

# Ad filmmakers thrive for reform, aiming to make industry ‘PROFESSIONAL’

For years, we've heard countless stories of crew members struggling to receive their due payments after completing their work. These incidents often unfold quietly and are usually resolved through personal negotiations, with little attention given to the larger issue.

SHARMIN JOYA

In a bold move to end long-standing struggles, Bangladeshi ad filmmakers have stepped forward to claim their rightful dues. Determined to establish a professional and fair working environment in the advertisement and film production sector, the Bangladesh Association of AdFilm and Content Producers (BAACP) announced an indefinite strike on September 1.

Despite ongoing negotiations, key issues remain unresolved, including the settlement of previous dues, timely work orders, 75% Advance Payment, and the remaining 25% Payment within 45 days of billing.

The strike comes in response to ongoing disputes with advertising agencies and clients who consistently fail to settle payments with production companies.

Md Habibur Rahman Tareq, the convener of BAACP, told The Daily Star that their demands were first presented to the association of Bangladeshi ad agencies over a year ago.

"Initially, we attempted to resolve the matter privately by meeting with the agencies," he explained. "However, they kept asking for more time, and despite our efforts, no one was truly willing to address the issues that have been plaguing the ad film industry for



FILE PHOTO

so long."

He further explained that the growing backlog of unpaid dues has taken a toll on the work culture. "We have laid out our demands clearly, and we believe these are rightful steps toward creating a professional environment in the industry," he asserted.

Tareq who is also the Executive Producer of Runout Films, pointed out the troubling trend of the market evolving into a monopoly, where unprofessional practices not only harm existing players but also discourage newcomers from entering the industry.

In the meantime, three agencies have agreed to meet the demands outlined in the protest. The BAACP has announced that they will resume work only once their demands are fully addressed. Upon receiving confirmation, they will continue their collaborations and resume shooting with the agencies as planned.

Renowned director Adnan Al Rajeev, owner of Runout Films, noted that while the issue has

been raised repeatedly, a proper solution has yet to materialise. "There is no central association for the prominent agencies in Bangladesh, which complicates the process of lodging complaints and resolving issues," he said. "For young directors and producers just starting their careers, payment delays can make it incredibly challenging to continue working. Despite numerous attempts to address the problem through individual meetings and emails, no effective resolution has been reached."

He also shared that agencies are coming forward and having meetings with the advertising producers, which is a positive sign.

Raka Noshin Nower, who founded Studio Yellow Something two years ago, expressed the difficulties producers face when payments are delayed. "As Bangladesh undergoes significant reforms, it's time for our industry to follow suit. We've gained momentum from the recent mass uprising on August 5," she said. "The demands we've outlined are

entirely justified, and addressing them is essential for creating a professional environment within the industry. While there are other issues to tackle, this is the critical first step. By doing so, we can raise our standards to an international level."

Afzal Mahboob, CEO of Grey, emphasised that their terms and conditions with clients are in line with global standards. "When it comes to advance payments and work orders, we adhere strictly to international rules and regulations," he said. "We ensure that work orders are executed precisely according to Grey's established protocols."

One of the primary concerns is the settlement of previous dues, with producers calling for the immediate payment of outstanding balances that have accumulated over time. Additionally, the association has expressed frustration over the inconsistent issuance of work orders, which often results in production delays and last-minute rushes that place undue strain on resources.

The strike has garnered significant support from other key industry associations. The Advertising & Filmmakers Association (ADFA), the Bangladesh Alliance of Cinematographers (BAC), the Post Productions Association of Bangladesh (PAB), and the Art Directors & Costume Designers Association of Bangladesh have all united in solidarity with BAACP. Additionally, the Bangladesh Association of Art Makers and Set Designers (BAAMS), along with groups representing makeup artists, production managers, and other essential crew members, have thrown their weight behind the strike.

## Hayao Miyazaki awarded Asia's 'Nobel Prize'

Few directors possess the influence that Hayao Miyazaki has. The legendary artist and his production house Studio Ghibli has gifted us iconic works which includes *Spirited Away*, *The Boy and the Heron*, amongst others.



Recently, in recognition of his contributions to the arts, Miyazaki was announced as this year's winner of the Ramon Magsaysay Award, popularly known as Asia's Nobel Prize.

The Ramon Magsaysay Award committee in the Philippines announced Miyazaki as this year's winner, alongside three other individuals and one organisation. This prestigious award recognises exceptional contributions in fields such as public service, the arts, leadership, and government service.

## 12 bands to perform at 'Swadhin Bangla Betar' concert in Dhaka



A major concert is set to electrify Dhaka this weekend, showcasing a stellar lineup of the nation's top bands, including Carnival, Meghdol, and Shironamhin, among others.

The event, titled *Dhaka Rock Carnival: Swadhin Bangla Betar*, is scheduled for September 6. Organised by United Communication, the concert will take place at the 100 Feet Greenville Outdoor venue in the capital.

The concert features an impressive lineup of 12 bands, including Avoid Rafa, Ashes, Apekkhik, Aftermath, AK Rahul & Black Zang, Highway, Carnival, Meghdol, Owned, Powersurge, Shonar Bangla Circus, and Shironamhin.

The event will kick off at 2 pm and run till 10 pm. Tickets are available for purchase on Getsetrock.

# NEWS

## Haji Salim

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Khalid Hasan Saifullah, was arrested from Bangshal area on Sunday night.

On August 19, Kamrul Hasan, father of Khalid, lodged the case with Lalbagh Police Station against former prime Sheikh Hasina and 51 others.

Meanwhile, Dhaka Metropolitan Magistrate Md Mehedi Hasan placed AL Publicity and Publication Secretary Abdus Sobhan Golap on a three-day fresh remand in a case filed over the death of garment worker Rubel during the protests in Adabor on August 5.

Police sought a seven-day fresh remand for Golap, who was first placed on a seven-day remand in the case on August 26.

The previous day, the ex-AL lawmaker from Madaripur-3 was arrested in the capital's Nakhhalpara area.

On August 22, the victim's father Rafiqul Islam lodged the murder case with Adabor Police Station against Hasina and 147 others.

In the case statement, the complainant alleged that some of the accused, as per instruction, directly or indirectly took part in the attack on hundreds of students, including Rubel, who were demonstrating on Ring Road in Adabor on August 5.

Rubel, who sustained bullet wounds, died of his injuries at a hospital after two days, the statement said.

In another development, magistrate Mehedi yesterday sent former commerce minister Tipu Munshi to jail after he was produced before the court on completion of his four-day remand.

On August 29, Tipu was placed on remand in a case filed over the death of Suman Sikdar, 31, at Badda during the protests on July 19.

Victim's mother Masuma lodged the case with Badda Police Station against Hasina and 179 others on August 20.

## Israel

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arms sales to British ally Israel to ensure these complied with international law.

Seven Palestinians were killed in two Israeli air strikes on Gaza City, Palestinian officials said on Monday, while two air strikes killed six others in Bureij and Nuseirat, two of the Gaza Strip's eight historic refugee camps.

There was no immediate comment from the Israeli military.

## Short-term flood may hit

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The highest rainfall in the last 24 hours was recorded at 276 mm in the Majidee Court area, Noakhali.

### FLOOD DEATH TOLL RISES

A total of 67 people, including seven women and 18 children, died in the recent floods in nine districts till yesterday, the disaster management and relief ministry said in its latest release.

Of them, 26 people died in Feni, 17 in Cumilla, 11 in Noakhali, six in Chattogram, three in Cox's Bazar, and one each in Moulvibazar, Lakshmipur, Brahmanbaria, and Khagrachhari.

Besides, one person in Moulvibazar remains missing.

The situation in Chattogram, Khagrachhari, Habiganj, Sylhet, Brahmanbaria, and Cox's Bazar districts is normal while the overall flood situation in Moulvibazar has improved.

Meanwhile, the flood situation in Feni, Comilla, Noakhali, and Lakshmipur districts is improving.

### FENI HOSPITAL AT OVERCAPACITY

The Feni District Sadar Hospital is struggling to cope with a sharp rise in patients admitted with waterborne

diseases.

The 18-bed diarrhoea ward is currently at overcapacity, and as a result, patients are being treated on the hospital premises and even on the floors of the administration building, reports our correspondent.

According to hospital data, 210 patients were admitted to the ward as of last morning, far exceeding its capacity.

During a visit to the hospital, this correspondent observed staffers treating patients on the open field in front of the diarrhoea ward.

Nasima Akhtar, a resident of Feni's Lalpol area, had been at the hospital with her two-year-old daughter, Rabeya Sultana, since Saturday morning.

Due to the lack of available beds, her daughter was treated on the field.

"When I arrived, the ward was already full of patients. I had to find a mattress and settle on the field to get my daughter treated," she said.

To handle the influx of patients, many of whom came from flood-affected areas, the hospital authorities converted the sixth floor of a new building into a temporary diarrhoea ward.

and other natural disasters are increasing."

He suggested the formulation and implementation of acceptable and innovative projects to solve these problems.

The ambassador said Switzerland has long experience in police reform and restructuring. Bangladesh can take advantage of this opportunity, said Jahangir.

The adviser said the present government has taken a tough stance against corruption and money laundering.

He sought Switzerland's support to uphold human rights in Bangladesh.

The ambassador said Switzerland will cooperate in preventing money laundering in Bangladesh and bringing back the laundered money following international mechanisms.

Alberto Giovanetti, politics, economy, and cultural affairs counsellor at Swiss embassy, and senior home ministry officials were present at the meeting.

## Court imposes

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religious affairs; Hasanul Haque Inu of information; Golam Dastgir Gazi of textiles and jute; Anwar Hossain Manju of environment.

The nine former state ministers are Zunaid Ahmed Palak of ICT; Nasrul Hamid of power; Khalid Mahmud Chowdhury of shipping; Md Zakir Hossain of primary and mass education; Meher Afroze of women and children affairs; Swapan Bhattacharjee of local government; Enamur Rahman of relief and disaster; Zahid Ahsan Russell of youth and sports; and Mohibbur Rahman of disaster management and relief.

Eight others are former lawmakers Abu Sayeed Al Mahmood Swapon, SK Helal Uddin, AKM Sorwar Jahan, SK Afil Uddin, Enamul Haque, Benazir Ahmed, Kazi Nabil Ahmed and Shahidul Islam Bakul.

The ACC applications said, "The 26 former ministers and lawmakers can flee the country. So, a travel ban is needed to prevent them from leaving the country."

The commission informed the court that an inquiry is currently underway into allegations that all of them amassed huge amounts of money through illegal means during their tenure.

## BNP wants

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exercise of their voting rights.

He said the BNP introduced the caretaker government system in the constitution in 1996, replacing a partisan government, to safeguard the people's right to vote and ensure free and fair elections in the country.

"But in order to hang onto power, autocratic [Sheikh] Hasina removed it from the constitution and deprived the people of voting rights in three national elections," Tarique mentioned.

The BNP leader outlined the main objectives of their party's politics as ensuring security of the people, upholding freedom of speech, protecting the right to do business and trade peacefully, providing employment for youth, safeguarding the dignity and security of women, guaranteeing equal rights for all citizens regardless of religion, caste, or creed, whether they live on plains or hills, and establishing the rule of law throughout the country.

The BNP leader said the party will not tolerate any imprudent actions by a few wayward party men.

Tarique asked his party leaders to identify and resist those who dent the image of the party by not only expelling them from the party but also taking legal action against them.

## Regular services stay

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student's peers, who alleged medical negligence had caused his death.

In response, physicians went on strike Sunday at major public hospitals in the capital and several districts, causing patient suffering. Healthcare services at DMCH, the country's largest healthcare facility, were halted for over 10 hours.

Doctors at Sir Salimullah, Shaheed Suhrawardy, and Mugda medical college hospitals in Dhaka and public hospitals in several districts, including Chattogram and Khulna, joined the strike following a call for a "complete shutdown" in the afternoon.

Patients, especially those in critical condition, were put in serious trouble when healthcare workers and medical students called for strikes in public and private hospitals nationwide. However, services in most private and some public hospitals remained unaffected.

Emergency healthcare services resumed at DMCH yesterday as army and Border Guard Bangladesh personnel ensured doctors' security. However, outpatient, inpatient and routine medical services remained suspended, leading to an increased patient load at the emergency department.

The hospital's outpatient ticket counters were closed yesterday morning. Several patients and their relatives – unaware of the ongoing strike – were seen waiting for medical attention. Many had travelled from around the city and surrounding areas, only to find that services were unavailable.

Jabbar Ali brought her daughter Shahida, but failed to get treatment for her skin condition for two days as they could not see a doctor. He learnt about the strike from a nurse. "Now we'll have to come another day," he told The Daily Star.

Rokeya Begum, another Hazaribagh resident with skin complications, expressed similar frustration. "I wouldn't have spent

money to come to the hospital had I known about the doctors' strike. What'll I do now?" she said.

Like many others seeking outpatient care, Rokeya headed to the already overwhelmed emergency department for treatment. This created significant pressure on emergency doctors, who struggled to manage the influx of patients and eventually turned away some patients.

Happy Akhter, a resident of Narayanganj who recently underwent gallbladder surgery at DMCH, came to have her stitches removed but was unable to see a doctor. "I've been to the outpatient and emergency departments several times since 8:00am, but the doctors keep telling me to come back later," she said.

DMCH Director Brig Gen Md Asaduzzaman told The Daily Star yesterday that emergency services had been operational since the previous night and that the safety of doctors had been ensured.

Admitted patients, including those in the ICU and CCU, were being monitored, and the rest of the hospital's services would resume later in the day, he added.

Arif Hossain, an assistant professor at the casualty department, said that it was not feasible to treat outpatients at the emergency department. "Patients are coming in as usual today, and we are doing our best," he added.

According to hospital records, DMCH typically has 4,000 to 5,000 inpatients daily, despite having only 2,600 beds.

In Barishal, outpatient services at Sher-e Bangla Medical College Hospital were completely halted at 11am yesterday as the doctors stopped working to press home their demand for workplace security.

Our correspondent reported that emergency, inpatient, and operation theatre services at the hospital continued as usual.

## Govt cancels Momen's

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He also served as Ambassador to Italy and as Permanent Representative to the Food and Agriculture Organization (FAO), World Food Programme (WFP) and International Fund for Agricultural Development from 2008 to 2012.

The cancellation of Masud Bin Momen's contractual appointment follows the government recalling

several officials posted abroad on deputation.

Bangladesh Ambassador to China, Md Jashim Uddin, is likely to be the next foreign secretary, said a MOFA official.

Meanwhile, the government has decided that Secretary (Maritime Affairs Unit) Rear Admiral (Retd) Md Khurshed Alam will perform routine duties as foreign secretary until further notice.