

#EVENTS



Stall Number 436-37



Md Monir Hossain



Kureghor Prokashoni at Ekushey Boimela 2025

# WHERE BOOKS MEET ART: Kureghor Prokashoni's stunning rickshaw-themed stall

At the Ekushey Book Fair, creativity, heritage, and literature converge every year. Publishers bring something new to the table, not just in terms of books, but also in how they decorate their book stalls and engage with the audience. This year, Kureghor Prokashoni Ltd stood out for merging literary passion with the striking display of rickshaw painting — an art form recognised as an intangible cultural heritage by Unesco.

The founder and current Managing Director of Kureghor Prokashoni Ltd, Engineer Shamim Rahman Abir, who also serves as the publisher and editor, has taken this innovative approach.

"Literature and art go hand in hand," he said. "At Kureghor Prokashoni, we don't just publish books; we promote the cultural and artistic values that define our identity. The Ekushey Book Fair is the perfect platform to celebrate our heritage, and what better way to do so than by incorporating rickshaw painting?"

However, executing this vision was not easy.

Bringing the stall's design to life proved to be more challenging than expected. Abir

initially reached out to two students from the Fine Arts Department to execute the painting. But as the work progressed, he realised they couldn't fully grasp his vision.

That's when he began searching for a rickshaw painter who could rescue the project. In the middle of the night, he finally found a number and made a call.

"Suddenly, at around 2 AM, I found myself in a long phone conversation with Shamim Bhai," recalled Md Monir Hossain, the rickshaw painter who would ultimately bring the stall to life. "He told me, 'I've searched everywhere to find your number — please, I need you to do this work.'"

Hossain was hesitant at first.

"There's only one day left before the fair begins," he told Abir. "How can I possibly complete the work in such a short time?"

Abir then explained the entire situation — how he had been overwhelmed with other responsibilities, how the original artists had fallen through, and how he had no choice but

to make this last-minute request.

Hossain initially declined, but something about the conversation stuck with him.

"I started thinking," Hossain recalled. "It wasn't about money anymore. The man was in genuine trouble. More than that, rickshaw painting is an integral part of our artistic identity. Thousands of people would be coming to the book fair, and this could be a great opportunity to showcase our art to a larger audience."

Realising the potential impact, he decided to take on the challenge. Thanks to Hossain's dedication and skill, Kureghor Prokashoni's stall was completed just in time — and the results were stunning.

Hand-painted in vibrant hues, the stall featured traditional floral patterns, bold typography, and cinematic imagery reminiscent of classic rickshaw art. The vivid visuals transformed the space into a cultural exhibit rather than just a book-selling stall.

Beyond its aesthetic appeal, Kureghor Prokashoni's initiative carries a deeper

message about cultural preservation.

As digital printing replaces hand-painted rickshaw art, traditional artists like Monir Hossain are finding fewer opportunities to showcase their skills. Through this project, Kureghor Prokashoni not only highlighted the rickshaw painting's beauty, but also its importance in Bangladesh's artistic landscape.

The publication house has long been a respected name in the publishing industry. It was originally founded in 1987 as Kureghor Printing Press by the late Mashiur Rahman, but due to health issues, he could not continue his work. His son, Engineer Shamim Rahman Abir, revived the venture in a new form, launching Kureghor Prokashoni Ltd in 2013 with the motto, "Let's Take Pride in Art."

As the 2025 Ekushey Book Fair progresses, it is clear that Kureghor Prokashoni's stall is more than just a decorative choice. Stop by stall number 436-437 to experience Kureghor Prokashoni's artistic tribute to rickshaw painting, while discovering their latest literary offerings.

**By Ayman Anika**  
**Photo: Khairul Islam Rana**





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