



University of Oklahoma Journalism team at ULAB MSS Forum

"The future leader needs to understand the difference between 'obligation' and 'opportunity' for being able to proceed with his or her prospects in today's mushrooming media industry. Both print and broadcast media are exponential here," said Dr Elanie Steyn, assistant professor of the University of Oklahoma.

She was speaking at a public forum titled "Leadership Styles in Media Organizations" organized by the Media Studies and Journalism (MSJ) Department of the University of Liberal Arts Bangladesh (ULAB) on May 28, 2013, at the auditorium of ULAB Campus A.

Dr Steyn was also the moderator of the forum that was participated by a team of journalists from the University of Oklahoma. Educator Brent Weber, member of the team, said: "Your repeated failure may result in a great relationship with your boss. So be respectful to your boss."

"No matter where you go, you must have the courage to say: I am a journalist," Weber told the aspirant journalists present at the forum.

Future Media Leaders

Keeping responsibility towards Media Organizations

Zulker Naeen

The Oklahoma team shared their experiences in the field, especially in broadcast media. They also shared their experiences on how they worked with students and teach journalism at their university.

Ed Kelly, another member of the team, discussed the importance of the ability to make quick and prompt decisions, especially, how such a decision can differentiate between the values of various news items.

Talking about the students of broadcast journalism at the University of Oklahoma, Weber said: "Whenever they don't understand anything, I let fail. I let them fail again and again. Then they learn. They graduate by making mistakes."

Chief Guest Syed Badrul Ahsan, executive director of the Daily Star, discussed various aspects of Bangladesh's print media industry - leadership, intellectual competence, ethical conducts and the overall management.

Earlier, the forum kicked off with a speech by ULAB Vice-Chancellor Professor Imran Rahman. Head of MSJ Department Dr Jude Genilo, delivered the concluding speech. ULAB faculties, noted media personalities and the students of the MSJ department were present at the programme.

MoU with Assumption University of Thailand A New Landmark

Zulker Naeen

ULAB reached another milestone by signing a memorandum of understanding (MoU) with the Assumption University of Thailand on August 25, 2013. The programme was held at the Campus A auditorium. ULAB Vice-Chancellor Professor Imran Rahman and Assumption University Registrar Dr Kamol Kitsawad signed the MoU on behalf of their respective sides.

The MoU mainly focuses on academic collaboration, and sharing of knowledge and research between the two universities. Apart from the Dhaka University and North South University, ULAB is only the third Bangladeshi university to have engaged in an MoU with the leading Thai institution.

Established in the early 1970s, Assumption is a Catholic University with excellent reputation. Initially, Assumption was a business school; but later it was turned into a full-blown private university. It is also Thailand's first international university.

During the signing ceremony, Dr Kamol Kitsawad said: "We want to learn from ULAB's methods of schooling as the ULAB



The MoU Signing Ceremony

has great experiences in schooling among the leading private universities in Bangladesh."

Before the MoU was signed, Prof Imran Rahman and Dr Kamol Kitsawad gave brief presentations on their respective universities.

ULAB Pro Vice-Chancellor Professor HM Jahirul Haque, Registrar Lt Col Foyzul Islam (retd), delegates of the Assumption University, members of the ULAB Board of Trustees, Academic Council and Head of the ULAB Departments were present during the programme.

EDITORIAL

THE BILLBOARD APPROACH

A Communication Potential Wasted



Billboards in the Dhaka metropolitan designed with new the campaign approach

The ruling Awami League has recently resorted to a campaigning-communication technique that is absolutely unprecedented in the country's history. You have it right - I am talking about the billboard grabbing saga that the party had recently got into. The aim of the billboard grabbing was to tell people of all the successes that the party has claimed to have achieved during its tenure.

One fine morning, the people of Dhaka woke up and saw that the usual billboards have all been covered up. As part of the communication campaign entitled "Commitment to Development: Continuation Needed", the Awami League grabbed nearly 2,000 billboards within the Dhaka Metropolitan area. All these billboards were covered up overnight with digitally printed advertisements that contained messages portraying the fabled success stories of the ruling party. The stories

included those from almost all the sectors especially education, health and diplomacy.

However, abundance of low resolution pictures and a number of typographical errors turned out to be real eyesores.

It is said that the campaign was part of an effort to thwart the opposition "propaganda" that said the government had not succeeded in fulfilling any of its electoral pledges.

Environment and Forests Minister Dr Hasan Mahmud, also publicity secretary of the ruling party, said: "We have decided to go for the billboards to grab the attention of millions of people everyday. It is also more effective than communication with posters."

Advertising agencies claimed that they had not been informed beforehand about the government's success story billboards. They said they never knew that their billboards were going to be covered up. They also said the entire

process was illegal because the ruling party did not care to take permission from the advertising agencies or the owners of the billboards.

We will probably have to wait till the elections to know how well this campaign has worked for the Awami League; how much people have been reminded of the government's "successes"; and whether it had any positive impact on people or not. But one thing was clearly evident from the reaction of general people - the campaign has muddled up the ruling party's impression to people.

Many people said the approach was a display of excess and the campaign heavily undermined the collective successes of Bangladesh and the Bangladeshis as a nation. A look at the billboards might give the impression that only the ruling party should get the credit.

If the ruling party had grabbed only a few billboards at important city centres and intersections, that would have had a far greater impact. Many Dhaka residents said the plan to gobble up all the billboards in the city altogether was dim-witted and devoid of any far-sightedness whatsoever. Following widespread criticism in the media by various individuals and quarters, the billboards disappeared overnight just like the way they surfaced. That also, robs the move of its credibility in the first place.

The city dwellers largely view the move as basically backfiring for the ruling party. If planned a little bit better, the campaign could have brought significant communicative benefits for the party compared to all other traditional modes such as posters, banners and festoons. But, in reality, the exclusion of the common citizen on the whole and the exaggerated glorification of the political leaders have actually annoyed people a lot more than it had reminded them of the good things that the government had brought in the past four and a half years.

MESSAGE FROM THE EDITOR



The ULABian hub is once again planning to publish yet another issue of ULABian. This is indeed a great opportunity for the contributors to get concurrent experience of how a newspaper works. One great thing about ULABian, here it allows students from ULAB's other departments to gain valuable experience, with this initiative. If not journalism team work (being driven for an objective) will come in handy in the future.

In this issue, within our limited space we toucheddown on a number of things.

Starting from what's happening at ULAB to critical situation in our country affecting all our lives. This time, we have also kept some room for personal development topics for students.

It has been a pleasure working with everyone. We hope you will feel the same while reading it. Lastly, don't hesitate to get in touch with the ULABian team, a student mouthpiece. If you want to contribute or share any of your ideas on how we can make ULABian a better publication, get involved!!!

Footpaths Public or Private?

Md. Naim Mostafiz

Being able to use the footpaths is one of the basic citizen rights. According to the existing laws, people are not allowed to walk on the roads for their own safety. But what is actually happening in the urban areas? Do we have enough spaces left on the footpaths for having a decent walk? The question has been burning for a long time now.

As a ULAB student, I have my own experiences to share. Everyday I have to walk to my campus on Dhanmondi road number 7A from the other campus of my university on road number 4A. But the footpaths leading from one campus to the other are not an enjoyable experience by any stretch of the imagination. The wide walkways are mostly occupied by illegal shops of all kinds including tea-stalls and fish markets. The Dhanmondi area was initially conceived as a residential area. But as the population grew, many of the buildings in the area, actually meant to be houses, were turned into commercial spaces such as banks, shopping malls and food

WHEN WE DESIGN THE
STREETS, WE INCLUDE THE
FOOTPATHS. FOOTPATHS
ARE PUBLIC PROPERTIES
AND ONLY THE
PEDESTRIANS HAVE THE
RIGHT TO USE THEM.

shops. Since the buildings were meant for residential utilities, most of the structures do not have enough space for car parking. As a result, most cars in the area are parked either on the roadside or occupying the footpaths.

Consequently, there is hardly any space left on the walkways for the pedestrians to take a safe journey, forcing them to walk on the roads and taking risks.

The manager of FFC, a fast food shop, said: "We have enough parking facilities for our customers inside our premises. But most of them do not want to park their cars inside our facility because they come to our shop for only a short time; instead they park their cars on the footpath."

Saidur Rahman, the caretaker of the house number 14 on road number 6/A, was washing a car on the footpath. When asked why he was causing disturbance for the pedestrians, he said he had been washing the car on the footpath for years and nobody had ever told him not to.

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Cars parked illegally on a road in Dhanmondi



An illegal fish market on the footpath just outside ULAB Campus B continue to cause public disturbance

Fishy odor causes sufferings

ULABian Desk

An illegal fish market has recently popped up on the sidewalk in front of Campus B of the ULAB, occupying nearly 20 metres of the roadside from Dhanmondi 6A to 7A.

The illegal market is not only obstructing the movement of pedestrians on the footpath and the vehicles on the road, the fishy smell from the baskets of the fish traders is also causing a lot of disturbance for the students of the university because it is the very same footpath that connects the two campuses of the university.

The fish traders are mostly small scale businessmen who cannot afford to rent a shop in an actual market. They buy the fish from the capital's Karwan Bazar kitchen market and sell them on the roadside in Dhanmondi. Their customers are also mostly from the low income group.

They buy the fish from
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roadside in Dhanmondi.

Initially, the bazaar used to sit for a just about an hour in the morning. But recently, it has become bigger in size with more traders joining in almost everyday. As a result, the makeshift bazaar remains there almost throughout the day - from early morning till late in the evening.

The traders said they were having to pay certain amounts of money to the sweepers of the Dhaka City Corporation and the local political leaders for being able to carry on with the illegal roadside business.

The lead news item on the ULABian November edition was on this illegal market. But the authorities have not taken any step to evict the nuisance. Students and local residents said it was high time that the authorities concerned took appropriate steps to remove the illegal market and bring an end to their sufferings.

The impact of **GHECHANG**

Nahian Muntasir

Mobile operator Robi has recently launched a publicity campaign titled "Ghechang" for promoting lower call rates. The essence of this campaign is to offer reasonable call rates by cutting down previous rates and ensuring flat rates on local operators. The word "ghechang" represents a sound that could be heard when one uses a scissor for cutting something.

Now the question is: does it actually symbolize the cutting of call rates or

does it actually cut the pockets of the subscribers?

In recent times, Robi's ghechang has got trendy in Bangladesh, thanks to the effective communication methods such as television, radio and print commercials, posters, billboards, banners, and other promotional tools. The word has been particularly popular among school, college and university students and has actually got into their everyday vocabulary with which they make a lot of fun with their peers. Ghechang has also made a mark in the social media circles.

On May 28, the authorities of Udayan School and College in Dhaka suspended the school's vice-principal who cut the full-sleeves of several senior students

because it violated the school's dress code for uniforms. The teacher reportedly said: "I am going to 'ghechang' the students." This incident actually goes to show the negative impact of this communication approach. Robi is a trusted and admired telecom brand in Bangladesh. They have always strived to bring the best of services to the subscribers through innovative advertising, publicity and communication techniques. But they should also be very careful and conscious with their approaches. They should think in advance before launching a campaign so that it does not hurt the sentiments of people of different ages, religions and cultural backgrounds or give the wrong message.

Promoting **Reading Habits**

Samira Tasnim Karim
&
Najmus Sakib Prokrity

Young men and women in their late teens and early twenties are more often than not restless in the sense that the adrenaline in their blood streams keeps on forcing them to do something adventurous. They dream of shooting out of town in a bumpy car and stay submerged in the virtual world forever. They have ample time for hanging out in restaurants surrounded by friends for hours on end, watch movies in the theatres in bunches, keep merrymaking on the university campus for as long as possible, and so on.

But unfortunately, they do not seem to have the time to read. Neither do they have the time or inclination to step past the threshold of the libraries. Apart from textbooks which they go through because they have to for passing exams, many young people these days do not have any connection whatsoever with the ancient container of knowledge.

These days, there are many alternatives of books available in the market and on the internet. Some young men and women show off by saying they have got hold of some of these alternatives. They claim these alternatives and the virtual library on the internet are good enough to replace the printed stuff which they say is "boring."

A student of the CSE department of ULAB said: "Reading the textbooks is important for students. But the slides that the teachers use in the classes are better resources because they are organized and concise."

Why should the students be blamed



A student making the best use of the books at the ULAB Library

only? We have come across many so-called grownups who would stumble and fumble and eventually fail to say anything if he or she is asked: "What is the last book that you have read?"

Google and Wikipedia, the modern day technological wonders, have made books useless for people. Young men and women these days have the virtual doctor at home; that is why they do not need to go to the libraries – also known as the "hospital for the mind."

Renowned author Melissa Marr said: "Life is too short to read books that I'm not enjoying". What she meant to say was that a book was like an ocean; a single dive can give people diverse tastes of amusement. People may get lost but the flow of pleasure will never end.

In this epoch of technological boom, people hardly have time to raise their heads from gadgets like smartphones, tablet, personal computers, kindles and computer screens. Students could be often heard saying: "Reading from the internet is much more convenient than reading from textbooks. It saves time and money."

They prefer the concise lecture sheets that the teachers provide. But very few of them have the tendency to go

through the textbooks to gather in depth knowledge. Some students say they do not carry books because in that case they will have to carry a big bag as well. They would rather use technology – "portable document format" books in their tablets, smartphones and laptops. Doctors say looking at computer or for that matter any illuminated screen for long stretches of time is very harmful not only for the eyes, but also for the entire body. That is why, the use of spectacles and contact lenses have spiked in recent times, especially among young people. Excessive dependence on technology cannot be good for the future of human beings. The traditional handwritten letter has already gone almost obsolete with the advent of internet, technology and email.

It looks as though printed books are heading towards that same inevitable destiny.

But we must not let that happen. We must promote reading books among young people. Only by promoting reading habits among young men would we be able to prosper scholastically, and get a future generation that would not only be prosperous economically but also intellectually.



URBAN GARDENING

A Journey towards Green

Going Green means making sure living a life while also preserving the environment

Samira Tasnim Karim

If you wake up one morning and see that the roads in Dhaka are all wrapped up in lush greenery, what would be the first thing to pop up in your minds? I am pretty much sure that you would wonder whether you were awake or not and even pinch yourself to make sure that you were not sleeping.

Dhaka, the capital city of Bangladesh, the centre of all economic and administrative activities and also the most densely populated place in the country, is fast losing its green outlook. Trees are being fast replaced by concrete structures in the form of housing – to accommodate the ever increasing population – and commercial spaces – to keep up with the growing economic activities.

The once serene neighbourhoods of the capital now exist only in tales that the

elderly city dwellers tell with regret and nostalgia. These days it is very hard to find a road in the city that has trees lined up on either side of it. All we can see today are roads and streets choked by crowds of vehicles.

Ironically, it is the very same us, who cry for the loss of greenery, cut the trees for economic motives, thus posing serious threats to the environment. That has eventually led the Dhaka environment to a dreadful condition. One solution to this could be gardening that might salvage the city environment. But that idea too is often crippled by shortage of space. The apartments that the city dwellers live in these days mostly do not have the space that might allow gardening. Even if there are balconies, they are either not enough space or are too cramped by the surrounding high-rise apartment complexes for sunlight to enter. Still there are

gardening enthusiasts who plant trees in small pots and plastic containers despite the space cramp. We can learn from them and do our bit for saving the environment.

It is high time that we realize the importance of nature for our wellbeing. We cannot just leave nature behind in our struggle for urbanization and mindless development.

No matter where we find a little space, we should use that space for gardening. It will not matter even if we sow the smallest of plants because every single tree has its own way of saving the environment.

Presence of greenery is not just good for the environment, looking at green is also soothing and healthy for the eyes. If we have enough trees around us, we will be able to find some instant relief from our everyday chores of the mechanical lives that we live.

The Idea of Going Organic

Samira Tasnim Karim

"Organic farming is all about love," says Professor Shafiq. "You need to love the plants, love the earth, love nature, and love what you do; if you do this you will be successful."

It was clear that Prof Shafiq loved what he did. Everything he told the Panigram interns were accompanied by a rise smile. A genuine feeling was evident that it was not anything like a theoretical lecture. He was rather like a mentor giving well thought out and felt advices to the apprentices.

In July 2013, Panigram Eco-Resort hosted the Center for Sustainable Development (CSD) organic expert Shafiqul Islam, who helped to create a test plot for organic farming and inform

the locals about the benefits of going organic. The Panigram Interns held a meeting with about twenty local farmers and informed them about the plan to create a test plot to demonstrate organic farming. About half of the farmers were very interested in the idea of going organic and a few were very interested in helping the interns with the project. This provided an excellent opportunity to create a plan to educate farmers and villagers about the benefits to one's health, environment, and food security.

Professor Shafiq helped the interns in determining the layout of an organic plot, border plants, companion plants, and how to create bio-fertilizers, bio-pesticide, and different types of compost. Panigram Eco-Resort is a boutique resort, located in a village in southern Bangladesh, just 70km from the famous the Sundarbans. This resort is a modern interpretation of vernacular Bangladeshi architecture.

Making Newcomers Active through Involvement

ULABian Desk

The University of Liberal Arts Bangladesh (ULAB) owned up the fresher of the Summer 2013 semester on Sunday, May 19, 2013. The innovative orientation programme, arranged in the Campus A auditorium, was titled "Get Active, Get Involved."

ULAB embraced the newcomers in a daylong programme interactively and through direct learning methods. Mixed media, video presentations and hands-on games sessions were used to



bKASH CEO Kamal S Quadir speaks at a programme held in ULAB

Birangona Workshop

Inspiring the youth to remove social obstacles

CSD Correspondent

The Center for Sustainable Development (CSD) of the University of Liberal Arts Bangladesh (ULAB), in association with Komola Collective, organized a two-hour experimental session styled "Birangona Workshop" on September 2, 2013, at the Campus A auditorium of the university.

Komola Collective is a London-based theatre and arts group.

The experimental session explored various issues surrounding the Birangonas, the 1971 Liberation War heroines. The main objective was to inspire young men and women to listen to the unique stories and experiences of the Birangonas, understand the crucial role that these women played during the war, and work towards removing all the social barriers that still cripple their existence.

The participants, including the students of ULAB, explored at the meaning of the word Birangona - what it meant before and what it means now; the loss of identity that these brave women suffered after the war, the aftermath of Bangladesh's independence and the fate that these women, who were raped and tortured by the Pakistani soldiers and their collaborators, had to accept after the war.

The team of Komola Collective conducted a number of activities such as name game, corner-to-corner, prisoner, labels and circle of trust with the participants to recount the societal status of a Birangona.

In the concluding session, participants, divided into three groups, presented their own ideas about how the Birangonas could be helped and brought back to the social mainstream. They presented on how awareness could be raised through electronic means to remove the social barriers that paralyze the lives of the Birangonas.

More than 30 ULAB students and CSD personnel took part in the session.

MAKING NEWCOMERS ACTIVE

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impart ULAB's rules, clubs, library, Career Services, IT and other facilities to the fresher. In the programme, Vice-Chancellor Professor Imran Rahman, Dean of Academic Development Professor Brian Shoesmith, Communications Advisor Juditha Ohlmacher and newly formed ULAB Students' Affairs welcomed the newcomers.

This time, the Innovative Fresher's Orientation coroneted the young guns to the values of liberal arts, sustainability and active learning that ULAB upholds.

Taking a Leap into the Next Generation with MOBILE TECHNOLOGY

Akib Morshed

On 4th July, 2013, with the collaboration of The Brac Bank, ULAB Business Club has organized a seminar on "Taking a Leap into the Next Generation with Mobile Technology". The event has taken place on ULAB Campus-A Auditorium. The keynote speaker of the seminar was Kamal S. Quadir, CEO of The bKash.

As ULAB believes in entrepreneurship and also wants to create entrepreneurs, Kamal S. Quadir talked about, how the technologies like The bKash and The Cell Bazaar has initiated a prominent change in the society. The speaker also encouraged students to come up with their new ideas which can make an impact on the people's life. After his stunning speak, he answered the questions of students.

Mr. Kamal S. Quadir is an eminent entrepreneur and also an artist known as the initiator of Cell Bazaar, a mobile phone based electronic marketplace which, after reaching 4 million users, was acquired by Telenor in 2010. He is also a founding member of Open World Initiatives, a Swiss-based organization of young thinkers.

Professor Imran Rahman, ULAB Vice-Chancellor, and Professor H M Jahirul Haque, ULAB Pro-VC, were also present on the occasion. Among others, ULAB registrar Lt Col Foyzul Islam (retd.), faculty members and students from different departments are also present on the occasion.



ULAB Library hosts a Bangla Literature Book Exhibition

BENGALI LITERATURE BOOK EXHIBITION

ULABian Desk

The ULAB Library, with a rich identity in its book collection, has organized a day-long "Book Exhibition on Bengali Literature" in ULAB Library (Campus A) on 16th June, 2013. A collection of essays, poetry, novels, dramas of famous writer's books on Bengali Literature were exhibited in this exposition. The book exhibition is kept open at 11:00am to 7:00pm for ULABians.

Pro Vice Chancellor Professor H.M Jahirul Haque has inaugurated the book exhibition at 11:00am as chief guest. Professor Emeritus Rafiqul Islam has delivered his consultative speech at the program on importance of reading books.

ULAB Registrar Lt. Col Md. Foyzul Islam (Retd), Center for Archeological Studies Director, Professor Dr. Shahnaj Husne Jahan, faculty members, students and other officials of ULAB were also present at the opening program. ULABians has visited the book exhibition whole day.

Your Preparation for CORPORATE WORLD

Najmus Sakib Prokrity

By way of prominence, The City Bank limited and Prothom Alo Jobs have jointly organized a workshop on "Career Planning" entitled "How to Prepare Yourself for Corporate World" on 29 July 2013 at Campus -A Auditorium of ULAB. The key note speakers were Mr. Najmus Sadat Zia, Manager-Talent Management, from City Bank and Md. Arif Hossain, Assistant Manager-Brand Development, on behalf of Prothom Alo Jobs.

This workshop was focused on training the students to Self discovery- Journey of life, narrating the present Corporate World, how to improve their resume and to build up leadership. The students got the Learning, Delivery, Driving, Leadership, the bunches of stairs of going to a Functional Head of the company which started from the Learning.

To be successful, one needs to have leadership skills and have to know how to work smartly in an organization, said Mr. Sadat. He also addressed that at first you need to have your 'career planning'. Proper career planning needs a flow starting with self discovery; then having to explore options from them. After this comes match and action. This means your desired destination will be matched; then need to take proper steps and nursing to success.

Regarding the job trends in Bangladesh, now job locations are global and virtual, and performance is driven. Moreover, there are plenty of outsourcing opportunities. However, local organizations are becoming very professional and demanding nowadays. The job market is divided into two sectors: banking and finance, FMCGs, technology and pharmaceuticals are under the one umbrella and outsourcing, tourism and hospitality, and energy are another.

Mr. Arif has briefly discussed on Prothom-Alo Jobs.com. The participants had a great journey during the workshop of learning. Students and faculty members keenly participated. The distinguished speakers cordially responded to questions, which made this workshop most interactive.

Call for 1% of Total Investment into Social Business in Five Years

Zulker Naeen

More than a thousand participants, including 150 from 30 different countries, attended the Social Business Day on June 26, 2013.

This togetherness of social business cities was divided into different panel sessions. The global meet was marked by disclosure of social business projects and open discussion on various aspect by practitioners.

There were panel sessions on different topics: entrepreneurship and investment; NGO and social business; social business and healthcare; youth and technology; students; micro finance and so on.

In 5th panel forum, titled "Social Business: Youth and Technology," speakers said the youth should be given a specific and simplified message. They should find out the ambassadors and create a mixed platform to share experiences and ideas easily. UN Youth Ambassador Monique Coleman came up with the social business model for the young generation.

During the concluding session, representatives from each panel delivered speeches that conveyed the appraised message of social business.

In his closing remarks, Nobel Laureate and the pioneer of social business in Bangladesh Professor Dr Muhammad Yunus



ULAB founder Kazi Shahid Ahmed speaks at a programme organised on the occasion of the National Mourning Day

NATIONAL MOURNING DAY

ULABian Desk

The University of Liberal Arts Bangladesh (ULAB) organized a discussion on August 18, 2013, at the seminar room of Campus-A on the occasion of the 38th death anniversary of Father of the Nation Bangabandhu Sheikh Mujibur Rahman. Professor Abdul Mannan was the keynote speaker at the discussion.

Prof Mannan said: "Bangabandhu Sheikh Mujibur Rahman was one of the greatest leaders in the world who played the most important role in achieving independence for our country."

He also shared with the students his experiences of visiting Tungipara in Gopalganj, the birthplace of Bangandhu.

Professor Emeritus Rafiqul Islam delivered the welcome speech. Kazi Shahid Ahmed, founder of ULAB and the president of its Board of Trustees, delivered a thanksgiving speech at the programme.

Among others, ULAB Vice-Chancellor Prof Imran Rahman, Pro-Vice Chancellor Professor HM Jahirul Haque and Registrar Lt. Col. Foyzul Islam (ret'd) were also present at the programme, alongside the admin and faculty members.



Vice-President of ProWA Dr Nishat Fatima converses at a personal grooming programme

Personal Grooming and Relationship Issues For Women

Zulker Naeen

A seminar on relationship issues and personal grooming of women was organized at ULAB Campus A auditorium, on June 15, 2013. The seminar was facilitated by Dr Nishat Fatima, vice-president of ProWA, and Ayesha Jahan, joint secretary of ProWA.

During the seminar, the keynote speakers shared their experiences with ProWA's blooming activities such as research workshops, seminars, group discussions, presentations and

CALL FOR 1%

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said: "We have to work towards making sure that 1% of the country's total investment comes into social business sector in the next five years."

The convention was organized in association with the Yunus Center for promoting, developing and raising awareness about social business sphere in Bangladesh.

Along with 15 universities of Bangladesh, the University of Liberal Arts Bangladesh was one of the parties that worked towards spreading the ideas of social business.

PERSONAL GROOMING

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social works for the development of a progressive and civilized society. Approximately, 70 students from the ULAB and a few other universities attended the seminar.

ProWA is a non-profit organization who works on networking knowledge. It took its current formal shape on June 30, 2008, aiming to act as a driving force for the women community to disperse knowledge and learn and to empower women. ProWA is operated under the leadership of its president, Dr Pinki Shah, associate professor of the ULAB.

STRESS MANAGEMENT

Leave Strain Behind

A seminar which had almost all the apparatuses of a full-fledged workshop, on how to manage strain styled "Stress Management" was held at the Campus-B Seminar room of the ULAB on June 20, 2013.

The counselors from SAJIDA Foundation organized the session in association with the ULAB Student Affairs Office. The Seminar consisted of several activities to help the students overcome stress that usually appear as students get involved in different activities. The causes of stress, how to avoid situations that result in stress, and so on were discussed in the seminar.

The participants said they had been taught the methods of fighting stress. They hoped that the instructions would help them to cope up with different difficult circumstances as they engage themselves in curricular and extra curricular activities in the university campus and outside.

The evaluation forms, filled up by students at the end of the seminar, revealed that the participants thoroughly enjoyed the seminar and requested the authorities concerned to arrange for similar seminars every month.



Dhaka Tribune Editor Zafar Sobhan and ULAB Vice-Chancellor Prof Imran Rahman with the recipients of the ULAB Merit Scholarships

Awarding Scholarship

ULABian Desk

ULAB awarded to its highest-achieving students scholarships for the Fall 2012 and Spring 2013 semesters, on June, 2013 at the CampusA auditorium. Editor of the Dhaka Tribune Zafar Sobhan was the Chief Guest of the ceremony.

Mr Zafar Sobhan handed out the Dean's Honors List Scholarships and Vice Chancellor's Honors List Scholarships to the recipients. ULAB also honored three of its outstanding students with three most prestigious Scholarships: the "Kazi Anisur Rahman Scholarship" to Tamim Hossain Turjo, student of ULAB School of Business; the "A.R.M. Inamul Haq Scholarship" to Nazifa Farah , from

Department of English and Humanities; and the "Major General Abdul Mannan Siddiqui (retd) Scholarship" to Saimon Shafique Al Amin, from the Computer Science and Engineering Department.

Kazi Nabil Ahmed and Dr Maliha Mannan Ahmed, members of the Board of Trustees, and Mr Rezwanul Haq handed over the three Scholarshipsto thestudents. The ceremony began with a welcome speech from Professor Brian Shoemsmith.

ULAB Registrar Lt Col Foyzul Islam (retd) delivered the closing speech.

Among others, faculty members and the guardians of the scholarship recipients were present at the programme.

Bottomless Basket: A Political Label

Mahbubul Alam Shourav

ULAB organized a seminar titled, "Foreign Aid 101 and the story of a Bottomless Basket", on June 11 at the ULAB seminar room, as part of the monthly series talks of the Center for Enterprise and Society (CES). Ms Fahmeeda Wahab, international development practitioner, presented and analyzed data on foreign aid to Bangladesh and its current status.

She also demonstrated the types and the affairs of the foreign aid that Bangladesh had been receiving. She said: "In Bangladesh, 30-40% of the Annual Development Programme is still financed by foreign aid. On an average scale, about 3.8% of the annual budget is financed by foreign aids."

Developed countries generally provide financial aids to the developing countries to promote human rights, improve labour standards, and to promote global peace and prosperity.

Due to widespread corruption, underdeveloped entrepreneurship scenario and excessive dependence on the donors, Bangladesh still lags far behind from the attaining the expected level of benefits from foreign aids.

Donors expect to see Bangladesh successful in terms of achieving the Millennium Development Goals of the United Nations, including eradication of poverty and hunger by 2015.

In reply to a query, Ms Wahab said there was a time in history when Bangladesh was called the "bottomless basket." It was more of a political label that was attached to Bangladesh.

ULAB Vice-Chancellor Professor Imran Rahman delivered the inaugural speech while Daniel M Sabet, Director of CES, gave the concluding speech to the seminar. Distinguished guests, CES personalities, and ULAB students were present at the seminar.

OVER SMART !!!

Md. Mahbul Alam Shourav

The journalists are called the social workers of a nation. They bring out various social tribulations like corruption in the administration and conflicts in the legislature, thus pointing ignorant masses towards what is actually happening in the government ranks.

But unfortunately, a handful of so-called journalists are tainting the names of all of their colleagues by the insensible, reckless and callous ways in which they collect news from the field. In recent times, we have seen some reporters taking insane life risks while trying to cover public sufferings. Instead of bringing up the actual pictures and causes of public sufferings and the administration's negligence, they seem more interested in staging high risk stunts just to grab the attention of the audience. Recently, one television reporter could be seen standing on the top of a moving train in an attempt to file a report on the sufferings that train passengers go through. The audience, instead of actually concentrating on the negligence of the communications ministry, would be more focused on what the reporter was doing.

Another reporter, who was reporting on the price hike of fuel, could be seen popping his head out of the window of a running bus on the highway and giving a "piece to camera." Not only was he creating a nuisance out of his profession, he was also jeopardizing his own life and the lives of his crew members.

One big reason why some of these reporters have gone so desperate is the unhealthy competition that has been going on recently among the television channels. The scenario is already oversaturated with the presence of more than 25 television channels in the country. A few more are currently waiting in the pipeline to come on air. Some reporters are basically prepared to go to awkward extents in order to just keep his channel ahead or show that he was different from the other reporters.

It is understandable that the reporters must do something unique every now and then in order to show that he or she is different from the other reporters that appear on television everyday. No matter what they do, they must keep in mind that they should abide by certain rules of the trade for doing what they do. Otherwise, people will not remember them.



The driver of a laguna operating on the Dhaka roads

LAGUNA Devil on the Road

Nahian Muntasir

Reports on and casualties from road accidents have been significantly rising over the past 10 years. The incessant rise in road accidents actually goes to show that it has reached an intolerable level.

"Laguna," a human hauler, is one of those vehicles plying the roads of the capital that get into accidents more than any other vehicle.

Like buses, these lagunas run on fixed routes and cost far less than auto-rickshaws. But unlike the auto-rickshaws, these human haulers are far less comfortable because of the small cabin space. Sometimes, more than a dozen passengers are squeezed in some of those cabins which are not spacious enough for accommodating even 6 passengers.

Moreover, since most of the drivers of these lagunas are not educated or trained enough, they often get engaged in speed races with other similar vehicles in the middle of busy roads, seriously risking the lives of the passengers.

Three words can perfectly describe these awkward vehicles: cheaper, uncomfortable and, above all, scary. Any sane person would freak out if they get to see what these drivers sometimes do in the middle of crowded roads. They virtually do whatever they want. The last thing that they have on their minds is the safety of the pedestrians. As a

result, fatal accidents such as lagunas running over a pedestrian are very common these days.

Tailgating is another problem with these drivers. It means driving too close to the tail of the vehicle in front. Every time another vehicle is tailgating, the driver of the vehicle in front gets the feeling of being chased and start pushing hard on the accelerator, crossing all kinds of speed limits.

Sometimes people can be seen hanging from the backdoor of the vehicle if they fail to get a seat inside it. What is more scary is that sometimes these lagunas do not even properly stop and people jump on them while on the run. Many a times we see elderly people and children fall on the road after having attempted and failed to jump onto one of the lagunas on the move.

There is no doubt that the lagunas are very useful vehicles for the low income group people who cannot afford to hire auto-rickshaws. Therefore, the authorities concerned should make sure that these vehicles maintain safety standards on the roads. The non-government organizations and specialized institutions can also play a vital role in improving the situation. A coordinated approach and mutual cooperation can bring significant positive results in this regard.

FOOTPATHS

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Md Mozammel Haque, sub-divisional engineer of the governments Public Works Department, said: "When we design the streets, we include the footpaths. Footpaths are public properties and only the pedestrians have the right to use them. If anyone uses the footpaths for commercial purposes, the administration holds the right to even arrest them."

Traffic Sergeant Iftekhar Alam said: "We patrol the streets and footpaths every now and then. Every time we find someone illegally occupying the footpaths, we file cases against them or fine them. But we cannot do anything more."

The solution could not be very difficult. Creating awareness among people and promoting accountability among the government servants can bring significant improvement to the situation.

UP CLOSE WITH

Prof. Salimullah Khan

Professor Salimullah Khan, one of the noted intellectuals of the country, is teaching GED courses here at ULAB. A columnist, essayist and an accomplished critique, Professor Salimullah Khan candidly speaks about his diverse experiences at ULAB with us.



Prof Salimullah Khan

Zannatul Ferdous

How do you feel about teaching GED courses in ULAB?

Ever since I came to the ULAB, that is early 2012, I have been joyfully teaching a course on "Freudian Psychoanalysis" and also a course on "Cultural Studies" where I was able to include works of seminal thinkers as Antonio Gramsci, Frantz Fanon, Amilcar Cabral and, not the least, Walter Benjamin. In comparison with all the other places that I taught at home and abroad, this has been unique. However, I don't want to give an impression of aura. In Bangladesh psychoanalysis is not a popular science and it is not taught in too many institutions. ULAB then must be congratulated for venturing it. Relatively speaking, I must admit that ULAB is far ahead in its vision than the other universities.

What sets ULAB apart from other universities?

A university's function, however, is not limited to transmission alone but to the generation of knowledge which is also known as research. I am not sure whether ULAB has so far succeeded in making a difference on this count. I must say I admire the contemporaneous outlook of ULAB authorities. They are trying to recruit the best teachers available. How far they succeeded is for the future to tell.

How do you evaluate ULAB's schooling ?

ULAB's curriculum, despite impressions, can hardly go above principles adopted by other universities in the country. Ordering all ancillary courses under the rubric of GED is a very smart idea. It allows for a good deal of flexibility and makes it easier for keeping up with the innovations. I, for instance, was invited to introduce a course titled "History of Modern South

Asia" in the last term and I found it interesting to teach. I believe that this is a good way to introduce a variety of new experiences to the university. However, there remains the wider question of orientation. Being business-like is an interesting thing, but all business and little thinking will make a university a less charming place, to me at least.

How do you assess the students of ULAB?

Education is an enterprise, especially today, consisting of teachers, students and most importantly, of the curricula. Coming to the question of students as a whole, I don't have much to say. Unfortunately, the small students body that we have been able to attract here is as yet of highly uneven quality. With a few exceptions, the average student is not very strong in English, the medium of instruction we happen to have espoused here. That anomaly remains inadequately appreciated. There is some food for thought here. The contradiction can be resolved but it must become a part of the national policy.

Do you have any advice for the students?

A university is, after all, is a place where one falls in love with ideas and people; it should not be just an employment exchange, or placement office. Students should not study just to get jobs; they should acquire knowledge for their own lives. Education for citizenship may not sound a terribly new idea but I find it pretty much practical even in these days of severe unemployment for young adults. So, I'll advice them to study more and more as well as explore the branches of knowledge.



Into the Wild

Homaed Isteaque Moon

Bandarban, one of the three hilly districts in the southeast of Bangladesh, is a land of breathtaking natural beauty. It is like a heaven for adventure lovers, trekkers and travelers. Its vast hilly terrains, cool green flora and fauna, waterfalls, birds, wildlife and the tribal communities are all decorated with the tranquility of natural beauty. Our BTEF (Bangladesh Tourism Expansion Forum) team had been there to explore some tremendous places with magnificent waterfalls in Bandarban last year. It was a "Double Falls" located in the Sungsung para in Ruma Upazilla. We also covered Boga Lake, Romana Para Falls and Jadipy Falls while trekking to the peak of the Kewkradong.



Crossways - the tough surface



The scenic beauties of The Jadipy Falls



The Romana Para Falls

The journey was full of thrill, adventure and beautiful landscapes. On the way to the waterfalls, we came across the colourful tribal life, an incredible and unforgettable landscape, hilly terrain, rock boulders, tall trees, the fragrance of unadulterated earth, the chirping birds and the chilling sight of green pit vipers—the quintessential tropical forest along with attractive Sangu river. When we stepped on to the basin of the Double Falls, we felt like we were in the paradise. The beauty of the wilderness got hold over us. We were lost, and wanted to be that way. Quoting the



Boga Lake, the highest lake of Bangladesh



Tribal life at Romana Para



Trekking into the jungle



The second phase of the Romana Para Falls

word's of Lord Byron: "There is a pleasure in the pathless woods; There is a rapture on the lovely shore; There is society, where none intrudes, By the deep sea and music in its roar: I love not man the less, but nature more...."



The explorers



The twin falls



The greenery on the hill



Tribal ways of living