 Pro — is more suitable for going out with the whole family on-board, while the entry-level crossover SUV — Tiggo Compact — can zip around the alleys of Dhaka without much fuss. Furthermore, all the vehicle models come with ECO mode that allows better fuel efficiency in traffic congested roads.

Despite being new to the world of automobile, Mahmood has quickly adapted to his new role and is all-in to make Chery one of the revered names in the market. He disclosed

how quickly he had to learn things and elaborated on his role in bridging the gap between Chery and their target audience.

"I had to completely immerse myself into all the aspects, starting with demand planning, financial forecasting, supply chain maintenance, cost control, and improving operational efficiency. All of this results in keeping the retail price of the cars lower so that our customers can get their dream car without breaking the bank," he stated.

In his role, he is actively helping

Chery navigate the post-pandemic market by helping them identify customers of various niches and catering to their needs. "Customers are not one-dimensional beings; they have different needs, a broad spectrum of desires, and different perceptions of the same product," he elaborated.

Customers are the key to Chery's long-term profitability. So, keeping that in mind, they adopt a heavily customer-centric approach and go the extra mile to ensure accessibility. Chery models start from Tk 30 lakhs upwards, and Mahmood explained that they facilitate vital steps of the purchasing process, including auto loans with hassle-free paperwork, and the option to pre-book your preferred model and colour with a minimal booking fee.

Furthermore, they provide 5

Years/100,000 km warranty (whichever comes first) on the engine and transmission on every vehicle, as well as original manufacturer parts and accessories with warranty. That's not all. Through their dedicated service centres, customers can get 6 periodic services free of charge.

The automobile business in Bangladesh is very competitive. However, with the passing of time, certain brands are losing their edge and people have developed a preference for technology-focused vehicles. Chery has continuously worked on identifying these needs and addressing them in their models, bringing the highest spec/package models in their respective price point and ensuring that prospective customers don't miss out on any major features.

"Very few brands can match the build quality, engine efficiency, and tech features that go into our vehicles. Our goal is to differentiate ourselves in the current market and set new heights in terms of product quality, convenience, and value for money," expressed Mahmood in his concluding statements.

With the perfect mindset and the product to back it up, Chery has immense potential to establish itself as the next household name in the automobile scene of Bangladesh.

**By Irfan Aziz**

**Photo: Chery Bangladesh**

**Photo caption (for the profile photo):  
Mohammed Nayab Mahmood, Head  
of Business, Chery Bangladesh**



## 5 helicopter rides with the most breath-taking views

CONTINUED FROM PAGE 2

While soaring over these magnificent reefs and creeks with crystal-clear water, teeming with vibrant marine life, travellers will be treated to a grand panoramic view of the area that is impossible to attain without riding a helicopter. You can start such a journey from any location of your choice. However, it is advisable to commence your tour from either Cairns, Port Douglas, or the Whitsunday Islands to ensure convenience and accessibility.

You will find the rides from Cairn to be a more economic option. Depending on the duration, rides from this port range from Tk 20,000 to Tk 55,000. However, if you wish to embark from either Port Douglas or Townsville, you would encounter notably heftier price tags, with most rides



commencing at Tk 35,000 and reaching as high as Tk 90,000.

### Kauai, Hawaii

Kauai, also known as the 'Garden Isle' of Hawaii, is mostly inaccessible on foot, making it a perfect destination for a helicopter ride. The available options are helicopter rides spanning 60 to 90 minutes. As travellers embark on a journey flying over the famous Napali Coast, the striking Waimea Canyon, the breath-taking Waialeale Crater and a lot more, it feels like a portal has opened into another world.

Amidst this adventure, do not miss capturing a few moments before the Manawaiopuna Falls, a spot featured in the famous movie, Jurassic Park. However, as you plan your tour, bear in mind that due to the time constraints of these flights, the starting point tends to shape your entire experience.



For an extensive and luxurious expedition, Lihue, the city housing the island's primary airport, is the best starting point. A trip from the city will cost around Tk 45,000. For a more economical alternative, consider Princeville, nestled along Kauai's northern shore near the Napali Coast, or the charming Hanapepe town situated on the southern coast. You can secure a ride for as low as Tk 25,000 from these beaches! If you plan to stay a night or two, check out Poipu, the resort area of Kauai on the southern shore known for its beautiful lava formations.

### The Himalayan Mountain Range

Let's acknowledge first that some of us have passed our prime years and regardless of our fervent desire to trek the icy roads of the Himalayas, we will not be able to do that anymore. However, that does not necessarily mean a life without ever seeing

Mount Everest, as a number of helicopter services are available for taking a peek at the highest point on Earth.

Embarking on a journey to the Himalayas aboard a helicopter can commence from Kathmandu Airport, courtesy of the Everest Base Camp Helicopter Tour. As the name suggests, this package includes a journey around the Mount Everest base camps with landing opportunities at Kalapathar. This premium plan for a helicopter ride over the vast Himalayan mountains will cost you around Tk 1,32,000. Tours over the Langtang National Park are also available from Kathmandu for a price of Tk 40,000.

For a more budget-friendly plan, travellers should consider a Mardi Himal or Annapurna Base Camp helicopter tour from Pokhara, where ride-sharing options are usually available. You may expect to find rides to these locations between Tk 38,000 to Tk 55,000 depending on the flight duration.

### Grand Canyon, USA

A helicopter ride over the Grand Canyon comes with the unique opportunity to cover a large portion of this geological marvel in a short time. Moreover, the sheer scale and magnificence of the region become evident only from an aerial view. Such a vantage point unveils an unforgettable scenery of the Colorado River, gracefully winding its way through

the canyon like a glistening ribbon amidst the rocky terrain.

In addition, the vivid array of hues displayed by the various layers of rock formations expanding over a vast region delivers an unparalleled spectacle. To get this unique experience, helicopter tours of the Grand Canyon can be arranged from either Las Vegas or the entrance of the Grand Canyon National Park.

You can secure a 25-minute ride for Tk 22,000 from the canyon entrance at the Grand Canyon Discovery package. However, a trip from Las Vegas will be more expensive, with most price tags ranging between Tk 45,000 and Tk 85,000.

### Victoria Waterfalls, Zimbabwe and Zambia

Although not the widest or tallest, Victoria Falls holds the distinction of being our planet's largest curtain of cascading water, making it a premier location for an exhilarating helicopter journey. With a staggering volume of approximately five hundred million cubic metres of water pouring over its nearly two-kilometre span, misty plumes become visible from several miles away.

Needless to say, the best way to visit this vast spectacle is from above, where the waterfall can be seen as a whole in all its glory. Furthermore, the strategic placement of the helipad ensures that this majestic beauty is visible from the very first minute of the flight. A 15-minute ride will cost you around Tk 15,000 whereas an hour-long helicopter tour comes with a price tag of Tk 40,000. The waterfall is shared by Zimbabwe and Zambia and can be reached from either Victoria Airport (Zimbabwe) or Livingstone Airport (Zambia).

By Abdullah Al Zobayer

Photo: Collected

*Disclaimer: Please note that the prices mentioned above are based on the assumption of a group of five people for the helicopter ride. Should your party be smaller, it may require the chartering of a private helicopter, which could lead to a substantially higher cost. The helicopter ride rates may change based on the current dollar exchange rate.*



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#PETS

# Problems of owning a dog in Dhaka

When I moved back to Dhaka from the US in 2021 with my dog, I thought the biggest challenge would be the air transport, medical documents, and import paperwork needed to move a dog across borders. While that journey was indeed a stressful and costly process, what caught me off guard was the struggle of having a dog in Dhaka. From strict prohibitions in almost every residential building to the glaring absence of dog-friendly outdoor spaces, keeping my dog healthy and active turned out to be an impossible effort.

Through interactions with various communities of dog owners, I was disheartened to hear about the woes of hundreds of families who have dogs and of twelve people who had to reluctantly give up their dogs due to housing restrictions.

Those who have pets at home will probably echo my sentiment that our pets are equivalent to our family members. It becomes as important for us to promote the health and well-being of our dogs as it is to provide them with food and shelter.

Researchers and veterinarians constantly emphasise that, in addition to their basic needs like food, water, and bathroom breaks, dogs require mental stimulation, socialisation with both humans and other dogs, and regular exercise to lead healthy lives.

Unfortunately, the ever-present “No Dogs Allowed” policy in a majority of public and private spaces in Dhaka not only hinders residents from having dogs but also deprives those who do have dogs of the opportunity to offer their dogs a fulfilling life.

## Housing

Last year, I called various numbers from apartment postings on Bikroy and bproperty. The resulting outreach to apartment buildings in Dhanmondi,

Banani, Baridhara DOHS, Bashundhara, and Mirpur resulted in exactly four saying that they have previously allowed or currently allow dogs to live there. In fact, the building my family rents our apartment in does not allow dogs and we have to maintain extreme caution to keep my dog with us! My saving grace is

significantly more cat owners in Dhaka than dog owners, and having a dog is seen as something only “wealthy people can afford” as shared by a colleague. However, this may not be because dogs are inherently “rich people animals”. One reason this perception may have become prominent is that only the wealthy are able to afford housing where they can comfortably have a dog without objection.

## Veterinary care

Several pet owners are of the opinion that veterinarians in Dhaka are ill-equipped to deal with their pets, with the proportion of people who shared this being higher for dog owners. In fact, a majority shared that diagnostic care was entirely unavailable for dogs.

According to Neshmeen, a Bangladeshi animal lover and advocate, the limited foreign vets in Bangladesh are perceived by pet owners to offer better care. Once again, we observe a disparity in financial means between cat and dog owners when it comes to ensuring a high quality of life for their pets.

## Outdoor spaces

In Dhaka city proper, there are barely any parks that welcome dogs, even when

One major factor — emphasised again and again — was the importance of socialising.

Dogs evolve in packs and their health and happiness are greatly enhanced through playtime and interaction with other dogs. Sadly, the inability to take dogs to parks or other public spaces in Dhaka has severely limited these opportunities. As a result, dogs in Dhaka are often extremely reactive to each other, tending to bark or growl when they see other dogs.

My personal efforts to create opportunities for my dog to socialise have involved DM-ing every Dhaka-based dog Instagram account or any public account posting they have a dog, at the risk of coming off as “creepy”. While it helped me create a community of dogs that could socialise, constantly being kicked out of places or not allowed to enter buildings deterred us from organising these meetups.

Organisations like Pampered Paws are doing an excellent job of offering care services for pets, but even there, dogs often do not socialise much as they tend to be very reactive, having had limited interactions with other dogs throughout their lives. Efforts to create dog communities are hampered by a lack of spaces for



the fact that my dog is small, which allows me to discreetly carry her down the stairs in a bag four times a day for walks.

It is easier for those who own homes to keep pets there, due to the autonomy that home ownership provides. However, I believe having a dog should not be limited to those with financial privilege. There are

they are on a leash. The only park that has allowed me to bring my dog was Zinda Park in the Narayanganj District. The rules likely only stem from people’s fear of dogs and their worries about dogs being “dirty” as they excrete in public. Ironically, many of these parks are home to stray dogs.

How do other countries mitigate these problems? Likely by enforcing rules that require that dog owners pick up after their dogs. If so much of the world can accommodate dogs in regular city parks, it is frustrating for dog owners in Dhaka to not be able to find open spaces for their dogs to roam. The subsequent lack of mental and physical stimulation can lead to depression and various health issues in dogs. I have witnessed a friend who has had a dog for twelve years return home dejected, after a heated argument and desperate pleas following attempts to bring their dog into a nearby park.

## Opportunities to socialise

As a careful first-time dog owner, I spent weeks before getting my dog reading about how to train dogs and keep them happy.

interaction, creating difficulties for dog owners and disproportionate economic implications for who can own a dog in Dhaka.

## A plea for change

I earnestly urge both public leaders and entrepreneurs to help create spaces for dogs to interact and be free, and to make it easier for everyone to have dogs. Owning a dog should not be an opportunity reserved solely for the financially privileged. As long as our dogs do not interact with others in our buildings, shouldn’t we be free to keep them without anxiety about getting caught or fear of having to move out or give them up? I hope I can continue to bring together dog owners to urge better treatment of both stray and domesticated dogs.

In the meantime, I encourage everyone to join our community on Facebook: “Dog Friends of Dhaka”. Together, we can raise awareness, share experiences, and hopefully, pave the way for a brighter future for dogs and their owners in our city.

By Numaya Shahriar

Photo: LS Archive/Sazzad Ibne Sayed

