

Exploring Evolution of Observer and Journalistic Excellence

At The Daily Observer

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Department of English And Humanities

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BRAC University, Dhaka Bangladesh

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The moment I saw that I was selected for the undergraduate program in English at BRAC University, my ecstasies knew no bound. I never imagined that this 4 year's journey would be so pleasant, knowledgeable, memorable and enlightening. It all happened because of the friendly environment of the University and ENH Department. The honorable scholarly faculties, classmates and facilities provided by the University made it all possible. Not to mention that the courses are well organized, relevant to the undergraduate curriculum. All the courses are great sources of knowledge and learning which enhanced my capability of learning and working.

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My entire internship period had been identically remarkable and enlightening. I learned through experiences there. Practical learning was notably involved there. It enhanced my working capability, will power, communication skills. I learned to maintain schedule, be more concentrated, responsible, organized and to be well behaved. To highlight, I would like to mention that the overall working environment in *The Daily Observer* office is really work friendly. My foremost appreciation goes to Prime Minister's Media Adviser and The Daily Observer editor and owner Mr. Iqbal Sobhan Chowdhury for allowing me as an intern in his renowned newspaper office. I would like to especially thank my on-site supervisor Ms. FarhanaNaznin Flora, sub editor of *Life and Style* magazine of *The Daily Observer* for assisting me in the crucial part of writing newspaper features and for teaching me ins and outs of journalism for a magazine. I also would like to thank all the other decent employees of *The Daily Observer* for helping me in terms of difficulties.

LubabaRahatAlam

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Chapter 1- INTRODUCTION

With the aim of completing my graduation on Bachelor of Arts in English, I did not perceive any better option rather than studying in BRAC University. As a media major student of ENH Department in BRAC, doing internship is required. Moreover BRAC University offers much opportunities to the students for completing their internship in distinguished sectors. I chose to do my internship in a renowned newspaper as I feel it helps the most to gather experience and knowledge for a bright future.

“Newspapers cannot be defined by the second word—paper. They’ve got to be defined by the first word—news.”

Arthur Sulzberg, Jr.

Newspaper is the storehouse of information. It is the crucial element of gathering knowledge sitting at one place. It plays a vital role in terms of passing on information worldwide. In other words, newspaper can be considered as important element of society that provide information about incidents, accidents, events, programs, politics, sports, media, education, economics, business, jobs, important issues and so on. Newspaper serves diverse purposes. Since my childhood I’m highly encouraged to read newspaper on a daily basis so that I can get ideas about different topics those are happening worldwide. Newspaper shapes a nation’s development by transmitting information. It created its position before the establishment of television news. These small pile of papers come with many info at a time. It makes us aware of not only things that are going on in our country but also gives us knowledge about what is going on around the world. We cannot think about modern society without newspaper. Furthermore, it is the easiest way of knowing news as one can read a newspaper anywhere. Being a powerful tool of conveying news, many newspaper

were launched in our country. Little of those could not be the part of this side for a long time but many of those are still very prominent. Few more newspapers have been part of our society in recent years. Being a student of media and culture studies, I always had an interest to work for the print media. This specific sector thrilled my dream of working for the betterment of society. I always wanted to know how the print media works, how the journalists collect and publish news. Moreover, I always wanted to write articles and features that would be informative and productive for others. This internship was my first opportunity to step towards my dream. I thought of doing my internship in a famous newspaper office. For the same reason the first name that blinked in my mind was *The Daily Observer*. Undeniably *The Daily Observer* is a leading English newspaper of Bangladesh. Being a part of it for this little period time was such an honor for me. I worked there as a feature writer for magazines, named *Life & Style* and *Women's Own*.

*May be will add few more things after finalizing the whole report (IF NECESSARY)

Chapter 2- HISTORICAL BACKGROUND

The Daily Observer newspaper was started circulating first in 1949. The exact date of first circulation is not clearly mentioned anywhere but it was established on 11th March 1949. Previously it was known as *The Pakistan Observer*. It was established in the early 1949 which was before independence for which it was named as *The Pakistan Observer*. After the liberation war it was named as *The Bangladesh Observer*. The founder of this newspaper was the famous politician, leader of Muslim League and the then minister in the provincial cabinet Hamidul Huq Choudhury. He studied in Dacca Collegiate School, Scottish Church Collegiate School, Presidency College in

Calcutta and Law College of the University of Calcutta. His educational background is mostly centered in Calcutta. He was an advocate in Calcutta High Court and later on served as a crown prosecutor there. He also worked as a legal practitioner in Pakistan and Bangladesh High court. He was an advocate for fifty years and became member of the legal profession in 1987. His political background is huge to be discussed. He thought of establishment of this newspaper because of his political involvement and vast knowledge in politics. The Bangladesh Observer is the oldest daily English newspaper of Bangladesh. From the very beginning of the circulation of this newspaper it followed independent editorial policy. Being the oldest English newspaper it easily gained popularity among the educated people. The first ever editor of *The Bangladesh Observer* was Mohammad Shehabullah. Zahur Hossain Chowdhury and Mohammad Abdul Hye worked in the editorial section. Another significant editor was Abdus Salam who served as an editor from 1949 to 1972. The publication of this newspaper was not continuous at all from the beginning. Its name was changed four times till now its first publication. Within just few years of publication this newspaper had to face ban on publication and was shut down from 1952 to 1954. The East Pakistan Provincial government imposed an embargo on the publication of this newspaper under the repressive public safety act in February 1952. This situation occurred because of supporting East Pakistan language movement and demands for provincial autonomy through writing articles. Abdus Salam wrote an article in 1952 likening nepotism of one of the early caliph. It was hinted against the works of then acting Prime Minister Khawaja Nazimuddin. The article was marked as profane. Thus the publication of banned by the government. Both Hamidul Huq Choudhury and Abdus Salam was arrested and imprisoned by the Pakistan government. In 1954 the political power was changed when the United Front Government was elected and they immediately withdrew the ban of the publication of *The Bangladesh Observer*. In the early 1960's

again the paper was black-listed and was deprived of government advertising by the government of General Ayub Khan. Till then it was named as *The Pakistan Observer*. After the liberation war and creation of Bangladesh, it was immediately named as *The Observer* on 18th December 1971. It was renamed as *The Bangladesh Observer* on 26th December 1971. This paper was nationalized in January 1972. Editor Abdus Salam wrote an article after the nationalization of the paper on 15th March 1972, titled as *The Supreme Test*. Abdus Salam was awarded with Ekushey Padak 1976. Then Obaidul Haq was the acting editor after Abdus Salam. He was journalist, cinematography, playwright and writer. The military government of General Hussain M Ershad restored the paper on 23rd January 1984. KMA Munim was then selected as the new editor on 7th August 1984. Iqbal Sobhan Chowdhury has been serving as an editor since 1998. In different newspapers it is mentioned that his journey in *The Bangladesh Observer* has been very controversial. After the independence the ownership of the paper was restored within Hamidul Huq Chowdhury's family. However, his son Khaled Hamidul Huq Chowdhury and his son-in-law Manzoor Ahmed Chowdhury had disputes with employees of the newspaper. They had disputes over wage dues. The owners claimed that employees didn't let them run the paper. They mentioned that employees took over all the power and didn't allow them to enter the office for long. On the other hand the employees claimed that they were not paid for long time. As a result they demanded Seventy Eight months' arrears pay. In 2007 an audit agreement was published. The court ordered an audit of the Al-Helal printing press and Publishing Company which was owned by Manzoor Ahmed Chowdhury, the son-in-law of Hamidul Huq Chowdhury. The audit report declared that the salary dues to be paid to the two fifty nine Observer and Chitrali (sister publication) journalists and employees from Jan 1, 1992 to Dec 31, 2007. The wages due was over 26 crore. Over that time almost one hundred thirty to one hundred forty journalists, workers and other employees were

without pay for long seventy eight months. At the end twenty to thirty workers survived their without pay. This problem was not among the owners and the employees but also spread among the family members of Hamidul Huq Chowdhury. Al-Helal printing press and publishing Company was also connected with *The Bangladesh Observer*. This company had four directors including two daughters of Hamidul Huq Chowdhury. This company had in total one thousand six hundred and fifty shares. Six hundred fifty two shares were in the name of late Hamidul Huq Chowdhury, eight hundred shares were in the name of his seven daughters and one hundred seventy shares in the name of Khaled Hamidul Huq. Manzoor Ahmed had around ten to fifteen shares. All the members lack understanding among them and there had been no board meeting after 2003. This issue made an impact on *The Bangladesh Observer* also. With all the disputes *The Bangladesh Observer* was shut down on 2010. Soon after that this newspaper again resumed its journey as *The Daily Observer* on 1st February 2011, under the ownership of Editor Iqbal Sobhan Chowdhury. He initiated the publication of the newspaper under the auspices of Observer Ltd.

Chapter 3- MY EXPERIENCE

I felt privileged the minute I was selected for the internship in *The Daily Observer*. At the same time I was thrilled and anxious as I never faced anyone for a job purpose before. This internship was not less than a first time employment experience. Another thing that made me a bit nervous was that I was first time meeting Iqbal Sobhan Chowdhury, the profound journalist and Media Advisor of our acting government. Nevertheless, the whole scenario changed when I met him because he is quite gentle, polite and honest human being. I was eagerly waiting for my in sight supervisor. I was delighted to meet her as she is responsive and supportive. She assigned me immediately for work soon after I met her. She called me and asked me to write a feature on a

topic centered to woman. She didn't select a topic rather asked me to select and write on my own because she wanted to check my writing capability. At that instant I was anxious since I had no writing experience before. Writing feature is a bit challenging for me as I'm new in this field. However my supervisor and colleagues are helping me to learn writing techniques and formats. Somehow I gathered courage and started writing. I thought of writing something unlike so I didn't prefer to write on woman's violence, feminism or woman's rights. I rather thought of writing a solution for our safety and security. Consequently I wrote on self-defense training which can be helpful to ensure our safety and security by our own effort. On the next day I emailed her this and she liked it. It was published immediately on the next week's *Women's Own* section without any editing. From here my journey of internship actually initiated.

3.1- I started my internship in *The Daily Observer* on 15th May 2017. Though the journey started with nervousness and confusion but I never had to look back once I started to write features. My supervisor was really helpful who showed me proper guideline to complete my internship smoothly.

3.2- I worked for the magazine named *Life & Style*. This magazine has different sections where features about fitness, trend, kids, travelogues, interviews, carrier advices are published. This is a weekly magazine which is published on every Sunday. I also worked for another magazine named *Women's Own* which is published on every Saturday.

3.3- My designation there was a feature writer. My supervisor helped me throughout so that I can do my work in a professional manner. She guided me well, prepared me for further job experiences too. Within her supervision I twice got the chance to attend event and make report on it. In one event I also interviewed a doctor from Mount Elizabeth Hospital, Singapore who attended a seminar in Dhaka. This was my first time experience when I went to interview someone all by

myself and alone. Nevertheless, my responsibilities were not caged only within feature writing. During my internship I also worked for editing, proof reading, translating and interviewing.

Besides all the responsibilities I had to maintain an office schedule that helped me to be more responsible and organized. Undoubtedly my time management has improved. Working with journalist, feature writers helped me to improve my code of conduct. I also learned to handle unexpected situations. Now I know how to manage work load. It had been a magnificent experience.

Chapter 4- ABOUT MY PUBLISHED FEATURES

My first feature was published in *Women's Own* magazine on Saturday, 20th May, 2017, entitled *Urgency of self-defense training*. My second feature was published in *Life & Style* magazine under *Trends & Vogues* section on Sunday, 21st May, 2017, entitled *Purse, a travel companion!*

Urgency of self-defense training

Lubaba Rahat Alam

Women, the word itself represents different powerful characters. A woman at some point of life is a mother, a sister, a daughter, a wife, a daughter-in-law, a sister-in-law. Despite playing multiple roles, unfortunately women become victims of different forms of violence. At this point of time all we need is basic self-defense training to save ourselves from being a prey.

Domestic violence has emerged alarmingly. Not necessarily violence has to have a physical form always. It can be psychological as well. No one wants to live in a fear of being harmed by their known or beloved people. Identically this is a matter of shame that in this 21st century news makes headlines about women empowerment, leadership and on the other hand violence takes over the news at the same time.

"Where are we heading actually? Where is the end? How to fight this problem? Probably nothing can answer these questions but there is a saying, "When there is a will there is a way." By the same token I can see a light of hope.

Father than just saying over a cup of tea --- women violence should end, justice should be served, victims should be taken care of, criminals should be punished or awareness should be raised, let's take one step ahead and look for the solutions instead of blaming the society. Sadly despite of endless protests, women are still vulnerable to such violence. For this reason, as the long run victims lose hope and criminals move freely.

Proper punishment is given rarely or it takes so long that other criminals get the chance to continue with their crimes. We protest, we cry, but just for a time being. It hits my mind with a popular saying "bujugs Bangla". We go with the flow. At a certain point of time we forget about it. Nothing goes beyond that.

Again, we start protesting when



another incident happens but before that the victim loses everything. In most of the cases justice is denied, justice is served rarely. In the light of, all we can teach women is to defend themselves.

What can be done to protect women? From the experience, we got to learn that it can't be solved only with the help of other's involvement. The most important solution for this triggered issue is self-defense. Self-defense training is one kind of basic need for women now. If the government takes the initiative to open training centers in almost every city where they can go and learn some techniques for self-defense then they can at least save their lives and seek for possible help.

A combat sport trainer Mohammed Rashid Ali from the training institute named The Doghouse, said, "Combat sports are best form of self-defense techniques. Few girls are already learning self-defense techniques in our training center. It's been around six months they started their training. We teach Boxing and Muay Thai. Per session is 500 taka."

Karate is the most popular form

of martial art and self-defense technique. The place where karate is trained known as dojo. Karate not only helps to build up fitness but also helps to increase self-confidence, strength, power, and so on.

Judo, Boxing, Muay Thai are the other martial art forms. These forms are also very useful techniques for self-defense. Few training centres are teaching these martial art forms in Bangladesh.

Kyokushin Bangladesh is a karate training centre located in Banorupa, Lake Circus Road in Dhaka. Women's Complex in Dhanmondi 11/A provides the option of learning both karate and judo in a very affordable price, packages starting from 500 taka.

The other karate centers are: Black Belt Academy located in road 11/A Gulshan 2, House-06, Shotokan Karate Bangladesh is located in house-04, road 05, Gulshan 2. The Doghouse, Bangladesh Karate-Do at Karabat road, Russian Centre of Science and Technology in Dhanmondi, Bangladesh Sinto Black Belt Karate Academy is located in Bandiput. The full package of mar-

tial art course starts from 4000 taka.

Not necessarily it has to be a long training session. It can be a few days long or probably one month long self-defense training. Once few women learn it, they can help other women to learn the same. In this way it will spread all over and the rate of violence can be lessened.

Not only government, the private companies can also contribute to this training project. Even the schools and colleges can start karate lesson for students. Students of Sheikh Fazlulhasnain Mujib Women's college learn karate in their school premises.

Moreover, we need to fight with the psychological pressure of the victims imposed by the criminals. Providing council opportunities can ease the mental pressure a lot. It can improve their personality, health, mental strength. Also, it will motivate them to fight the problems. We already have gathered many times for justice, protest against the violence. Now it's time to do something together for their betterment.

Purse, a travel companion!

Lubaba Rahat Alam



Purse or hand bags are the most important travel companion for a girl. It works as a carrier of the handy stuff. The shapes, sizes, colour, design, price varies a lot from brands to brands. Designs of purse always change with the latest trend.

Now-a-days different types of trendy bags are taking the lead in the shops. The purse or ladies bag market has been taken over by the very famous brands from France, Italy, America, England etc. Prada, Chanel, Givenchy, Gucci, Versace etc. However, these bags are very expensive and not affordable for most of the people. Taking the chance, China, Korea and Thailand are making replicas of the original ones at a cheaper price.

Since the types of the bags change with the seasons, summer season's trends include Clinch bags, Handles with Care, Small Business bags, Make



it a Large, Pop Print, Box bags etc.

Clinch bags are both medium and small in size. These are also known as Bucket bags. These bags have much space inside and light in weight. Easier to carry both in hands and shoulder with the narrow belts. They are available in markets and online shops in Bangladesh. Price range



1800 to 2000 taka, imported from Thailand or China.

Handle with Care bags are mostly small sized but also available in medium bags mostly attached with a round shaped handle on the top to hold the bags. They are available in online shops. Price range 700 to 1000 taka, imported from Thailand or China.

Small Business bags are very tiny and small in size. May be only one cell phone and one key ring can be carried within it. They are very unique in design, shape and colour. They are made with high quality fabric. Price ranges from 500 to 700 taka, imported from Thailand or China.

Make it a Large bags are very big in size. One can take many things in it for instance, book, mobile phone, cosmetics, water bottle, umbrella, money bag etc. They are very nicely designed and strongly stitched that it doesn't lose the grip. They are made

with high quality fabric. They are available in markets and online shops in Bangladesh. Price ranges from 2000 to 4000 taka, imported from Thailand, Korea or China.

Pop Print bags go very well with the latest trend. These bags are very unique in design and colour. Normally multiple colours are used in



these bags but there are also simple pop print bags which includes messages or small texts in the front. These have satisfactory space inside to carry important things. Price ranges from 2000 to 3000 taka, imported from Thailand and China.

Box bags are the most unique of all. These are trending very high. All the shapes, sizes and colours very different and elegant. Size is medium to small. Space is not much but can be used both in parties and regular purpose. They are easy to carry, not heavy in most cases. They are very shiny and metallic. Price ranges from 1500 to 2500 taka, imported from Thailand, China or Korea.

All these bags are available in shopping malls like Bashundahara City, Jamuna Future Park, Nandan, Mascot Plaza etc and online shops.

A shopkeeper Sham Gopal, MOMO shop at Bashundahara City shopping



mail, said, "We import these bags mainly from China. Few bags are also imported from Korea and Thailand. Many customers buy these bags for the fashionable design and cheaper price."

A customer, in Celebration shop, said, "I love the colour combinations of these bags. These are affordable and long lasting. That's why I always come here to buy these imported bags." The branches of Celebration are located in Pink City, Bashundahara City, Rupayan Golden Age, Metro Shopping Mall, Uttara Polwel Carnation.

Trend and fashion enthusiastic ladies can buy bags from there. Opal Fashion Wear, an online shop, also imports bags on advance booking. Good news is recently they opened their outlets in Dhanmondi and Jamuna Future Park. So, ladies can easily see their bag collections and do spot purchasing!



My 3rd feature was published on 28th May, 2017 in *The Daily Observer's Life & Style* magazine's Kids section, titled as *Environmental awareness for school children*. My 4th feature was also published on 28th May, 2017 in *Life & Style* magazine's Career Advice section, titled as *To get into e-commerce*. To repeat, my 5th feature was published on 3rd June, 2017 in *Women's Own* section entitled *Working women's hurdles in Ramadan*. Likewise 6th feature was published on 4th June, 2017 on *Life & Style* magazine's Career Advice section titled as *Ujjwala, professional solution for women entrepreneurs*. Furthermore, my 7th feature was also published on 4th June, 2017 as the cover story of *Life & Style* magazine entitled *Ramadan: Rejoices and struggles*.

Environmental awareness for school children

KID'S BITS

Lubaba Rahat Alam Pinky

Environment pollution is a global issue. The withering consequences of environment pollution shed light on this issue. LEADS organized 4th phase of workshop on 'Environmental Awareness Campaign for School Children' to create awareness adopting the 4R concept- reduce, reuse, recycle and recover. It was held in Ambala Inn on May 18, sponsored by ACME Agrovet and Beverages Ltd.

Environment pollution is one of the major causes of child death and illness such as poisonings, physical injuries, disabilities, acute respiratory disease etc in developing countries. According to a research, more than three million children under five years die each year for environmental issues all around the world.

Indoor air pollution due to biomass fuel kills nearly one million children every year.

Therefore, the awareness campaign should start in our home with the children. The most of the adults know the alarming risky effects of environment pollution and they tend to minimize the pollution with their understandings. Now it's time to make children conscious about the issue. Not to mention that children are damaging environment unwillingly. Owing to, first they need to be told

that what is environment pollution? How are they involving in polluting environment? Likewise they need to be guided from maximization to mini-



mization of environment pollution. Let's begin this at home. We often see children throw wastes, plastics, used packets anywhere. They should be taught to throw them in trash bins. Spitting anywhere has to be strictly prohibited. They often tear tree leaves. In that case they must know the benefits of trees in environment.

They have to be familiar with reuse and recycle

process. Discussing environmental issues with children and seeking their opinion will improve their knowledge about environment. Engaging children to developing strategies like recycling food wastes, reducing water consumption can help a lot in this matter. Developing a code of practice by family involvement will improve their understanding skill and they will definitely try to minimize environment pollution.

Executive Director of LEADS Romina Dewan Kabir said, "We run our environment campaign with school children of different schools. We first do a workshop with school teachers every year as a part of our campaign because the teachers monitor students' activities. The workshop is very effective as it is curriculum based activity and we focus on their everyday behavior. Such as, they don't turn off the water tap during brushing their teeth. So water gets wasted. wastes They don't turn off lights and fans while leaving the room. If we use more electricity unnecessarily then we need to produce more electricity. To produce electricity, we need to burn coal which pollutes environment".

Teachers from various government, non-government, private, English medium, Bangla medium schools were present on the workshop.

To get into e-commerce

Lubaba Rahat Alam Pinky

Mystik is an online based shop. It has four partners in total. They are currently studying in a well renowned private university in Bangladesh. Sayeed Bin Hossain, Mutasin Fuad, Mahinul Islam, Tanbirul Islam are the four partners. In a conversation, they revealed the ins and outs of online business as a career.

Reason of choosing online business as career

We believe that Bangladesh has a diverse market place with the ever growing need of authentic products by the customers. Also people now don't have much time for spot purchase always. For instance, the idea of online business provides great helps to the consumers. We started our journey with Mystik to supply these needs of genuine products, providing it at the lowest and reasonable cost possible. We mainly sell cosmetics, mobiles and purses. All our products are imported from USA and all are original products. By getting involved in the business while doing studies, we have improved our understanding of the business greatly. We have gained some very important marketing skills and a better understanding of the competitive marketplace in Bangladesh.

Efforts given to run this business

Though it sounds very convincing and easy but running an online business is not that much easy at all. Importing products, taking orders, uploading product details, answering queries, packaging, giving home delivery etc are the signs of hard work to run this business. Taking risk is one of the main important factors.



Sayeed Bin Hossain

Tanbirul Islam



Mutasin Fuad

Mahinul Islam

Challenges they face

It is quite hard to maintain online business with consistency. This is not a short time commitment. One of the biggest challenges that we face is gaining customer's trust. Many people simply don't trust the service of online business. Not all the pages set out to do legitimate business. We have successfully overcome this as evident by the ever growing customers at Mystik. We are quite satisfied with our sales and our loyal customer base. We do

hope to increase sales further in the future.

Partnership over sole proprietorship

Each of us has certain sets of skills that would be the most beneficial rather than a sole venture. When different skills are combined then it gives the best outcome, whereas a single owner might not be able to take all the risks alone and manage everything in a good order.

However, sole entrepreneurs are also doing great in online business. Amy's Closet is one of those successful online businesses. The owner of this online shop is Rubaiya Razaque. She jumped into this business in 2015. She has done BBA from a renowned private university in Bangladesh. Jewellerys, ornaments, skin care products, branded cosmetics, bags are the available products there. Now she is about to complete her fashion designing course. After that she will focus on clothing and shoes.

The career oriented lady said, "I tend to deliver best quality products in best possible price but as I import everything from Malaysia and Thailand, price is a bit high. I have contact with the delivery service agencies such as Raju Express, Pathao.com. Their delivery service boys do the deliveries within 24 hours. Previously, I used to have my personal delivery agents but the costing used to get very high so I started contacting product delivery service agencies". She is offering discounts on pre order based products following the upcoming Eid occasion. The owner is very happy with the customer's review

Working women's hurdles in Ramadan

Lubaba Rahat Alam Pinky

Woman is a word that mirrors -- work, love, sentiment, emotion, care, hope, faith and many more. One of the most important stages of woman's life is getting involved in profession. As we are now living in 21st century, we are undergoing the furtherance and progress of women almost in every sector. The ratio of women employment continuously became the epicenter of fascination. However, it is not an easy task for a woman to be in an occupation or job since women have to run both household-chores and office works. Certainly, they face many complications in maintaining corporate life and family life. In fact, in this Holy month of Ramadan, it is quite difficult for women to uphold everything in a balanced way as every day 'duy' upsurges unimaginably.

Ramadan is the month of blessings, prayer, mercy, forgiveness of sins. Throughout this Holy month of Ramadan Kareem, women try to emphasize more on prayers. Although women run out of time because of the hectic schedule of the day, this becomes tougher for working women to continue this busy schedule.

Wherever they work, whatever their occupation is, they have to work for a certain period. I would say they have to work for long times. Their responsibilities double in the month of Siam Shadhona. Compared to men's tasks, women's responsibilities are much complex. They have to take care of home and office at the same time.

The most prominent parts of Ramadan are saduq/iseher and iftar. As women run the household chores besides working, outside and cooking department is also under their concern so their workload ups wings. Even though the office time is rescheduled for everyone in both government and non-government or private organisations dur-

ing Ramadan, most of them cannot reach at home on time.

However, this is hard for working women to maintain this schedule because of workload, traffic jam, meter timing and many other specific reasons. In most of the cases, women except homemakers do not get much time to prepare iftar for their family. In fact, they are now switching from traditional iftar items to regular foods so that

women in our country especially for the women in Dhaka city.

Moreover, even if they reach home in time, they get so exhausted that they cannot give proper effort in cooking. Thus, most of the times they end up cooking limited foods. Nasima Akter Hena, a banker in First Security Islami Bank, says, "Sometimes I reach home on time and sometimes I reach just before the iftar time.



they can at least feed their stomachs.

Women who have children suffer a lot than we imagine since they often miss the chance to take iftar with their kids. Mosammat Shahida Roksan Moonmoon, an auditor under Controller General of Audit and Accounts, Bangladesh Navy, said, "Being a working woman in Dhaka city, you will face the worst experience during Ramadan, I rarely can reach home in iftar time. I miss my family time during iftar." This is a common scenario of working

women in our country especially for the women in Dhaka city.

Moreover, even if they reach home in time, they get so exhausted that they cannot give proper effort in cooking. Thus, most of the times they end up cooking limited foods. Nasima Akter Hena, a banker in First Security Islami Bank, says, "Sometimes I reach home on time and sometimes I reach just before the iftar time.

ing Ramadan. They have to wake up at midnight to prepare saduq. After taking their meal and finishing prayer, they seldom get time to sleep a bit more. Henceforth, they have to rush in their work place. After working hard in their workplace, they do not get sufficient time to cook after getting back home. They live in slum areas or in a single room. Hence, they all cook in the same kitchen. Since they come home late, they cannot manage time to prepare enough healthy foods. As a result, they suffer from malnutrition.

"I'm the only mature female member in my home. I have to work, cook and do other household works. I work from 8am to 4:30pm in factory. When I return home, I often see that there is no gas to cook food. Therefore, I buy street food. I belong to an underprivileged family and I cannot afford that much expense on daily basis.

This situation is even tougher for garment workers. Women who work in garments factory face extreme problems dur-

ing Ramadan. They have to wake up at midnight to prepare saduq. After taking their meal and finishing prayer, they seldom get time to sleep a bit more. Henceforth, they have to rush in their work place. After working hard in their workplace, they do not get sufficient time to cook after getting back home. They live in slum areas or in a single room. Hence, they all cook in the same kitchen. Since they come home late, they cannot manage time to prepare enough healthy foods. As a result, they suffer from malnutrition.

"I'm the only mature female member in my home. I have to work, cook and do other household works. I work from 8am to 4:30pm in factory. When I return home, I often see that there is no gas to cook food. Therefore, I buy street food. I belong to an underprivileged family and I cannot afford that much expense on daily basis.

Therefore, I have to do over timing," shared a garment worker Rubeya Siddana.

The female students also face the similar struggles, who live in hostels, far from their family for study, also do part time jobs to earn their pocket money. At the same time they do their classes, submit assignments, cook food, do part time job and in Ramadan they need extra time to prepare iftar and seher.

A girl from a renowned private university expressed her feelings about this issue. "I am a student. I have a huge working load due to my studies. I also do tuition to earn my pocket money. In Ramadan, I go through a hectic schedule. Our part-time domestic help come but she is very irregular. I have to deal with this all alone most of the times because my other roommates are also very busy. I get exhausted due to the all stress."





Ujjwala, professional solution for women entrepreneurs

Lubaba Rahat Alam Pinky

Ujjwala is a women centred organisation. All their projects revolve around the progress, establishment of women empowerment. Aditya Shome is the founder and chairman of this organization and Afroza Parveen is the co-founder and managing director. The name Ujjwala suggests the impression of shiny, bright object. This title exactly reflects the organisation's motto. The aim of their project is to offer a bright future ahead for the women. To achieve their goal they have launched a 360 degree project.

In a conversation with Afroza Parveen, she reveals the aims and methods of running this company, to make better working experience for young entrepreneurs.

"We started this organisation to help women entrepreneurs by showing guidelines at the same time by providing different training sessions. Women join our training sessions to learn more accurately about beauty treatments so that they can employ themselves in proprietorship and also in jobs in beauty salons according to their wish and a ability. The entrepreneurs and want-to-be entrepreneurs join the trainings. We train them through workshops, basic courses, foundation courses, advance courses, and special courses. We also provide residential and food services in our training center."

"21 girls can stay in the residence. The bed and locker are named after the first user's name. In this way, we are automatically branding the bed and the locker on that name. This will surely motivate the trainees," she adds.

Safety, security are big issues for girls. Living in a hostel in Dhaka city is really problematic for girls. But Ujjwala ensures security for all.

"We have opened mobile training centres in vari-



ous districts for those who are unable to join training sessions in Dhaka. Ujjwala is an academy where we share our experiences. Till now we have received very good responses. Everyone is warmly accepting

our hard work. One and all are liking it since this sector is not actually noticed and developed by the government. Ujjwala is giving the floor to nurture their quality and research here," she concludes.

Ramadan: Rejoices and struggles

COVER STORY

Lubaba Rahat Alam Pinky

Ramadan is the Holiest month for Muslims. During the entire month of Ramadan, Muslims fast from dawn to sunset. Fasting for these long hours is tough, it gets harder during summer. However, Muslims heartily love this auspicious month of rahmat, mercy, forgiveness.

This month creates chances for Muslims to come closer to Almighty Allah by their fasting and prayers. In our country, this month has always been remarked as 'siam shadhonar mash'. People get involved in more prayers and duas to get mercy from Almighty Allah. They also seek good wishes for others.

The fast starts with suhur or sehri and ends with iftar. However, because of the busy schedule of everyday life, people infrequently acquire much time for prayers. To emphasize, most of us don't get sufficient time to break the fast with proper iftar.

Nevertheless, the office timing is always reduced in Ramadan yet working people often get late to reach their last stop because of traffic,



scarcity of vehicles. Sometimes they are left with enormous workloads that they are incapable to leave office on time.

Due to Ramadan and upcoming Eid, money transaction escalates a lot. Therefore, it is quite unmanageable for the bankers to complete work on given time. As a consequence, they have to work more than the expectation. For instance, they leave the office late and thereby reach home late. This is a common scenario in offices. Moreover, all the office hour is same in Ramadan. While people start for home, they face gridlocked traffic congestion as vast amount of people leave their office altogether in the same time.

Nihal Fayzi, an assistant engineer in Newaz Steel, shares his experience. "My office is located at Shewrapar, Mirpur. My residence is at Extension Plabi, Mirpur. My work place isn't very far from my residence yet the journey from my office to my home during Ramadan is a terrible experience for me." "I usually travel by bus. In Ramadan, sitting bus service and local bus service facilitate us in same way. From 3pm, they do both sitting and local bus service in the same rate of sitting service. Due to excessive pressure of home going individuals, all and sundry has to negotiate in this condition," he adds.

The situation becomes even more complicated and amplified because of the ongoing metro rail project inside Dhaka. Recently hawkers again emerged on road for their upcoming Eid business. They are blocking roads. At the same time CNG stands and bus stands are also blocking roads. Public from all corners of Dhaka city facing the same issue. Undoubtedly this is one of the biggest reasons of traffic jam. "Sometimes I have to do my iftar on my way to home. Most of the time, I can't buy food because not always I get stuck in front of groceries or restaurants. Thereby, I miss the chance to do iftar with my family," said Nihal Fayzi.

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Children wait for their parents to join them in iftar. Sometimes none of them reaches home in time, sometimes whether mother or the father can reach home in time. To say nothing of, they are enforced to do iftar without parents. On the other hand, the same goes with the parents. They have to take their iftar in office or eat street food which is very unhealthy and unhygienic for them. Not only this, almost every woman gives food to homeless or helpless people during Ramadan. For that, they require to prepare food early. This makes them doing more struggle.

A big part of entrepreneurs don't get the chance to do their iftar at home. Like as, shopkeepers can't close their shops during iftar time. Therefore, they eat their food inside their shops. This is also a very significant part of Ramadan lifestyle in our country. The struggle doesn't end here. All the Muslims try to finish the prayer within time and try to concentrate reciting more duas. For the same token, all of us try to manage extra time for special prayer. Homemakers always try to provide balanced food for their loved ones. They always tend to make something very tasty and mouthwatering.

However, struggle gets worse for the bachelors in Dhaka city. Male students who lives in Dhaka city, coming from other districts suffers the most during Ramadan. "I live in an apartment, with few friends, situated in Badda. We are all the male figures living in this apartment. We have to do all the necessity works such as shopping, cleaning, studying, wash-



ing clothes etc all by ourselves. None of us are very good in cooking. For the purpose of cooking, we have hired domestic help to cook for us but she is very irregular towards her work and responsibilities. Certainly we have to cook our seheri instead of being bad cook and buy foods for iftar," shared Shafin Jami Osdli, a student from a renowned pri-

vate university. In that motion, Ramadan lifestyle is very unique in our country as we love this month for getting the chance of seeking unconditional forgiveness and concentrating on "siams hadhona" yet it is the other name of struggle. Still we don't get disheartened as we expect mercy from the Almighty Allah for the betterment of our lives.



My 8th and 9th feature was published on 11th June 2017 in *The Daily Observer's Life & Style* magazine. My 8th feature was titled as *Freelancing, a good luck charm for students!* which was published in *Life & Style* magazine's Career Advice section. My 9th feature was entitled *Eat healthy, workout daily in Ramadan!* This was published in *Life & Style* magazine's Fitness Tracks section. This was the first time when I got the chance to introduce my classmate's and junior's works publicly in a newspaper. This gave them opportunity to get accomplishment of their work. They were very happy and this experience was very pleasant for me as well. Also this was my first chance to write something about fitness which helped me to gather knowledge about how to be fit and motivated me towards healthy living. In the course of this internship project I felt so lucky that first time in my life I got to work for Eid magazine of *The Daily Observer* where three of my features were published. My 10th, 11th and 12th features were published on 14th June 2017 in Eid Fashion 2017 entitled chronologically *Shailpik Craft and canvas Eid!*, *Sada Kalo: A tale of black and white Eid!* and *Eid @ Red*. My 13th and 14th feature was published on 18th June 2017 in *The Daily Observer's Life & Style* magazine. *Be a fashion maestro with Costume Silhouette* was my 13th feature published in *Life & Style* magazine's Career Advice section. My 14th feature was entitled as *Modish footwear for youngsters*, published in *Life & Style* magazine's Kid's Bits section. My 15th feature was published on 24th June 2017, entitled *Verbal harassment at workplaces* in *The Daily Observer* newspaper's *Women's Own* section. *Eid dining décor* was my 16th published feature, published in *The Daily Observer* newspaper's *Life & Style* magazine's Home Images section on 25th June 2017. I needed to do researches for writing this article as I had to include overall ideas about decorating Eid dining for guests. On the eighth week my 17th feature was published titled as *Trendy eyewear*. It was published in *Life & Style* magazine's Trends &

Vogues section on 2nd July 2017. I had to visit multiple eyewear shops to collect all the necessary information to include in my feature.



Student life is the most important phase of human life. Thus, students try to get most out of it. Students contemplate about their profession, passion, interest, forthcoming most during their education stage, mainly in university life. However, this is quite hard to find part time occupation according to desire but whoever catches the chance, considers it a good luck charm.

Event management



**Abdullah
Al
Maruf**

Abdullah Al Maruf, a student of BRAC Universities, works for Event Factory, shares, "I started working for Event Factory since last year. I work under communication and promotion department. My work is basically to deal with

clients and sponsors for organizing events. Whenever they organize an event, they call me. Currently I'm working to organize BRACU Alumni's iftar mahfil, as a part of Event Factory's event."

Baking

As I mentioned before, students are also choosing their passion as a part time career and they are doing it as self-proprietorship. Tashfia Anan is cur-

Freelancing, a good luck charm for students!

Lubaba Rahat Alam Pinky



**Tashfia
Anan**

rently a student in a renowned private University in Dhaka, Bangladesh. Baking is her passion. She learned to bake from her mother. She shared her emotions about the journey of baking. She explained, "I started baking almost two/three years ago. I normally used to bake cakes for my family and friends. They are very fond of my cakes. They encouraged me to consider baking as a part time occupation. On that note, I started an online page named "Anan's Cake Hut," where I take orders then bake and deliver cakes according to the wish list of my customers. Basically, I receive orders for birthday, anniversary, class parties or cake for any special occasion. I will soon start taking orders for marriage events."

Photography

In particular, male students are much into photography. They also start it as self-satisfaction, after



**Siddique
Ontu**

gaining some good photography skills, they cherry-pick it as part time profession. "I started professional photography almost four years back. I individually

covered near about forty wedding events doing photography. Not only wedding photography; street photography, nature photography is also in my bucket list. This is not my earning source, but it is undoubtedly source of my pocket money," said Siddique Ontu, student of a renowned private University.

Painting

Jessica Islam is another student of BRAC University. She is very passionate about drawing and painting. She learned painting from her school days. She expressed her experience saying, "I casually uploaded my paintings' pictures on Instagram, where people showed interest to buy them. That



**Jessica
Islam**

influenced me to select it as part time income source. Later I opened a Facebook page named Jessy's Artistry to sell my paintings at a reasonable price as mostly students buy those. Now I sell those on a regular basis."



Eat healthy, workout daily in Ramadan!

Lubaba Rahat Alam Pinky

Fitness is the key of living a healthy happy life. We incline to follow healthy diet to keep in a good health. However, eating healthy is not sufficient to keep fit. To clarify all and sundry requires to do some workouts as a part of fitness goal. To enumerate, fitness session can't be done accurately without the guidance of a professional trainer. Consequently, gym is the appropriate place to get in flawless shape and health. Previously there was a lack of gym facility in our country but now you can facilitate yourself in gym almost in every



city of Bangladesh.

Nevertheless, it is really hard to maintain gym schedule in the holy month of Ramadan. Trainers are frequently asked on how to maintain good health in Ramadan? Few may think that it is easy to lose weight during Ramadan, but in maximum cases people end up gaining weight. Despite having hard times in Ramadan, one should try at least to continue some of the fitness workouts for a stable health. Especially those of who regularly goes to

gym. In that case, they need to pick a suitable time for workout and later suitable workouts suggested by the trainer.

Adnan Ali, trainer of Fitness Mania, advised, "Workout hour should be minimised but one shouldn't completely skip it during Ramadan. At least one hour of any sort of physical exercise is a must. Try to avoid fat containing foods. If anyone can't manage time for gym, they can do free hand exercises at home, various types of push-ups are beneficial."

The best time for workout is after Taraweeh salat at night. If you workout while fasting, it would be more detrimental rather than beneficiary to health since body remains dehydrated. If it is tough for one to do exercises after Taraweeh then it can be done few times after iftar. In addition, the best timing for exercise in Ramadan is before sehri. Get up early and do 30-40 minutes of cardio for a better result. For instance, push-ups, sprinting. Do 20-30 seconds of sprinting and repeat 8-10 cycles. It is precisely worthy of fat burning.

Types of push-ups:

82 push-up variations are trained all over the world.

For beginners-

• Off the wall • Off a table • On the knees • Standard • Shoulder tap • Hand tap • Rotational • Thigh tap • Single arm raised • Single leg raised



For intermediate level-

• Knuckle • Staggered • Alligator • Slow negative • Spiderman • Cross leg kick • Tiger • Knee to chest and so on.

Explosive Push-ups-

• Explosive jacks
• Explosive with a clap
• Explosive full body
• Explosive single arm alternating and so on.

Expert push-ups-

• Slider
• Wall braced single arm
• Feet on the wall
• Jack Lalanne fingertip
• Planche and so on.

Push-ups with equipment-

• Single hand on a medicine ball
• Both hands on medicine ball
• Feet on a stability ball
• Hands on a Bosu ball
• Dumbbells in each hands etc.

Eat healthy, exercise daily! Happy Ramadan.



Nahida Sharmin

Designer and artiste of *Shailpik craft*

Shailpik Craft and canvas Eid!

Saree is the other name of cultural elegance for Bangalee ladies! Bengali women love to flaunt their immense beauty in saree. This very saree, is a canvas for a designer and artiste Nahida Sharmin, where her imaginations get an enchanted form. To enumerate, we are upholding this tradition by varieties of collections with unique designs, materials and colours. Benaroshi, silk, cotton, georgette, half silk, tant, tissue, muslin, chiffon diversifies the richness of this clothing industry.

Markedly she sailed off her journey of painting imaginations on saree as a canvas 19 years back. At first, she focused on hand painting, painting the folks. Later on, she started doing hand embroidery, machine embroidery, vegetable-dyed, block, mixed embroidery, karchupi, tailoring.





Gradually her business started to expand because of her beautiful art work, colour combination, design and good quality materials. Afterwards, she brought salwar kamizees in her unique collections. She is the sole designer in her fashion house! Nahida Sharmin expresses her bundle of joy, when customers like her unique flairs, "It feels so good when customers value my creations. We artists feel good when we get the appraisal of our hard work. As an artist I want to represent my ideas about colours, backgrounds through my works.

Lots of customers love our



products, that is really heart whelming."

The price range is set based on the material, design and pattern. Hand painted cotton saree is available from BDT 5,200 to BDT 5,800, half silk from BDT 6,500 to BDT 8,800, silk from BDT 20,000 to BDT 25,000, muslin from BDT 14,000 to BDT 18,000. Machine embroidery cotton sarees cost around BDT 3,600 to BDT 5,800, muslin costs BDT 12,000 to BDT 18,000, silk is available at BDT 14,000 to BDT 18,000, vegetable-dyed sarees are priced between BDT 1,800 to BDT 2,600, block and embroidered sarees cost around BDT 1,800 to BDT 3,600.

For upcoming Eid, *Shailpik Craft* is offering exclusive hand embroidery saree collections ranging from BDT 12,000 to BDT 25,000 and salwar kamiz from BDT 1,200 to BDT 10,000. This year's Eid eve falls in scorching summer. With this in mind, they are mostly using cotton fabrics, rediscovering fashionable designs, colour combinations for the comfort of the fashion aficionados!



Sada Kalo: A tale of a black and white Eid!

Sada Kalo's first outlet was launched on 04 October 2014 in a small size but the dreams were big, expectations were high. This is a very unique and challenging concept to run a fashion house with only black and white colour, where most of the people are colour enthusiasts. However, Sada Kalo overcame the possible risk and managed to earn customers love, want for their products. They opened other outlets in a very short span of time. Every year during Eid, they launch theme based clothes. Even this year they are serving fashionistas with theme based outfits. This year the theme is "Polka Dot". Polka Dot is always the other name of classy fashion for fashion fanatics. To be sure, it was first introduced by Disney in 1928 in the cartoon Darling Minnie Mouse. Soon the exclusivity of the design attracted customers. From then till now it is the one prominent name of fashion which never faded away. "Our theme is Polka Dot or this Eid. We have designed the dresses exclusively. This year's Eid is in summer, so we used mostly cotton fabric for the comfort of our valued customers. We do not have any discount offer for Eid. All products are launched with regular price range," expressed Azharul Haque Azad, CEO, Sada Kalo. Size of Polka Dot var-



ied in designs. Large, medium and small sized dots have been used in all the outfits. With the combinations of the sizes of the dots in some dresses they used stripe, sometimes checks prints, in some dresses they used flowers, leaves, madhubani motifs and so on. Sarees, salwar karnizes, punjabis, shirts, tops are made on screen design, embroidery, kerchup etc in different fragments. Tahaira Shahin, the chairperson and designer of Sada Kalo, reveals, "We always concentrate on themes for any occasion. This year we picked Polka Dot as the design material for Eid. This is in fact a dot printed fabric. We used this round circle in different motifs. I liked working on the circles where I portrayed numerous designs. The circles have designs which looks faded in a certain distance but a closer look reveals it all. Keeping these visions in mind these combinations are presented."





Eid @ Red

Lubaba Rahat Alam Pinky



Afroza Parveen
Managing Director & CEO of
Red beauty parlour and salon

To beautify Eid-day, Red beauty parlour and salon is ready with their Eid offers. Afroza Parveen, the owner and the managing director and CEO of this beauty parlour, says, "We basically focus most on hair and makeup. Our clients are very satisfied about these services."

This place provides two separate sections for men and women. Beauty services that are offered here are: hair cutting, colouring and styling, facial, pedicure and manicure, threading, waxing, body massage, aroma therapy and treatment, make over (bride and groom/ party/ model). Their special services include head and foot massage available at BDT 1000 and facial and deluxe pedicure-manicure is available at BDT 1500.

She enlightened us with some suggestions and advices for upcoming Eid. She advised, "As we are heading towards Eid in the middle of summer, it is good not to put on much heavy makeup, it can be more powdery and creamy based makeup that would mix with face suitably. By this, skin will have a natural glow also it will work as oil control for both dry and oily skin."

She also gives advice on eye makeover, "Eye makeup should be very



catchy. Following the current trend, you can use matte or glossy eye shadow. It is good to use 3 or 4 coating of mascara. This will help to hold an attractive look. Bright lipstick would be a perfect match to all these."

A total makeover is not complete without a suitable hairdo! She recommended few techniques for this as well. "For short hair, girls can have curly hairstyle, set hair rollers few hours before getting ready for Eid. Also, they can do fashionable braid, very neat and tight which looks very attractive in short hair. For long hair, one sided braid will look perfect. In the morning, blow dyed hair looks very fashionable, at noon, some hair in the front can be spiraled and rest of the hair can be tied as a bun or braid bun."

She also gives hints to recover damaged hair. "Damaged hair should be treated fast. Apply a mixture of banana, papaya, sour curd, honey on the damaged hair and leave for twenty minutes. Aloe vera gel, sour curd mixture is also a very good hair nourishment pack. Before using hair packs, you must use hair oil. We offer an organic hair treatment at our parlour, that's natural hair care. We also offer banana nourishment, protein treatment, spa treatment etc."

Their Eid offers includes skin wise facial, manicure pedicure, one party make up at 2650 taka and skin wise facial, manicure pedicure, one party make up at 1600 taka.

Be a fashion maestro with Costume Silhouette

Lubaba Rahat Alam Pinky

Costume house is identically familiar term to every film industry and media. Costume is the most eye catchy object in television. It is a matter of sorrow that being the noteworthy part of fashion in film, media industry; our country lacks in providing costume for the models and actors. There is good news for all media associated people that Encore Creation recently launched a costume house entitled Costume Silhouette.

This costume house not only provides costumes for celebrities and occasions but also creates employment opportunity. Tanzina Farhana Khan Muniya, co-founder and costume designer of Costume Silhouette, said, "I'm working with fashion industry for 6 years and I have gathered knowledge about almost all the boutique and fashion houses in our country. I realized that we lack a costume rental house in our country. To make movies we still have to buy or rent clothing from other countries. As a result, our artists are not getting all kinds of costumes in hands. Therefore, our Chairman Mohammad Nayeem Khan and CEO Eva Hasina Mamta liked the idea and jumped in with all possible help and support."

"Designers are working in every sector that is



connected to media, some of them are trained and some of them are doing it with practical knowledge. From that perspective I grasped the idea that we need to create a platform for them. Ten designers are now working with us. So, we not only rent or sell costumes but also employ talented people as per

their working capability," she added.

They are employing individuals in different sectors. Passionate designers are trained there and also getting the opportunity to work as their fashion designers. Tailors are employed there who delivers costumes within estimated time. Besides providing costumes, they are also creating working opportunity for make-up artists and event organizers too.

Encore Creation has other three flagship companies under their umbrella which are Verve Makeover, where make-up artists are recruited, Green ribbon, which provides set design and interior solutions and Little dreams for children artist's costumes.

To clarify, Encore Creation has created working opportunity for fashion enthusiasts, creative people in different sectors but under one company's flagship. Costume Silhouette not only delivers dress only for shooting purpose, they deliver costumes for special clients as corporate uniform, like for guards, peons, receptionist, front desk officers etc. They also supply uniforms for University convocations.

Costume Silhouette was launched grandly through a majestic fashion show on the eve of March 21 in Six Season Hotel's Hemanta Hall.

Modish footwear for youngsters

KID'S BITS

Lubaba Rahat Alam Pinky

Footwear is a vital human companion. We can't step outside without footwear. It is our ultimate walking mate. However, we don't give much attention about it without aesthetic. It is not only part of trend and fashion but also a need. Thus, it can be considered as the most imperative part of attire. Like adults, kids also have fascinations about shoes.

Kids these days love to cherry-pick their own shoes, the way they like it, design that enthralls them and also comfort is an important fact. Especially parents want to buy comfy shoes for their toddlers. In our country anyone can locate shoe stores even besides the walk ways. Though the quality differs a lot, it is available almost anywhere.

Now-a-days footwear designers designs children shoes in some extent similar to elder's shoes because kids have their tendency of wanting shoes like their parents. It is not different for up-coming Eid fest. Every local footwear brand of Bangladesh launched varieties of footwear collections for toddlers. Apex, Bata, Shoe Mart, Itsy Bitsy, Yellow, Bay Emporium, Zeils, Fortuna, Woodland, Kids and Mom bazar, Baby shoes BD, Infinity, Jenny's shoes, Landmark



Footwear, Leatherex footwear etc are brimming markets with high quality local brands.

Apex: Twinkler smooth leather casual sandals are available in Apex for baby girls. The price range is from BDT 590 to BDT 1,490. Ballerina is also specially designed for girls. Price starts from BDT 790 to BDT 1,390. Twinkler leather pumpies are available in various colours and designs. Price is up to BDT 590. Boy's shoe's and

sandal's price is BDT 690 to BDT 1,690.

Kids and Mom Bazar:

This store is offering kids shoes in different price range, colour and designs. For the purpose of fulfilling customers demand, they set the price in a way that everyone can afford those. Sandals for boys are offered within the price range of BDT 500 to BDT 1,050. Ked's price is BDT 700 to BDT 1,050. Price of baby boys' loafers starts from BDT 1,350 BDT and onwards. Boys' formal derby shoes

will cost up to BDT 750. Their shoe collection for girl toddlers includes sandals, price ranges from BDT 990 to BDT 1,090 and casual pump shoes up to BDT 1,250.

Bata:

Bata's footwear collection for toddlers is remarkable. Their pricing policy is fixed so customers don't need to bargain and buy shoes according to their budget.

Boys' casual synthetic sandal's price is BDT 250 to BDT 1,590. Ben10 synthetic casual sandals are sold at 120 taka each. Casual boy's shoes will cost up to 1,390 taka. Bubble gummers casual synthetic boys' sandals are BDT 1,490 and BDT 1,690. Baby bubbles girls' TPR casual sandals are BDT 690 each and north star girls' PU casual flat slip-ons will cost BDT 1,990.

Khurshida Jamil is a housewife who bought shoes for her kids from a shoe store in Jamuna Future Park for up-coming Eid fest. She was pleased by means of the pricing and shoe collection of the store. "This is not the first time I'm buying shoes for my three kids from here. All of them demand to select their shoes according to their taste. They want cartoons, flowers, designed on footwears. I'm glad that I found those easily. Price didn't extend my budget. That's a relief," said Khurshida.

Verbal harassment at workplaces

Lubaba Rahat Alam Pinky

Harassment has become talk of the town now-a-days. Women faces harassment almost in every sphere of life. Mostly they face abuse in their work place. No

and abuse from a close one who experienced it. This is a matter of great regret that we learned to cope up with this situation but we didn't learn to raise our voice against it. A girl who is independent, well

senior employee commented saying that my lips look so attractive. This made me feel broke inside as I didn't expect this from an employee who is near my father's age. I'm not only the sufferer. My other female colleagues

in terms of protesting. Mostly women are prohibited from continuing work. They are not encouraged to speak about it because their family considers it as a matter of shame where their reputation may hamper.



"I work in a place where I have to deal with people with multiple personality. Before joining there I knew that being a girl I won't be given extra facilities and will have to visit places and people that isn't favourable for me. This is how a newspaper reporter works but I didn't think that I have to go through verbal harassment at my own office by a senior."

matter what position they are allocated to, what is the atmosphere in their office, how educated their colleagues are, which family they belong to, they go through this situation even in places where they think they are totally safe.

Even women are not safe at home. Many women also face harassment in their home or in relative's home. However, the problem is worst in work places.

We all need to work for our identity and livelihood but all of our work place isn't favourable for everyone. These days it is rare to find one person who doesn't have heard about harassment

educated, belongs to an educated family, who also works for a newspaper agency faced the same problem at her work place. She (unwilling to reveal her name) said, "I work in a place where I have to deal with people with multiple personality. Before joining there I knew that being a girl I won't be given extra facilities and will have to visit places and people that isn't favourable for me. This is how a newspaper reporter works but I didn't think that I have to go through verbal harassment at my own office by a senior."

"One fine day I stepped in my office wearing red lipstick. That

face this problem too," she added.

Harassment and abuse don't need to be physical always, it can be verbal, and psychological. I feel really bad when I see individuals around me facing these problems silently. They don't bother to protest. Shockingly, the women who go through this situation don't raise their voice! It isn't something to feel ashamed of, make those feel guilty and ashamed who do this crime.

On the other hand, it will not be justified to blame women for not protesting because our society doesn't allow us to do so. We rarely get justice and appreciated

Whereas, the abusers should be worrying about reputation. In most of the cases justice is denied because voice isn't raised over the issue.

This is the fault of our society and the people who make the rule of a society. I mentioned only one small story.

There are thousands of incidents happen daily most of which are unrecognized. There are many stories which are unbearable. It's high time that we stand against of it. Let's not keep quiet. Start protesting, drag them to punishment. Let's make this world and society a better place for women.

Eid dining decor

Lubaba Rahat Alam Pinky

A house can't be considered perfect without a catchy setting of dining room. Dining room is a style statement. During the Eid eve many relatives and friends will visit us. Therefore, a classy dining room setting is selfsame important. Sometimes the simplest ideas can have the grandest effects.

It is important to understand whether your dining table is trendy, modern. However, it is not possible to change dining table frequently. Thus, before buying a dining table one needs to consider longevity, luxury and classiness in mind. Décor the wall with painting and wall show pieces can be used to decorate the walls. Start to collect table accessories that you adore.

Lighting is a crucial part of healthy and enjoyable dining. For a warm atmosphere combination of wall lamp shades, stand lamps and ceiling lamp shades can be used according to the design of the table and colour of the room.

A chandelier can be attached to the ceiling comparably in a lower position which will set a dramatic lighting effect in dine. Multiple candles can be used at night for an optimistic effect. It is fun to get fancy. Buy some glass flower vases, it can be transparent or

designed with paint or anything else. Fill it with fresh flower and put on the centre of the table. It will also work as a natural air freshener to make the atmosphere more soothing.



Table runners are the new trends that add new attractive look to dine. Table runners are available in various colours and designs in shops. Prices are not high, easily affordable.

Table mats are very prominent part of a perfect dining because it helps to maintain the grip of the crockeries, table remains clean and it also reduces the heat of the crockery items. One

can chose from different designs and materials of table mat according to their taste and budget.

Be careful in selecting crockeries. Don't use crockeries that doesn't

match the collections of accessories on the table. Always try to use same set of crockeries for a single dine rather than using multiple designs.

You can choose handcrafted dinnerware, hand painted porcelain, poured with colour, flower printed, transparent crockeries with flowers, leaves or patterns painted on it.

Also, you can use ceramic items,

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water colourish items, ceramics items with no designs but with catchy single coloured etc.

Half copper and half silver coloured combination on spoons and forks. Now a days unlike shapes at the handles of spoons and forks are attraction of homemakers. Matched glasses with crockeries look good on the table but crystal designed, light coloured, flower and leaves designed glasses are always trendy.

Choose serving bowls according to the plates and glasses. Select the size rendering to the amount of food will be served. It shouldn't overflow the food items. Don't forget to place a tissue box near your dining table. An extra dining trolley can be very useful to put some of the food items near your hand and it will leave some more spaces on the table.

Set away unnecessary items from the table for the time being. If you are serving main dish then don't position snacks, fruit basket, catchup, juice, tea cups etc on the table. Put only the crockeries and food items that you need for that ultimate dining experience.

Trendy eyewear

Lubaba Rahat Alam Pinky



TRENDS & VOGUES

It's been a long time that sunglasses are used only as protection for eyes from the sun. Recently eyewear is also used for fashion purpose. Sometimes sunglasses are painstaking as personality builders. Especially teens are very conscious about choosing sunglasses that matches their face and personality.

Trend of eyewear doesn't change a lot but it always follows trends. For instance, people tend to buy new one to go with the flow. Our country doesn't have sunglass designers or sunglass manufacturers. As a result, we need to follow foreign trends for it and there is no occasional preference for it.

Many classy, eye catching sunglasses are leading the fashion halts --- cat's eye, shield shades, tinted lenses, white frames, space age, clubmaster-browline, hipster square, dapper, aviator, round shaped, oversized, thick rimmed, round mirrored, flat top navigators, tortoise shell etc are the pieces of recent style.

Moreover, colour of sunglasses matters a lot for the consumers. In like manner variation according to colour gets priority. Horn rimmed, clear and white, black rimmed, golden, gold metal wireframe, red, pink, purple, teal, neutral and nude eyewear get the most preferences in



terms of colour.

Numerous eyewear brands are providing customers with best quality, unique designed products. Armani Exchange, Armette, Gucci, Burberry, Coach, DKNY, Emporio Armani,

Michael Kors, Oakley, Paul Smith, Persol, Polo Prep, Polo Ralph Lauren, Ralph by Ralph Lauren, Ray-Ban, Tory Burch, Versace, Vogue, Maui Jim, Prada, Dolce and Gabbana, Christian Dior, Tiffany, Chanel, Spy, Marc

Jacobs, Guess, Valentino S.p.A, Alexander McQueen, Givenchy, Warby Parker, Swarovski, Fastrack, Victoria Beckham, Zara etc are the famous brands for eyewear.

However, one original sunglass piece of these brands will cost you a big amount. If you aren't ready to pay that much amount for a sunglass then you can obviously go for replica which is mostly available in markets. For the original brand products one has to visit their outlets or one can order online.

Cat's eye glasses will cost up to BDT 850. For shield shades you will have to pay around BDT 1,100. Tinted lenses will cost you near 700 taka. Tortoise shells will cost up to 780 taka. Black rimmed eyewear's price is BDT 800. You will have to pay 850 taka for round shaped sunglasses. Gold metal's price is a bit high. It will cost you around BDT 1,500.

Basically you can buy your preferable eyewear in around 2,000 taka but if your preference is original brand then it can cost you up to 30,000 taka. Remember that the prices of both replica and original branded products varies depending on the brand or company but the good news is you can easily afford any company's replica product which will serve you almost with the same service.



By the end of my eighth week of internship I attended a memorial program of Holey Artisan attack victims. Wings arranged the memorial ceremony. It was held on 7th July 2017 in Baridhara Diplomatic Club. It was a long program. Dhaka North mayor Anisul Huq was the chief guest. This program gave me opportunity to meet few of the victim's family members personally. I got to know many interesting and heart touching facts about the victims. I also got the opportunity to talk personally with the North mayor and I utilized it. I also wrote the press release of this program for *The Daily Observer* newspaper.

My 18th feature was published in *Life & Style* magazine's Home Images section on 9th July 2017, titled as *Breathe fresh, décor with green!*. My 19th feature was entitled *BLU: of prosperous women*, published in *Women's Own* section on 15th July 2017. My 20th feature was published on 16th July 2017 in *Life & Style* magazine's Trends & Vogues section, entitled *Umbrella: A monsoon travel buddy*. Like as before I needed to visit stores to collect information about it. Then my 21st feature was also published on 16th July 2017. The title of the feature was *For a monsoon-proof home*. It was published in *Life & Style* magazine's Home Images section.

Breathe fresh, décor with green!

Lubaba Rahat Alam Pinky

What can be better than decorating home with greens? Breathing fresh at home is a blessing. Decorating home with plants will give the fresh air. One can choose from both cheaper and expensive plants according to their tastes and budgets.

Indoor exceptionally versatile plants can be used in plentiful ways. Thus, using numerous potteries, recycled items, hanging potteries, baskets etc are the best options to give your home a lively green touch. It enhances the ambiance and refreshes the indoor atmosphere. As a result, plants add absorbing essence inside your house, purifies the air, regenerates mood for living peacefully.

Fine-looking mini gardens can be created in living room or besides a corner in the living room. Shelves, hanging pods and potteries can be used to give your house a garden look. You can choose from copious designed potteries. It can be made of ceramic, bamboo, unused bottles, jars, baskets, clay etc.

Using side table is likewise a very good option to decorate one corner of the room. You can set different potteries to decorate the table with plants. Using vibrant colours on the ceramic objects will augment the decoration.

Placing a large plant in one corner will be the focal point of charm. It

flower tress, tiny garden statues, stones, marbles are used to give it an enthralling look.

Besides all these be choosy on selecting plants. Don't use only green plants, use flower plants. Also, try to use more water plants so that you don't need much sunlight, insecticides, clay which may make it hard for maintenance. Use seasonal flower plants as well. Colourful flowers will automatically add up entrancing appearance inside the rooms.

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BIU: Of prosperous women

Afreena Parveen

Hearing the news of women's success is nothing new-fangled in this era. Nonetheless, you can't get but admire those women who help other female figures in the path of prosperity. The count of successful who not only think about them but also ponder success as a whole is undeniably cumulative. BIU (Bagerhat Ladies' Union) organization and its an extent Afreena Parveen's organization Ujjwala made the passage of accomplishment easier for many women in our country.

BIU recently opened a beauty salon in Bagerhat, named BIU Beauty Salon. Their other organization is BIU Boutique. Afreena Parveen was invited for the inauguration of the beauty salon. This parlour was inaugurated on May 22, 2017.

This year she went to Bagerhat to perform a fitness course of a SME foundation. They trained the ladies on scheduled time. Referring to this event, Afreena Parveen said "Their interest for knowing and learning practically about beautification fascinated me. Perhaps, all of them are not skilled at all that's why I asked them to open a beauty parlour in cooperation so that they can foster their practical knowledge."

Local people will get the highest services. In view of my words, later they started moving forward to work together. That's how they managed themselves. I tried to make the initiative successful by being on their side.



In particular, this initiative has provided support and assistance. Ujjwala has been established for self-sufficiency in the country. Many entrepreneurs from Bagerhat have by now acquired training in Dhaka to make themselves adequate in this occupation. Later, I gave them the opportunity of intensive practice in my organization Red Beauty

Parlor." Not to mention, they returned after the training. There they have prepared themselves. Afreena Parveen went to Jessore to give training from there they went to Bagerhat. This year's tour was on the invitation of those enthusiastic women. The purpose of this invitation was to inaugurate Beauty Salon.

The SME foundation is encouraging the role of growing small and medium enterprises. This institution is an example of it. She further said, "They are conducting business together, they didn't start individual business, I stretch this initiative with special importance because of their thoughts of slow-motion."

It put an end to this success story, I would like to add few of my thoughts. There is a famous saying that "together we build a nation". We often see news about women's success, on the other hand, we also hear a lot about failure. These success don't slip-off flow of success, it allows the dominance of the society which seldom gives an opportunity to stand alone.

In short come, being together for progress, assistance and establishment will undoubtedly leave the society speechless. Thus, I'm looking forward to incredible achievements stories of the females.

Translated by Lubaba Rahat Alam Pinky



Umbrella: A monsoon travel buddy

Lubaba Rahat Alam Pinky



Umbrella was designed to protect us from rain and sun light without much colour variety. Black umbrellas was considered as men's thing and light colours with floral designs went to ladies' hands. These days, umbrella does not serve as a saviour only. It is turning out to be more fashionable and trendy with time.

Umbrella is mostly imported from China and Taiwan. Western European countries like Great Britain, Italy and France produce common umbrellas.

But the Chinese umbrellas are awe-inspiring. You can buy online from different websites with jaw dropping designs.

Ladies use mostly flower petal swirl, ladies walking umbrellas, compact/folding, custom, windproof, wedding, prints and patterned, vintage, see through clear dome, heart umbrellas.

Conversely, men prefer gents' folding umbrellas, Fulton men's, gents' wind-proof, vogue designer umbrellas.

Even the sport and sun protecting umbrellas are eye catchy. Sun umbrella comprises of beach and garden parasols, parasol's bases, UV protection garden, walking and folding umbrellas.



Sports umbrellas include fishing and golf patterns. Different brands --- vogue, perletti, pasotti Italian luxury umbrellas, Jennie McAlister vintage umbrellas, John Lowrie Morrison (JoLoMo) umbrellas, animal/birds/butterfly printed, city and landscape art rain/ cloud and rainbow art umbrellas and so on make enchanting umbrellas.

However, you don't need to wage much to buy these umbrellas. Except the brands all other umbrellas are available in the markets at a reasonable price.

Umbrellas have variations in designs --- ornately patterned, bubbles or polka dots, check printed, lotus leaf, mickey mouse head, squarella, rainbow etc.

Depending on mood, choice, fashion sense, you can carry different umbrellas for unlike occasions. Ladies these days like to carry umbrellas matching to their attire which is really very trendy.

You will get variety of umbrellas in Gulshan DCC-1, New Market, Archies Gallery, Bashundhara City etc. They are not pricey at all. A shopkeeper of a shop of Gulshan DCC-1 says, "You will get good quality Chinese umbrellas starting from Tk 250 to Tk 1500."

So, don't consider it only a travel companion but also a fashionable accessory.

For a monsoon-proof home!

Lubaba Rahat Alam Pinky

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Monsoon is a very special season for many of us. There are many folks who eagerly wait for the rain splash. This climate is totally ideal for adoration, happiness, and delight. Youthful grown-ups and even matured individuals get a kick out of the chance to take tastes of espresso or tea sitting next to the overhang.

Individuals love to enliven their homes rolling out conceivable improvements that flawlessly run with the encompassing environment in storm.

Monsoon is the season of gloomy and damp weather. Therefore, we need to follow some home décor tips



enrichments, window decorations and cushions in splendid tones to illuminate your home and your mind-set on a dull, desolate blustery day. Acquire some greenery to incorporate freshness. New blooms not simply include hues but rather will likewise spruce up the insides. Ensure you put a few candles and



during monsoon:

Whenever sun shows its brightness and you can feel the heat, put your mattresses on rooftop or on dry grass so that this damp weather doesn't make those unusable. Keep in mind

that this is the ideal time for insects and bed bugs to build their dream house and breed their family inside your house; especially in showcase, almirah, cupboards, beds and every corner of

your house.

Don't forget to dry your clothes under the sunrays. Bring used clothes occasionally and put those under the heat of sun so that materials of clothes don't lose its grip and don't

get damped. Put naphthalene under your clothes, mattress, almirah, cupboard and showcase.

Move your valuable woolen or woven covers in plastic to shield them from moistness. If you have any plan to colour your home then wait until the monsoon is over. Otherwise colour will be faded soon because of the damp weather. Best idea is to use wallpaper as those are cheaper and you can change it if the wall damps. Add sparkle to your style. Go for



mellow aromas to sidestep the sodden scent far from your home.

Last but not least, if you don't have a gateway tangle outside entrance to your home, this is a perfect chance to modify that. Fair tinted coir mats are self-effacing and will cover the mud and rain sludge.

My 22nd feature was published on 23rd July 2017, in *Life & Style* magazine's Trends & Vogues section titled as *Wardrobes for Phones*. My 23rd feature was published on 30th July 2017, in *Life & Style* magazine's Home Images section entitled *Thwart Mosquitos*. My 24th feature was published on 6th August 2017, in *Life & Style* magazine's Home Images section titled as *Décor Home in Tagorian Style*. Besides these I also attended an event on 29th July 2017 in Six Seasons hotel Dhaka. The event was titled as Lifestyle Health Seminar on *Empowering You with a Healthy Head Start* organized by Mount Elizabeth Hospital, Singapore. In this event I attended the seminar and took interviews of two doctors from Mount Elizabeth Hospital, Singapore.

Wardrobes for phones!

Lubaba Rahat Alam Pinky

Cell phones turned out to be the best human buddy now-a-days. People carry it everywhere with them. Thereby, protecting cell phones from dust, rain, water, scratch got truly vital. Let's get to know the ins and outs about elegant, chic, trendy cell phone covers.

Both Android and IOS clients have numerous cell phone covers to pick from. The quantity of availability is countless.

Most recent trendy cover is Silicone squishy phone case, the price is BDT 800 with a cute squishy kitty, bear, panda or rabbit lying on the phone



case. This phone case will surely bring a smile on your face.

Fashion girl phone cases are very close to girl's heart. The designs, colours and paintings of stylish girls, their works, hurdles, prettification, tediousness, eating, shopping etc



enchant girls and they tend to buy it more likely. Price is from BDT 400 to BDT 450.

Animal printed, floral printed, pattern printed, emojis printed phone covers are continually driving this business sector. Price range starts from BDT 400 and costs up to BDT 1500.

Marble phone cases are new affection of fashion lovers. These are available in a number of dyes. Mostly available for iPhone users. Price ranges from BDT 400 to BDT 800.

Other available covers are: Kiss case fashion colourful 3D scales phone cases. Price is BDT 500. Luxury metal rope mirror rabbit fur cover ranges from BDT 650 to BDT 800. Cartoon painted soft silicon covers, price 450 BDT. Nutella case costs 400 BDT. Glitter starts dynamic liquid quick sand costs BDT 550.

Fashion brand king and queen hard

plastic ultrathin back covers range from BDT 400 to BDT 450. Mirror cases are priced BDT 400. Datura Floral phone cover costs BDT 450. Slim gradient soft silicon ombre cell phone covers cost BDT 450. Lovely large eye Victoria's secret tassel plush ball soft TPU

phone case is available at BDT 700.

One of the cutest yet funny phone covers are food phone cases which includes designs of French fries, ice



creams, burgers, cakes, chocolates, drinks, donuts, pizzas etc are trending high. These types of phone cases cost between BDT 500 to BDT 900.

Transparent phone cases cost the lowest, range from BDT 200 to BDT 250.

For boys, there are some special editions like girls. Marvel movies, comics,



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characters printed cases are very popular among boys. Also, player's pictures, actor's pictures, TV series characters, Spiderman, superman, cars and bikes etc printed cases are more likely used



by boys. Price range varies for these cases but mostly range from BDT 600 to BDT 1650.

On the other hand, customized phone cases are used highly these days as one can include their own picture or can choose from other varieties to customize the phone case according to individual's taste. These cases cost a bit high. Starting from BDT 1000 and it may cost up to BDT 2000.

All phone cases are available both in shopping centres and online shops. Before buying cell phone covers keep in mind that price varies from one shop to another. Though the variation may cost maximum 100 taka extra, choose your cover wisely and buy at a reasonable price.

Thwart mosquitoes!

Lubaba Rahat Alam Pinky

The rate of chikungunya survivors has alarmingly expanded since last 2/3 months. To limit the number of sufferer, everybody needs to take additional care on their home adornment so that they can prevent mosquitoes from growing inside their homes.

A large percentage of us definitely know by now that this is the same Aedes mosquito, which carries Chikungunya virus inside their body. For instance, in this blustery season our home stylistic layout design ought to be arranged in a way that mosquitoes can't grow and survive inside our homes.

Initially, clean every one of the bushes and dirt inside and outside of your home. These are one of the primary spots of mosquito survival. On the off chance that you are a planter, have loads of indoor trees then this is your opportunity to supplant every one of your trees in this season. Left over water in your tree shakes is the idle place for the mosquito for breeding.

On the off chance if this isn't conceivable to supplant trees, at that point shower bug sprays on your trees. Furthermore, clean every single corner of your home to forestall mosquito. Net can be utilized as a part of windows to keep mosquito from coming inside. Windows can't left shut every one of the circumstances as we require air, so the best thought is to utilize curtain or net.



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If your wall is already damp, which is an extremely normal marvel in thundery climate, at that point open your windows in sunshine. Try not to leave your home dusky. It will create a suitable atmosphere for the mosquito. Leave the windows open, keep the net on the windows, don't cover windows with curtain from the morning to the evening. Let the air and light go through your rooms. Ensure that you cover every one of your windows at evening since mosquito enters houses amid this time.

Make an effort not to leave your kitchen and waste canisters unclean. Instead of spraying air freshener, bloom or some other scent in your home, in this climate use mosquito repellent splashes.

Mortein, aerosol, Mortein coil, Goodnight coil, Goodnight advanced etc are the useful products to kill mosquitoes. Make use of any of these items twice in your home, in the morning and evening to remain safe from Chikungunya virus. Then again, mosquito repellent ointments are likewise accessible in stores and super shops. Apply these lotions when you escape your home.

Soffell, repel, Johnson's baby creamy oil, Care Plus, Goodnight repellent, Mortein repellent etc are the mosquito repellent lotions. All the sprays, coils, lotions are available in nearby stores, super shops and pharmacies.

Décor home in Tagorian style

Lubaba Rahat Alam Pinky

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Rabindranath Tagore was one of the most conspicuous inconceivable poets, lyricists and artists in the world. He was the only Nobel Laureate in the then Bengal. His talent, attitude, personality, living standard created role model among everyone. To commemorate Tagore, you can adorn your home in Tagore's style and theme.

You can pick antique designed and shaded furniture to use in your home. It will give a touch of Tagore's home stylistic theme in your living ranges. Use curtains and bed covers of light brown, brown and orange hues. To include a tad bit of customary touch, you can set up a table in an edge of your lounge room and put on a few candles, antique show pieces or clay show pieces. On the divider behind the table, you can utilize an aesthetic painting. On the top of that, you can put lampshade.

For the dining table and kitchen embellishments kasha metal's things or clay made things can be used. This will give a customary touch in your home. At one corner of your drawing room, you can put some music instruments on a mattress on the floor. Tanpura, ektara, dotara, flute, tabla, and harmonium and so on can be put there. This will give a touch of style and it will likewise motivate you to be a bit poetic and singing Tagore's songs. Besides all the instruments you can set up pillows to make the sitting arrangement more comfortable.

Having a bookshelf with a collecting of Rabindranath Tagore's verse books and story books will take your home's picture to an extraordinary degree. You can likewise hang few of his sonnets surrounded on a wooden or antique outlined casing on your dividers. On another side of the walls, his pictures can be encircled and hanged. All these enhancements aren't occasional however these can be your permanent home-decoration solution.



Avoid tormenting body, stay fit

Lubaba Rahat Alam Pinky

Dr Alvin Hong, a senior consultant, Neurosurgery in Mount Elizabeth Hospital, Singapore, recently visited Bangladesh with his colleagues to attend a seminar in Dhaka. Mount Elizabeth Hospital, Singapore organized a Lifestyle Health Seminar on "Empowering You with a Healthy Head Start" at Banquet Hall, Six Seasons Hotel on July 29.

Amidst his discourse, this virtuous exceedingly experienced specialist discussed reasons of shoulder and neck torment, how these sorts of pain occurs, indications and cures of the torments. He basically emphasized more on neck and shoulder pain. He mentioned, "These days the most prominent reason for body pain is prolonged work hours, use of smart technologies and very improper or poor body posture."

Causes of shoulder and neck pain:
 * **Muscle tension and strain:** This happens due to wrong activities such as bad posture such as working at desk for a long time, sleeping in a bad position and shaking the neck during exercise.

* **Injury:** The neck is especially vulnerable to damages mostly in accidents, sports, muscle cramps etc. On the off chance that the neck bones or cervical vertebrae are broken, the spinal string may likewise be harmed.

Early symptoms of neck and shoulder pain:
 * Stiff neck which makes turning or moving head difficult.

* Tenderness in particular areas of neck and shoulder.

* Trouble in lifting objects.
 * Stabbing pain in neck or shoulder.
 * Pain that moves down from shoulder to arms, fingers etc.

Preventions of shoulder and neck pain:
 * Avoid using computer or smartphones for a long time. Make sure you use those setting them at eye level.

* Use a very soft and flat pillow while laying down on bed.

* Try to sleep on your back instead sleeping on side.

* Avoid neck strain from using smartphones.

* Be careful about lifting heavy objects.

* Don't move or shake your shoulder and neck rapidly on a speedy motion.

* Improve sitting posture.

* Don't massage your shoulder or neck by a random person who doesn't know the proper way of massage. It will cause cramps and damage in your muscle.

* Take aids form a physician or neurologist.



আমরা আপনার পরিবারেরই একজন

আপনার পরিবার-পরিচর্যা পরিষেবার চেয়ে ছাড়া আর কে হতে পারে। পরিবার হোক বা দেশ-দেশ ছাড়া আরে পরিবেশ হোক, সেখানকার একজন হিসেবে আমরা আপনার সঙ্গে থাকতে আমরা চাই। এজন্য পরিবেশিত আমরা এসে ESTEEM পরিষেবার একজন হিসেবে আমাদের আনন্দের আনন্দের সাথে সাথে এসেছি।

ESTEEM সেবাসমূহ

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- আপনার ব্যবসায়িক কার্যক্রম সম্পাদনার দ্রুত সমন্বয়সহ
- আপনার একজন কর্মকর্তা হিসেবে
- বিস্ময়কর স্টাফের সাথে সুবিধা
- মানবিক সেবা: একজনকে বাস্তবতা ও একজনকে সুবিধাসহ
- বিশেষ অনুসন্ধান করে সাজানো-সুবিধা করতে বিভিন্ন সুবিধা
- সেবার ক্ষেত্রে বিশেষভাবে সুবিধা
- প্রত্যেকের স্বাস্থ্যের রক্ষণাবেক্ষণ সেবাসমূহে সহায়তা
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পর্যবেক্ষণ

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Dining etiquettes

Lubaba Rahat Alam Pinky



It was a lovely monsoon evening when Shafin with his family went for a dinner party. It went all wrong when they started eating and most of the guests couldn't behave according to dining etiquette.

None of us like to hear sounds of crockeries, spoons etc during eating. This is a noteworthy part of eating decorum. Lamentably, a large portion of us continue doing this whether unknowingly or unintentionally.

Eating behaviour is critical to keep up in both personal and professional life. Proficient life can be enormously hampered because of improper dining conduct. Following couple of tenets make dining etiquette appropriate and it speaks to one's solid identity. Dining etiquette includes: table manners, dining setting, tea etiquette, business dining, get together, parties, and restaurant etiquettes.

First of all, note that the host is always in charge. Greet your guests and try to serve them with snacks and welcome drink. Introduce each other, if needed. Secondly, choose your dining utensils according to the purpose and theme of the party if you are hosting any.

Use "BMW" method to decorate your banquet. "BMW" includes bread, meal and water. Bread or starter plate has to be on the left, meal in the middle and water glass on the right. Try to put napkins on the left or you can overlap it and put fork, spoon and butter knife inside it.

In the event that you are not facilitating a gathering at that point utilize each utensil carefully. Try not to utilize napkin as tissue. Continuously say "much obliged" or "thanks" when somebody passes you drink and sustenance. Say "please" when

you request that somebody pass you something. In the event that you are in an eatery at that point talk to the wait staff pleasantly with grinning face and use considerate words. Never drag your seats. Pull

belongings etc on the table. Don't speak very loud. Try to avoid phone calls and argumentative topics during eating. Mind your posture. Don't push away



those on the off chance that you have to move those.

Always remember to chew with your mouth closed. Don't put purse, cell phone, keys, other

plates or bowls. Don't ever touch your hair while eating. Your food shouldn't fall here and there from your plate. Embrace the dining manners and groom your personality!

Lovely wall décor

Lubaba Rahat Alam Pinky



"Art consists of limitation. The most beautiful part of every picture is the frame."
— G K Chesterton

Wall plays a role in cheering moods! Walls are painted and decorated with photo frames, posters and stickers to bring an aesthetic effect in home image. In this tech era, we click many pictures amidst our work, fun, satisfaction, trips, parties, festivities and so on. We once in a while print few of our photos which speak of our memory, adore, love for something or somebody. We can use those memoirs in frame to embellish the plain dull walls.

You will get the frames in gift shops Archies, Gift Gallery, and Aarong.

Aarong's photo frame of jute fabric costs BDT 187.50 to BDT 250. Brown faux leather cutwork photo frame's price is BDT 600.96. White folding leather photo frame costs BDT 596.15 to BDT 740.38. Black embossed leather photo frame costs BDT 298.08. Orange leather photo frame and red leather photo frame cost BDT 442.31 and BDT 538.46 respectively.

Sky blue paper mache photo frame is available at BDT 269.23. Black leather photo frame costs BDT 370.19, BDT 562.50 and BDT 826.92 irrespectively.

Brown suede leather hanging

photo frame and deep brown suede leather hanging photo frame are available at BDT 1,437.50. Hay photo frame medium size costs BDT 235.19 and large size costs BDT 245.19. Hay and jute photo frame are BDT 235.58 and BDT 312.50.

Carved wooden, beige leather, green embossed, brown leather photo frames are priced as BDT



485.58, BDT 307.69, BDT 1,115.38 and BDT 735.58. Deep tan embossed leather, red jute and beige printed photo frames are ranged from BDT 798.08, BDT 240.38 and BDT 336.54 respectively.

You can also decorate your wall with Postersmith's amazing posters and wall stickers. Anyone can order PVC poster, HD matt poster, canvas poster, wall sticker online. Postersmith also offers customization options to their customers in poster size and design which doesn't require extra charge. Price varies according to size. PVC posters start from BDT 150-750, HD matte posters ranges from BDT 500-1850, transparent stickers from BDT 300-1400.

Chapter 5- ENH MEDIA COURSES

5.1- ENH media courses that I have done helped me a lot to complete my internship. Courses such as Editing (ENG 201), Copywriting (ENG 404), Print media (ENG 440), Translation studies, few literature courses and few linguistics courses helped me practically in my internship. Editing courses are very important to know the editing techniques. Translation studies courses helped in a way that I didn't find it hard to translate from English to Bengali or Bengali to English. In my translation works I mainly needed to use "literal translation" and "sense for sense translation". Other ENH media courses worked for me as a tool for grammar correction, writing with proper format, avoiding yellow journalism and so on.

As I mentioned earlier that I attended events alone and had to write reports on it, I felt confident about it as I knew formulas of writing it from media courses. In writing an event report-

1. Start thinking on making your report happen as soon as possible.
2. Take pictures of all the main parts of the day.
3. Get reaction people in the quotes from the people in the crowd during and after the event.
4. Before and after the event, talk to the people responsible for planning and speaking at the event.
5. Make notes of pertinent stats such as the number of people attending, the location, the time, the theme, as well as anything else that stands out or makes the best event.
6. Get a closer picture of everyone you get a quote from.
7. After the event, sit down and compile all the information onto one page.
8. Include the important stats in a prominent location (top right corner).

9. Write out a paragraph length summary of the day, highlighting all the most exciting and meaningful elements so that anyone can get a general overview of the scope and schedule of the day.

Consequently I kept in mind all the rules and attended the event by taking pictures, taking quotes, talking to the organizers. Though the organizers always provide pictures of the event by I didn't take any chance and did my duty properly. Talking to the event organizers during the event to collect information is the biggest challenge. Especially when you are totally a new face they tend to ignore talking due to work load. It was my good luck that in one big event I found a familiar face who helped me throughout the event. On the other hand, my supervisor also talked to them over phone so that I don't face any difficulties.

As I was mainly a feature writer, the techniques of writing feature stories came out as a helping tool which I learned in ENG 440 Print media course.

1. Feature stories are human interest articles that focus on particular human, place or event.
2. These are journalistic, researched, descriptive, colorful, thoughtful, and reflective.
3. Feature stories cover topics in depth, going further than mere hard news coverage.
4. Feature stories are popular content elements of newspapers, magazines, blogs, websites, television broadcast and mass media.
5. This is not meant to report the latest breaking news, rather an in depth look to a subject.
6. Features are generally longer than hard news articles because the feature penetrates deeper into subject, expanding on the details rather than trying to concentrate on a few important key points.

Some popular types of feature stories are-

1. Human interest- The best known kind of feature story that discuss issues through experiences of others.
2. Profiles- This reveals an individual's character and lifestyle. The profile exposes different facets of the subject so readers will feel they know the person.
3. Product features- The writer learns about the topic through education, experience, research or interviews with experts.
4. Historical features- They offer a useful juxtaposition of then and now. It takes the reader back to revisit within mind an event and issue surrounding it.
5. Seasonal theme- Stories about holidays and the change of seasons address matters at specific times of a year.
6. Behind the scenes- Inside views if unusual occupations, issues and events give reads a feeling penetrating the inner circle or being a mouse in a corner.

Feature writers should remember three things-

1. The writer keeps herself or himself out of the story.
2. The writer's opinions and attributes are not important for the story.
3. Writing in the third person helps to maintain the necessary distance.

I tried to keep in mind all these to make y wring qualitative. I always tried to write under the given work limits. I never exceeded the word limits because it makes extra burden to the person who is editing it. Though the person of editing always checks the grammar and spelling mistake before publication, but I personally checked grammatical errors and spelling mistakes to assure qualitative writing.

5.2- Theories that I learned in my literature courses, were really relevant in my work. One theory that I found totally relevant to my work was popular culture. Being a part of *Life & Style* magazine I found the connections. This magazine mostly deals with recent trends in fashion and popular culture. As the biggest part of it is concerned with dressing sense and trends, it is very much related to pop culture. Another very prominent aspect of popular culture these days is photography. Every feature that is published must needs photograph to present its broader picture. Thus this theory is completely relevant to pop culture.

“In form as well as content, Fine Photography? or "art" photography as it is known in some circles? is used to repeat and reiterate mass culture's conceptions of grace and beauty. Fine Photographs are "beautiful" precisely because their subjects and forms are beautiful: sunsets, calendar girls, patchwork patterns, babies, and pussycats. And even in the recording of the news and events, the photographs of the pictorial journalist adhere closely to stereotyped notions of political relevance. Only in the rare spectacular photograph of a natural or man-made disaster do we find the breaking of traditional rules of structure. Popular photography is based on the notion that photography becomes art by isolating those objects that are inherently interesting or beautiful. To aid the popular photographer in simplifying the real world, a whole range of devices has been invented, devices to thwart the all-encompassing eye of the camera: backdrops, lights, canvas textured paper” said Jonthan Green in his article titled *Photography as Popular Culture*.

Chapter 6- IN BRIEF THE EVOLUTION OF *THE DAILY OBSERVER*

The history of this newspaper is already discussed. Being almost seventy years old newspaper of Bangladesh, this newspaper has changed a lot from past till now. Previously this paper didn't have much sections in it because there was not much scope of expanding it due to its ongoing controversy. I am very much glad that I could collect a copy of almost the whole paper of 2nd

February 1972, which is exactly after the liberation war. Then this paper has one front page. The headline of that day was “Mujib calls for dedication in service to people- OFFICIALS MUST CHANGE OUTLOOK”. This page has other news like the present paper. The next page of the paper has following news of the first paper but there are also advertisements in very little amount. The third page of the paper also has following news but at the top of the right corner there is a section named “LETTERS”. The fourth page is filled with notices, announcements and few advertisements. I could collect only four pages of it but there was not much more pages and variation of news. Yet it was the best paper for elite and educated people because it conveyed all ongoing important information through qualitative news.

The next paper that I could collect is of 2nd February 1995. During this period time this paper had unimaginable changes. Like the previous one it has a front page where most important news were published. The headline of the main news was “Ruling on Speaker- Privilege motion disposed of”. Second page is full of notices and announcements but the interesting part is that being an English newspaper here they started publishing notices in Bangla. That means they already entered the era of middle class target audience by then. The third page is sectioned as “City News”. It also has advertisements. Fourth page of the paper has a section named “Foreign News” and the whole page is filled with world news. The fifth page is concerned with features of current issues of then. Like as- Holy Ramadan. The middle part of the paper is named as “Global Warming” where news about world issues are published and the third section is “Letters”. The sixth page of the paper has Sports News from all over the world. The seventh page is concentrated to Economic News. The eighth page has notices in Bangla and news based on our country. The following last two pages are based on country news too, sectioned as “Home News”.

The present newspaper has many sections. The regular newspaper is divided in many sections such as – First page, Back page, Editorial, Sports, Business, World, Country Side, City news, Miscellaneous, Eduvista, Op-Ed, Art & Culture. Weekly issues has a section named Don't Miss. Weekly features sections are- Women's Own, Observer Tech, Health & Nutrition, Literature, Young Observer, Life & Style, Law & Justice and Book review. They also have online version of the newspaper. Moreover, they issue Eid magazines in every Eid occasion.

PM off to New York to attend UNGA



Staff Correspondent

Prime Minister Sheikh Hasina on Saturday left for New York to attend the 72nd Session of the United Nations General Assembly (UNGA).

Apart from her scheduled activities, the Prime Minister will work to drum up international support to create pressure on Myanmar to take back Rohingya.

She is expected to pres-

ent her country's proposals in an effort to resolve the ongoing Rohingya crisis at the UN General Assembly.

A Birman Bangladesh Airlines flight carrying the Prime Minister and her entourage took off from Hazrat Shahjalal International Airport around 2:00pm.

Deputy Leader of the Jatiya Sangsad Sajeda Chowdhury, Finance Minister AMA Mubith, Commerce Minister Tofail Ahmed, Road Transport and Bridges Minister Obaidul Quader, PM's Media Adviser Iqbal Sobhan Chowdhury and Chief Whip ASM Feroz, among others, were present at the airport to see the Prime Minister off.

The Prime Minister

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Rohingya refugees fleeing persecution in the Rakhine state of Myanmar enter Bangladesh through Shah Porir Dwip in Teknaf upazila of Cox's Bazar on Saturday. PHOTO: AR SUMON

Grabbing fest of Rohingya villages in Myanmar

Report of deaths in stampede near Balukhali camp

Staff Correspondent with our
Cox's Bazar Correspondent

The Myanmar army and Buddhist monks are grabbing ethnic Rohingya Muslim land and assets after deliberately burning Rohingya villages and shooting people, which is nothing but ethnic cleansing.

Amnesty termed it "mass-scale scorched-earth campaign" against the Rohingyas as Myanmar security forces and vigilante mobs are

burning down entire Rohingya villages and shooting people at random as they try to flee.

Ali Ahmad a Rohingya Muslim, who fled from Myanmar on Saturday told The Daily Observer that Myanmar army and Buddhist monks were grabbing ethnic Rohingya Muslim land and assets. Most of Rohingya Muslims of 100 villages already crossed the border from Myanmar to Bangladesh.

At least 20,000 Rohingyas are entering in Bangladesh per day

since August 25 to escape persecution in Myanmar's Rakhine state. The UN fears that number of refugees in Bangladesh may reach 10 lakhs by this year if the situation in Myanmar's Rakhine State remains unchanged.

A large number of Rohingya people are entering Bangladesh from Myanmar continuously through several points of Shah Porir Dwip.

Report from Cox's Bazar said that two children and a woman

were killed in a stampede for aid near a Bangladesh refugee camp. UN agencies said Saturday amid widespread fights among Rohingya for food and clothing thrown from relief trucks.

The incident occurred on Friday at Balukhali in Cox's Bazar district where tens of thousands of Muslim Rohingya have camped for weeks.

"Two children and one woman were killed in a stampede during

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Chapter 7- OFFICE ENVIRONMENT

The present address of the office mentioned as, Published by the Editor on behalf of the Observer Ltd. from Globe Printers, 24/A, New Eskaton Road, Ramna, Dhaka. Editorial, News and Commercial Offices: Aziz Bhaban (2nd floor), 93, Motijheel C/A, Dhaka-1000. Phone: 9586651-58. Fax: 9586659-60, Advertisement: 9513663. E-mail:info[at]dailyobserverbd.com, news[at]dailyobserverbd.com, advertisement[at]dailyobserverbd.com.

Board of Directors are- Mostafizur Rahman, Yussuf Abdullah Harun, Maksudur Rahman, Dr. Jamshed Sanyath Ahmed Choudhury FCA, Md. Akram Hossain Humayun, Faridur Reza Sagar, Shykh Seraj, Salahuddin Ahmed, Salina Ali, Md. Shahidul Ahsan, Mahbuba Helen, Md. Yasin Ali, Mir Mosharref Hossain, A K M Shaheed Reza, Md. Kamal Uddin and Mabroor Hossain.

Office environment is very friendly. Everyone greets each other. They don't have any kind of issues among themselves. All the employees are very hard working and supportive. I had the opportunity to work with them during the Ramadan month. I was pleased to see that during the iftar time every employee comes if the conference, sit together and eat with bit of gossips. Employees for different religion united every day's iftar. They shares strong bond and unity. There is no racism, no bully. They work together for the betterment of the newspaper and society. I saw them helping each other and enjoying their office time. The juniors respect seniors and seniors too show their love and care to the juniors. Their job is really hard as they need to attend event, take interviews, collect pictures, and then sit and write the news. After all the other process the news is published and we can read it. Thus I really appreciate their hard work. There is no place for any kind of harassment and yellow journalism. Everyone is paid with satisfactory salary according to their position in the office. I was also paid during my work time there. They consider other's problem and never misbehave. I must say that their office environment is very much work friendly.

Chapter 8- Conclusion

By now we know that media plays an important role in terms of conveying news and also shaping a society. *The Daily Observer* is working as the oldest source of print media in Bangladesh. It has improved day by day. Their hard work pays off because we readers are very much satisfied with their news. Undoubtedly they hold their reputation like before and it is always increasing. Their target audience is not only the elite class but also the middle class and educated people. Their advancement is remarkable.

Their workplace is safe for women. I never felt hesitated working there. Their works are helping the youth learning English by reading it. The sections they have included in the paper are very informative.

Being one of the best English newspapers of Bangladesh it left no stone unturned to prove its dedication, loyalty towards the country. Yet I would like to mention few points before concluding. From my personal observation I felt that they need a bigger office space. Though all the employees don't be there in same time but during the publication, editing and proof reading hours the place becomes bit crowded. We have entered the phase of online era. Everything is online based these days. Though *The Daily Observer* has online version newspaper, they aren't active in social media. These days it is really important to publish news on social media because people are very active in social media and they immediately grab news form there.

Besides all these facts, it has been an amazing journey and experience working for this newspaper. They never refused to publish any article that I wrote. If needed they edited, did quality check and even sent me back the article to make necessary corrections. This is how they maintained the quality of the paper. I am honored to be a part of it for this short span of time.

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