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Unsold flowers no longer a waste

AL plans big social media campaign

PARTHA PRATIM BHATTACHARJEE and ASHIK ABDULLAH APU

The ruling Awami League is set to launch a social media campaign portraying Sheikh Hasina as the only leader who as a prime minister can tackle the challenges the country may face going forward.

The sponsored campaign will fully roll out on social media from November and continue at least until the upcoming national election in January next year.

The ruling party aims to reach about 2.20 crore active Facebook users, and the top leaders believe that they are prepared for the task, AL insiders say.

AL's research wing Centre for Research and Information (CRI) has trained nearly 8,000 people -- mainly Chhatra League and Jubo League members -- on planning and producing social media campaigns.

The activists are already campaigning on the cyberspace.

Besides this, the AL will hold concerts featuring popular singers and rock bands in the districts to gain the attention of young people. Video contents will be screened on giant screens and flyers will be distributed

- >> AL seeks to portray Hasina as 'best crisis manager'
- >> Aims to reach **2.20** crore active Facebook users
- >> Present comparisons between AL and BNP rules
- >> Has trained **8,000** activists on running social media campaign

among the audience members, AL sources said.

On social media, users will see content created specifically for the residents of their neighbourhoods. The text and visuals will highlight development and other changes in their areas, AL insiders say.

The CRI in May and June conducted a survey in 61 districts and found that people were mainly frustrated with the government because of unemployment and runaway prices of essentials.

However, the study found a major portion of the people having faith in Sheikh Hasina's leadership, according to insiders with knowledge of the matter.

Besides, people believe the government has been successful in Covid vaccine rollout, mega development projects, reaching electricity to rural areas, and constructing paved roads.

In light of the findings, the social media campaign will portray Hasina as "the best crisis manager" and the best leader to solve the problems people currently face or may face in the future.

The content will raise the question as to who would lead the country if the BNP comes to power. The BNP-Jamaat's "misrule" will be juxtaposed with the "development milestones reached" in the last 15 years with the AL in office.

Subsidies for the agriculture sector under the AL government will be shown alongside old newspaper reports on "farmers getting shot for demanding fertiliser"

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Smoke rising above buildings, most of them destroyed, during an Israeli strike on the Gaza Strip yesterday. More than 1,300 buildings in the Gaza Strip have been destroyed, the United Nations said yesterday, after nearly a week of fierce bombardment by Israeli forces. Moreover, nearly 3,750 more homes were so badly damaged that they were declared uninhabitable, it added.

PHOTO: AFP

Window for Gazans to flee closes

Netanyahu visits border as Israel readies troops for ground invasion defying ceasefire calls

AGENCIES

Israel pummelled northern Gaza with fresh air strikes yesterday, one week on from the deadliest attack in its history, as a window for Gazans to flee closed before an expected ground offensive against Hamas militants.

On Friday, the Israeli military gave 24 hours to residents of north Gaza to flee to the south near Egypt's border.

AFP reporters near the southern Israeli city of Sderot saw troops fire at the densely populated enclave, sending huge plumes of black smoke into the sky.

Israeli Prime Minister Benjamin Netanyahu, wearing a flak jacket,

Gaza death toll rises to 2,215 including 724 children

Israel starts 'localised' raids inside Gaza

meanwhile visited troops on the border frontline, raising expectations of an imminent invasion.

"Are you ready for what is coming? More is coming," he is heard telling several soldiers on a video released by his office.

The US government also advised its citizens in Gaza to move south toward the Rafah border crossing with Egypt.

There has been no let-up in Israel's response to the Islamist fighters' dawn raid, which saw them break through the heavily fortified border and gun down, stab and burn to death more than 1,300 people.

On the Gazan side, health officials said more than 2,200 people, including 724 children, had been killed. As on the Israeli side, most of them were civilians.

Meanwhile, clashes in the occupied West Bank have killed 53 Palestinians in the past week.

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Sincerity should matter, not failure

Says finance minister on missing two out of six IMF-set targets in interview with *Star*

REJAUL KARIM BYRON and AHSAN HABIB



The government's sincerity in bringing in reforms set by the International Monetary Fund should matter rather than its failure to meet a couple of targets set, said Finance Minister AHM Mustafa Kamal.

Two of the six quantitative targets for June remain unmet: minimum tax collection and net foreign exchange reserves.

The IMF is well informed about the global economic situation, he told *The Daily Star* in an interview recently. "When we struck the loan agreement, the world economy was in a different situation. The situation has changed a lot since then, especially after the war between Ukraine and Russia. So it is not a big deal whether we fail to meet the targets," he told *The Daily Star* in an interview recently.

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Shakib 'under observation' as Tigers regroup

MAZHAR UDDIN from Pune

The Bangladesh cricket team landed in Pune yesterday ahead of their next World Cup encounter against India, as they awaited the medical report of skipper Shakib Al Hasan.



Shakib was hurt in Friday's World Cup fixture in Chennai and had to leave the pitch before the Bangladesh-New Zealand match ended in Chennai - owing to a left quadriceps injury. He was taken for a scan after the game.

His availability for Bangladesh's fourth World Cup fixture, on October 19

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Shreyas Iyer and KL Rahul shake hands after guiding India to a seven-wicket victory against archrivals Pakistan in their ICC ODI World Cup fixture at the Narendra Modi Stadium in Ahmedabad yesterday. After bowling out Pakistan for 191, India coasted to the victory target with 19.3 overs to spare. PHOTO: REUTERS

Experiencing cricket like never before: priceless

India continue WC dominance over Pakistan

AFP, Ahmedabad

Skipper Rohit Sharma's 86 and an inspired bowling display helped India hammer Pakistan by seven wickets in their high-profile World Cup clash at the 132,000-capacity Ahmedabad stadium on Saturday.

India bowled out Pakistan for 191 after their rivals collapsed from 155-2.

They overhauled the total with 117 balls to spare to extend their unbeaten streak against their neighbours to eight in the 50-over showpiece tournament.

Rohit stood out in his 63-ball knock laced with six fours and six sixes to keep India, who began the event as favourites to win the title, unbeaten in their three matches in this edition.

Pakistan now have two wins and one defeat in the 10-nation tournament.

"It felt good," said man of the match, Indian fast bowler Jasprit Bumrah who had figures of 2-19 off nine overs.

Rohit hit the ball to all parts of the ground with his delightful flicks and pulls to entertain an almost all-Indian crowd at the world's biggest cricket stadium after Pakistanis were effectively banned from attending.

India lost Shubman Gill and Virat Kohli -- both for 16 -- before Rohit and Shreyas Iyer, who hit the winning four to reach 53, put on 77 runs for the third wicket and placed India comfortably on course for victory.

Rohit fell attempting another hit off Shaheen Shah Afridi to get caught at mid-wicket, but Iyer and KL Rahul

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