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Prospects and Problems of Technology Transfer

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Abstract

Technology is the key components in the process of economic development. The purpose of this article is to explore the meaning of technology so that we understand it thoroughly to use it in our productive life. This article has been prepared mostly from the secondary information. It highlights goals, methods, importance of transfer of technology world wide facts and various models associated during technology transfer. Productivity gains only result from the natural diffusion of innovation to the market place (Technology Transfer). In conclusion, today's business setting interest is the profitable exploitation of a firm's technological assets through technology transfer has intensified. "Technology means knowledge" or the sum total of the knowledge, skills and methodologist involved in the production, distribution and consumption of goods and services. In a word, technology refers to the technical skills of people rather than to the product of a system. Technology is a crucial determinant of the development and the relative positions of countries in the contemporary economic environment of the world. "Appropriate technology" is a term that represents a particular view of a society about technology. It recognizes that different cultural and geographical groups will have different technologies that are appropriate to their circumstances. The technological self-determined, is essential to cultural identity. Technological movement come from the Gandhian tradition of local production for local needs. Think of technology is the means of producing goods, such as, equipment and a factory. For this purpose, this paper would like to focus on the critical discussion of technology transfer in many ways, like meaning, classification, objectives, use, necessity and importance, role, problem and prospects and recommendations.

Keywords: Technology Transfer, Models, Technology Transfer Offices, Challenges.

1. Introduction

Valuable know-how as well as excellent equipment, fitting into the constraints and limitations of poverty and suitable for genuine development, exist all over the world in the rich as well as in the poor countries. But it is scattered, hidden, often very poorly documented, and generally inaccessible to those in need, when it is most needed. Countless men and women in the field of technology are trying to solve problems for which solutions have already been found somewhere else; are embarking on experiments which have

already been shown to be unfruitful; are trying to find the methods of working and items of equipment which may be available but they do not know where. At this level of know-how and technology there is an almost total lack of effective international communication.

Technology is a key element in the process of economic development. The general population in many developing countries ordinarily think of technology as the means of producing economic goods, such as, a machine, a vehicle, a factory. In this production process, however, the know-how is as important as the goods themselves. This know-how can be classified into two aspects- one comprising knowledge, skills, creativity and experience of individual human beings, or the group of people and the other comprising management practices and organizational arrangements. The production process can be divided into two groups, namely the materials, machines, equipment, products, etc. and the other, the processes, procedures, techniques, methods, theories, specifications, etc. To understand technology transfer is necessary to understand the meaning of technology and the uses of technology.

2. Objectives of the Study

The main objectives of the study are critically appraise technology transfer and accelerating the growth and development of small industries. The specific objective of the study are:

- I. To critically examine and evaluate the policies and programmes for developing. The specific activities related to policy and programmes in this regard will include:
 - b) initial promotional activities;
 - c) financial support system;
 - d) technical and infrastructural support;
 - e) supply and marketing support and;
 - f) research, training, management and extension activities.
- II. To study the extent of co-operation among institutions and agencies in developing small manufacturing enterprises.
- III. To study the inter-relationship between policies and programmes related to small industrial enterprises and broader national development policies; and
- IV. To examine the policy implementations of the findings and make action-oriented recommendations for policy makers.

3. Meaning of Technology

Technology is a body of knowledge devoted to creating tools, processing actions and the extracting of materials. The term 'Technology' is wide, and everyone has their way of understanding its meaning. We use technology to accomplish various tasks in our daily

lives, in brief; we can describe technology as products and processes being used to simplify our daily lives. We use technology to extend our abilities, making people the most crucial part of any technological system.

Technology is also an application of science being used to solve complicated problems. But it is vital to know that technology and science are different subjects which work hand-in-hand to accomplish specific tasks or solve problems.

We apply technology in almost everything as we do in our daily lives; we use technology at work, we use technology for communication, transportation, learning, manufacturing, securing data, scaling businesses and so much more. Technology is human knowledge which involves tools, materials, and systems. The application of technology typically results in products. If technology is well-applied, it benefits humans, but the opposite is true, if used for malicious reasons.

Technology means knowledge or the sum total of the knowledge, skills and methodologies getting involved in the production distribution and consumption of goods and services. In other words, technology refers essentially to the technical skills of people rather than to the product of a system. The communication of this knowledge to others is the basic principle of technology transfer; when the transfer is successful; it leads to the constitution of technological competence. Technology is an important component in an organization's efforts to improve the quality of output or services produced. Apart from modern equipment, such as the computer, facsimile machines, Photostat machines and other electronic machines, technology also encompasses information and scientific methodologies. It is through technology that work processes can be simplified to ensure that the output produced would meet the quality features required, such as timeliness, error free and other quality standards innovations. Developing, under development and underdeveloped country/community should select appropriate technology for their development. Otherwise, wrong selection may be in effectively utilized and subsequently adapted and developed.

4. Types and Forms of Technology:

We use technology to accomplish various tasks, so technology comes in different forms. Below I have listed some of the different types of technology we use on a daily basis and in each kind of technology I have included an example of that particular technology.

4.1 Communication Technology

This is a system that uses technical means to transmit information or data from one place to another or from one person to another. Communication is a daily essential for all; it is used to convey ideas, exchange information, and express emotions. Humans use communication technology tools like phones, computers, emails, fax or messaging tools to stay in touch with friends and family. Businesses use communication technology tools to facilitate the

flow of information in a workplace, to help in decision making, to serve customers' needs and requests, to promote new products or services to targeted consumers and so much more.

4.2 Example of Communication Technology

This simple elegant device allows for a hands-free conversation on any mobile device, it is completely compatible with Android or IOS. It features dual microphones to reduce noise and wind interference for crystal clear call quality.

4.3 Construction Technology

This is the study of advanced methods and equipment used to build basic and advanced structures. One type includes buildings and heavy engineering structures like bridges. Construction methods use various technological products to erect a structure. The use of construction technology tools like heavy tractors to prepare the land, computer-aided design software to create digital designs for structures in 2D and 3D format. These tools along with many others help builders to efficiently complete a project on time, within budget and with minimum accidents.

Equipped with the best of Milwaukee's technology these tools are prepared for any job you can through at it. Supported by the best brushless motors available and a powerful M18 Battery Pack.

5. Information Technology

Information Technology is a set of hardware and software tools used to store, transfer and process information. Information technology tools help in providing the right people with the right information at the right time. Knowledge workers in an organization use information technology to complete various tasks, and these can include; transferring of information which facilitates decision making within an organization, improve customer service, and so much more. In this information age, it is imperative to manage information systems to ensure accuracy and efficiency. Management information systems (MIS) involves planning for, development, management, and use of information technology tools to help knowledge workers and people perform all tasks related to information processing and management. Big financial institutions like banks use information technology to operate their entire businesses as well as serve their customers.

6. Examples of Information Technology

6.1 Business Technology

This is technology used to run a business and enhance various business operations, it normally consists of a combination of software and hardware. Many businesses are using technology to scale its growth. Small businesses have used technology to create new ways of competing with well-established companies. To some extent, some business technologies

can make a small company look like a big company, and this can help a small business gain position in a competitive market.

7. Example of Business Technology

This is an affordable 3D printer that allows designers to create advanced 3D objects. Its size and design are a perfect fit for every office desk space. With this 3D printer, you can create as many 3D models as you want. Use its software to generate thin, breakable support structures.

7.1 Educational Technology

Education technology aims at improving a students performance by creating and managing various technological processes and resources in or beyond the classroom. It is an academic discipline which prepares individuals to acquire deeper understanding and knowledge. It helps them learn how to devise solutions to problems through research, design, evaluation, and utilization. Educational technology helps in improving the way we learn, some of the benefits of educational technology include:

- a) It motivates students and encourages individual learning.
- b) It is easy access to educational material
- c) It helps students learn new subjects and languages through gamification

7.2 Example of Education Technology

Teachers you can try this paperless grading application for iPad. If you want to have a paperless classroom and your students have access to iPads, then this technology will be of great use to you and your students. Markup has completely changed the way teachers mark test and exam papers; students can submit electronic papers to be marked by their teachers electronically, this saves time and resources on both sides.

The main objectives of the study are critically appraise the existing entrepreneurial and small enterprises development programs in the country and to suggest the means of accelerating the growth and development of small industries enterprises in Bangladesh. The specific objectives are as follows:

V. To critically examine and evaluate the policies and programs for developing small industrial enterprises. The specific activities related to policy and programs in this regard will include:

- b) initial promotional activities,
- c) financial support system,
- d) technical and infrastructural support,
- e) supply and marketing support and
- f) research, training, management and extension activities.

VI. To study the extent of co-operation among institutions and agencies in developing small manufacturing enterprises.

VII. To study the inter-relationship between policies and programs related to small industrial enterprises and broader national development policies; and

VIII. To examine the policy implementations of the findings and make action-oriented recommendations for policy makers.

It is probably a correct statement that all parties involved in the debate over technology needs of the developing countries were at all times unanimous that these needs could only be met either through importation from suppliers in the more developed countries, or by a blend in which local capabilities have a share in the generation process. During the past 30 years, and for reasons dictated by recent technological developments, there has occurred a fundamental shift in the focus of the debate.

8. Uses of Technology

Many businesses are using technology to remain competitive, they create new products and services using technology, and they also use technology to deliver those products and services to their customers on time and within budget. A good example is mobile phones companies like Apple & Samsung, these mobile empires, use high-tech technology to create new smartphones and other electronic devices to be competitive. This competitive edge is gained through employing advanced technology.

8.1 Appropriate Technology

“Appropriate technology” is a term that represents a particular view of a society about technology. It suggests that technology is neither neutral nor does it evolve along a single path. It recognizes that different cultural and geographical groups will have different technologies that are appropriate to their circumstances; that technological self-determination is essential to cultural identity and political independence. It suspects that the only wise technologies are those which seek to accommodate themselves to the biological environment within which they are used; it is called, among other things, environmentally appropriate technology. It assumes that the purpose of economically productive activity is to produce what is determined by need, in an enjoyable, creative process; what is not determined by endless greed, in an alienating, repetitive production process. It stresses that every society has a technological tradition and that new technologies must grow out of this tradition. And, it presumes that the only development that makes sense is development of the people and the skills by the people and for the people.

Appropriate technology is small-scale technology. It is simple enough that people can manage it directly on a local level. Appropriate technology makes use of skills and technology that are available in a local community to supply basic human needs, such as gas and electricity, water, food, and waste disposal.

9. Necessity for Technology Transfer

One of the main objectives of technology transfer in Cameroon has been to stimulate import-substitution industrialization to meet the increasing demand for consumer goods. The Government, however, is conscious of the fact that excessive dependence on foreign inputs of capital, machinery and materials will in the long-term be a barrier to balanced growth. Policy actions, therefore, are being directed towards encouraging a greater involvement of national research and development in technology adaptation and innovation endeavors.

9.1 Importance of Technology

Technology refers to the collection of tools that make it easier to use, create, manage and exchange information. In the earlier times, the use of tools by human beings was for the process of discovery and evolution. Tools remained the same for a long time in the earlier part of the history of mankind, but it was also the complex human behaviors and tools of this era that modern language began as believed by many archeologists. Technology refers the knowledge and utilization of tools, techniques and systems in order to serve a bigger purpose like solving problems or making life easier and better. Its significance on humans is tremendous because technology helps them adapt to the environment. The development of high technology including computer technology's Internet and the telephone has helped conquer communication barriers and bridge the gap between people all over the world. While there are advantages to constant evolution of technology, their evolution has also seen the increase of its destructive power as apparent in the creation of weapons of all kinds. In a broader sense, technology affects societies in the development of advanced economies, making life more convenient to more people that have access to such technology. But while it continues to offer better means to man's day to day living, it also has unwanted results such as pollution, depletion of natural resources to the great disadvantage of the planet. Its influence on society can also be seen in how people use technology and its ethical significance in the society. Debates on the advantages and disadvantages of technology constantly arise questioning the impact of technology on the improvement or worsening of human condition. Some movements have even risen to criticize its harmful effects on the environment and its ways of alienating people. Still, there are others that view technology as beneficial to progress and the human condition. In fact, technology has evolved to serve not just human beings but also other members of the animal species as well. Technology is often seen as a consequence of science and engineering. Through the years, new technologies and methods have been developed through research and development. The advancements of both science and technology have resulted to incremental development and disruptive technology. An example of incremental development is the gradual replacement of compact discs with DVD. While disruptive developments are automobiles replacing horse carriages. The evolution of technologies marks the significant development of other technologies in different fields, like nano technology, biotechnology, robotics, cognitive science, artificial intelligence and

information technology. The rise of technologies is a result of present day innovations in the varied fields of technology. Some of these technologies combine power to achieve the same goals. This is referred to as converging technologies. Convergence is the process of combining separate technologies and merging resources to be more interactive and user friendly. An example of this would be high technology with telephony features as well as data productivity and video combined features. Today technical innovations representing progressive developments are emerging to make use of technology's competitive advantage. Through convergence of technologies, different fields combine together to produce similar goals. Today's society is different to the one that existed not so many years ago. Our society is constantly changing. The most important characteristics of our era may be the transformation, transmission and dominion of information. We live in an information society where the leading role has been given to new technologies, especially those devoted to information. Our society could not be imagined without new technologies and their role both in this society and in human life in general. Modern technology has revolutionized people's communication. Radio, telephone, satellite communication, cellular technology, wireless Internet in the modern day. Two people can chat with a help of computer when they' are in different places. Technology is building bridges between people on opposite sides of the globe, bringing people from all cultures and backgrounds into contact with each other. The Internet hosts an enormous information base. Technology has made it possible for this information to reach far and wide. Online education has set in, making it possible to render knowledge to students inhabiting remote locations on Earth. It is due to the World Wide Web that the information could reach one and all over the computer networks. Also modern technology has also provided ways to grow more food, transport more people and make more products for a growing society. Another biggest benefit of modern technology is that human health has improved because of its application. As knowledge of the body and its functions improves, and as new tools to help heal it are created, life lasts longer. Not only does life extend, but people can live more comfortably, and recover from wounds and diseases that even a half a century ago would have been fatal. Nowadays machines have begun executing laborious, repetitive tasks. People do not have to slog to the extent they did before the advent of technology.

Automation of processes has brought about efficiency and speed. Speedy performance of tasks has saved human effort and time. But in my opinion, new technologies sometimes are making people dull. For example, if you have to add $85+63+11+759$ (or something difficult like that) then you'll surely depend on calculators of such devices. But where's our mind mechanism?

So we need technologies, because they are making our life more comfortable and safety, but lets' not make technologies our habit. The 21 century is century of the new technologies. Humanity has created a lot of new things which have changed our life. Only 10 years ago we hardly could believe we would have mobile phones, such modern personal computers,

notebooks, international net without we cannot imagine of our life. They have become a part of life.

Nowadays we need new technologies such as mobile phones, because people use phones, it has become not the thing of luxury and has become thing of necessity. Some years ago we lived without mobile phones, could find each other, but we know we cannot. Mobile phones make life easier due to them we opened possibilities which could not even image. Holding on hand phones we are able to do everything: to call everywhere to everyone and to know everything as technology in telephones there is all what we need. You want to listen music – please, there is mp3 player with big memory for music; you want make a photo of lovely place – phones have cameras; there is radio, even internet and so on. Industry does not stop on one place it is always in movement. To my mind the greatest creation of humanity is internet. Internet is a place where we can find impossibility. People have learnt internet perfectly and now they can use for jobs, education and etc. if anybody wants to know, for example, about Africa he can to click and just read all about it or we need picture of beautiful nature of Asia internet momentary gives information. We have chance to see and read about everything sitting at home without difficulties.

Also the important role plays in humanity life by computers. If some years ago people write with pen but now people use computer for studying and working. On computers we make projects, print books, keep documents and possibility. All our jobs depend on new technologies. With them we are powerful and confident. It is so important to have new technology nowadays, because we depend on them and education, jobs connect with technologies. They have made our life comfortable and easy and humanity has already got used to technology.

10. Role of Technology in Economic Development

The reasoning that underlies the concept of appropriate technology might be summarized as follows:

- a) it permits local needs to be met more effectively, because local people are involved in identifying and working to address these needs;
- b) it means the development of tools that extend human labor and skills, rather than machines that replace human labor and eliminate human skills; there is not an attempt to eliminate the human element but to make it both more productive and more creative.
- c) it represents a comprehensible and controllable scale of activities, organization and mistakes, at which people without sophisticated management training can work together and understand what they are doing;
- d) it allows a more economical operation by minimizing the transport of goods in an era of expensive energy, allowing greater interaction of local industry and permitting greater use of local resources- both human and material;

- e) it makes unnecessary many expensive or unavailable finance, transportation, education, advertising, management, and energy services; and avoids the loss of local control that use of such outside services implies;
- f) it helps to establish a self-sustaining and expanding reservoir of skills in the technological dependence.

Until the late 1970s, the focus has been largely on the problems associated with the transfer of technology. These problems related chiefly to the terms and conditions of the transfer transactions and culminated in the United Nations negotiations at UNCTAD on a Code of Conduct on the Transfer of Technology. A main reason for this focus, was that the developing countries possessed extremely weak technological capabilities, and, therefore, any meaningful up-gradation could be sought only through the import of foreign technology.

11. Science & Technology in Bangladesh

The need for faster technological development is increasingly felt in Bangladesh. Development plans of Bangladesh have emphasized science and technological research to develop technologies through adoption of imported technology as well as development of indigenous technologies. As the country is heavily dependent on imported technologies, proper planning is required for its effective transfer through acquisition, assimilation and adoption.

After independence in 1971, Bangladesh found itself in a dire economic situation with ruined infrastructure and with a number of Research and Development (R&D) institutions whose assets at that time were their buildings and manpower with a modest inventory of scientific equipment, many inoperative that could be put to use only after substantial financial input. After the liberation, new R&D institutions and technical universities have been set up and equipped with laboratories, and many research organizations specializing in field research in the agriculture and biomedical sectors have been established.

Science and technology activity of Bangladesh is organised under two categories of institutions, one is represented by institutions that are funded by the government and created for Research and Development activity. The other category consisted of the technical universities in agriculture and engineering and the science departments of the country's general universities. The R&D institutions carry out scientific research, both laboratory research and field research, that relate to Bangladesh's socio-economic development plans.

National Science and Technology Policy is a broad-based document which includes improvement of standard of scientific knowledge at all levels from the school to the university. It suggests orientation of school curriculum, measures to ensure qualified teachers, physical facilities, equipment, books, journals, teaching aids together with the establishment of an Open University for expansion of science education.

After formal entry of the country to free market economy, there were some changes in the S&T planning. Adjustments to the free market economy and transition were not easy in Bangladesh and the process is far from complete. Some aspects of the S&T policy are being re-examined for possible revision in the context of the changed global circumstances. Notable R&D organisations like BCSIR owns many patents but those that are marketed include mostly simple food items representing a small fraction of the market in terms of volume of goods and capital. The R&D research institutions in the scientific and industrial sector, as opposed to those that carry out largely field level studies in agricultural and biomedical sectors, have been unable so far to deliver significant goods and services to the country

12. Learning Process from the import of Technology

For most developing countries the technology acquired is for most of the time, that which is originally generated in the developed and industrialized countries. Most of the efforts of the developing countries for technological transformation, therefore, will have to deal with technology acquisition, transfer, adaptation, diffusion and development. And for all these pursuits they will need to have competent endogenous capabilities for the generation, further development and utilization of technological knowledge. This whole gumut of technology related activities constitutes a serious involvement in a learning process. Its ideal goal, needless to say, is to gain mastery over technology as embodied in imports from advanced countries through being a patient and absorptive learner.

It is for this reason that the international diffusion of technology is, for many of the less developed countries and during the early stage of development, by far more important than an independent ability to produce indigenously generated technology. A basic assumption in this regard is that developing countries, even before their R&D infrastructure is firmly established and made effectively generate technology, could benefit from large-scale technology imports both to satisfy their material needs (in terms of goods and services) and to embark on a process of active (as opposed to passive) learning with technological transformation in mind. In so doing, the developing countries will be realistically attempting to close the gap; while obviating the need to go through the whole agony, and paying the whole price, of the long-drawn, more-or-less evolutionary process of technological change that had occurred in the developed countries. They indeed have a better chance, if only because the new technological knowledge is already in existence somewhere, although they are proportionally far more dependent on the external sources which can furnish this technology than the developed countries were.

13. Technology Policy

For attaining a set strategic goal of technological transformation, the comprehensive technology policy would provide the operational framework for mobilization and allocation of resources to strengthen R&D activities, both at the institutional and enterprise levels.

National R&D would accordingly follow the required pursuits to attain the overall as well as sectorial goals as prescribed in a national plan of action.

14. Imported Machinery

14.1 Imported Equipment

As part of an appropriate technology research and development effort, it may be useful to import a few machines from other countries. These machines would then be disassembled to provide ideas for locally produced versions if they otherwise seem to be appropriate. If imported equipment is seen as a way to supply basic equipment needs, however, many of the old problems of technological dependency will still remain.

It is not particularly exciting to know that there are groups in the economically more advanced countries whose stock in trade is to peddle machines and equipment manufactured in their home countries for profit-making with industrialists in the developing world. Invariably such groups continue to indulge in self-glorification in international conferences and seminars with regard to technological cooperation and technological transfer to the Third World. It is as if all a country needs in industrialization is to indefinitely continue to import all its requirements in terms of machines and equipment.

There is a danger that a too narrowly defined appropriate technology might become a way of promoting the export of cheap equipment from the industrialized countries to the developing areas of the world. The latter might become dependent on this equipment and yet remain unable to produce it themselves.

Development organizations might promote the purchase of such items in their programs. For example, a tool may be made simpler with some of the labor-saving devices removed, and exported as an example of appropriate technology. If the technique and know-how for production of the tool remain in the industrialized country, the recipient country still remains simply a market place for the products of the rich. The creativity which could have been stimulated in the developing areas to solve their own problems and generate indigenous production would be stifled. In addition, there would usually be very little the importing country could do to influence the price of these tools.

The appropriate technology approach, however emphasizes that a community should use imported techniques only if they can be understood and re-produced locally. This is based on the belief that the faith of the people in their own capabilities is the basis for all development and progress. The idea of self-reliance is a central part of the concept of appropriate technology. The creative ingenuity of people to devise appropriate solutions in response to their needs and requirements should be encouraged rather than suppressed.

15. Appropriate Technological Problems and Prospect

A collection of case studies: can making in Kenya, Tanzania and Thailand Jute processing in Kenya; textile manufacturing in the United Kingdom; sugar processing in India; manufacturing cement blocks in Kenya; running engineering industries in Colombia; metalworking in Mexico; and extracting a processing copper and aluminum in the United States, Zambia, Zaire, a Galle. The studies demonstrate quite clearly that substitution possibilities exist in industry in both core and ancillary operations. This conclusion, based on empirical evidence, is important, since it has often been assumed that there is no choice of techniques in manufacturing industry. Secondly, the range of available techniques can be widened by re-designing or copying older designs and blueprints with local engineering adaptations, or through local manufacture of equipment. Thirdly, quite often the use of capital-intensive techniques, where more labor-intensive ones could have been used equally efficiently.

16. Technology & Employment in Industry

While some positive achievements have been scored over the past 30 years since independence, the economies of most African countries are characterized by low levels of production and serious deficiencies in basic socio-economic infrastructure, particularly in physical capital, technological and human resource development - factors which are essential for the techno-economic transformation of these countries. The rate of growth of industry has been very slow in Africa, accounting for only a small percentage of gross national product, while agricultural performance has dropped rapidly. Most African countries are still trapped in their ore-independence role of specializing in the production of, and trade in, primary commodities and are still critically dependent on imports for technological and manufactured goods, if not also for their food requirements. Of the 40 countries listed by the United Nations as least developed 21 are from the African continent.

The question often asked is why a continent so highly endowed with immense natural resources has so far failed to transform such resources, together with other necessary complementary factors such as technology and human skills, to industry-based socio-economic development. The answer to this question lies partly in the relatively short historical period since independence. It is also to be explained by other unfavourable exogenous factors such as the debt and worldwide economic crisis, which have badly affected Africa by other natural and man-made disasters. But when account is taken of all these exogenous factors, there is no denying the fact that the way in which Africa's internal and external resources flows, particularly technology, have been managed, explains to a large extent.

17. Direct Foreign Investment as a Vehicle for Transfer of Technology :

Transfer of technology has of late acquired crucial importance in economic development. Unless sophisticated technologies and know-how are available advancement in major

industries tries like consumer durables, chemicals, engineering, electrical and electronic goods cannot be made. Since these technologies are not easily accessible or readily-available one feasible way of acquiring them is through foreign private investment. Pakistan is, therefore, following a liberal and flexible foreign investment policy and has provided, a comprehensive set of incentives to attract foreign investors. Under the Foreign Private Investment (Promotion and Protection) Act of 1976, besides provision of adequate legal framework and security against expropriation, the foreign investors are:

- a) allowed to remit profit and capital;
- b) allowed to remit appreciation of capital investment;
- c) exempt from burdensome taxes on income;
- d) provided relief from double taxation in case of specific countries; and
- e) given permission for monthly remittance and transfer of savings on return.

Foreign investment is encouraged in industrial projects involving advanced technology transfer and heavy capital outlay like engineering basic chemicals, petrochemicals, and electronics despite these incentives growth in foreign investment has been slow.

20. Recommendations

The objectives for the development of science and technology in the Eighth Plan are as follows:

- a) To develop science and technology in a way that they could support the all round development of the nation.
- b) To support rural development sectors such as agriculture, cottage and small scale industries by enhancing the scientific and technological capabilities available in the country.
- c) To encourage the import of foreign technologies that have a direct bearing on the country's economic development.

The policies that will be adopted to realize the above mentioned objectives are as follows:

- a) To promote the use of appropriate technology for the development of economic sectors such as agriculture, industry, power, transport and communications as well as for the rural development.
- b) In the context of research works being carried out in various subjects and areas, priority will be given to research works geared towards solving the country's problems. Greater attention will be given to adaptive research in the development of cereal crops, horticulture, livestock as well as rural industries and energy.
- c) Emphasis will be laid on scientific research and technological development that assist in the

- d) mobilization of the country's natural resources. Encouragement will also be given to the augmentation of environment and bio-diversity by conducting special research peculiar to Nepal such as snow-hydrology, drought and cold resistant crops, forest trees, etc.
- e) The import of appropriate technologies from various developed and developing countries will be beneficial for the speedy development of the country. Hence, the transfer of such technologies will be encouraged through government, non-governmental and private sectors.
- f) Investment from the private sector is a prerequisite for the adoption and transfer of any technology. As the private sector can expedite the process of technology transfer, these activities will be intensified by involving private agencies. In this context, needed licences and tariff arrangements will be made to attract foreign investments in viable areas.
- g) Appropriate technology development process will be expanded through the promotion of adaptive research with the assistance of the sponsors of technology and capital investors. Arrangements will be made to institutionalize the system of issuing patents and copyright to encourage the private sector in the development and use of technologies in the Nepalese environment.
- h) Necessary coordination will be maintained among various government, non-government and private agencies involved in the enhancement of science and technology. A government agency will be instituted to consolidate these different units and to coordinate educational and research work on development in science and technology in an effective manner.
- i) Qualitative and quantitative improvements will be made in the production of scientific and technological meaningful manpower for the all-round national development. In this context, studies, research and training programs will be promoted through universities academies and non-government and private institutions to develop science and technology in the country Concrete steps will be taken to give needed authority to such research institutions.
- j) The extent to which the accomplishments made in science and technology are availed to various agencies involved in development works is quite limited. Therefore, the achievements made in this field will be widely published and disseminated. This will help to make the general; public aware of the benefits and uses of science and technology, and thus help increase their usage. Libraries and information centres will also be mobilized in this task.
- k) Special attention will be given to the development of traditional indigenous technology. In this regard, the improvement, development and fine tuning of existing technologies in the rural areas will be encouraged.

- 1) Non-governmental and private institutions will be mobilized to the maximum in technology dissemination and its effective use.

21. Conclusion:

This paper has briefly reviewed the prevailing setting for technology selection, negotiation and acquisition in Sub-Saharan African countries. It has examined these issues from two perspectives: firstly, the magnitude of technology flows, and secondly, the problems these countries are facing which impede the appropriate selection, negotiation and utilization of these technologies. The problems which most Sub-Saharan African countries are facing are in the critical areas of policy formulation and implementation; the establishment and or effective functioning of suitable institutional machinery for technology acquisition, adaptation, development and diffusion; acute shortage of certain technological capabilities and skills; and finally, lack of technology information that would assist technology decision-makers in the choice of technology, and in negotiating the best possible terms and conditions for the transfer. Weakness in any of these areas is likely to have a detrimental impact on technology acquisition and utilization in general. In conclusion, it can be stated that with respect to the capital intensity and vertical mass of technology, it is not possible for any developing country such as Algeria to acquire all technologies that are needed for its economic growth. As in the case of large economic and political groupings EEC, Comecon, North America, etc., it is our hope that we can in the near future participate in the creation of an economic community that would embrace the Arab and Muslim countries. In the same vein, Algeria has already involved itself in a drive for the establishment and promotion of a technological complementarity within the Greater Maghreb.

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Principles and Operations of Islamic Banking

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Abstract

In tandem with the global rapid expansion of Islamic Banking, Bangladesh has experienced phenomenal growth in Islamic Banking following strong public demand for the system. Since its inception in 1983, Islamic Banking Industry has recorded robust performance and the industry has accounted for more than twenty percent market share of the entire banking industry in Bangladesh. Though Islamic banking industry in Bangladesh has achieved more than 20 percent annual growth, the industry has immense potentials for further expansion as Bangladesh is a Muslim majority country with a vibrant economy of 6 percent real economic growth over the last decade. To reap the full-potentials of Islamic banking, it is imperative to assess the present status of Islamic banking industry in Bangladesh. For this purpose, the paper would like to investigate the current status of Islamic banking industry; and it also wants to assess its comparative performance with overall banking industry. To attain the objectives of the paper, necessary information have been collected from the secondary sources; and financial ratio analysis approach has been applied in this regard. Finally, the paper sheds a new light upon challenges faced by the Islamic banking industry and prescribed policy options to meet the challenges.

Keywords: Islamic Banking, Challenges, Principles, Operations.

1. Introduction

One-fifth of the world's 6.5 billion inhabitants are Muslims. That's 1.3 billion people. And like all religions, there are vast differences in the way the religion is practised. The most observant adhere closely to Islamic Law, or Sharia. This divine law, revealed in the holy book of the Islamic religion called the Quran, forbids a number of activities, including gambling, smoking, drinking of alcoholic beverages, eating dork, and paying of interest. The challenge is that interest payments are the foundation of the modern financial system. Interest is the price the borrower pays for the credit extended by the lender. Financial development and economic development go hand in hand. Without interest payments, it is difficult to imagine the modern economy we see around us.

Because they are prohibited from paying or receiving interest, people in the Islamic world have found alternative mechanisms for promoting the flow of funds from savers to investors. They have developed banks that engage in financial transactions that are in

compliance with Sharia. In face of interest payments on deposits and interest charges on loans, Islamic banks enter into an alternative set of agreements with their customers. On the liability side, banks accept transaction and investment deposits. The formers are available on demand, have a guaranteed nominal value, pay no interest, and may require the depositor to pay a maintenance fee. Investment deposits, which are the principle sources of Islamic bank funding, carry no guarantees and do not pay fixed returns. Instead investment deposits represent shares in the profits or losses of the bank. In servicing its investment accounts, an Islamic bank operates much like traditional mutual fund managers distributing profits that are proportional to the size of the investment deposits. Lending from Islamic banks is governed by the same principles of risk sharing. The two most important types of loans are called mudarabah and mudrabaha. Mudarabah is a profit-sharing agreement where, in exchange for lent funds, the bank receives a previously agreed upon fraction of the gains from the borrowers' activities, in much the same way that a stockholder receives dividends. In a Mudrabah contract the bank purchases goods on behalf of a customer and then, resells them on a deferred basis, adding a profit margin. That is, the bank is making the purchase on behalf of the customer, and then, the customer pays for the goods in a series of installments. Today, there is a growing system of financial institutions engaging in transactions that comply with Islamic Law. While they may be different in character, these banks serve the same basic functions that traditional banks do. They channel funds from savers to investors.

2. Justification of Founding Islamic Bank

Despite the prohibition of interest payments in Islam, Muslims throughout the world have not been able to avoid interest-based transactions which cover almost all aspects of their lives. The reason for this is deeply rooted in the political and economic system inherited from colonial powers who had ruled many Muslim countries for centuries. Even after independence, some Muslim scholars continued to argue for the exclusion of interest rates charged by the banking system from the scope of usury, on the ground that interest charges are necessary to ensure the existence of an efficient-working financial system, and that these interest charges are not excessively high to qualify them as usury.

Over the last two decades prior to the establishment of BIMB, however, a consensus has developed among the Muslim scholars to regard interest charges as a form of usury which must be avoided by Muslims. Consequently, an alternative banking system which does not base its operations on interest payments is deemed necessary in Islamic countries.

At the same time, the resurgence of religious awareness throughout the world since the 1970s had induced Muslims to organize their way of life increasingly in accordance with Islamic principles. The reordering of their economic activity, such as the introduction of Islamic banking, can be seen as an effort to generate an alternative model of banking which is compatible with Islamic teachings.

The move to create Islamic banking started with a pioneering experiment in the form of a rural savings bank in "Myt Ghamar" Egypt in 1963. However, the experiment which was led by Ahmad El-Nagar came to an end in 1967. Although the bank operated only for four years, it had paved the way for the establishment of other Islamic banks, such as the Dubai Islamic Bank, which was established in 1975. It is estimated that there are now over 100 Islamic banking institutions throughout the world, with more than RM 100.0 billion of funds under their management.

On the asset management side, different principles are used for different kinds of loans offered to customers. For the project financing facility, the principles of Al-Mudharabah and Al-Musyarakah (partnership or joint venture with profit-sharing) are often applied. The former works in a similar manner as in the case of investment accounts. In this case, the bank provides the whole capital and the borrower, often an entrepreneur, provides the management expertise. The profit will be shared according to an agreed proportion, while the loss will only be borne by the bank.

3. Literature Review

Though Islamic banking has made significant progress in Bangladesh during the last three decade, there is dearth of quality studies/papers addressing key issues of Islamic banking in Bangladesh. Most of the studies done in the context of Islamic banking in Bangladesh have so far focused on performance of banks and legal issues based either on few samples or narrower perspective or short time span. As there is research gap in Bangladesh Islamic banking, an in-depth and comprehensive research is required on current status of Islamic banking in Bangladesh for proper dissemination of information among regulators, managers, investors and general customers.

Hassan, M. Kabir (1999) explained the basic elements of interest- free banking in details and its practical experience in a developing Muslim majority country, Bangladesh. The paper analyzed the performance of 'Islami Bank Bangladesh Limited (IBBL)', the first Islami Bank in Bangladesh based on growths in deposits, investment, profit, international trade, remittances and expansion of branch network during the period of 1983-94. The paper also made comparison of IBBL's performances with those of other private banks during the same period. The key recommendations made in the paper included diversification of lending portfolios into long term financing under Musharaka and Mudaraba, selection of customers based on quality and genuineness of projects, imparting knowledge of Islamic banking among customers and creation of interest free money market instruments by central bank. Sarker, Md. A. A. (1999) evaluated performances of Islamic banks in Bangladesh during the period of 1988-97. The paper used five efficiency test criteria (mainly financial ratios) to measure the performance of Islamic banks. The paper reported that only Islamic Bank Bangladesh Limited, the first Islamic Bank in Bangladesh maintained positive growth trend in deposits, advances and profits during the period under report. Investments under Musharaka, ideal partnership mode was below 3% of total

investments and no investment was made under Mudaraba, another ideal mode during the period under report. Alam, M. N. (2000) attempted to analyze growth trends of deposits and investments of the first and large Islami Bank in Bangladesh 'Islami Bank Bangladesh Limited (IBBL)' during 1983-94. The paper found that the IBBL mobilized deposits mainly under AL-Wadia and Mudaraba modes. The paper revealed that the bank made investments mainly under Murabaha, Musharaka, Bai-Muajjal, Hire Purchase, and Quard E Hasana mode of investments. Among different mode of operations, the bank concentrates on the Murabaha, Bai-Muajjal and other related mode of investments. Musharaka and Quard E Hasana modes recorded below 3% of the total investment and no investment has been made under Mudaraba.

Ahmad, A. U. F., & Hassan, M. K. (2007) examined current legal and regulatory issues of Islamic banking in Bangladesh. The paper pointed out that there is a lack of a well-defined regulatory and supervisory framework for Islamic banks for their effective functioning in line with the tenets of Shariah. The other major issues included absence of an interbank Islamic money market, presence of a discriminatory legal reserve requirement for Islamic and conventional banking, prevalence of a restrictive environment in the capital market, and the lack of legal support and protection of Bangladesh Bank to avoid the associated risks of Islamic banks. The paper suggested that Islamic banks in Bangladesh should have an independent banking act that controls, guides, and supervises their functions and provide legal support to the parties concerned.

Mamun, Dr. Muhammad Z (2008) shed light on the prospect and growth potentials of Islamic banks in Bangladesh as perceived by Islamic and conventional bankers. The paper investigated the factors that motivate banks to adopt Islamic banking methods, the reasons which attract consumers towards Islamic banks and the factors responsible for hindering growth of Islamic banks. The paper identified adherence to the rules of Shariah as the foremost factor to customers in choosing Islamic banking services. The paper pointed out opinions of conventional bankers that the preferential treatments that Islamic banks receive from central bank contribute to their profitability and this factor plays a crucial role in motivating some conventional banks to offer Islamic banking as a parallel service. The paper found that lack of supportive legal framework works as the primary factor in hindering growth of Islamic banking in Bangladesh.

Mahmud, Abdullah Al & Islam M. Muzahidul (2010) paper focuses on the comprehensive comparison about the performance of conventional and Islamic banking system operation in Bangladesh during 2000-2005. Some commonly used measures such as general business measures, profitability ratios, management soundness and social profitability have been applied to derive the objectives of the paper. The paper found that though both conventional and Islamic banking have contributed a lot to the economy of Bangladesh, there are two major functional differences. Firstly, the conventional banks follow borrowing and lending mechanisms while the Islamic banks abide by trading and investment mechanisms. Secondly, the conventional banks provide and receive interest for deposit and advance but

Islamic banks neither accepts nor pays interest in any of its activities and run business based on profit as a pricing tool instead of interest. The study reported better performance of Islamic banks as:

Compared to that of conventional banks. Muhamad, Abduh et.al., (2013) attempted to investigate the efficiency and performance of five major Islamic banks in Bangladesh. In the paper, ratio analysis and data envelopment analysis methods have been applied to measure the performance and efficiency of Islamic banks with data collected from published annual reports during the period of 2006-2010. The paper found that the trend of all Islamic banks was on the rising stage during year 2006 to year 2010, suggesting that the Islamic banks have improved their efficiency over the study period. The paper also suggested further research applying stochastic frontier approach with more variables, enhancing number of time period and making comparison between conventional and Islamic banking.

4. Methodology

The article was prepared with secondary information mostly collected from online of Islamic Banking and other published reports, articles and books. Officials of Islamic Bank also interviewed and bank operations were observed. Meetings were held with the the bank management and relevant information was collected and incorporated in this article.

5. Principles of Islamic Bank

In Malaysia, various principles have been applied in place of interest charges. Moreover, different principles are used for different banking services. These principles are explained here to understand the functioning of the Islamic Banking in Malaysia.

5.1 Principles of Al-Wadiah

The principles of Al-Wadiah (trusteeship) is used in the mobilization of demand and savings deposits. Under this principle, the bank is entrusted with the safe keeping of the customers' deposits, which can be withdrawn at any time upon demand by the customers. Payments of dividends are not obligatory but at the discretion of the bank since the customers already benefit from the safe custody of their money.

5.2 Principles of Al-Mudharabah

Islamic banking offers investment accounts to customers based on the principle of Al-Mudharabah (trustee profit-sharing). Under the arrangement, the deposits will be used by the bank for investment purposes, whereby the profit will be shared between the bank and the customers at an agreed ratio. However, if the project results in a loss, then the investor (bank) will bear the loss fully. The entrepreneur cannot be made to bear the loss because his contribution is only in the form of his effort and hence his losses are his effort, time and energy; unless the loss was due to his misconduct or negligence. If in any circumstances the

loss results in a decrease in the invested capital (mudharabah capital), then the mudharib (entrepreneur) shall return the remainder of the capital (after deducting the loss) to the investor.

6. Principles of AI-Murabahah

Under the principle of AI-Murabahah, a customer agrees to buy the arrival. The bank in turn issues a letter of credit and settles the bank using its own funds. It later sells the goods at a marked-up price for the settlement by customer to the bank is done either on cash or installment basis.

6.1 Principles of Al-Kafalah

Another trade financing facility provided by the bank is through the issue of under the principle of Al-Kafalah. In this case, the customer is also required amount of deposit with the bank as collateral to the guarantees. The bank service fees for the facility. Finally, trade financing is also done purely, or Murabahah without involving the use of letters of credit is different to the one using letters of credit. The principle of AI-Murabahah: purchase of domestically produced goods which are later sold to customer.

7. Islamic Banking System

After more than a decade in operation, Bank Islam Malaysia Berhad (BIMB) has proved to be a viable banking institution with its activity expanding rapidly throughout the country. BIMB was listed on the Main Board of the Kuala Lumpur Stock Exchange on January 17, 1992. Nonetheless, the long term objective of the Central Bank has been to create an Islamic banking system to function on a parallel basis with the conventional system. A single Islamic or conventional bank does not constitute a system. A banking system, whether Islamic or conventional, would require three vital ingredients to qualify as a system. These three ingredients are:

- a) a large number of players;
- b) a broad variety of instruments; and
- c) an Islamic interbank market.

Recognizing the above, the authorities adopted on a step-by-step approach to achieve the objective of developing an Islamic banking system to complement the conventional banking system. It was decided that for the first ten years, beginning 1983, there should be only one Islamic bank, namely BIMB, and that during this period a large number of Islamic financial instruments should be developed. With only one Islamic banking operating, it would be much easier to develop and test out new instruments on a careful and prudent basis.

8. Operations of Islamic Bank

8.1 Interest-Free Banking Scheme

Having achieved the objective of ensuring a large number and broad variety of Islamic financial instruments, it was time to move on to achieve the two other objectives, namely a large number of institutions offering Islamic banking services and an Islamic money market to link the institutions with the instruments. In this respect, a scheme was developed to allow the existing financial institutions to offer Islamic banking services, and the scheme was launched on a pilot basis on March 4, 1993.

The scheme was named Interest-free Banking Services or Skim Perbankan Tanpa Faedah, popularly called SPTF.

8.2 Interest-Free Banking Fund

The financial institution joining SPTF is also required to maintain a working fund. Interest-Free Banking Fund, the minimum amount of which would be determined by the Central Bank from time to time. The minimum amount at present is RM1.0 million. The IBF has the following features:

- (a) the IBF is funded by way of an allocation by the head-office of the bank.
- (b) the IBF is placed under the IBU to fund the operations of the SPTF.
- (c) the fund is used for overhead expenses and operational matters of the SPTF.
- (d) profits and fees earned by the by the SPTF are to be credited into the IBF.

The SPTF which was launched on March 4, 1993 on a pilot basis involving the three largest domestic commercial banks, namely, Malayan Banking Berhad, Bank Bumiputra Malaysia Berhad and United Malayan Banking Berhad worked smoothly during the period of the pilot run. The second phase of the SPTF was launched on August 21, 1993 whereby 10 additional financial institutions joined the scheme.

8.3 Functions of Islamic Banking

All commercial banks, merchant banks and finance companies are eligible to participate in SPTF. A financial institution wishing to participate in SPTF is required to set up an Interest-Free Banking Unit (IBU), to be headed by a senior and experienced Muslim officer and maintained by qualified staff in the head office the following functions are:

- (a) to attend all aspects concerning the operations of the SPTF, including policy and procedural matters;
- (b) to liaise with other departments in the financial institutions to ensure smooth operation of SPTF;
- (c) to ensure that all funds pooled into the Interest-Free Banking Fund are channeled into financing and investment activities on the basis of Islamic principles;

- (d) to arrange for training for training of staff on Islamic banking so as to ensure the smooth and effective implementation of the SPTF;
- (e) to arrange for compilation and submission of such returns, as may be required to be submitted to the Central Bank from time to time;
- (f) to ensure that all directives and guidelines issued by the Central Bank pertaining to the SPTF are strictly complied with; and
- (g) to undertake on-going research and development in Islamic banking for the further enhancement of the Islamic financial system.

Business organization is primarily originated for the sake of profit by performing lawful activities. Banks are also one of the business organizations that provide a set of products and services to generate profits. Inception of Islamic banking practices in Pakistan created multiple threats and opportunities to meet customers' expectations by the provision of quality services. It initiated a healthy competition for Islamic banks to compete with their peers and conventional banks for greater profits. It was observed that the banking industry experienced stiff competition with banks and with other financial institutions to attract potential customers (Hull, 2002). Islamic bank works as a trading concern and financial intermediary to perform interest-free activities purely according to the principles of Sharia'h. It is a welfare organization that promotes business and trade activities by pooling the financial resources for the sake of profit and loss for mutual benefit. It is found that Islamic bank performs activities in the right direction towards human development. It plays a positive role towards economic development having main focus on human development while performing its functions (Al-Harran, 1993). It is documented that banks have witnessed more profits on Mudraba'h facilities as compared to conventional loans due to profit and loss base of Islamic products (Ebraim, 1999). Uzair (1976) suggested the working structure of Islamic bank and explained its functions. Banking transactions are undertaken among three parties i.e. actual users of the capital or entrepreneurs; the bank as an intermediary and partial user of funds; the suppliers of funds or depositors. The study recommended that all the transactions should be based on profit and loss contracts among the concerned parties and exclusively interest-free.

Banks could promote savings and investment activities by determination of an equilibrium profit sharing ratio between depositors and borrowers. (Siddiqui, 1979) Islamic banks have a number of opportunities in Pakistan with a population of more than 96% Muslims. Islamic banks have to face multiple challenges due to strong reaction from conventional banks because they were deep rooted and popular among the public to meet their requirements. There are 6 full-fledged Islamic banks with 341 branches offering interest free products in Pakistan (SBP, 2007). Ahmad et al. (2010) investigated the customer's satisfaction among Islamic and conventional banks in Pakistan. A survey of 760 bank customers were undertaken to assess the customers satisfaction regarding different functions performed by Islamic and conventional banks in Pakistan.

The study concluded that customers of Islamic banks have higher satisfaction as compared to conventional banks. Islamic banks perform a variety of fund-based and non-fund based functions to facilitate their customers. Islamic banks play a vital role in the economy to promote productive activities that enhance economic growth and prosperity. Islamic banks ensure stable economy; fair distribution of income; reduce injustice; risk sharing, lesser financial crisis; facilitate production and business activities.

8.5 Secrecy and Confidentiality Provisions

It is important to emphasise that generally Malaysia does not act legislation that guarantees total banking secrecy. However, in Labuan IOFC, Malaysia offers confidentiality to legitimate customers who wish to keep their business and financial matters private. This is achieved by various secrecy provisions in most of the offshore Acts.

8.6 Productivity of Banks

Productivity refers to an institutions skill at marshalling and utilising resources at its command in the most effective manner. These resources should relate to both human as well as capital resources. In the most basic terms productivity is usually expressed as the inverse relation between total output and the total input or resources used.

8.7 Risks Faced by Banking Institutions

At the macro level, there are several risks that the banking system faces. In Particular, a sharp slowdown in economic and business activities may raise concerns on the soundness of the banking system and the quality of bank assets. There are some key factors that private sector approach focused on:

- (a) Commerciality,
- (b) Transparency,
- (c) Equal opportunity for investors,
- (d) Professionalism,
- (e) best practice,
- (f) Independence.

The components which comprise an AMC are:

- (a) operating protocols,
- (b) acquisition of assets,
- (c) rehabilitation processes,
- (d) sale or disposal of assets.

9. Conclusion

The central Bank has already put in place the relevant infrastructure, such as specific guidelines on SPTF and an Islamic money market to enable Islamic banking to takeoff on a sustained growth path. As the foundation of an Islamic banking system is already in existence, the policy thrust will be to further accelerate the progress of Islamic banking. A number of new measures were implemented.

Islamic banking has achieved significant growth in Bangladesh that belongs to 20 percent share of the whole banking industry. However, investments under Mudaraba and Musharaka are below 2 percent. Investment in socially desirable sectors like microenterprises, small projects and agricultural sectors are only getting marginal shares in total investment. Islamic banks are also facing challenges; among them major constraints include absence of separate act, paucity of money and capital market instruments, and lack of skilled manpower. Bangladesh has also tremendous potentials for further growth of Islamic banking as she has vast population with increasing real per capita income and Muslim majority people. Bangladesh may also bank on Islamic finance specially for financing large infrastructure projects badly need to achieve higher GDP growth towards bringing poor people out of poverty cycle. The ground has already been prepared by Islamic banks and its more than ten million customers. The unlocking of unexplored immense potentials of the Islamic finance industry depends on the appropriate legal framework, development of customized products suitable for all segments of customer base, adoption of state-of-the-art technology and committed skilled human resources.

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Note:

This article has been prepared basing on the following documents, published article and books on money and banking

- a. Study Manual on Diploma in Banking and Financial services , Monetary Economics and the Malaysian Financial system
- b. Article : Islamic Banking in Bangladesh : Current Status challenges and policy options by Md. 6012 are Nabia and others
- c. Money and Banking and Finacial Markets by Stephen & Ceechhettic (2008,2006)

Problems and Prospects of Tourism in Bangladesh

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Abstract

Bangladesh is a country of full of fun and enjoyment. The country is full of unique natural beauties which attract the travellers and visitors from all over the world. Many travellers and visitors described Bengal as “Tiltoma” is (a women who is a paragon of beauty). Long sea beach, rise and fall of the sea, beautiful natural scenaries, lakes and rivers and their tributories have enhanced its attraction to the travellers. Our people are very much hospitable and generous. Moreover, the tribal people of Banderban, Ruma, Rangamati & Khagrachari with their district cultural and distinguishing life style have increased the attraction of many tourists. Existing beautiful tourist spots are: Sundarban- Khulna, Satkhira and Bagerhat, Kuakata, Cox’s Bazar, Sonadia, Shrine of Hazrat Shah Jalal and Jaintapur, bagerhat Shat Mosgit etc. are beautiful places of interest to the visitors and travelers. His excellency, Mr.Horiguchi, Honorable Ambassador of the Japan, Dhaka, Bangladesh is a very good friend of the people of Bangladesh advocated that tourists is a main source of foreign exchange earning of many countries and can create job opportunities for large number of people. According to him it could be a powerful engine for natural economic growth. Tourism is one of the most promising sectors for Bangladesh with her huge natural beauty, heroic historical background and archaeological resources. This study research has identified whether the contribution of this sector is significant to total GDP of Bangladesh and its future prospects as research problem. It has served the objectives of assessing different aspects of tourism with point to point analysis. Secondary data supplied by Bangladesh Economic Review 2010, Bangladesh Parjatan Corporation and World Travel & Tourism Council have been analyzed with some simple statistical tools. Recommendations are made for development of infrastructures, diversifications of tourism form and establishment of Public Private Partnership (PPP) in tourism sector.

Key words: Tourism, GDP, Service, Infrastructures, PPP

1. Introduction:

Bangladesh has become a center of attraction and is being developed as a tourist destination due to its unique natural beauty.

Although it has not been very long since Bangladeshl was opened to foreign tourists, yet the tourists inflow rate to Bangladesh has been increasing day by day. In 1975, the number of

tourists visiting. The growth rate during the decade 1980 and 1990 was satisfactory. In 1991, the total tourist inflow increased significantly and reached number of Indian tourists arriving by air in the same year increased enormously which showed an increase by 70 percent over the previous year's arrivals.

Tourism industry has already established itself as a major industry to earn foreign currency. Foreign currency earned from this sector was much higher than the previous year. The contribution from the tourism industry in the GDP is about 3.7 percent. Most of the tourists coming to Bangladesh are from North America, West Europe, East Asia and neighboring countries. The development of air transport, being an extremely important means of transport to bring the tourists into Bangladesh has been considered to be a great supplement to the development of tourism.

2. Objectives of the Study

Tourism industry is not very well established. For making the sector developed and significant, some modification and arrangement are to be improved. This paper has set some objectives which will serve the study purpose. The specific objectives of the study are:

- a) To evaluate different areas of tourism;
- b) To identify the reasons of tourism;
- c) To analyze the contribution of tourism in GDP of Bangladesh;
- d) To explore future prospects of tourism in Bangladesh and
- e) To suggest some recommendations to overcome the problems and for development of tourism sector.

3. Objectives of tourism industry

- a) 'To earn larger amount of foreign currency by the development of tourism industry.
- b) To keep on expanding the tourism activities to other places of the country in order to ease the tourist pressure in a few limited areas.
- c) To improve the living standard of the people and to reduce the level of poverty by increasing the employment opportunities through the expansion of tourism industry.
- d) To improve the quality of services and facilities relating to tourism together with the promotion of environmental, historical and cultural properties.
- e) 5.To develop necessary infrastructures required for the operation of efficient, safe and well-facilitated and standardized air services.
- f) To forge a close coordinating link between tourism sector and other sectors of the economy.
- g) To augment the use of local materials and services in the tourism industry.

4. Methodology

The article was prepared with secondary data mostly collected from online of tourism and other published reports and books officials of Porjatan Corporation were also discussed and meetings were also published.

This study is a theoretical analysis of secondary data. It covers economic impact of tourism in Bangladesh. Data recorded by all related authority like Bangladesh Parjatan Corporation, Bangladesh Economic Review 2010 and World Tourism and Traveling Council 2011, are used for this research. Using some simple statistical tools, all the data obtained from secondary sources are analyzed and finally a conclusion is drawn. Afterwards, some recommendations are made for the betterment of this sector so that the economy can squeeze absolute benefit there from.

5. Literature Review

Relevant published and unpublished reports documents and books were collected, reviewed and important portions relating to this article were incorporated in this article.

Forms of Tourism :

- Site Tourism
- Business Tourism
- Office Tourism
- Education Tourism
- Religious Tourism
- Medical Tourism
- Other Tourism

Tourism Promotion and Publicity

Together with the publication of various publicity materials, tourism programmes have been conducted in the source countries under joint collaboration with semi-government and private sectors.

Tourism and Hotel Management Training

3241 trained personnel have been produced in this sector.

Civil Aviation Services

Extending point-to-point communication services to 5 airports including the Tribhuban International Airport in Kathmandu, air traffic control services at 8 airports and Aerodrome.

This industry appears to possess higher comparative advantages in view of its being one of the important industries to earn foreign currency without causing any adverse effect on environment and also being endowed with the opportunity of using the existing geographical and culture heritage: Therefore, tourism industry should be promoted with

higher priority. This industry can also play a significant role in the development of rural and urban areas of Bangladesh. This, being an employment oriented industry, can also be used to solve unemployment problems, if it is expanded to different additional areas of the country.

Taking above facts into consideration, , will attract private and foreign investors to the tourism industry in order to bring about effectiveness in the promotion of tourism by developing infrastructures in new touristic ally feasible places. In the same way, it will create a necessary atmosphere suitable for implementing the policies formulated with an eye on the appropriate participation of private sector, communities and non-governmental organizations. The fact that the tourism industry could not be developed to directly influence the strengthening of country's economy in the past is evident from the problems noticed in this field. Therefore, substantial steps will be taken to resolve these problems by formulating policies under tourism sector, in the Five year Plan.

6. Impact of Tourism

Bangladesh is expected to attract 443,000 international tourist (overnight visitor) arrivals in 2011, visitor exports (foreign visitor spending, including spending on transportation). Tourism makes direct contribution by creating demand of accommodations, transportations, and entertainment etc. Indirect impact accounts for creation of Govt. collective investments and purchases of supplies etc. Thirdly, the induced impact results in direct and indirect spending of the employees related to tourism. Tourism offers immense potentiality on employment generation, poverty alleviation and maintaining ecological balance. It is a relatively modern phenomenon, which plays an intensely important role in the economic development of any country.

Tourism Promotion and Publicity

- a) Tourism promotion programmes will be launched in order to increase the inflow of the tourists with greater spending capacity from Australia, Western Europe, America and also from the newly developed tourist markets such as Eastern Asia and South East Asia.
- b) Special promotional programmes will be formulated and launched to further increase the number of Indian tourists.
- c) Joint promotional activities will be launched with the collaboration of HMG, semi-governmental organizations, and the private entrepreneurs in order to effectively coordinate the programmes and to improve the standard of tourism. In order to impart stability to these activities, a separate "Promotion fund" will be created with the collective participation of them.
- d) In order to provide facilities to the tourists coming to Bangladesh, scheduled and chartered services of foreign airlines will be encouraged, and the visa process will also be simplified.

- e) A work plan will be made in collaboration with semi-government agencies and private entrepreneurs involved in the tourism sector to promote cultural heritage of the nation. Accordingly, programmes of religious and cultural tourism as well as internal tourism will be launched to develop these sectors. Programmes will also be made to gradually reduce the impact of seasonality by introducing touring packages prepared by the private sector.
- f) A fixed percentage of foreign currency earned can be deposited at the banks for the investor's use in tourism, the percentage of which will be gradually raised.
- g) Required loans will be extended to tourism sector by commercial banks on the basis of priority.
- h) Various financial facilities will be provided as required.

New Infrastructure Development

New and attractive tourist spots will be identified and necessary physical infrastructures will be expanded in order to extend tourism to other places of the Kingdom to ease the pressure at limited spots. Main tourist spots in each development region will be developed. Appropriate measures will be undertaken to maintain the cleanliness of existing tourist spots and the necessary physical facilities will be added. Government investment will be increased to expand physical infrastructures like road, communication, air transport network. Private sectors and local NGO's will be mobilized, besides government investment, in the construction, preservation and running of physical infrastructures.

Administrative Consolidation

Mobile tourist police system will also be made available outside the valley for the safety of the tourists and to act promptly and solve any contingent problems that may arise there. Improvements will be made in the procedure of preparing the curriculum for the training of required manpower of this sector within the country with the participation of the commercial agencies involved in the tourism-sector. This will be done in co-ordination with the users of such manpower. Administrative procedures will be simplified and appropriate environment will be created with attractive facilities for the promotion of local or foreign or joint investment in tourism.

- a) The current administrative procedure relating to hotel, travel, trekking and rafting enterprises will be simplified.
- b) 2. Tourists: Laws and acts will be updated with scientific changes and amendments.
- c) The corporation will extend its international services to Japan and France in the first year, and South Korea and Australia by the fourth year of the plan period, in order to reach air service to the tourist originating places.

- d) 3. In the first year of the plan period, large long-distance foreign airlines will be involved or airplane will be acquired on lease to run the above programmes. A new jet-plane also will be acquired during the period to expand the regional air services.
- e) 4. A turbo-prop airplane will be acquired to improve domestic air service.
- f) 5. Domestic and international night-air-services will be operated to increase service to the maximum by utilizing the planes in the possession of the corporation.'
- g) 6. All domestic seat reservations in tourist routes will be computerized to serve the tourists more efficiently. For the promotion of tourism, general Sales Agents (GSA) will be appointed in countries where the corporation does not operate regularly.
- h) 7. Attempts will be made to make the corporation more efficient and service-oriented by mobilizing local or foreign private sector investments. Developing Tribhuban Airport as a Focal-Point

Improvement of Domestic Airports

Being safety the prime concern of civil aviation and air transport, necessary physical and avionic facilities as well as communication equipment will be gradually provided on a priority basis at the already operating airports.

Liberal Sky Policy

The present foreign charter policy will be reviewed and additional charter services will be encouraged from other countries.

Standard Domestic and International Air Services

- a) To expand the domestic air services and standards, the present air routes will be organized, and 50-60 seats aircraft for service between central and regional airports and 18-19 seater aircrafts for services between regional and other airports will be operated.
- b) Bilateral government and business air service agreements will be gradually made for the promotion of international air services.
- c) The 'domestic airports under construction will be completed according to the fixed time schedule.
- d) At places where airport or surface transport is not possible, the services of helicopters will be promoted with the construction of helepads.
- e) The utility of Tribhuban International Airport will be raised by increasing its time of service operation.

Private sector Encouragement in Domestic Air Service

- f) 1. Domestic, foreign or joint investments under the private sector will be encouraged with clear and simplified operational procedures to operate in domestic routes and to expand air services.
- g) 2. The investors in domestic air services will be provided with the same facilities as given to the industry sector.
- h) 3. Domestic, foreign or joint investments from the private sector will be encouraged for efficient operation of airports and airport services.

Manpower for Standard Civil Aviation Services

- a) 1. The Civil Aviation Training Centre will be consolidated with special priority to prepare basic and middle level manpower for various civil aviation fields within the country.
- b) 2. The professional skills acquired by Nepal in civil aviation sector will be exchanged with similar sectors of Bangladesh.

Consolidated and Efficient Civil Aviation Services

- a) Implementing timely reforms in the organizational structure of the Department of Civil Aviation in keeping with the competitive growth of air transport and civil aviation, it will be developed as a "Civil Aviation Authority" to act as an autonomous agency in order to effectively discharge the responsibility of the aeronautical regulatory authority.
- b) Rules and guidelines relating to civil aviation will be updated.
- c) Equipment will be updated by procuring new items to provide quality civil aviation services in keeping with intense technology development taking place in the field of civil aviation.
- d) Trainings and Seminars will be conducted in order to upgrade the skill of manpower involved in the civil aviation services.
- e) Appropriate reforms in the context of the changed times will be carried out by introducing mechanization in the office management of the airport and the Department of Civil Aviation.

Tourism Research and Survey

Programmes relating to development and upkeep of infrastructures appropriate to tourism will be identified, implemented and monitored. Study and research related to tourism and survey of probable areas will be conducted and arrangements will be made for the dissemination-of such information.

Production and Distribution of Publicity Materials

Publicity materials on Bangladesh in the form of books and booklets in different languages, posters stickers etc. will be printed for distribution within and outside the country on the basis of the number of tourists visiting the country each year. Similarly, audiovisual photographs, slides and documentaries will be made and necessary equipment will be purchased for this purpose. Publicity will be carried out through communication media including radio, with a view to increasing people's awareness. Statistics and information relating to tourism will also be published.

Promotion of Tourism

India and other appropriate countries will be selected to attract tourists to Bangladesh. Special promotional programmes will be conducted aiming at these countries. Advertisement will be done targeting these countries. Appropriate persons from these countries will be offered special hospitality and invited to visit Bangladesh. Similarly, Bangladesh will take part in fairs, seminars and conferences relating to promotion of tourism to be organized in other countries, Programmes will be launched towards developing convention tourism by holding similar programmes in Bangladesh. Sustainable and effective organizational arrangements will also be made for the exchange of information relating to Nepal in the foreign countries. A joint programmes involving Royal Bangladesh Airlines Corporation, other airlines companies and private tourism entrepreneurs will be launched for this purpose and the activities incorporated into the programme will be undertaken on a priority basis.

Development of Cultural and Religious Tourism

Cultural Nepal will be developed by promoting cultural heritage. Arrangements will be made for co-ordinating stage performance of cultural programmes in a manner that it will provide assistance to artists engaged in this profession. Suitable programmes will be chalked out in co-operation with the private sector in order to promote religious tourism systematically; and programmes for infrastructure development will also be implemented in some religious sites as required. Under this, additional programmes will be implemented to attract the followers of Hinduism to the famous temple of Pashupatinath and other temples, Muktinath of Mustang, Janaki temple of Janakpur and other pilgrimages, Gosainkund of Rasuwa. Similarly for the followers of Buddhism Tilaurakot of Kapilbastu, Lumbini of Rupandehi, Devdaha and, Ramgram of Nawalparasi will be developed. Suitable arrangements will also be made for tourists to observe religious and cultural festivals.

Center at Biratnagar will also be undertaken. Also, programmes relating to the preparation of procedures upon setting up of aerodrome flight information zones in 23 airports and preparation of infrastructures meeting the concept of future navigation system of ICAO will be undertaken.

Extension of Fire Prevention and Life Saving Services

Programmes for procurement of mechanical equipment and spare parts, training and the construction of garage have been included to provide eight category services at Tribhuban.

Development of Technical Manpower

Programmes have been incorporated to conduct training courses for personnel in groups subsequent to the procurement of training equipment civil Aviation.

7. Recommendations

Tourism is an industry of providing services. It could not be isolated from other sectors; rather it depends on some combined effort of other service sub-sectors like hotel and motels, transports, foods, security, guide etc. These facilities are the infrastructures of tourism which is still far behind from satisfactory level. Bangladesh is blessed with huge natural beauty which constitutes major part of tourism industry. Proper maintenance of these beauties along with assuring other logistic facilities can make the tourism most lucrative sector. For this, concentrations are to be made on some areas

- Tourism survey and Research is to be conducted
- Resort area to be developed programme has been initiated to develop resort area (Conservation Area)
- Consolidation of tourism services
- Tourism Promotion and publicity
- Tourism and Hotel Management Training personal were trained for providing better services to the tourist.
- Improvement of Airports
- Civil Aviation Services
- Communication and aviation services
- Technicians have been prepared by conducting basic and refreshment training on communication ATC radio fire fighting areas.
- Present Problem
- New infrastructure development
- Improvement of Local Airports (Domestic)
- Private Sector Endulgement ion domestic Air service.

8. Conclusion

Tourism is a promising sector in Bangladesh. It is a growing sector with an increasing contribution in GDP. Mere some infrastructural development can make the sector sustainable. Though the contribution of this sector is already at significant level, it is important to maintain the industry's sustainability for not to hamper regular growth in GDP. An economy has a regular growth in its size. This growth is contributed by all sectors of it. Importance should be given on tourism for its maintenance and growth. This paper has examined the extent of tourism in GDP and at the same time how positively it is growing. Without maintaining proper growth in the sector, it may be lag behind in making its future contribution in national economy. From statistical test, it is found that the contribution is already significant. But it can contribute further by creating more employment, generating demand for accommodations and food, improving transportation, and as whole branding Bangladesh to the world. This is a big sub-sector of the national economy. There is a good research scope on country branding and the tourism.

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Pursuing Perception of Adolescent Tertiary Students on Consumption of Street Food

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Abstract

Street food consumption is becoming a global phenomenon due to changing lifestyles. The objective of the study was to assess opinion, perception and observation practices of adolescent tertiary students regarding street foods. A structured self-administered questionnaire was used to collect data from 250 consumers purposively. Analysis was done by SPSS (Statistical Package for the Social Science). Opinion section of the study presents awareness, frequency of consumption, frequency of purchasing, motivation, nutritional value etc. Factor analysis retain eight factors as perception making factor e.g., our busy life making habit of street foods, street foods have varieties, street foods replace lunch, way of entertaining friends etc. Observation of adolescents' shows negative observations on using water, use of gloves and head cover, and food cover etc. Overall this study will help to conceive consumers' perspectives and make necessary steps to prevent negative perception. Also the local government should regulate this sector for the betterment of consumers as well as society.

Keywords: Street food, Adolescent, Opinion, Perception, Observation.

JEL Code: M30, M31.

1. Introduction

Now a day's street food sector is progressing as a part of hospitality field which is savory and affordable. Integral part of urban food consumption comprises of street food across all income groups. Yet, street food is scrutinized for health hazards but adolescents are interested to trying new street food categories. In a policy project by Barkat & Majid (2003) identified ages 15-24 as adolescent. Street food is swift food sold on public places by hawker or vendor with mobile stall or food cart which may represent regional food or another. Besides making the consumer satisfied street food vending creates employment contributing on household income. According to Choudhury et al., (2011) street food vending is a significant source of employment in developing countries. Urbanization, busy life, demographic expansion and changing lifestyle considerably increase street food consumption. People are more dependent on ready to eat meals and as a source street food

becoming popular. Buying the food from street vendors is time saving, convenience and inexpensive compared to food prepared from the other sector (Yasmeen, 2001). Dalal (2016) place a definition of street food as ready to eat food and beverages which is prepared and sold by vendors and hawkers in different public places. Consumers buy the final products. Their purchasing behavior depends on many factors e.g. economic situation, perceptions, and environment and on other stimuli. For that reason marketer of any product have to understand the perception behind the specific consumer behavior. Decisions regarding marketing mix make a circle with a pivotal point which is consumer.

2. Literature Review

Street foods are convenient, cheap and ready to consume sold in public places by hawkers or vendors. Sometimes vendors are mobile or with semi-fixed premises. Poor urban people start street food business as a way to gain subsistence income which needs low investment (Acho-Chi, 2002). Dardano (2003) define street food as foods prepared at home or street and consumed at street not need further preparation. Street food sector provide employment often person with little education and training (Latham, 1997). Etzold et al. (2013) identified a continuum of five categories from permanent to mobile vending. They also opined spatial practices of vendors depends on many factors, one of these is the consumers demands at specific sites. Nondzor and Tawiah (2015) point out that peoples lifestyle is changing by urbanization, busy lifestyle, technology and these factors altered the traditional cooking and eating at home. In developing countries street food is linked with culture, territorial, and ethnic aspects as the effect of urbanization process (Goyal and Yadav, 2014). This sector is fulfilling the unwholesome demand of consumer. Tinker (1997) expressed that local governments and authorities are responsible for regulating street food sector for ensuring food hygiene. Preferences, attitude and consciousness of consumers often depend on socio-economic factors like income, education, occupation etc.

Byrd-Bredbenner et al. (2007) identified consumers are unaware of their role in preventing food borne illness and debase incidence of food borne diseases. According to Pannu et al. consumers has a role to introduce knowledge about food safety among vendors and peers. Rane (2011) stressed on poor knowledge and awareness deficiency is associated with potential hazards that street food may pose. Aidoo (2009) pointed age as a factor which shape consumption decision.

Informal food sector are growing with the increasing demand of urban dwellers. These foods make benefits as well as health risks for consumers. Problems concerning street food cannot be solved by focusing only on street vendors but there also role of consumer for determining street vendors success (Khongtong, et al. 2014). Badrie (2006) opines that education level of consumer can enhance the awareness when purchasing street food. Some conflicts concerning street food can be eliminated by knowing consumers wants. Gunniga (2009) identified street food as more attractive compared to formal restaurants. Redmond and Griffith (2004) found that people have optimistic bias to underestimate the harmful

effects of food. Holm and Kildevang (1996) expressed there the importance of individual and situational assessment on consumers' choice making. Johnson and Yawson (2000) identified the environments which contribute to the demand for inexpensive and convenient food e.g. travelling, little time to take breakfast etc. As Delisle (1990) argued urban people have usual character to eat meal outside and changes in consumption pattern increases the demand for food which takes substantial amount of food budget on street food. Cohen (1985) pointed that it is cheaper to purchase street food meal due to increasing price and scarcity of fuel. According to Ayo et al. (2012) the full-service restaurant is restrained by street food market as the main sources of food off from home. Mensah et al. (2013) identified reasons behind the familiarity of street food e.g. accessibility, inexpensive, variety, convenience etc. Aidoo (2009) opines the relevancy of income to street food consumption with desires and preferences. He also identified the higher level of formal education make consumers more conscious of what is consumed. Jerome and Perrault (1991) claimed aged people spend more on durable goods and youth spends more on foods. According to Winaro and Allain (1991) consumers overlook the potential for foodborne illness, hygiene, sanitation that are looking for affordability, convenience:

3. Methodology

This study was conducted to investigate different phenomenon of street food among adolescent tertiary students who are studying in private universities of Sylhet (four private universities in Sylhet at present). Data was collected from both primary and secondary sources. To comprehend the opinion and perception regarding street food primary data was carried out. Structured self-administered questionnaire used for collecting primary data from two hundred fifty adolescent tertiary students purposively. Two hundred sixty questionnaires were distributed but returned fill up ten of the questionnaires was not complete and usable. Questionnaire was pilot tested with fifty students and then reviewed and revised for data collection concerning socio demographic information; opinion, perception and observation practices of respondents. Gathered data were analyzed using SPSS (Statistical Package for the Social Science). Books, journals etc. are used to collect secondary data.

4. Objectives

This study was undertaken to assess the following affairs:

- a) To find out opinion and perception toward street food
- b) To gather information about observation practices of respondents.

5.Data analysis and findings

5.1 Demographic profile of the adolescent

Table 1: Demographic profile

Demographic Factors		Frequency	Percentage
Gender	Male	156	62.4
	Female	94	37.6
	Total	250	100
Age	17 yrs.-20 yrs.	98	39.2
	21 yrs.-24 yrs.	152	60.8
	Total	250	100
Education	Graduation	173	69.2
	Post Graduation	77	30.8
	Total	250	100
Monthly Income/pocket money	Below 5,000 tk.	107	42.8
	5,001-10,000 tk.	97	38.8
	Above 10,000 tk.	46	18.4
	Total	250	100

Source: Survey data

Table 1 shows demographic profile of the respondents. Majority of the respondents are male (62.4 percent). 60.8 percent having their age between 21 yrs.-24 yrs. 39.2 percent are in the range 17 yrs.-20 yrs. 69.2 percent adolescents are in graduation and 30.8 percent are in post graduation. Majority of the respondents have monthly income/pocket money below 5,000 tk.

5.2 Opinion of adolescent concerning street food

Table 2 represents opinion towards street food of adolescents. 100 percent respondents are aware of street foods. 45.6 percent of the respondents frequently consume snack items. Second majority 18.0 percent consume desserts. Beverages and full dishes contain 15.6 percent and 14.4 percent of adolescents respectively. Only .4 percent consumes salad. Majority of adolescents consume street foods daily. 41.2 percent of adolescent consume street food daily. 32.0 percent consumes weekly. Occasional consumers have 17.2 percent. A small percentage 9.6 percent consumes monthly. 28.8 percent adolescents motivated by fun and gatherings with friends to consume street foods. 16.8 percent and 16.4 percent adolescents are motivated by taste and time saving. 15.2 percent adolescent expressed they are motivated by inexpensive criteria of street foods. 12.0 percent opine street foods have variety. For convenience, 10.8 percent respondents consume street food.

Table 2: Opinion toward street food

Opinion toward street food		Frequency	Percentage
Aware of street food	Yes	250	100
	No	0	0
	Total	250	100
Frequently consumed street food	Full dishes (Cooked food)	36	14.4
	Snacks (Grilled, fried, steamed and boiled items etc.)	114	45.6
	Desserts (Ice cream, pudding, local desserts etc.)	45	18.0
	Beverages (Fruit juice, alovera juice, tea, coffee etc.)	39	15.6
	Cutting fruit (Prepared with salt and spice)	15	6.0
	Salad	1	.4
	Total	250	100
Frequency of purchasing street food	Daily	103	41.2
	Weekly	80	32.0
	Monthly	24	9.6
	Occasionally	43	17.2
	Total	250	100
Motivation behind having street food	Convenient	27	10.8
	Time saving	41	16.4
	Variety	30	12.0
	Inexpensive	38	15.2
	Taste	42	16.8
	Fun and for gathering with friends	72	28.8
	Total	250	100
Reason to avoid street foods	No hygiene quality	204	81.6
	No nutrition value	46	18.4
	Total	250	100
Aware of health hazards	Yes	233	93.2
	No	17	6.8
	Total	250	100
Nutritional value	Minimal	153	61.2
	Adequate	90	36.0
	Healthy	7	2.8
	Total	250	100

Food safety issues	Very much concerned	60	24.0
	Somewhat concerned	136	54.4
	Not concerned at all	54	21.6
	Total	250	100
To ensure street food safety	Education	66	26.4
	Regulation	101	40.4
	Enforcement of law	83	33.2
	Total	250	100

Source: Survey data

81.6 percent of the adolescent respond no hygiene quality in response to the question ‘if you have to avoid street foods what will be the reason to avoid it? 18.4 percent expressed no nutrition value in street foods. 93.2 percent adolescent are aware of health hazards associated with street foods. 6.8 percent respondents are unaware of health hazards made by street foods. 61.2 percent believe that street foods have minimal nutritional value. 36.0 percent expressed street food have adequate nutritional value.

5.3 Perceptions concerning street food among adolescent

Schiffman & Kanuk (2009) expressed perception as a process to give meaningful picture by selecting organizing, and interpreting stimuli based on own needs, values, and expectations. For analyzing perception of adolescents about street foods factor analysis has been used. It helps to reduce number of factors had to be analyzed. Table 3 presents results of KMO and Bartlett’s test. KMO value of this study was .538, greater than 0.5. This value indicates collected data of this study are enough to run analysis. Accepted value of KMO should be greater than 0.50 (Malhotra & Birks, 2007). Bartlett test of sphericity shows significance level .000. Original variables were analyzed by Principal Component Analysis with Varimax rotation.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.538
Bartlett's Test of Sphericity	Approx. Chi-Square	97.339
	df	45
	Sig.	.000

The factor analysis retain eight factors which represent adolescents perception- busy life, variety, to replace lunch, entertaining friends, getting expensive, ingredients, nutritive value, observing. These factors have Eigen value greater than .75 covering 86.88% total variance. Jolliffe (1972) recommended retain factors above .70.

Table 4: Total Variance Explained

Component	Initial Eigenvalues				Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of	Cumulative	Total	% of	Cumulative	Total	% of	Cumulative	
		Variance	%		Variance	%		Variance	%	
1	1.611	16.106	16.106	1.611	16.106	16.106	1.275	12.747	12.747	
2	1.298	12.982	29.088	1.298	12.982	29.088	1.250	12.498	25.245	
3	1.178	11.783	40.871	1.178	11.783	40.871	1.070	10.702	35.947	
4	1.097	10.973	51.843	1.097	10.973	51.843	1.050	10.505	46.451	
5	.957	9.572	61.416	.957	9.572	61.416	1.026	10.257	56.708	
6	.908	9.081	70.496	.908	9.081	70.496	1.014	10.140	66.848	
7	.877	8.768	79.264	.877	8.768	79.264	1.002	10.016	76.865	
8	.762	7.616	86.880	.762	7.616	86.880	1.002	10.016	86.880	
9	.702	7.016	93.896							
10	.610	6.104	100.000							

Extraction Method: Principal Component Analysis

Source: Survey data

Table 4 presents statistical evidence to identify points which makes consumers perception regarding street foods.

Factor 1: “Our busy life is more responsible for making habits of consuming street food especially among adolescents” have Eigen value and percentage of variance been 1.611 and 16.106.

Factor 2: “Street food provides many varieties” gains Eigen value 1.298 and percentage of variance 12.982.

Factor 3: “To replace lunch one can take street foods” have Eigen value 1.178 and percentage of variance is 11.786.

Factor 4: “For entertaining friends street foods are preferable” put Eigen value 1.097 and percentage of variance 10.973.

Factor 5: “Now-a-days Street foods are getting expensive” have Eigen value .957 and percentage of variance 9.572.

Factor 6: “Street food contains harmful ingredients” present Eigen value .908 and percentage of variance 9.081.

Factor 7: “After knowing street foods nutritive value is low, still you go for them” presents Eigen value .877 and percentage of variance 8.768.

Factor 8: “During purchasing street foods I always observe the food vendor when they are handling my food” have Eigen value .762 and percentage of variance 7.616.

5.4 Observation practices of adolescents

Sharma and Pokhrel (2016) stressed on necessity of informed choices about street food and its handling and preparation practices. Observation of consumers can help to make proper

Table5: Observed factors by respondents

Observation		Frequency	Percentage
Immediate/surrounding area is clean.	Yes	140	56.0
	No	110	44.0
	Total	250	100
Utensils are clean and foods are hygienically served.	Yes	72	28.8
	No	178	71.2
	Total	250	100
Purchased street food is properly cooked and served.	Yes	98	39.2
	No	152	60.8
	Total	250	100
There are arrangements for waste disposal.	Yes	63	25.2
	No	187	74.8
	Total	250	100
Vendors are using safe water.	Yes	42	16.8
	No	208	83.2
	Total	250	100
Foods are covered.	Yes	45	18.0
	No	205	82.0
	Total	250	100
Vendors wear gloves and head cover.	Yes	43	17.2
	No	207	82.8
	Total	250	100
Foods are kept in proper temperature (Warm/cold) to avoid contamination.	Yes	55	22.0
	No	195	78.0
	Total	250	100

Source: Survey data

choice concerning street foods. Also identifying observation practices of consumers can enhance the street food sector. Because vendors can eliminate negative observation of consumers. Table 5 represents frequently observed factors by respondents. 56 percent of the

respondents argued surrounding area is clean. 71.2 percent of the respondents have negative observation regarding hygiene practices. 60.8 percent of the respondents expressed foods are not properly cooked and served. Precise waste disposal system is crucial for community at large. But 74.8 percent of the respondents observed no proper arrangement for waste disposal. To avoid food borne illness safe water is must. 83.2 percent of the respondents observed vendors are not using safe water. For protecting food from insects cover is imperious. 82.0 percent adolescents identify foods are not covered. 82.8 percent of respondents observed vendors are not were gloves and head cover. 78.0 percent respondents expressed foods are not kept in proper temperature to avoid contamination.

Conclusion

Undoubtedly, street food sector keeping footstep to socioeconomic condition of Bangladesh. Hence till today it is informal sector but proper execution is essential to make it organized. This study aimed to identify factors contributes to perception of respondents as well as determining frequently observed facts. Findings regarding perceptions can help in making consumer friendly steps towards marketing strategy. Findings respecting observation can conducive to diminish lacking of this unrecognized sector. Food preparation and handling should be in a hygienic way that can maintain nutritional value. This study only focuses on adolescent tertiary students that are why findings may not be generalized. But there are opportunities to extend scope of research by examining different aspects regarding street foods. In a nutshell the research findings can help to assess consumers' opinion, perception, and observation practices which may be used to brand street foods in future.

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Knowledge and Perceptions on Human Rights: A Study on selected Communities of Bangladesh

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Abstract

The main purpose of this paper is to examine the knowledge and perceptions of the people of Bangladesh about the human rights of their own. The specific objectives are to explore the deep rooted causes of violation of human rights and to what extent the communities are aware of their human rights. To conduct this paper, 1200 respondents were selected using the technique of purposive sampling among the communities from selected districts of Bangladesh. Survey, case study methods were applied in order to collect information. To conduct the survey a questionnaire was prepared keeping in view with the objectives of this paper and was administered by the respondents. Indiginous people at CHT, inhabitants of slums, people of open sky, women and dalit are considered as community because these community's people are in vulnerable position in Bangladesh. The main causes of violation of human rights were identified as ineffective law and order, lack of socialization of the violators, fear to protest against violators, patriarchal society etc. To prevent human rights violation policy should be taken. Mass-awareness, freedom of press, moral education, enactment of laws and proper implementation of existing laws can ensure human rights.

Keywords: Human Rights, Human Rights violation, Bangladesh Human Rights Commission, Ain O Salish Kendra, Community People

1. Introduction and Background

In ancient time, people have no concept of human rights. The unwritten history of human rights is as old as human civilization but the written history starts from 539 B.C. In 539 B.C., the armies of Cyrus the Great, the first king of ancient Persia, conquered the city of Babylon. But it was his next actions that marked a major advance for Man. He freed the slaves, declared that all people had the right to choose their own religion, and established racial equality. These and other decrees were recorded on a baked-clay cylinder in the Akkadian language with cuneiform script. Known today as the Cyrus Cylinder, this ancient record has now been recognized as the world's first charter of human rights. It is translated into all six official languages of the United Nations and its provisions parallel the first four Articles of the Universal Declaration of Human Rights (William, 1999).

From Babylon, the idea of human rights spread quickly to India, Greece and eventually

Rome. There the concept of “natural law” arose, in observation of the fact that people tended to follow certain unwritten laws in the course of life, and Roman law was based on rational ideas derived from the nature of things. Documents asserting individual rights, such as the Magna Carta (1215), the Petition of Right (1628), the US Constitution (1787), the French Declaration of the Rights of Man and of the Citizen (1789), and the US Bill of Rights (1791) are the written precursors to many of today’s human rights documents (Kirby, 2004). The earliest concept of the modern idea of human rights came during the Enlightenment, when thinkers such as Bartolomé de Las Casas and John Locke argued that all people had natural rights. In Locke's view, these rights consisted of life, liberty and private property.

And that idea was entitled in the Universal Declaration of Human Rights. To respect the International human rights; every country has vested it through its constitution, law or act. Human Rights are universal, inherent and inalienable. Individuals, once objects of international law, have been subjects of international law since the Nuremberg trial of 1946. Individuals have rights and obligations under international law. The institutions for protection of human rights on national and international scene have developed exponentially since the establishment of the UN in 1945. The Charter of the UN is based on three pillars, maintenance of international peace and security, promotion of human rights and social and economic development.

National Human Rights Commission, such as Bangladesh Human Rights Commission (BHRC), plays a key role in the application of human rights. The Institutional Development of Human rights in Bangladesh (IDHRB) project was formally launched in 1995. The work of drafting a law was continued during 1996-2001 under Awami League government. Later BNP-led alliance government on December 10, 2001 formed the committee headed by the law minister to examine the prospect of setting up of the commission. In an international conference in 2004, the former law minister informed that difference of opinion among the ministers was delaying the constitution of the institution. After coming to office on January 11, 2007, the present council of advisors pledged to establish the commission to honor and institute human rights in the country. The law, justice and parliamentary affairs ministry accordingly submitted the revised proposal, which the council of advisers approved on December 09, 2007. The Supreme Court deals with enforcement of human rights while HRC promotes human rights, investigates into breaches of human rights and makes aware of human rights among all sections of community, including rural men and women. Bangladesh adopted a numbers of international and national legal frameworks to promote and protect human rights and fundamental freedom of all citizens (Dhaka Tribune, January 01, 2015).

Bangladesh National Human Rights Commission (BNHRC), Ain O Salish Kendro (ASK) and different NGOs are working in the grass root level to ensure and protect the human rights of the people of Bangladesh. Besides the national, legal and constitutional institutions of a country, education, consciousness, culture, values, norms, attitudes, religious, social

structures, performance of the government is a vital role to determine the protection and practices of human rights. Fear, threat and torture insert a pathetic dimension to violate human rights in Bangladesh. Human rights are violated by powerful, influential and privileged man or groups. In Bangladesh, the government's human rights record remained a matter of serious concern. Most of the people of Bangladesh are belong in underprivileged and powerless groups. They think that those who belong money, power and top position in a society, they deserve human rights and justice. Due to their limitations, human rights and justice are far behind them.

2. Objectives of the Study

The paper has been conducted with the following objectives:

1. To measure the level of knowledge and perceptions of the people of Bangladesh about the human rights of their own.
2. To examine the effectiveness of National Human Rights Commission in Bangladesh from the view of the community people.
3. To analyze the current state of human rights in Bangladesh mainly focusing on its weak sides.

3. Hypothesis

1. Human rights are fragile concept of the People of Bangladesh.
2. Effectiveness and responsiveness of concerned institution may ensure the human rights.

4. Methodology

The study is mainly based on primary sources. Both primary and secondary data have been used to collect information. Secondary data have been collected from concerned books, periodicals, published journals, daily newspapers, internet and other materials. After reviewing the existing literatures on human rights, several hypotheses were taken. On the basis of those assumptions about the disputes and for carrying out the study a questionnaire and later on, based on that questionnaire, a survey has been done. The questionnaire was made by taking the hypothesis-into consideration. Then a pilot survey was done. Different communities were considered as target population. People from different communities were taken as respondents. Convenient and random sample techniques have been applied for questionnaire survey. It was a combination of both open and close ended questions. A total of 1200 respondents belonging to five different communities were taken considered. While quantitative data are necessary to determine the knowledge and perception of human rights. To assess the knowing level of the people of Bangladesh, a survey was conducted on the community people (indigenous people, inhabitants of slums, people of open sky, children and women, students and dalit). Sample size is determined by this procedure.

Sample Design of the Study

Types of communities	Number
Indeginous people at CHT	100
Inhabitants of slums (Dhaka)	300
People of open sky	150
Women (House wife)	400
Students	200
Dalit (Garbage workers)	50
Total	1200

Above table shows the information about the sample that taken for the survey. The fieldwork for the present study was conducted for a period of 8 months (September 2017 to May 2018).

5. Review of Literature

The United Nations is committed to upholding, promoting and protecting the human rights of every individual. This commitment stems from the United Nations Charter, which reaffirms the faith of the peoples of the world in fundamental human rights and in the dignity and worth of the human person (Universal Declaration of Human Rights). Human rights advocates agree that, sixty years after its issue, the Universal Declaration of Human Rights is still more a dream than reality.

Violations exist in every part of the world. For example, Amnesty International's 2009 World Report and other sources show that individuals are:

- Tortured or abused in at least 81 countries
- Face unfair trials in at least 54 countries
- Restricted in their freedom of expression in at least 77 countries (Amnesty International, 2009)

In the Millennium Declaration, world leaders affirmed their commitment to promote democracy and strengthen the rule of law as well as to respect internationally recognized human rights and fundamental freedoms, including the right to development. According to the United Nations strategy document on the millennium development goals (MDGs), entitled "The United Nations and the MDGs: a Core Strategy", "the MDGs have to be situated within the broader norms and standards of the Millennium Declaration," including those on "human rights, democracy and good governance." More recently, the European Commission has regarded the term as comprising six components: human rights, democratization, the rule of law, the enhancement of civil society and public administration reform (Draft EC Good Governance Manual, version created 04/02/2003).

In other words, it regards democratization and respect for human rights as being essential

ingredients of good governance. As we have seen above, the EC also regards democratic principles as “Underpinning the guarantee of the enjoyment of rights and fundamental freedoms, and thus regards all three categories as being interlinked” (European Commission 1998).

Epsita Akter (2009) correlated between good governance and human rights and these can be organized around four areas:

- a. Democratic Institutions
- b. Service Delivery
- c. Rule of Law
- d. Anty corruption.

So, the term human rights and good governance can be considered as two sides of the same coin. Because good governance ensures human rights and human rights strengthen good governance.

Article 32 of the Constitution of Bangladesh guarantees fundamental rights, a person’s rights to life and liberty. But in reality the situation of rule of law in Bangladesh is unquestionable terrible. There can be cited thousands of examples of the deteriorated image of rule of law currently occurring in Bangladesh. The most dangerous thing is even the law enforcing agencies or defense officials get into involved in various forms of crime. Law is being violated with the sponsorship of ruling political party or parties. In October 28, 2006; world had witnessed a black chapter of political history of Bangladesh, political activists of opposition were killed by ‘Loghi-Boita Bahini’ in Dhaka that day and it was an unquestionable terrible really. The donors expressed their utter disappointment for the deterioration of rule of law and for violating human rights. Besides, the foreign investors also showed their unwillingness in investment for the downfall of an effective rule of law in Bangladesh. BNP led last four party alliance government and present Awami league led grand alliance government have introduced some new laws and amended some existing laws. The rule of law is a cardinal phenomenon to good governance, which has been tainted with the increasing number of extra judicial killings by the RAB, police and other law enforcing agencies.

Women and children are marginalized in numerous ways, the press is not free in many countries, and dissenters are silenced. While some gains have been made over the course of the last six decades, human rights violations still plague the world.

According to Ain O Salish Kendra, some 123 people were killed in mob beatings in 2014 and the number rose to 135 last year. Sultana Kamal, executive director of Ain O Salish Kendra who was addressing the conference, said police did not act during mob beatings and people thus took the law into their own hands. The annual report said 191 people were killed in shootouts with law enforcement agencies and in custody last year while 183 died in crossfire. A total of 55 people were detained by individuals identifying themselves as law enforcement agency members in 2015. Of them, eight were found dead, five returned home and seven were shown arrested later. “A culture of denial exists in the government. They

(the government) have to get out of this and take necessary measures for improving the existing situation,” she said. “Ain O Salish Kendra calls on the government to acknowledge the incidents and take immediate measures for preventing recurrence of these.” In 2015, among 68 people 42 under trials and 26 convicts died in prison (Ain O Salish Kendra report 2015). It said 32 Bangladeshi nationals were killed and 73 injured by India's Border Security Force last year. Besides, 59 Bangladeshi citizens were detained by the force and 31 were handed over to Border Guard Bangladesh. Bangladesh human rights situation worsened in 2015 (Arifur Rahman Rabbi, Kamrul Hasan, 2015).

6. Conceptual Clarity

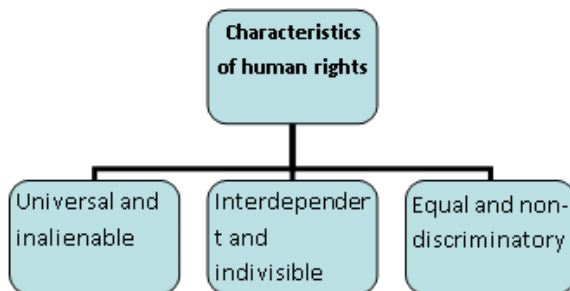
6.1 Human Rights

Human called scientifically as Homo sapiens which mean knowing man. On the other hand rights mention as recognized order by any political institution or particular philosophical theory. So, Human rights are mentioned as:

1. By born rights
2. Natural rights
3. Full freedom and autonomy of individual human being
4. Inalienable moral entitlement
5. Evolved over time
6. Varies from society to society, culture to culture
7. Recognized by int. community
8. Order of justice
9. Equal opportunity in every sphere of life of a human being (Willim, 1999).

According to United Nations, Human rights are rights that belong to every person regardless of nationality, place of residence, sex, national or ethnic origin, color, religion, language, or any other status Human rights are rights inherent to all human beings. These rights are all interrelated, interdependent and indivisible (Akter, 2009).

The common characteristics of human rights are as the followings:



Source: William, 1999.

7. Human Rights Violations

Human rights violations refer to any action that violates the personal freedom and rights of a human being. These violations may be caused by another individual who is acting on his or her own accord or under the influence of a group. Human rights violations include slavery, torture and denial of the freedom of thought and movement. Human rights violations may also be driven by a larger authority, such as a government or a dictator. There are a number of activists and organizations that work together to fight violations against humans. Many of these organizations have missions to prevent specific violations, such as human trafficking, women violations, child abuses etc. In Bangladesh National Human Rights Commission (NHRC), Ain O Salish Kendra (ASK) and different NGOs are acting to prevent human rights violations.

The period with the greatest human rights violations in Bengal's history was during the British rule. 10 million people (a third of the then population) perished during the famine in 1869-73 and another 4 million met a similar fate during the famine in 1942-43. These famines were man-made and caused by extreme colonial exploitation and callousness of the colonial rulers. The colonialists always behaved as if the natives were less than human and their lives were not worth saving.

With the emergence of Bangladesh as a separate sovereign state in 1971, the country witnessed several cases of severe human rights violations. There was a reversion to severe famine conditions during 1973-74, and the then government's ineffectiveness and insensitivity compounded the crisis that reportedly caused about 1 million deaths. Some of the worst forms of human rights violations such as unlawful torture and killings, abduction, rape and other violent crimes happened during the war of liberation in 1971 (perpetrated mostly by the Pakistani army, and their local civilian collaborators.) There are controversies regarding the number of victims (estimates vary from 26,000 to 3,000,000).

In recent years, the human rights situation in Bangladesh has deteriorated to an alarming stage. Arbitrary arrests, detentions and torture, without clear legal authority and due process of law seem to have become a normal practice of governance. A very bad picture of the human rights situation in Bangladesh is portrayed in the Amnesty International Report 2010. It states, among other things, that some members of the security forces act with impunity, prison conditions at times are life-threatening, lengthy pre-trial detention continues to be a problem, and authorities infringe on citizens' privacy rights (Malik, 2011).

ASK's (Ain O Salish Kendra) primary strategy is to create awareness and mobilize public attention and action on a range of legal and human rights issues, ; investigate and document human rights violations; conduct research into the human rights situation; and disseminate information through the media and its own publications.

The Human Rights Awareness (HRA) Unit uses "action theatre" (popular theatre) to disseminate information and sensitize create awareness at school students and young cultural activists on the topics human rights and gender equality. School and college

students and local cultural activists are trained in theatre methodology. Their public performance is supposed to lead to discussions on human rights issues. The Unit began their activities in 1998. Back then the name of the unit was “Popular Theatre” The name changed to its current Human Rights Awareness (HRA) Unit in 2007. Side by side from 2009, **National Human Rights Commission (NHRC)**, Bangladesh is working to support the victims.

8. Community People

According to the English Dictionary: Community refers to “the people living in one particular area or people who are considered as a unit because of their common interests, social group, or nationality”

The word "community" is derived from Latin and has been used in the English language since the 14th century. It refers to both the development of a social grouping and also the nature of the relationship among the members. The term is most often associated with one or more of the following characteristics:

- common people, as distinguished from those of rank or authority;
- a relatively small society
- the people of a district;
- the quality of holding something in common
- a sense of common identity and characteristics.

The concept of community was further developed in the 19th century to contrast the dynamics and relationships of residents within a local setting to that of larger and more complex industrial societies. It is related to the terms commune (French) and Gemeinschaft (German), in terms of denoting particular kind of relationships. Relationships within a community were thought to be more direct, holistic and significant than the more formal and abstract relationships with the larger society (www.ucalgary.ca/~bakardji/community).

From the above definition, it can be said that there are several communities living in Bangladesh. They are: Dalit community, indigenous community, women community, student community, inhabitants of slums, people of open sky, Hindu community etc. Each community’s people are the common people of Bangladesh but they have different some common interests and feelings among them.

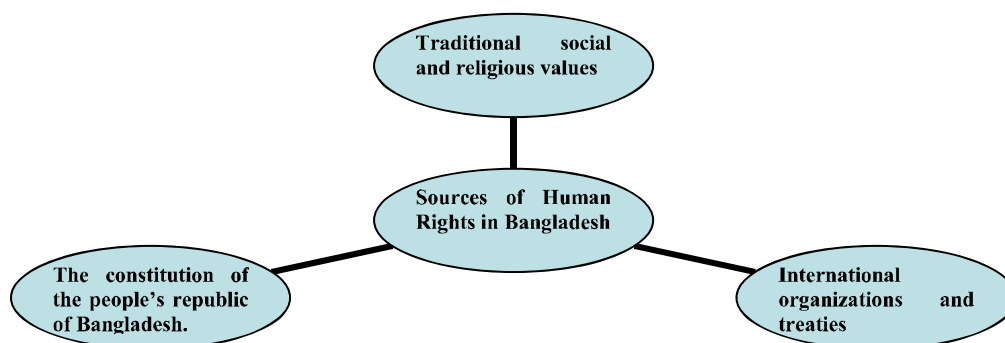
9. Universal Declaration of Human Rights

In 1945, the United Nations came into being as an intergovernmental organization, with the purpose of saving future generations from the devastation of international conflict. United Nations representatives from all regions of the world formally adopted the Universal Declaration of Human Rights on December 10, 1948 delineating the thirty fundamental rights that form the basis for a democratic society. The Charter of the United Nations

established six principal bodies, including the General Assembly, the Security Council, the International Court of Justice, and in relation to human rights, an Economic and Social Council (ECOSOC). The UN Charter empowered ECOSOC to establish “commissions in economic and social fields and for the promotion of human rights...” One of these was the United Nations Human Rights Commission, which, under the chairmanship of Eleanor Roosevelt, saw to the creation of the Universal Declaration of Human Rights (William, 1999).

In its preamble and in Article 1, the Declaration unequivocally proclaims the inherent rights of all human beings: “Disregard and contempt for human rights have resulted in barbarous acts which have outraged the conscience of mankind, and the advent of a world in which human beings shall enjoy freedom of speech and belief and freedom from fear and want has been proclaimed as the highest aspiration of the common people....All human beings are born free and equal in dignity and rights”(William, 1999). The Member States of the United Nations pledged to work together to promote the thirty Articles of human rights that, for the first time in history, had been assembled and codified into a single document. In consequence, many of these rights, in various forms, are today part of the constitutional laws of democratic nations (The Daily star, 2009).

Sources of Human Rights in Bangladesh



10. Human Right and constitution of Bangladesh

The constitution of Bangladesh provides basic and fundamental rights for all human beings. It also ensures the full freedoms and particular space for all human being. Such as: Article 27 ensures equality before law without any discrimination.

Article 28 provides all rights without discriminating as race, sex, culture, religion etc. Part 3 discuss about the fundamental rights and freedom for all human being such as freedom of movement, freedom of association, freedom of assembly, freedom of property, freedom of religion, free choice of employment and basic fundamental needs (The constitution of peoples republic of Bangladesh).

The constitution also provides some laws which used by armed force to violate human rights:

- Special power Act (SPA) 1974 which provide chance to detained without any cause.
- Section 54 of criminal code ensures arrest any civilian without any warret.
- Emergency provisions 142-b can stop fundamental freedoms of people like freedom of movement, freedom of association, freedom of press, freedom of property etc.

11. Data Analysis and Findings

More or less every communities have heard the term ‘Human Rights’ but when they are asked what type of rights include human rights, their answers were in confusing fashion. Knowledge of the communities abuot human rights are shown in the following table:

Table 1: Percentage distribution of selected communities (respondents) by knowing human rights

Types of communities	Frequency (n)	Percentage (%)
Indeginous people at CHT	24	24%
Inhabitants of slums (Dhaka)	39	13%
People of open sky	23	15.33%
Women (House wife)	93	23.25%
Students	150	75%
Dalit (Garbage workers)	3	6%
Total	332	156.58%

From the table, it is seen that out of 100 Indeginous people at CHT 24 respondents’ (24%) knowledge and perceptions are clear on human rights and most of them are involved with different occupation such as business, service etc. but rest of 76 respondents’ have no clear or concrete idea on human rights. Same way out of 300 Inhabitants of slums (Dhaka) 39 respondents’ (13%) knowledge and perceptions are clear on human rights and most of them are informed by watching television but rest of 61 respondents’ have no clear or concrete idea on human rights. Out of 150 people of open sky 23 respondents’ (15.33%) have low knowledge on human rights and 77 respondents have no idea about human rights. Women those who are read newspaper they have (23.25%) satisfactory knowledge on human rights and students are most previliged group because of their network. Dalit are most oppressive community, only 3 respondents (6%) out of 50 have minimun knowledge on human rights.

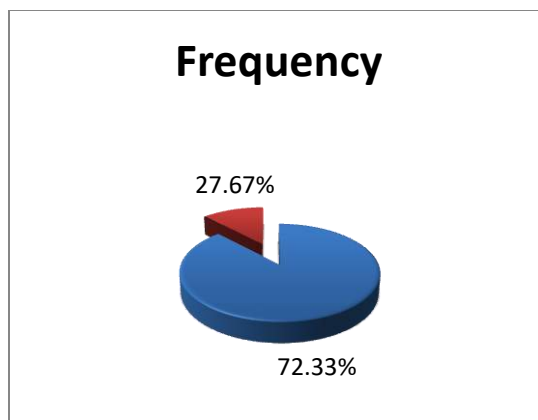


Figure 1: Distribution of the respondents by knowing human rights

Figure 1 shows that out of 1200 respondents only 332 respondents (27.67%) have satisfactory knowledge on HR and rests of 868 respondents (72.33%) have no satisfactory knowledge on it. It is a matter of great regret that lack of propaganda on traditional and modern media and lack of campaigning, awareness etc. about the concept of human rights are the major loops of the government and other human rights organization. Even though why and how human rights are violated, people are not informed.

Most important factors are found from the survey, which is that whenever the respondents are asked ‘have any human rights activists came to you?’ Their answer is shown in following table:

Table 2: Communication with human rights activists

Types of communities	Yes	No	Total
Indigenous people at CHT	0	100	100
Inhabitants of slums (Dhaka)	5	295	300
People of open sky	0	150	150
Women (House wife)	9	391	400
Students	17	183	200
Dalit (Garbage workers)	0	50	50

From the table 2, it is seen that no human rights activists have ever been come to the three communities (Indigenous people at CHT, People of open sky and Dalit) to make them conscious and to help them. Even most of them never heard the name of ‘Human Rights Activists’. Among 1200 respondents only 31 respondents have heard and known to human rights activists and on the other hand a large portion of them (1136 respondents) have not heard their name and did not observe any activities of them in their areas.

The complaint process with the NHRC

If one believes that one have been discriminated against and wish to file a complaint with the Human Rights Commission, one must contact the Commission within twelve months of the date that the alleged discrimination occurred. One can speak with an Investigator by phone, email, or in person by making an appointment with NHRC's office. Once a complaint is accepted, the Investigator will draft the complaint based on the information he/she provides. A final draft will be sent to alleged person for review and signature. Once his/her signed complaint is received by HRC, the investigation into the complaint will proceed. After revealing the entire complaint process when respondents are asked of knowing this process, unfortunately it has been found that only 5% respondents have the perception to complaint process with the NHRC if alleged discrimination occurred. But they have false perception that they need money to complaint with the NHRC. But reality is that it has needed no money. Human rights commission or human rights activists have no such frequent campaign or activities. That is why respondents are not aware about their human rights and the complaint process. Most of the respondents are not informed the complaint process and for the first time they have heard this complaint process. Following figure shows the distribution that only 5% respondents have the perception to complaint process and 95% have no idea in complaining against allegation.

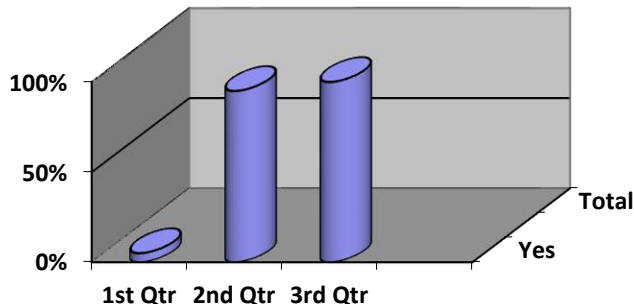


Figure 2: Distribution of respondents by knowing the complaint process with the NHRC

National Human Rights Commission is a state organization. To contribute in preservation the human rights of countrymen, NHRC is established. Government allocates financial matters to NHRC from the taxes paid by the countrymen. For this reason, people have no need to pay money to NHRC. Not only that, even after taking complain in the later procedures complainers need not to pay money.

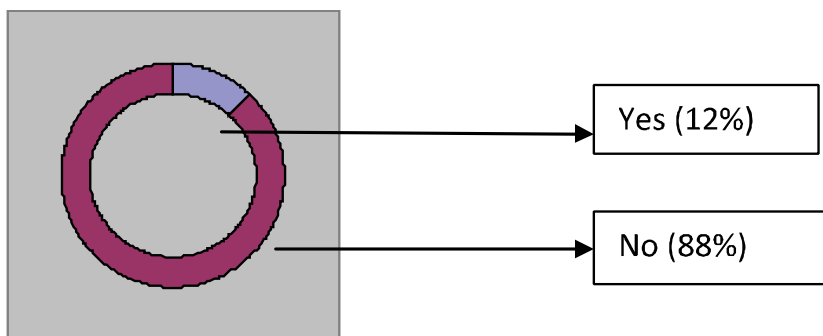


Figure 3: Percentage distribution by knowing their security after complaining to the NHRC

From the figure, it is shown that only 12% respondents opined that they know if NHRC takes any complain, it is their duty to ensure alleged people’s security, but 88% respondents opined that feeling insecurity is one of the common problem to complain to the NHRC. Few indigenous people at CHT, people of slums, people of open sky and dalit communities have heard the name of Ain o Salish Kendra and they have no idea the activities of ASK's. But among students and women its knowing rate is higher than them. Even most of the students are not informed and aware that it is prohibited to compel the students to join with meeting or rally to protest some bad practice. After analyzing figure 2 and figure 3, it can be understood that NHRCS’s effectiveness and responsiveness is questionable.

Teasing and human rights violations

There are various factors responsible for violation of human rights. Such as teasing, throwing acid, physical and mental torture against women, child labor, attack on minorities, attack on specific religion to crash them, disappearances and kidnappings, extra-judicial killings, custodial torture and deaths, suppression on opponents etc. In this study, among 200 students 100 were female. Impacts of teasing on human rights were found in terms of education, mental health such as anger, depression, anxiety, lower grades in examination, non-building peers, loneliness, isolation suicidal thoughts and feelings of insecurity among the victims of teasing. A table is given to get the clear knowledge about this issue.

Table 3: Degree of Teasing and human rights violations of the victims

Age	Less interest in education	Irregular in attending class	Discontinuation of education	Felt insecurity	Mental stress	Total
10-12	3 (2.68%)	2 (1.78%)	3 (2.68%)	3 (2.68%)	5 (4.46%)	16 (14.28%)
12-14	6 (5.35%)	2 (1.78%)	9 (8.03%)	5 (4.46%)	6 (5.35%)	28 (25%)

14-16	2 (1.78%)	4(3.57%)	6 (5.35%)	18(16.07%)	10(8.93%)	40(35.71%)
16-18	1 (0.89%)	2(1.78%)	4 (3.57%)	5 (4.46%)	3 (2.68%)	15 (13.39%)
18+	1 (0.89%)	1(0.89%)	3 (2.68%)	6 (5.35%)	2 (1.78%)	13 (11.61%)
Total	13 (11.61%)	11 (9.82%)	25 (22.32%)	37 (33.04%)	26 (23.21%)	112 (100%)

It is found in the table that 11.61% female students were less interested about their education after the incidence of teasing. On the other hand, about 9.82 percent were found irregular in attending their classes. About 33.04 percent students reported that they felt insecure especially on the way to educational institutions. About 22.32 percent students opined that they discontinue their education for insecurity and the same time their guardians did not want to send them to educational institutions because of teasing by perpetrators. It is reported that about 23.021 percent were suffering from mental stress because they are deprived from the opportunity of education to develop their future career.

State of human rights in Bangladesh

Key members of the international community, such as the United States and the European Union have expressed growing concern over the violence in Bangladesh. In particular, the international community has been pointing to the government's failure to take action against militant groups. India, the United Kingdom, and the United States, countries with significant influence over the Bangladesh government, remained largely silent on the country's human rights record in their public statements in 2016. The US Department of Justice funded and trained an internal investigations program within the RAB, but the program produced no human rights prosecutions or convictions in 2016, and US authorities said little publicly to signal the importance of holding RAB officers accountable for human rights crimes. The most significant arrestee, Mufti Abdul Hannan, reportedly has admitted to ties with violent fundamentalist international Islamic groups. The E.U. parliament issued a strong resolution in April 2005, pointedly stating that the RAB was responsible for extra-judicial killings while engaged in anti-crime operations. In Bangladesh some communities like women, indigenous people, refugees, labors, dalit etc. are pointed as the most victimize and vulnerable groups and different survey, statistics show the highest ranking of human rights violation of them. While it is encouraging that the authorities are finally paying attention to the wave of violence, it is dismaying that they seem prepared to sacrifice human rights to promote their own style of security (Daily Star, August, 2016).

Women community's situation

Bangladesh is a Country with a population of about 140 million. The women are considered as a group of lagging behind. Though various laws and Acts have been made to protect

them, they are easy prey to persecution, torture and injustice. Thus we see that the women are victims of social & religious injustice. They are brought up in an environment of unfriendliness. Then again, the women fall prey to kidnapping. They are kidnapped and sold to different brothels. They are also trafficked illegally to other country like India, Pakistan and Middle East. In the context of BD religion create some discrimination about the rights of women but strong social values protect from a lot of human rights violation. Ain O Salish Kendra found that cases of violence against women increased in 2015 than the year before. A total of 224 women and girls were sexually harassed, and 10 of them committed suicide in 2016. 846 women and girls were raped, 60 were killed after rape and 2 committed suicide after rape. 35 women became victims of acid attack, and 3 of them died. A total of 205 women were harassed by stalkers while 5 women and 1 man were killed for protesting such harassment. 4 girls had to discontinue their education after being harassed (Prothom Alo, June, 2017).

Refugees from Rakhaine

The world has witnessed how hundreds of thousands of desperate Rohingyas have fled across the border into Bangladesh, bringing with them tales of unimaginable horror. They are dealing with a humanitarian crisis. Till the world did not witness any active and positive role taking from major powers/ human rights organization against Myanmar.

Condition of minorities and indigenous people at CHT

There were many incidents of attack on minorities after the liberation war of Bangladesh. Among these in recent years we have observed frequent attack on minorities. The advocacy group Hindu-Buddha-Christian Oikya Parishad said there had been three times more incidents of violence against minority communities. Hindu shrines, temples and homes were attacked over the October 2016 Diwali festival. The government responded by arresting several hundred suspects, but some sporadic attacks against the Hindu community continued. In 2015 some 104 houses of minority communities, and 213 temples and idols were vandalised while six businesses were set alight. Some 60 people belonging to different minority communities were injured in attacks but law enforcement agencies did not take any effective measure. Besides, two journalists were killed by assailants while 244 were harassed or received threats throughout 2015 (Dhaka Tribune, January 01, 2015).

Indigenous women and girls face multiple forms of discrimination due to their gender, indigenous identity, and socio-economic status; they are especially vulnerable to sexual and gender-based violence. State machineries continue to violate the civil and political rights and collective rights of indigenous peoples with impunity and there is no effective mechanism available for redress in addressing these violations. Numerous cases of human rights violations committed by State Forces are contrary to its national laws and its international human rights obligations (Human Rights Report 2009-2010). During 2009-2010, human rights violations in CHT are figured bellow:

Human Rights Violations in CHT (2009-2010)

Form of atrocity	Perpetrator			
	Security Forces	Bengali Settlers	SF+BS	Total
No. of person killed	3	4		7
No. of person tortured	47	25	25	97
No. of person arrested	7			7
No. of person harassed	15	19		34
No. of house set fire		77	434	511
No. of house looted and destructed	9	4		13
No. of person whose land grabbed		3		3
Total	81	132	459	672

Source: Human Rights Report, 2009-2010.

Condition of Human rights defenders

The human rights organization (Odhikar) was regularly harassed and its access to foreign funding blocked. After publishing a report on extrajudicial killings by Odhikar, the police issued a statement warning that activities that harm the reputation of the security forces are considered acts of subversion. Criminal charges remain pending against its secretary, Adilur Rahman, and director, ASM Nasiruddin Elan, for allegedly publishing false information.

Ain O Salish Kendra (ASK), another prominent human rights organization, remained under pressure for reporting on enforced disappearances and extrajudicial killings. In May 2014, ASK reported an attempt by security forces to abduct its director of investigations, Mohammad Nur Khan. Groups working on indigenous and minority issues continued to report intimidating surveillance, and humanitarian groups working with the refugee Rohingya population faced ongoing restrictions.

Prisoner of conscience Tasneem Khalil, a journalist who worked with the Daily Star newspaper, CNN and Human Rights Watch, was detained on 11 May, 2015 and reportedly tortured because he had supplied information on human rights violations. Prisoner of conscience Jahangir Alam Akash, journalist and local head of two human rights organizations, was arrested on 24 October, 2015 by RAB agents in the north-western city of Rajshahi. But Authorities did not investigate the fact.

Over the year 2016, Bangladesh witnessed a spate of violent attacks against secular bloggers, academics, gay rights activists, foreigners, and members of religious minorities. Such as: The Detective Branch of the police, the Bangladesh Border Guards (BGB), the Directorate General Forces Inspectorate (DGFI), and the Rapid Action Battalion (RAB) have all been accused of serious violations. In June 2016, security forces arrested nearly

15,000 people, mostly young men, in connection with a series of attacks targeting writers, minority religious leaders, and activists. Due to lack of transparency about security force abuses and the ongoing government clampdown on media, details of those killed or arrested remain unclear.

Labor rights

In August, a Bangladeshi court charged 18 people with murder for the 2013 collapse of the Rana Plaza textile factory, which killed 1,135 people and injured hundreds. Again, in September, another factory fire and building collapse in a packaging factory killed 31 workers and injured another 50. Factory officials are not held accountable for attacks, threats, and retaliation against workers involved with unions.

Recommendations and Conclusion

From the findings of the study, it is recommended that in every school particularly from primary level the concept of human rights and fundamental rights should be included as text. To gather more knowledge about these above mentioned terms, colleges and universities should study without distinction based on the political status of countries or territories. The Human rights condition of Bangladesh mainly focused by the international community. They mainly focused on extra judicial killings torture against women, minorities' repression. But they are not focused on the traditional religions values. So to improve the human rights condition of Bangladesh, the religion must plays a vital role which is ensured by the government. Effectiveness and efficiency of the concerned institutions can secure human rights and more especially law enforcement agencies should play their role without any greed and threat. Out of 1200 respondents, every community more specifically every respondent's human rights have violated and are violating in many ways, but either they did not go to ASK or NHRC to claim or any human rights organization came to them to provide guidelines. But very few people know all their rights. Particularly student community's has no clear concept on human rights. So, Human rights are remained a fragile concept to the people of Bangladesh.

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Grammar Translation Method (GTM) for young learners in learning L2: practice and certainty in Bangladesh

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Abstract

The traditional method of teaching is the most common teaching procedure used in Bangladeshi schools. This method is popularly known as grammar translation method. In Bangladeshi culture especially beginner level of students need appropriate use of both native language (L1) and target language (L2). And to facilitate reason Grammar Translation Method is worthy. In addition in Asian part of the world where parents are very conscious about their child's results that's why this method is very suitable for learners. GTM method also helps learners to get good grades in English. Furthermore learners need to know the meaning of different words and GTM helps to fulfill that. So by a good feedback, well guidance from a teacher, effective error correction could give a learner's development and fluency. From my area of work I found that by GTM method learner's developed a lot in their academic results and also in speaking fluency by target language (L2) where both are equally important. Teacher followed grammar translation method (GTM) that was suitable for the learner, because grammar translation method (GTM) allow teachers to use L1 in classroom for teaching L2. The aim of my study was to make the students interactive, communicative, by L2 and also make them able to get good grades in English, since English is an international language and we all know the necessity of knowing English. By following GTM method learners speaking and writing ability would develop if teachers apply more speaking activities. Grammar translation method (GTM) is a very traditional and typical method in our country. The main objective of teaching English at primary level in Bangladesh is to enable learners understanding simple commands, instructions, and requests in English and carry them out (NCTB, 2006). In this method a teacher is the main communicator of a classroom. All the ventures and classroom tasks are given by teacher and learner just memorize those and give examinations.

Keywords: *English Language Teaching, classroom activities, development, Grammar Translation method, target language.*

Chapter 2: Literature review

From the 1947-1971, English was a second language and people use English language in offices, profession and education and for other purposes along with Bangla language. F.Sultana (2017). This method is the oldest method of foreign language teaching, having existed for more (than 2000 years which dominated European and foreign language teaching from the 1840s to the 1940s and is being modified and used in different countries of the world today. The main purpose of using language is to communicate one's needs, necessities, feelings, thoughts and ideas to others (Banu ,2009).Grammar translation method was called the classical method since it was first used in the teaching of the classical language, Latin and Greek (Chastain 1988). The origin of GTM method lie in an attempt to teach languages by grammar and translation where the learners have to gather knowledge of foreign languages by studying a number of grarnmatical rules and applying these knowledge to the interpretation of texts with the use of a dictionary. To be skilled in language especially the language which is not your mother tongue is needed regular practice (sadek,2002). Through the study of the grammar of target language, students would become more familiar with the grammar of their native language and that is familiarly would help them speak and write their native language better. (Larsen- Freeman, Diane).The core aim of the grammar translation method was to formulate language learning easier and the vital feature was the replacement of traditional texts by correct sentences.

2.1. Key features:

The key features of the Grammar translation method are as follows:

- Lessons are taught in the mother tongue, with little active use of the target language.
- Much vocabulary is taught in the form of lists of isolated words.
- Long elaborate explanations of the intricacies of them are given. Grammar provides the rule for putting words together and instructions often focuses on the form and inflection of the words.
- Reading of difficult classical texts is begun early.
- Little attention is paid to the content of the texts, which are treated as exercises in grammatical analysis.
- Little or no attention is given to pronunciations.

2.2 Techniques:

The teaching techniques in GTM are as follows-

- a) Translation: Translating target language, usually a literary passage to native language.
- b) Reading comprehension: Finding information in a passage, making inferences and

relating to personal experience.

- c) Antonyms/synonyms: finding antonyms and synonyms or words or sets of words.
- d) Cognates: learning spelling/sound patterns that correspond between L 1 and the target language.
- e) Deductive applications of rules: understanding grammar rules and their exceptions, and then applying them to new examples.
- f) Fill in the blanks: filling in gaps in sentences with new words or items of a particular grammar type.
- g) Memorization: memorizing vocabulary lists, grammatical rules and grammatical pattern.
- h) Vocabulary practice: learners create sentences to illustrate them know the meaning and use of new words.
- i) Composition: students write about a topic using the target language.

Stem (1992) in his book "Issues and Options in Language Teaching" indicates "a contrastive analysis, just as the comparative linguistics studies, is indeed very important for the second language learner. Therefore translation in one form or another can play a certain part in language learning". Brown (1994), in his Principles of Language Learning and Teaching, states "It does practically nothing to develop a student's communicative ability in the language. Austin (2003) in his paper "The Grammar Translation Method of Language Teaching" states "As a teacher, I liked using the grammar translation method because I could assume the intelligence of my students; I could talk to them like the intelligent people that they are, and we could talk about the grammar and vocabulary that I was teaching. In another method, I would have had to use simple language and familiar phrases to communicate in the target language, and even then, I could not be sure that my students knew and understood what it was that they were saying."Brown (1994:53) attempts to explain why the method is still employed by pointing out:"It requires few specialized skills on the part of teachers. Tests of grammar rules and of translations are easy to constructs and can be objectively scored. Many standardized tests of foreign languages still do not attempt to tap into communicative abilities, so students have little motivation to go beyond grammar analogies, translations, and rote exercise.

3. Findings

3.1 Observations of classes

I took permission to observe classes at South point school. I observed other teachers' classes and found that the teacher give lectures in front of the board. I found teachers taught the learners by target language (L2) and native language (L 1) as well. Sometimes the teacher explained few lines in Bangla and sometimes in English. Habitually learners speak in

Bangla whenever they need to ask any question. Teachers were not offended when the learners asked question in Bangla. Learners were very much dependent on the teachers. Teachers solved most of the exercises on board and learners copied those in their class work copies in the classroom. I also noticed that teachers gave home tasks on diary, the learners memorized those at home and teacher gave class work and checked, also gave written feedback. Learners sitting arrangement was not fixed, whoever came first they will sat in front rows and whoever came late sat at last rows. The classroom environment was satisfactory for both learners and teachers. The classroom was well organized and systematic with air conditions, fans, light and also the classrooms were neat and clean.

3.2 Choosing Topic

As we know that language is not only the medium for interaction but also the device to explore our thinking. And for beginner level learners it is very essential to know both the language. All parents and teacher want from the learners to get good grades. And after thinking about that teachers decided to teach them by Grammar Translation Method. GTM method, teaching style was very typical. Learners only memorized their lessons but never tried to understand them. To obtain a good grade learners are focused only on finishing their syllabus. But they could only do better if they were ready to change their learning styles which make them more fluent in English.

3.3 Arranging the classroom

The classroom had to be attractive to them because children are usually attracted to beautiful and colorful pictures, drawings, etc. Their sitting arrangement was typical, there were rows where learners sit and also there were gaps between the rows for teacher to move around the class. The classroom was congenial. For both learner and teacher there were enough lights, fans, air condition.

3.4 Learning a new topic

First teacher had to adapt to the learner level of teaching when she started teaching them from their text book "English for today". As was it totally new to them so at first the teacher asked them some questions as warm up activities .Teacher read some lines then asked them to raise their hand to explain the meaning. Most of them could not understand the language that teacher was speaking in. So the teacher translated into Bangla. In time they understood her then the teacher continued reading the lesson, translating each and every line in Bangla .So that it could be easier for them to understand. The main purpose was to teach them English and make them more effortless in it. And the teacher was gradually getting to the objective. It was an effective way to teach learners the spelling from the chapter and allow them to identify the spelling from their own book. By this method students are able to memorize the spellings more quickly and make error free writings. Then the teacher asked them to make sentences with the spellings which they identified .Though the learners were very weak in English so they first told the teacher what they want to write in the sentences and then teacher helped them to translate those in second language.

3.5 Teaching Grammar

Grammar is one of the most important factors for learning English. In favor of this, learners will be permitted to speak and write English correctly and for teaching grammar the teacher used their course book "English for today" and there were different types of exercises like fill in the blanks, True false, Re arranging, Picture descriptions etc. With the help of the exercise fill in the blanks the teacher tried to make them understand where to put have and has. By Grammar Translation method the teacher taught learners where to put auxiliary verbs e.g. am/is/are/were etc, in other exercises. Most of the time the teacher used inductive use of grammar and sometimes she used deductive use of grammar for their better understanding. When teacher taught those direct rules of sentence structure, other grammatical items that is inductive grammar and sometimes teacher gave them one sentence like "Pintu wants to go home". Teacher asked them to identify the sentence structure that is deductive use of grammar. Another grammar item was make sentences through which the students could improve this sentence structure. In these types of exercises teacher preferred board work because in this way the learner and their fellow classmates would be able to know their mistakes and get aware of it. For example the teacher gave them a word "go" with which teacher asked them to think of a sentence and write it on the board by one after another. Teacher helped learners to write correct sentences. For rearrangement exercise first the teacher made them understand the meaning of the word rearrange and in that particular exercise teacher gave learners some sentences like ran, Mother, to Path they were successful in making the small sentence structurally correct, but there having quiet a lot of difficulty with the long sentences. There were also had True false, Picture description and crossing out the misspelled word. To attempt these exercises teacher had to clear their concept in both target I and L 1, with the help of which learners were able to do the exercises by themselves.

3.6 Reading activities

Reading is so important for learners. For comprehension fine reading is necessary. After reading and writing the whole lesson teacher asked each and every learner to stand up and read each paragraph of the whole lesson one after another. Then if they did not understand any line after going through the text attentively the teacher explained omit to them the lines in the target language. Then teacher picked a few learners to read out the text loudly in front of the whole class for learner's better understanding. Reading in this way would help learners to understand the lesson, better pronunciation of tough words which helps them to be fluent in English. It helps the teacher to judge the learners reading ability and grade him or her.

3.7 Memorization and writing

Another major aspect in GTM is memorization. In GTM method the teacher gives something to memorize and after that learners have to write. In Grammar Translation Method there is a link between memorization and writing. For example there were many

words meaning which were given by the teacher and learners have to memorize those. For making sentences teacher gave them (the learners) chances to be creative to write their own sentences. The students had composition writing but not in the typical way. Though memorization and creative activities both are needed for the learners and memorization helps the learners to write appropriately and to get good marks. Creative writing is also important for expressing the learner's idea for using language. Moreover comprehension and composition activities are good tasks for practicing creative writing.

3.8 Listening activities

There were no specific listening activities in grammar Translation method. But it seems dictation was a kind of listening activity because in this task the learners have to listen to the words very carefully and then write that particular line correctly along with the correct spelling. Listening is an important tool to develop efficient communication skill. Learners will become more attentive through this activity.

3.9 Error correction and feedback by GTM

Corrections are very important for learners because through task a learner would get to know about his/ her mistakes and correct themselves. The learners should be able to correct the mistakes by themselves but the rule of the school was easy, like the subject teacher had to correct the spelling and the learners had to write it thrice besides the corrected spelling. It was a much easier method as the corrected spelling was already written. In GTM method the class is controlled by teacher so the learners make the correction by themselves because in that way they would never do the same mistake again. Every learner had a pair of two copies in all subjects. All their assignment class work and home work were checked by the teacher and then it was sent to the department head who took a look in every student's progression. Later these copies were sent back home by the learners for their parents observation. Feedback is very important for a learner's motivation like- getting good grades, star marks, and good compliments makes the learners more motivated to work hard more good results.

3.10 Student-Teacher Relationship

In GTM method a class should be controlled by the teacher but it does not mean to dominate over the class and become strict. Teacher-student relationship varies from class to class as learners are beginner level. The relationship between a teacher and a student should always be honest, kind and respectful. A teaching should be relaxed and kind towards the students. A friendly environment is necessary for a learner to learn so the teacher should have a friendly behavior with which she could attract the learners and teach them their lesson. A soft hearted teacher is also a learning motivation of a learner otherwise misbehavior and punishment could make the learner scared of the teacher and the learner could suffer mental distress. On the other hand he/she would not be able to communicate to the teacher. Punishment is sometimes necessary to control a class because some young learners are supposed to be disobedient.

3.11 Progress of learners

My observation made me realized that the learners were now developing this speaking and writing skills were better than before. They were now able to write sentences by themselves and could even speak in English quiet well. The mistakes in writings were decreasing. Learners can now use auxiliary verbs; they read the lessons and make the pronunciation properly.

4. Recommendation

GTM is extremely a helpful method for Bangladeshi learners because from the very beginning of their study life learners will get to know the target language along with native language. In this method the learner is being able to know the meaning of the whole lesson and thus it helps the learner to understand certain thing more aptly. For example we can adopt with the Hindi language very quickly because it is similar to our own and most importantly we can understand the meaning of each and every word since the language is quiet similar. In GTM method learners are mostly memorizing grammatical rules and apply accordingly. So learners' memorization ability gets better, and in further education sometimes it is needed to memorize some answers or anything so this memorizing ability will help in that time. Besides these all advantages, there are some drawbacks too.GTM lagged behind a learner to their fluency. All the activities are mostly based on reading and writing so learners feel uncomfortable when they go for higher education or when they need verbal communication.. Furthermore over memorization hampers a learner's own creativity. Though it is necessary to be fluent, to be expressive by target language, GTM method has an advantage by adding oral communication in this method. By adding oral communication in GTM method can help the learners to learn both the languages (L1 and L2) effectively. To do this , only we need to increase more speaking activities in GTM method and these speaking activities in GTM method should be practiced and thereby develop it much better.

5. Conclusion

During four months of observation I have gathered a lot of experience. Teachers follow NCTB text book' English for Today'' which is designed for CLT. But in reality teachers apply GTm method to teach learners because of large class size , time limitation, exam deadline and lack of proper environment for CLT in both school and at home. By following GTM method learners' reading and writing skills improved a lot. The learners' interaction ability increases. Teachers just do not teach the students through the GTM method but also give effective feedback and error correction which helps the learner to increase their level. Teachers also take some steps to control classes effectively e.g. creating a friendly learning environment. It is not so feasible for a teacher to enable a learner speaking fluently with target language (L2) only by using Grammar Translation method (GTM). For the sake of our omit our country's omit and cultural perspective teachers use GTM but they should add

some activities e.g. Speaking activities, learners' communications skills, creative writing etc to GTM. Then a learner will learn something which will be better for the learners as well as their parents. It is not very easy for a teacher to apply any new method in class rooms for students especially in school levels when parents only want good result from their children. And what I realized, it will be always rewarding if we are concerned about the learner's level and teach them properly, whatever method we apply it should be always in a positive way for a learners, and learners need to adopt these. They should read non-academic books which are written in L2 and hopefully there will be an alteration for all medium of young learners' education system in Bangladesh where different types of methods will work together for successful learning.

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Branding Bangladesh as a Tourist Destination: An Empirical Study

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Abstract

As tourism has become a more and more lucrative industry, countries around the world are competing fiercely for visitors. Building a strong brand image of a destination is the process of earning reputation for a destination by utilizing its resources and opportunities, which are original and inspiring to the outer world. Governments have thus sought to develop marketing and branding campaigns to promote their countries in the minds of different target audiences. Tourism promotes cultural exchange, spreads images of different nations and destinations, and is one of the most important world industries. Tourists bring money to the country visited, support local companies by buying their products and services, and create employment. Although without doubts tourism also has negative effects (such as environmental pollutions or crowding local facilities) it has proven to be an essential economic and social factor. According to the World Tourism Organization, travel and tourism generated worldwide directly and indirectly 11.7 percent of the global gross domestic product and nearly 200 million jobs in 2001. The findings of the research are expected to assist concerned authorities, planners, and marketers to ensure availability and quality of necessary tourism components that will help to build strong brand image as a tourist destination.

Keywords: Tourism, place branding, brand image, and tourist destinations.

1. Introduction

There is a small but rapidly growing body of literature pertaining to place branding. Many streams of research have provided input to the creation of knowledge in the domain of place branding. This diversity of sources encompasses many disciplines that rarely, if ever, attract attention in the marketing and branding literature. For example, the fields of sociology, history, national identity, and politics may be regarded as having a potentially important contribution to make to the practice of place branding. In the 20th century, globalizations of capitalism, movement of populations, and advances in transportation and communication technology have helped to develop tourism into one of the world's largest industries. Globally tourism and related economic activities generate 11% of Global Domestic Product, employ 200 million people, and transport nearly 700 million international travelers per year.

These figures are expected to double by 2020, especially in some of the world's least developed countries. This work will try to develop strategy of place branding and then try to adjust the strategy to fit Bangladesh so as to brand Bangladesh as a tourist destination country.

2. Objectives of the Research

Broad Objectives:

In the sense of totality the overall objective of the study is to develop strategies for branding Bangladesh as a tourist destination.

Specific Objectives:

The specific objectives are:

- Developing strategy for branding Bangladesh as a tourist destination
- Determining the necessity of branding Bangladesh as a tourist destination
- Identifying different tourists' needs to segment the market
- Determining strategic initiatives that Bangladesh could potentially utilize in order to increase tourist attraction
- To find out the problems in branding Bangladesh as a tourist destination and
- To put forward some recommendations that can help to overcome the problems facing Bangladesh Tourist Industry.

3. Methodology of the study

This research is of exploratory in nature. For the purpose of the study survey research method is preferred as survey method is a suitable one for getting views of people why they behave in a particular way and how they will behave if given certain condition (Okorie & Adeyemi, 2011). Kerlinger (1973) says that 'survey research involves the psychological variables which include opinions and attitude on one hand and behavior on the other hand'. The reason behind choosing survey method over observation method is usually 'survey method is probably the best means of measuring attitude and opinion of a group too large to be observed directly' (Okorie & Adeyemi, 2011). A pretested questionnaire will be used in the survey to collect data which must be answered by the respondents in a written form.

4. Literature Review

As often happens with post-modern concepts, a great many definitions have appeared with respect to brands as part and parcel of a post-modern economy. Marketing professionals themselves seem unable to agree on a consensus (Đorđević, 2008). To start with, Đorđević stress that the brand is not a simple equivalent of a certain product; it encompasses all

visual, verbal or conceptual elements that form an identity of the product (Đorđević, 2008). For this reason, the definition provided by the Oxford Dictionary (Oxford Dictionary Online) - a brand is a type of product made by a particular company - is rather restrictive and inappropriate for our purpose. In his work *Marketing Management*, Philip Kotler defines the brand as a name, sign, symbol, drawing, or a combination of all these, whose main purpose is to identify the products or services of one company, and to differentiate them from those of competitors (Kotler & Keller, 2006). Although this definition is far more complete than the previous definition, this definition does not emphasize enough the abstract dimensions of the brand (Đorđević, 2008). Walter Landor addresses this issue and says: Simply put, a brand is a promise. By identifying and authenticating a product or service it delivers a pledge of satisfaction and quality (Landor, 2004). David Aaker compares the brand with a mental box and gives a definition of brand equity as: a set of assets (or liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service (Aaker D. , 1992). This definition connects the more visible aspects of a brand such as name, logo, or identifying visual marks with the abstract ones such as embodied values (Đorđević, 2008). In this study, we will regard brands mainly from an abstract perspective, defining them as collections of perceptions in the mind of the consumer. This definition makes it absolutely clear that a brand is differentiated from the simple idea of a product through a set of values that go beyond mere functional performance (Ind, 1997).

A brand takes the form of a symbolic construct; it is intangible and exists in the mind of the consumer. Furthermore, a brand's success results from being able to sustain these added values in the face of competition (de Chernatony & McEnnaly, 1992). It is only recently that marketers came to realize that the principal asset of a company is in fact its brand equity (brand awareness, brand image), which actually represents the added value in customers' minds (Kapferer, 2001). Originally, branding was believed to be the producers' invention meant to serve primarily their own interests. Today, it is more accurate to assert that buyers demand branding in most cases, because it is an important information source and creates a number of buyer benefits (Kotler & Keller, 2006). Combining parties, producers and consumers, branding generally brings advantages to both. Whichever standpoint we take, customers are always a fundamental entity in branding decisions (Kapferer, 2001), either at the starting point, or as final arbiters. However, we should not neglect the third recipient of branding advantages - society as a whole or in part. Such a discussion goes beyond the boundaries of this study. Nevertheless, whenever we use the term audiences throughout our discourse, we are referring to all groups that may benefit from branding: employees, stockholders, customers, activists, suppliers, strategic partners, competitors, media representatives, etc. Previously dominated by a strong emphasis upon stand-alone products, brands are focusing today on more intangible factors as described by several authors (Aaker & Joachimsthaler, 2002). A brand is not simply a reference (unique functional benefits), or a personality (incorporated emotional values), but also an icon: it can be used to stand for something beyond itself (de Chernatony & McEnnaly, 1992).

5. Analysis and findings of the study

5.1 Define Brand

Standing in this post-modern period with a great many definitions focusing on different aspects by the marketing professionals, it becomes very hard to define brand with a single or few words. Oxford Dictionary (online) termed brand as a type of product by a company while marketing Guru ,Philip Kotler, defines it as a name, sign, symbol, drawing, or combination all these to differentiate them from the competitors . But, Dordevic putting importance on the intangible aspect in defining brand said that Philip Kotler's definition lacked in intangible issues. The definitions of Walter Landor, Chernatony and McEnnaly also supported the Definition of Dorvevic by laying down focus on abstract aspects –a promise or an icon.(Đorđević, 2008) (Oxford Dictionary Online) (Landor, 2004) Viewing brand from abstract perspective, this study will focus on the values of a product beyond functional areas and the success of which will rely on the ability to sustain those values in the competition. (Landor, 2004).

5.2 Brand Essentials: Identity, Image, Equity

While seeing brand from the abstract point, it has three essential concepts-brand identity, brand image and branding strategies.

- a) **Brand Identity:** Brand identity is the total proposition-attributes, benefits, performance, quality- promised by a company to the customers. Brand identity is everything the company wants the brand to be seen as (Temporal, 2002).
- b) **Brand Equity:** Brand equity is the value of a brand based on the extent to which it has high brand loyalty, name awareness, perceived quality, strong brand associations, and other assets such as patents, trademarks, and channel relationships (Kotler, Armstrong, Saunders, & Wong, 2002).
- c) **Brand Management:** Brand management is to apply marketing techniques to product, product, product line, or brand to increase the perceived value to result in the increase in franchise and brand equity. (Kapferer, 1994). According to Branding UK (2003) Brand management is a set of activities-defining consistent product, values, imagery .and consistent communication.

5.3 Place Branding Imperatives

Place branding's complexity means there's no silver bullet, although there are several tried and tested rules that should be followed to give your destination the best chance possible at attracting FDI (Place Branding and its importance for Investment Promotion, 2011):

Table : Place Branding Imperatives

- | |
|--|
| <ol style="list-style-type: none"> 1. Be consistent and speak with one voice 2. Be clear on your objectives 3. Know all your competitors 4. Set yourself apart 5. Be authentic 6. Events can act as brand building catalysts 7. Reputations builds from rational and emotional elements 8. Stronger together 9. Leverage your advocates |
|--|

- (a) **Be Consistent and Speak With One Voice** : Multiple stakeholders and organizations – government and trading bodies- with diverging interests can fetch a blurring brand identity leaving no common message. So, the creation of consistent image and brand longevity is a crucial factor, which calls for consistency in interests of those government and trading bodies as The International Marketing Council of South Africa does.
- (b) **Be Clear On Your Objectives**: The clarity and agreement on the location’s competitive strength, ensuring these ties into investment objective and subsequently well coordinate marketing campaign will result in efficiency in cost, time and effort.
- (c) **Know All Your Competitors**: Some competitors can be identified by neighboring districts, cities, regions and countries while others on the other side of the world can be identified on particular investment decisions. Economic Development Organizations (EDOs) need to have detailed SWOT analyses (strengths, weaknesses, opportunities and threats) of their key competitors in the light of general and sector-specific investment attributes.
- (d) **Set Yourself Apart**: A great number of locations now seem to market them using an increasingly similar set of brand attributes. “Inspiring”, “passionate” and “innovative” are just a few of the reoccurring attributes you’ll find in the slogans and branding collateral of EDOs. While these can all rightly find their place in the messaging, they need to be supported – and substantiated – by tangible (and where possible unique) attributes that deliver a compelling, competitive value proposition and truly set that location apart.
- (e) **Be Authentic**: Any branding exercise not being grounded in reality will ultimately fall apart. Investors, considering the FDI projects meticulously by the size and longevity, and being blessed with ICT, are now at ease to get every insight about a location. So, there must be authenticity and fit between peer commentary and the credentials about the location. Chengdu in China is a great example of a city which leverages authenticity as a brand attribute.

- (f) **Events as Brand Building Catalysts:** Events like specialized industry conference or global sporting limelight the location and ought to be leveraged to support the investment promotion campaign whereas small scale or industry specific events can profile the host location to the investors. Besides, global sporting events like Olympics can showcase other attributes –infrastructure, flagship businesses and the energy- of the host locations.
- (g) **Reputations build From Rational and Emotional Elements:** While FDI is fundamentally a rational process based on a review of tangible assets, emotional factors should not be ignored. FDI activity often goes hand-in-hand with the relocation of key talent as part of a company’s knowledge transfer and capacity building in new markets. With an increasingly mobile and discerning talent pool, a place’s emotional pull, however far down the list of priorities, can nevertheless make the difference in a closely-fought race to attract an investment.
- (h) **Leverage Your Advocates:** There are no better ‘ambassadors’ for a place brand than the companies investing there. With industrial clustering on the rise, existing investors can provide the ultimate ‘seal of approval’ and as such should not merely be referenced as case studies; they should be proactively engaged as partners and brand endorsers. “pgcinnatinati.com”, an online initiative from Procter & Gamble which outlines the attributes of its hometown Cincinnati is a good example of a key company and investor advocating the city where it’s headquartered.

Tourists Places	Acquaintance & Location	Special For
Cox’s bazaar	<ul style="list-style-type: none"> ➤ World Largest sandy beach ➤ 150Km South to Chittagong 	<ul style="list-style-type: none"> i. Laboni Beach ii. Himchari iii. Inani Beach iv. Radar Station v. Rubber Dam vi. AggmedaKhyang vii. Ramu viii. Dulahazra Safari Park ix. Teknaf x. Saint Martin’s Island xi. Moheshkhali Island xii. Sonadia Island
Kantaj Temple	<ul style="list-style-type: none"> ➤ A late medieval archeological Temple ➤ Built by Maharaja 	<ul style="list-style-type: none"> i. The display of adoringly decorated terracotta ii. The Kantanagar temple to the west of the serene river Dhepa.

	Prannath in 1752.	
Mahasthangarh	<ul style="list-style-type: none"> ➤ Capital of Kingdom of the Mourjo, Gupta and Sena Dynasty. ➤ 18th km away from Town Bogra , west to river Korotia 	<ul style="list-style-type: none"> i. GovindaBhita Temple ii. KhodaiPathar Mound iii. MankalirKunda iv. ParasuramerBedi v. JiyatKunda vi. Bathing Ceremony vii. Mahasthangarh Museum
Mainamati	<ul style="list-style-type: none"> ➤ Ruins and remnants of Buddhist culture ,custom and politics ➤ 8 kilometer west to the town of Comilla district 	<ul style="list-style-type: none"> i. Shalvanvihara ii. Buddhist monastery iii. Kutilamura iv. Charpatramura v. Anandabihar vi. Bhojavihara
Jaflong	<ul style="list-style-type: none"> ➤ Aboundant with the beauty of stone ➤ 60 km from city of Sylhet 	<ul style="list-style-type: none"> vii. Tamabil, viii. Sripur, ix. Jointapur's Rajbari

Identifying Different Tourists' Needs to Segment the Market

In the questionnaire respondents were asked to enlist some variables they consider to go for travelling and found 16 variables, in the open ended question, which are ranked order based on the respondent's citation. The findings are illustrated in the Table 1.

Table 1 : Ranking order of the variables (open ended variables)

Rank	Variabls (with no of citation)	Rank	Variabls (with no of citation)
1 st	Natural Beauty (19)	4 th	Tour with family (3), Relax from the busy life (3)
2 nd	Tour with friends (5), Hobby (5)	5 th	Fun (2), Historical Interest (2), Study Tour (2)
3 rd	Knowing new place (4)	6 th	Official Tour (1), Academic and Research work (1), Shopping (1), Food (1) , Architectural Design (1), Hotel Service and accommodation (1), Seeking new experience (1)

In the close-ended question, respondents were given 4 variables – Business Purpose,

Diverse Culture of that Place, Historical Interest and Natural Beauty and asked to rate them on 5 point scale to figure out the factors they consider to go for travelling and found Natural Beauty securing the first position, Historical Interest as the second position, Diverse Culture as the third and Business Purpose as the fourth position. Later these variables are to be reduced to make these easy to interpret based on similarity and dissimilarity. Initially correlation matrix is developed in the Table 2.

Table 2: Correlation Matrix

	Business Purpose	Diverse Culture	Historical Interest	Natural Beauty
Business Purpose	1			
Diverse Culture	.054	1		
Historical Interest	.345	.273	1	
Natural Beauty	.001	.329	.454	1

The correlation matrix table confirms high correlation among Business Purpose, Diverse Culture and Historical Interest. To reduce the number of variables Factor Analysis is conducted and illustrated in the Table 3.

Table 3: Factor Analysis output

Result of Principal component analysis			
Bartlett test of sphericity			
Approx. Chi-square = 13.352, df = 6, significance = .0038, KMO = .511			
Communalities			
Variables	Initial	Extraction	
Business Purpose	1.000	.818	
Diverse Culture	1.000	.501	
Historical Interest	1.000	.706	
Natural Beauty	1.000	.774	
Initial Eigen Value			
Factor	Eigen Value	% of variance	Cumulative %
1	1.751	43.784	43.784
2	1.049	26.217	70.000
3	.854	21.354	91.354
4	.346	8.646	100.000
Extraction of sum of squared loadings			
Factor	Eigen Value	% of variance	Cumulative %

1	1.751	43.784	43.784
2	1.049	26.217	70.000
Rotation of Sum of squared Loadings			
Factor	Eigen Value	% of variance	Cumulative %
1	1.751	43.784	43.784
2	1.049	26.217	70.000
Factor Matrix			
Variables	Factor 1	Factor 2	
Business Purpose	.894	-.136	
Diverse Culture	.526	.475	
Historical Interest	.214	.813	
Natural Beauty	-.794	.380	

The result of factor analysis is given in **Table 3**. The approximate Chi-square statistics is 76.467 with 45 degree of freedom, which is significant at the 0.05 level. The value of KMO statistics (.511) is also large (>0.5). Thus, factor analysis may be considered an appropriate technique for analyzing the correlation matrix of **Table 3**.

From the **Table 3**, under ‘Communalities’, ‘Initial’ column, it can be seen that the communality for each variable, and the value is 1 as unities were inserted in the diagonal of the correlation matrix. The Table labeled ‘Initial Eigen values’ gives the Eigen values. The Eigen values for the factors are, as expected, in decreasing order of magnitude as gone from the factor 1 to factor 4. The Eigen value for a factor indicates the total variance attributed to that factor. The total variance accounted by all ten factors is 4, which is equal to the number of variables. Factor 1 accounts for a variance of 1.751, which is (1.751/4) or 43.784 % of the total variance. Likewise the second factor accounts for (1.049/4) or 26.217%, the third factor accounts for 21.354% and the fourth factor accounts for 8.646% of the total variance, and the first two factors combined accounts for 70.000% of the total variance.

To define the factors and specify the members of the factors it is need to rotate the factors which are done in **Table 4**.

Table 4: Rotated factor matrix

	Business Purpose	Diverse Culture	Historical Interest	Natural Beauty
Factor 1	.879	.305	-.111	-.879
Factor 2	.215	.639	.833	.050

Table 4.4 declares Factor 2 has high value on Diverse Culture and Historical Interest, so these are going to be combined under one label named as ‘Cultural Interest’. And Factor 1 has high value on Business Purpose (.879) and Natural Beauty (-.879). Since it has two opposite value, factor 1 are labeled under two names – Business Purpose and Natural

Beauty.

Identifying Different Tourists' Problems: The researchers asked the respondents to cite common problems they face and found - Poor Guide, Security problem, Transportation Problem, Hostel/Boarding Problem, Problem with the Local Culture are the common cited problems.

6. Recommendation

For branding Bangladesh as a tourist destination authors are proposing the following model.

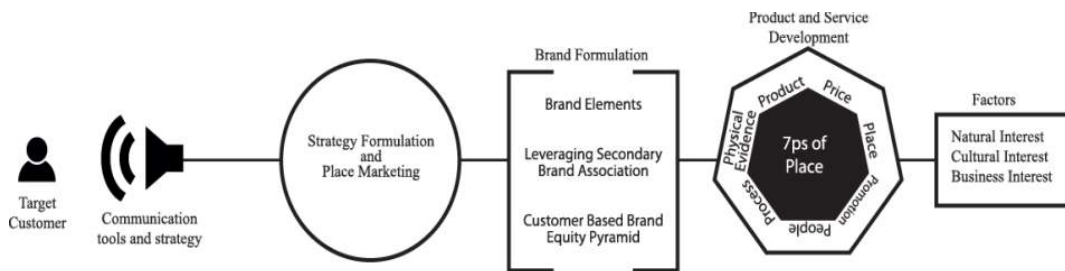


Figure: Comprehensive diagram for Destination Branding: Researcher's Construct

As found earlier, three important factors are motivating tourist for traveling which are – Natural interest, Business Interest and Cultural Interest. Based on these motivating factors, product and service should be designed under the 7ps principles. After the product and service development, brand formulation initiatives should be taken. This step should include brand elements like brand name, logo, color, jingle and slogan. This brand can be formulated for a particular destination, service or company. The brand is advised to be leveraged by secondary brand associations like celebrity endorsement. Brand equity is supposed to be developed based on various factors like – brand salience, brand performance, brand imagery, consumer judgment, consumer feelings, and consumer brand resonance. When the brand is formulated, strategy formulation and place marketing comes next. Strategic decision should include – tourist destination development followed by the motivating factors as identified earlier. Finally place marketing and communication will be integrated together to harmonize the effect.

7. Conclusion

So, for developing Brand for Bangladesh as a tourist destinations following recommendations are made:

- Understand tourists' need clearly to define and segment the market. In this research it is found that 'Natural Beauty, Historical Interest, Diverse Culture and Tour with friends' are usually preferred by the tourists. So these variables can be a good base.
- Develop 7Ps efficiently to fine tune the tourists' need.

- To develop brand follow customer based brand equity model as directed here.
- Take initiative to communicate the tourists to convey the intended message in proper channel with proper guideline which are described already.
- Finally, take marketing and strategic initiatives to back up the total process.

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Stakeholders' Role in Tourism Development of Bangladesh

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Abstract

Bangladesh, one of the countries of South Asia, is very rich by the natural beauty and panoramic views. Despite immense potentials, the country cannot reap the benefits of this industry. Key stakeholders' roles in tourism development seem to be quite pessimistic. That's why, the study was carried out to assess the role of key stakeholders in tourism development of Bangladesh. Qualitative research approach was used to get insights about tourism development from country's tourism experts. Data were collected through in-depth interviews with 18 tourism stakeholders of having direct and indirect roles in bringing tourism development in Bangladesh. The collected data were analyzed using qualitative method named narrative analysis. Findings of the study indicate that while private entrepreneurs are agile for tourism development, government's role seems to be lack-luster due to Govt.'s ignorance and lack of farsightedness coupled with inadequate support. At the same time, appointing bureaucrats inexperienced about tourism in the top position of government-run tourism institutions also creates impediment to the development of this industry. Hence, abandoning the conventional bureaucratic mindset, knowledgeable tourism experts should be given the responsibility in the top position of government-run tourism institutions for the desired and planned development of tourism.

Keywords: Key stakeholders' roles, Tourism development, Lack-luster role of Govt., Government-run tourism institutions, Knowledgeable tourism experts.

1. Introduction

Tourism is a multidimensional and labor-intensive industry that creates a wide range of direct and indirect jobs in both formal and informal sectors of a country. Tourism, in contemporary times, is not just limited to entertainment, travel pleasure, or holiday entertainment, rather it is regarded as one of the keys to the development of a country. In fact, statistical reports on tourism released by different tourism related global agencies or bodies clearly reveal its noteworthy contribution to global economy. According to WTTC, in 2016 about 10.2% of world's total GDP comes from tourism. As such the importance of tourism in the world economy is now universally recognized.

Bangladesh, one of the countries of South Asia, has diversity of tourism attractions that have been noted in the literature. If Bangladesh is known at all in the world with respect to

tourism, it is simply because of the world's longest unbroken sandy beach of 120 kilometers at Cox's Bazar, the largest single block of tidal halophytic mangrove forest in the world, the home of the Royal Bengal Tiger and spotted deer at Sundarban. Apart from these, she has many incredible travel destinations and attractions, including historical and archaeological sites, historical mosques and monuments, resorts, hilly areas and forests and wildlife in the Chittagong hilly area, tribes, miles of rolling tea gardens, lush tropical forests, different tribal communities, natural water falls, crystal clear water lakes bordered by ever green hills, haors etc. Bangladesh is a land of mighty rivers and tributaries. The revering tourism of Bangladesh has its unique beauty and character. As such it is widely recognized that Bangladesh is very rich by the natural beauty and panoramic views, what a tourist wants to enjoy. Currently, the country has 3 heritage sites, namely Historic Mosque City of Bagerhat, Ruins of the Buddhist Vihara at Paharpur and the Sundarbans, inscribed by UNESCO.

According to Sharmin (2016), tourism can be an important economic activity in Bangladesh due to the fact that, it creates a wide range of direct and indirect jobs for many Bangladeshis. According to World Travel and Tourism Council (WTTC) report (2018), it contributed 4.3% of total GDP in 2017 and generated 2,432,000 jobs (3.8% of total employment). Nevertheless, tourism industry in Bangladesh has not yet grown to the desired level due to inadequate tourist information services, dilapidated road conditions together with congested bus fleet and uncontrolled vehicle fare, lack of basic infrastructural facilities such as public toilet, washroom and toilet facilities, recreational facilities, syndicate in vehicle fare, and shopping facilities. Additionally, considerable lack of vision among government planners and policy makers is seen. In fact, country's key stakeholders' roles in tourism development seem to be quite pessimistic. Hence, the purpose of this study is to identify the key tourism stakeholders and their roles for tourism development in Bangladesh.

2. Objectives of the Study

The main objective of the study was to assess the role of key stakeholders in tourism development of Bangladesh. Specific objectives of this study are:

- To identify key tourism stakeholders who contribute to the development of tourism industry in Bangladesh.
- To get insights from stakeholders regarding their respective roles for tourism development in Bangladesh.
- To assess the perceptions of different stakeholders toward tourism development in Bangladesh.
- To suggest the areas where priority should be given for the tourism development in Bangladesh.

3. Literature Review

The role of tourism stakeholder is very crucial for tourism industry development. Stakeholders' active participation in planning and policy formulation of tourism development of a country is vitally important. A stakeholder is 'any group or individual who can affect or is affected by the achievement of the organization's objectives' (Veitch, et.al, 2002). Stakeholders having direct and indirect participation in tourism include tourism professionals, public authorities, tourism business enterprise, non-governmental organization, voluntary actors, and as well as the press and other media. In addition, other interest groups and individuals and in particular local communities and indigenous groups, also need proper recognition as stakeholders in their own right. According to UNWTO, the term "stakeholders in tourism development" includes the following players:

- national governments;
- local governments with specific competence in tourism matters;
- tourism establishments and tourism enterprises, including their associations;
- institutions engaged in financing tourism projects;
- tourism employees, tourism professionals, and tourism consultants;
- trade unions of tourism employees;
- tourism education and training centers;
- travelers, including business travelers, and visitors to tourism destinations, sites, and attractions;
- local populations and host communities at tourism destinations through their representatives;
- Other juridical and natural persons having stakes in tourism development including non-governmental organizations specializing in tourism and directly involved in tourism projects and the supply of tourism services."

Therefore, tourism stakeholders include any individuals or groups involved, interested in, or affected (positively or negatively) by tourism (Aas, Ladkin and Fletcher, 2005).

Research on stakeholders and their role in tourism development meets with identifying four stakeholder categories: tourists, residents, entrepreneurs and local government officials (Goeldner & Ritchie, 2003). Researchers stress that the inclusion of stakeholders is essential to tourism development and without this support responsible tourism development is not possible (Gunn, 1994; Gursoy et al, 2002). Thus, a clear understanding of stakeholder inclusion, support, attitudes and interests is an essential precursor to planning and management of tourism development. Researchers recommend involving stakeholders throughout the entire development, planning and management process and suggest that their involvement must be fair, efficient, provide knowledge, wisdom and stability (Susskind & Cruikshank, 1987; Gunn, 1994).

As mentioned earlier, tourism has the potential to expedite economic growth of a country by the creation of a wide range of employment opportunities, earning foreign currency and contributing the growth of the country's GDP. In fact, it can be a huge potential sector for contributing the national exchequer of a country. Therefore, active participation of relevant stakeholders like the government planners, policy makers, private stakeholders, tourists and local community is sine-quo-non. Each group of stakeholder plays important roles in the development of tourism, some stakeholders are passive but others are more active in tourism development based on the ownership, location, and development type. For example, public authorities have the role of supporting and developing tourism infrastructure, such as road, airports, railways, and other basic facilities and supplies (Hardy & Beeton, 2001). Host communities are often more concerned with local issues, such as the effects of tourism on their community, their quality of life and the need for sustainability (Getz & Timur, 2005). Based on the study conducted by Udumo, Arikpo and Ekpo-Eloma (2013) revealed that both the public and private sectors have contributed immensely in the development of tourism. While the private sector contributed in the area of road map development to guide tourists, building and running hotels, and generating employment for citizens. The public sector on its part has contributed in all areas such as expansion of airports, establishment of airlines, building of good roads, provision of good public transport system, training of tour guards, establishment of traveling agencies, promotion of cultural activities, provision of employment opportunities, and provision of infrastructures. Foregoing in view of the above, two-way cooperation between the government and private stakeholders will ensure planned tourism development of a country.

4. Research Methodology

The study applied qualitative research approach. The qualitative study was carried out was following the checklists prepared in accordance with the objectives of the study. The qualitative data was collected through in-depth interviews (IDIs) with tourism stakeholders and observation. In addition, a secondary source based data collection was conducted at BPC, BTB, TOAB, TDAB, UNWTO etc. For this study, key tourism stakeholders were grouped into following three categories:

(a) Policy Makers from

- Bangladesh Tourism Board (BTB)

(b) Policy Player from

- Bangladesh Parjatan Corporation (BPC)
- TOAB Members
- Tourism Developers Association of Bangladesh (TDAB)
- Managers employed in hospitality sector in Sylhet
- Travel agency
- Local stakeholders

(C) Academicians

Purposive sampling method was applied to obtain information from relevant stakeholders. Data were collected through in-depth interviews with 18 tourism stakeholders of having direct and indirect roles in bringing tourism development in Bangladesh. The collected data were analyzed using qualitative method, particularly narrative analysis.

5. Findings and Discussion

5.1 Key Stakeholders

In Bangladesh, stakeholders like private tour operators, travel agents, resort owners, hoteliers etc. are playing a great role in tourism development by making new and more investments, providing tourists with international standard services. Tourism stakeholders that contribute to the development of tourism industry in Bangladesh are presented in the following figure:

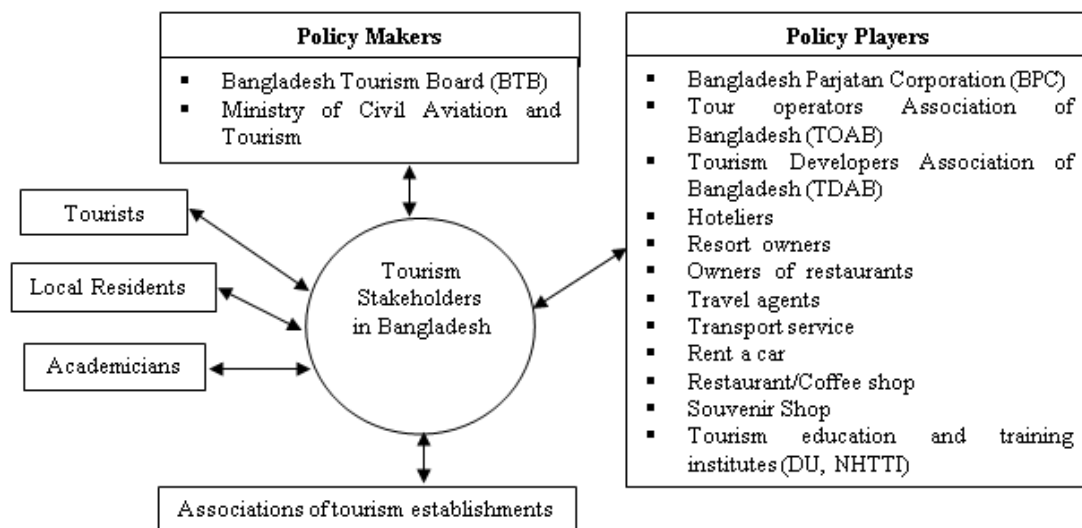


Figure 5.1: Tourism Stakeholders of Bangladesh

5.2 Role of Key Stakeholders

The role of relevant stakeholders is crucial for the development of tourism industry. During an in-depth interview with each of the country's tourism stakeholders, following issues come up in the discussion:

With regard to tour operators' role, it was found that most tour operators are involved in outbound tourism. According to them, despite having breathtaking natural beauty of our country with varied resources, they are reluctant to offer package tour to tourists. The main reasons behind their disinclination are undeveloped infrastructures, lack of minimum services and facilities in the tourist places and poor transportation system in some areas.

Majority of the stakeholders assert that the Govt. ignorance and absence of imprudence is one of the crucial reasons for lagging behind the development of tourism industry in Bangladesh. In this regard, they contend that govt. take a decision whimsically. In fact, one of the stakeholders associated with tour operator told that govt. declare “Vision 2016” without undertaking any research on tourism and discussion with any concerned stakeholders. Numbers of stakeholder assert that govt. has to play an active role for the infrastructural development of a country, such as roads and highways, sewerage lines, gas connection, investments in accommodation sector which is not possible for private stakeholders alone. But tourism stakeholders think that government’s role in tourism investment seems to be lack-luster. In fact, the Govt. lacks enough willpower to do so. That’s why one of the stakeholders associated with TDAB express his high level of dissatisfaction mentioning the role of Govt. in tourism development. He compares the govt. with “Musical Chair” where children take a seat for their entertainment. He stated this way,

“The Govt. only thinks about when to sit, how long to continue and when to leave this musical chair.”

Although Government stakeholders have their own websites for disseminating the information to the potential tourists, the fact is that the web page does not contain the adequate information of Bangladesh tourism and its related facilities. As a result, it is tough for a potential tourist to have the required information from the said page.

Moreover, some stakeholders contend that there is a dearth of knowledgeable tourism experts or bureaucrats in the top position of government-run tourism institutions. In this regard, an ex- high official of tourism stakeholder also raises the question with respect to the qualification of government staffs who assume a top key position in government-run tourism institution. Mentioning government staffs as “Jack of all trades, but master of none”, for instance, he told that although these staffs are DC or ADC and know a lot about the country, they lack adequate knowledge in tourism. Hence, they neither can influence the minister for their respective area’s development nor the country’s development. On the other hand, speaking about the role of minister he told that,

“The ministers do not do any work themselves until the Prime Minister herself orders them to do so, because they are not concerned about their duties and responsibilities and hence they are reluctant to take risks.”

Additionally, speaking about the appointment of bureaucrats, a top official of local tourism association told that those individuals, who cannot be placed in other sector or ministry, are given responsibility in government-run tourism institution. These individuals do not even have idea about technology, let alone tourism. In this regard, another high official of national tourism organization told that:

“I am not from this (tourism) background. I am here just because of seniority.”

This means that, despite having inadequate educational qualification and experience,

government appoints him in this position. That's why he requires some breathing time to learn about tourism. Yet he also contends that it would be better if a qualified tourism expert is appointed to assume the responsibility.

Apart from inexperienced bureaucrats, frequent key stakeholder meeting has become a nightmare for tourism stakeholders. With respect to such meeting, almost each and every stakeholder asserted that a number of stakeholders meeting are very infrequent. While tourism councils are scheduled to meet 1-2 times each month, only two meetings were held in last 20-25 years. Another key person associated with local tourism association reported that although there was supposed to be coordinated meeting with the overall situation of the tourism sector, he did not remember the last time when such meeting about tourism was held. Besides, some stakeholders expressed their disappointment by mentioning that they are not included in decision making. With regard to infrequent key stakeholder meeting, one of the high officials of TDAB told that,

“Only three meetings were held during 1997-2017 where tourism stakeholders were absent.”

In this regard, stakeholders think that there is a coordination gap among the stakeholders. Although there is supposed to be inter-ministerial coordination among the stakeholders as per national tourism policy, in reality, considerable lack of coordination exists. Also, relationship among stakeholders is characterized by conflict of interest. According to one of the high officials of national tourism organization, only a single ministry or department cannot be successful in the development of tourism by its single endeavor. Rather, all ministries/ departments should keep tourism in all their development activities. But he complained and said,

“There are no tourism-centric development ideas in the ministry.”

One of the private stakeholders associated with tour operator business told that many effective initiatives outlined in national tourism policy cannot be implemented due to intra-and-inter organizational discord and coordination gap among the stakeholders. That's why one of the high officials of TDAB emphasize more on public-public partnership than on public-private partnership.

With regard to government support, the divergent opinion of tourism stakeholders is observed. One of the stakeholders associated with TOAB told that govt. calls for a meeting with TOAB at least once in a month for the development of tourism industry. He also added that the present government's willpower for the development of tourism industry is much more as the current slogan of the country is 'Digital Bangladesh'. He thinks that tourism would be the next slogan of our country. Numbers of stakeholders asserted that different international tourism fair was organized in collaboration with the government. For instance, one of the private stakeholders associated with tour operator business told that the government took a stall at the 'World Tourism Market' held in the UK on November 2017, where nine travel agencies took a space for BDT 25000. In this fair, they represented

Bangladesh. He also mentioned that more than 22 countries were united in this fair. Another high official of national tourism organization told that the government organized the successful fair of UNWTO-29 in Chittagong on 15-17 May 2017 where a representative from 25 countries participated. Furthermore, he told that the country organized the 10th OIC International Conference of Tourism Ministers supposed to be held in February 2018 where a representative from 57 countries participated. Apart from participating in international fair to promote the country's tourism industry, financial support for the development of various destinations is also given from Bangladesh Tourism Board.

On the other hand, some stakeholders, both public and private, express their disappointment over the inadequate government support. In fact, they claimed that lack of adequate government support together with very small budgetary allocation is another obstacle for the development of tourism industry in Bangladesh. One of the ex-high officials of government-run tourism institution stated that the govt. is incurring unnecessary expenditure on the tourism sector. Apparently expressing displeasure over recently held BPC's carnival show he told that,

“There is no need for it (carnival show). These are the last level of marketing. First, develop, and then private individuals will do the marketing.”

Again, another stakeholder associated with travel agency said,

“Govt. provides 14% VAT free loan to industrial establishments, whereas, we've to give 8% VAT and tax to govt. let alone receiving any loan facilities from govt.”

One of the ex-high officials of govt.-run tourism institution focused on introducing tourism law. He told that every facet of a tour is formed through a contract. But no such contract is practiced in Bangladesh. In fact, tourists in our country do not know about this law. He added that in the case of tourism, both the buyer (tourist) and the seller need to have a legal contract for the benefit of both the parties. If one party breaches the contract, another party can take legal protection. Emphasizing on tourism law he told,

“In tourism, intangible products are sold where seller's promise and commitment is a prime factor. If this promise is not fulfilled, then where will tourists go since there is no tourism law?”

On the contrary, another high official of govt.-run tourism institution opposed to tourism law. He told that there are many laws in our country, but there is no implementation of it. In this case, he told the law of crossing road through the foot-over bridge which is written only in law but there is no implementation. Hence he told that,

“What is the point of tourism law? Tourism is not lagging behind due to tourism law, isn't it?”

In a nutshell, qualitative findings with respect to stakeholders' role reveal following aspects:

- Lack of vision of the government
- Govt. ignorance and absence of imprudence

- Lack of knowledgeable tourism expert
- Inadequate government support
- Insufficient allocation of budget
- Lack of cooperation among tourism stakeholders
- The absence of tourism research
- The absence of clear and specific tourism law

6. Conclusion & Implications of the Study

Tourism, in contemporary times, is not just limited to entertainment, travel pleasure, or holiday entertainment, rather it can be a huge potential sector in Bangladesh for contributing the national exchequer after the RMG industry. Although our country has a strong position in attraction, it is lacking in facility and services. In this regard, the study found that while private entrepreneurs are agile for tourism development, there is considerable lack of vision among government planners and policy makers who are responsible for implementing the government's decision. Government's role in tourism development seems to be lack-luster due to Govt.'s ignorance and lack of farsightedness coupled with inadequate support. At the same time, appointing bureaucrats inexperienced about tourism in the top position of government-run tourism institutions also creates impediment to the development of this industry. Even, in some cases, complications arise in implementing initiatives due to the absence of delegacy of local political leaders at the national level. Planned tourism development has become a nightmare since considerable lack of inter-ministerial coordination among the stakeholders exists. In concluding remarks, it can be said that the development of tourism is highly dependent upon the active participation of the government planners, policy makers, private stakeholders, tourists and local community. Hence, abandoning the conventional bureaucratic mindset, knowledgeable tourism experts should be given the responsibility in the top position of government-run tourism institutions for the desired and planned development of tourism. Also a sound policy framework for each stakeholder is essential that should take into consideration the stakeholders' perceptions and ideas.

Based on the above analysis and discussion, some specific recommendations are put forward for tourism development in Bangladesh:

- Active participation of government stakeholders should be ensured.
- Since the Government of Bangladesh is striving to turn the country into "Digital Bangladesh", therefore, special emphasis should be given on the virtual spaces for delivering tourist services that could be improved through updating websites and travel blogs and also integrating all other travel facilities so that tourists can easily explore, choose, and book their stay.
- Proper coordination among different ministries should be ensured so that a healthy

environment of this sector can be established.

- A national tourism award can be given to various segments of the travel, tourism and hospitality industry in recognition of their excellence in tourism in respective fields and also encourage healthy competition.
- A proper monitoring mechanism should be in place to monitor the activities of tourism service providers.
- There is a need to develop a separate tourism database that will keep important information about tourism trends and statistics, such as tourist arrivals and tourism revenue in a central and accessible location so that stakeholders and mainstream society know well about their market, investors, tour operators, constructors, potential stakeholders and prospects of their tourism products. When such information is available, the data can be retrieved and used to facilitate decision making for future growth and development in this sector as well as serve the research purpose.

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Justification of Using Post-method Pedagogy at Intermediate Level in Bangladesh: Teachers' Insights

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Abstract

The current empirical study asserts the needs of post-method in EFL teaching at intermediate colleges. Teaching English is always a challenging accountability in an EFL context like Bangladesh. The teachers are continuously looking for the best method can be lucid and easy going for both the teachers and the learners. The two decade-old CLT is still existing in our country which has been proved to be a failure by several researchers (Huda, 2013; Shurovi, 2014) or not working effectively (Rasheed, 2015; Iqbal-e-Rasul, 2016). Though CLT might not fail if there would have proper training and monitoring for teaching English. However, the developed world has already accepted post-method for teaching English academically. But questions may arise about how post-method works. The current study follows 'questionnaire survey' 'direct interviews' and 'focused group discussion' to be developed methodically with 20 teacher-participants from ten different intermediate colleges. The study found that the existing approach for EFL teaching in Bangladesh is not at all in a satisfactory level.

Keywords: Post-method, Current Status of EFL Teaching, Teachers' Lookouts, Justification, Teacher training, Digital Contents.

1. Introduction

Both EFL teaching and learning are the crucial tasks in our country. We could not provide the appropriate approach to learn English to our students since last several decades. On the other hand, CLT could get success if it was applied in a systematic approach. So, in this regard, we can say that we paid heed to the exposure of a new teaching approach CLT, rather applying it with hopes and determination. Consequently, even after more than two decades, we are not getting adroit learners in the four skills of English. This demeanor provides teachers with a notional considerate of linguistic pedagogy that is socially-representative and contextually-subtle to EFL teaching in Bangladesh. Such long-term dissatisfaction intimidates the educators to depend on inflexible tactics and systems from conventional authorities, but reconnoiter their own pedagogic styles and approaches to appreciate their fortes and confines so that they can aptly adjust their instruction procedures (Saville-Troike, 2006).

The most decisive phase of learning and developing one's self is the intermediate level education because the pupils pass their transitional adolescence in this period. The teenagers are always enthusiastic, curious and energetic. They fall behind for not getting the utmost level of quality EFL education at the intermediate level in our country. Still, we are looking for better options to improve our pupils' English skills. In this regard, post-method can be a comfort precinct for the EFL teachers of the country because of its both teacher-centeredness and learner-centeredness. It lets educators to teach English with everything if required and apprentices to learn English according to their desires. So, it is about time to make the curriculum and planned a syllabus for the students to progress their basic and academic English skills at the earliest.

2. Objectives

The primary objective of this study is to boost the professional development of the EFL teachers and teaching practice through post method pedagogy. The study depicts the logical needs of dynamic post-method pedagogy at the intermediate level in Bangladesh. The study also deals with the current ELT situation to investigate the measurement of the efficacy of CLT.

3. Literature Review

EFL teaching and learning stratagems have been transformed for a better educational environment in all ages. Consequently, we experienced Direct Method (DM), Audio-lingual method (ALM), Cooperative Language Learning (CLL), Grammar Translation Method (GTM) and Communicative Language Teaching (CLT). But in Bangladesh we experienced the latter two GTM and CLT from the very beginning. As a matter of fact, currently most of our scholars are the products of GTM as it was the first method for teaching English recognized in Bangladesh. Afterwards CLT appeared but could hardly provide a scholarly service to make adroit teaching professionals. And with time, the new-fangled method has come to light- that is 'Post-method'. Though post-method was first introduced by Pennycook (1989) and was later studied by many including Prabhu (1990); Stern (1992) and mostly investigated by Kumaravadivelu (1994 to till date). The developed countries have already adopted the new and innovative post-method. But we are still practicing CLT. Consequently, most of our students remain weak in basic English skills. Most of them are in darkness as in many rural areas, there are the shortages of adroit teacher who lack both the teaching quality and expertise.

Moreover, the social background should be under consideration. Children from all folks may not have the similar capability to learn and receive teachers' lesson. Johnstone (1994) says that the child's motivation to learn a second language is greatly reliant on the social background and the handiness of trustworthy target language input and chances to converse. But merely indeed "a handful of children are fortunate to find such a learning environment" (Mahbub-ul-Alam et al., 2015). Such a case, we should also work according to the level of

the students. To do that, teachers must consider their teaching as a noble profession, not as a job merely. If the authority allows, the literally weak students can be separated to get additional care for developing their skills. In such cases, post-method can be the elucidation for all complexities.

4. Methodology

The study follows observation method with ‘questionnaire survey’ and ‘direct interviews’ to bring the teachers’ opinions into light about the current ELT situation and the post-method pedagogic approach. A ‘Focus Group Discussion (FGD)’ was also arranged to know the needs and desires of the teachers to implement post-method in the EFL classroom. 20 English teachers of intermediate level who were in the rank of ‘Lecturer’ and ‘Assistant Professor’ of ten different colleges in Dhaka, Tangail and Cumilla were the key-participants of the study though only nine teachers finally participated in the focus group discussion (FGD). The entire study took place during the months from April to August, 2018.

5. Findings and discussion

5.1 Teachers’ Questionnaire-I

To know the current condition of communicative language teaching approach in the EFL classrooms, the questionnaire was set as per the teachers’ activities. After analyzing the result of the teacher questionnaire, the following results were found. The results were cross-examined with the information collected from ‘direct interviews’ with the same participants.

Table-1: Current situation of EFL teaching at intermediate level

SL	How the EFL classes are being conducted in the current ELT situation-	Not at all	Sometimes	Nearly every day/ Always
<i>Domain-I: As a facilitator and motivator</i>				
1	I frequently use digital contents to enrich students’ English skills with their favorite topics.	13 (60%)	3 (15%)	4 (20%)
2	I use hands-on and constructive competency-based strategies to facilitate learners’ learning.	4 (20%)	12 (60%)	4 (20%)
3	I frequently communicate with my students in English in the EFL classroom.	8 (40%)	12 (60%)	0
4	I am interested in and enthusiastic about EFL teaching in various ways to my students.	12 (60%)	8 (40%)	0
5	I offer positive reinforcement and supportive criticism to correct my students’ English.	8 (40%)	8 (40%)	4 (20%)

<i>Domain-2: As an instructor and curriculum developer</i>				
6	I graded assignments, tests and quizzes to judge the competency of the students.	8 (40%)	4 (20%)	8 (40%)
7	I use a variety of activities such as discussion, group work, lectures and technological facilities for enhancing my students' linguistic capability.	0	12 (60%)	8 (40%)
8	I usually use variety of assessment techniques to encourage my students to learn English freely.	0	8 (40%)	12 (60%)
9	I integrate different methods to teach basic English skills to the students.	4 (20%)	16 (80%)	0
10	I use CLT and grammar-translation method (GTM) to instruct 'writing' in the EFL classrooms.	4 (20%)	8 (40%)	8 (40%)

In domain-1, as a facilitator and motivator, it is depicted from statistics that only 20% use digital contents to enrich students' English skill with their favorite topics while 40% do not use at all. On the other hand, the percentage of who use hands-on and constructive competency-based strategies to facilitate learners' learning are equal: 20%. None of the users were there who 'always' communicate with students in English in the EFL classrooms or were interested in and enthusiastic about teaching English to the students in various ways. At the same time, the percentage for 'not at all' were 40% and 60% consecutively. Also, maximum 20% facilitators and motivators cared to offer positive reinforcement and supportive criticism to correct students' English; 40% never even offered this opportunity.

In domain-2, as an instructor and curriculum developer, only 40% teachers graded assignments, tests and quizzes on English to judge the competency of students regularly. The same percentage of teachers again use a variety of activities such as discussion, group work, lectures and technological facilities for enhancing students' linguistic capability. At max 40% always use variety of assessment techniques to encourage the students to learn English freely and flexibly. Unfortunately, statistics portrays that there is hardly any teacher who always integrates different methods to teach basic English skills to my students. 80% responded that they make such integration sometimes and 20% opines 'not at all'. Furthermore, only 40% responded about using CLT and grammar-translation method (GTM) to instruct 'writing' in the EFL classrooms. The number is small yet this is not a positive remark since it does not spread the idea of communicative teaching for learning.

5.2 Teachers' Lookouts: Result of the Teachers' Questionnaire-II

The second questionnaire was administered to depict the teachers' insights for the current needs of a new-fangled method for the better EFL teaching environment at the intermediate level in Bangladesh. The result was found as given below

Table-2: Teachers' insights about a new pedagogy in EFL classroom.

SL	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Students can have the independent access to all learning activities in a responsive way in the EFL classroom while I am using CLT.	2 (10%)	6 (30%)	1 (5%)	8 (40%)	3 (15%)
2	Students feel curiosity to learn English and partake in classroom activities when I use audiovisual teaching aids, movie segments, internet, Facebook group or filmic educative games.	5 (25%)	7 (35%)	2 (10%)	5 (25%)	1 (5%)
3	The current CLT materials has scopes for individual, pair and group work etc. and the audiovisual materials are suitable for the mixed ability class.	2 (10%)	3 (15%)	6 (30%)	8 (40%)	1 (5%)
4	I am satisfied with the existing ELT trends of CLT approach in Bangladeshi EFL context.	3 (15%)	3 (15%)	2 (10%)	9 (45%)	3 (15%)
5	I have adequate and successful interaction with my students in the class through Facebook group or Mobile phones.	1 (5%)	5 (25%)	2 (10%)	8 (40%)	4 (20%)
6	I think our current ELT curriculum for Bangladesh should be modified for making it more learner-centered.	6 (30%)	7 (35%)	1 (5%)	3 (15%)	3 (15%)
7	I believe that the EFL testing should be post-methodical with varieties of assessment tactics including newfangled practical tests to develop the students' capability in a more credible way.	4 (20%)	11 (55%)	0	3 (15%)	2 (10%)

The study found that still, 55% teachers opine that their students can not have independent access to the learning activities in CLT. They (60%) feel that audiovisual aids can enhance students' curiosity to learn English and participate in the language classrooms. Though some of them (25%) opined that CLT has less scopes to use audiovisual aids, movie segments, individual work or group work in the class. Though many researchers opined that using games can be stimulating, motivating and attention grabbing for both the EFL teachers and learners in the classroom. To make our classes more effective, the teachers may also arrange different types of games related to his lesson to render more "interesting, enjoyable, and effective" teaching (Uberman, 1998).

Their satisfaction percentage (30%) for the existing ELT trends of CLT approach was really not that acceptable and on the similar rate, the teacher-participants admitted that they had not the adequate and successful interaction with their students. Mobile phones are now quite popular among the teenagers. They are up to it. So, the teachers can make the best use of

this device for teaching and learning. However, the result proves that the teachers are not using digital facilities or internet facilities in the EFL classroom that can stimulate a student to be more attentive though the government of Bangladesh is trying to digitalize the country in all regards. Besides, 'Mobile Assisted Language Learning (MALL)' is a post-method pedagogic approach to EFL learning "that is assisted or enhanced through the use of a handheld mobile device" (Valarmathi, 2011). Such virtual schooling serves pedagogical purposes in post-method.

65% teachers consider that our current ELT curriculum for Bangladesh should be modified. Significantly, regarding EFL testing, a majority of the participants opined that innovative assessment tactics are needed including practical segment for the credibility of learning outcomes. Advanced evaluation techniques should be introduced at the intermediate level as the students can be more involved in learning after observing their mistakes after checking.

5.3 Presentations of Data: Focus Group Discussion (FGD)

FGD is arranged to reconnoiter the denotations of review verdicts that cannot be elucidated statistically, the array of thoughts or viewpoints on a subject of interest. The current study also underwent this process for gathering teacher's standpoints about the justification of post-method pedagogy. During the focus group discussion, the teacher-participants informed that they consider teaching as the transformative process where they learn from their students in order to improve their professional practices and values to address students' learning needs. And post-method pedagogy can give them the access to interact with the students more ingeniously. The teachers also came to a similar point of view regarding the use of digital contents in the class. Most of the teachers expressed the fact of having shortages of technological usage in their respective institution. Moreover, English teachers are always deprived of using projector or laptops for teaching in the EFL classrooms. Five of the participants opined in the same that the science teachers usually use the projectors and laptops and they have few scopes and access to use the digital equipment. One participant emphasized on the needs of language laboratory in every college.

Some teachers also pointed to the teacher-training policies of the country. They informed that the training sessions are not successful in most of the time. And the places for development remains unnurtured and untouched in most of the cases. The teacher-education and teacher-research in Bangladesh is completely job oriented. The teachers research or study for their further improvement. They might take MA degrees in 'English Language Teaching (ELT)' or Education (M.Ed.). The actual scenario remains behind the scene. Most of the teachers take further degrees for monetary benefits from their employers. They do not tend to develop their teaching qualities. All the participants of FGD opined in the same. In many institutions, the teachers do not attend the training sessions or classes but attended the exams and finally get a certificate. So, the learning of the teachers should be ensured first. The teachers also need to be more careful because the teaching is directly related to nation building. The teacher-participants ended their session being conceptually united that post-

method can improve the teaching capabilities and bring better outcomes if we can implement it properly in the class.

6. Recommendation

6.1 Justification

Post-method means beyond methods or alternative to methods. It is not about thinking rather about applying. As English is a foreign language in Bangladesh, our greenhorn learners always keep a sort of fright to learn English language in both language and literature classes. Most of them claim the sum up of the literature classes and wait for the time till the end of the linguistic classes. In such cases, post-method pedagogy suggests the visual teaching resources even if it needs be the smart phones, tabs and projections of something are also recommended for the teachers and the learners. Intermediate level text books need more literature contents as students can gather simultaneous learning and pleasure. Realia must be implemented in the EFL classrooms for facilitating students learning at the highest level. Moreover, the government is trying the best to make a digital country. So, the digital learning facilities must be ensured in the language classes which is hardly found in the colleges outside the metropolitan area.

6.2 Teacher Training

Teacher training is a vital part for the additional enhancement of EFL teaching and learning process. Teacher training in our country is a negligible term. Moreover, the few trainings held in different places could not bring the proper outcomes because of having no verification of training outcomes. Teachers' training should properly be confirmed after the completion of the training. In recent days, the training sessions are used to be the trend of making one's curriculum vitae weighty than before. It seems that getting a certificate of completion is the foremost goal of a training session. Teachers must apply their pedagogic skills to the delivery of career learning.

6.3 Use of Digital Contents

Technology can be a 'must' to implement post-method in the intermediate level. The teenager students are involved with internet and social media sites. The teachers should take initiatives to reach his instruction and materials to the utmost number of students using digital contents. Canning-Wilson (2000) vividly depicts that the use of illustrations, visuals, pictures, perceptions, mental images, figures, impressions, likenesses, cartoons, charts, graphs, colors, replicas, reproductions, or anything else support one comprehends an instantaneous meaning in the language that benefit the learner by facilitating to elucidate the missive. Allan (1985) opines that video is a good means of bringing 'a slice of living language' into the classroom. He (Allan, 1985) further added that

The settings, action, emotions, gestures that students can observe in a video clip, provide an important visual stimulus for language production and practice. (p.1)

The teacher may also show movies in the class for the enrichment of students' vocabulary in English language. The students can watch the movie segments in their classroom on the projector screen. After that the teacher may get them involved in different classroom activities. Animated cartoon movies with subtitles can be supportive in this regard. Writing movie summaries, taking notes on important vocabularies, group work or role play can be the different form of classroom activities that a teacher can adopt.

6.4 Teacher Research

Teacher research is very imperative for the development of their own skills. Proficiency level and discoveries of new teaching methods or approaches remain standstill if the teachers do not get involved in research activities. Bitter, still true, that in our country research is a very negligible word. Almost 90% of the teachers of schools and colleges are not at all involved or interested to research for their further enhancement. MacLean and Mohr (1999) opined that the phrase 'teacher researcher' is an imperative term to them because it has redefined their roles as educators. Only research can give the teachers proper access to new dimension of knowledge and their teachings tactics. So, the teachers must be involved with research for the betterment of their teaching. Teacher research is needed for broader pedagogies and broader outcomes. It also broadens teacher learning and development to control or manage a complex classroom.

7. Conclusions

In short, it has been proved that post-method can be the utmost solution of current EFL learning context in Bangladesh as CLT is not working properly or was not implemented in a planned way. On the other hand, to develop the overall process of teaching and learning English in a broad-spectrum manner, the foremost responsibility will go up to the higher authorities. They must set the curriculum such a way that the students can easily comprehend the lesson taught in the class for which there is no alternative other than post-method pedagogy. Now-a-days, everyone seeks for the better and successful option. As post-method permits to teach in all plausible ways for making sure that the students can learn perfectly, it should be implemented as early as possible. This is because, our students won't receive English speaking all through the class. They don't even want to be vacuum tube after doing a long class. So, the teachers can follow post-method to remove their monotony and dullness by introducing the newest and interesting approaches to learn English. The post-method teacher is an independent individual. He/ She can utilize his/her autonomy in collaboration with the learners' autonomy to improve the qualities to develop English in the classrooms. Finally, another thing should be taken care of. We have quality colleges for few; so, still we are far from the quality education for all. So, first we have to ensure quality school and education for all children. Only then, we can move henceforth for further development.

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High Performance Fiber Reinforced Concrete (HPFRC) for Sustainable Infrastructural Development of Bangladesh

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Abstract

Bangladesh is a developing country and will have to construct many infrastructures by using concrete. However, Concrete is a brittle material. To make our infrastructure sustainable, concrete need to be flexible. To make concrete flexible, fiber can be used in concrete matrix. In this study, influence of fiber orientation of High Performance Fiber Reinforced Concrete (HPFRC) is examined. The compressive strength of the HPFRC is about 100MPa at 28 days after casting. The main parameters in this study are mix proportion (volume, length and combination of fiber) and fiber orientation (0°, 45° and 90°) by the direction of flow at casting. Three types of fiber orientation are examined each case of mix proportion. Crack widths are measured by the high-quality digital camera during the loading test. As a result, it is clarified that tensile strength and fracture energy of the HPFRC whose flow direction is parallel to the loading direction are the greatest among all specimens regardless of mix proportions.

Keywords: Sustainability, HPFRC, fiber orientation, tensile softening.

1. Introduction

Sustainable Development has become a household word, standing for a set of self evident principles that are hard to argue with. Probably the first person who formulated the term was Hans Carl von Carlowitz (1645 – 1714), a forester in Saxony, Germany (Grober, 1999), who called for sparing use of trees to give the forest a chance to regenerate and sustain itself (McDonough, 1992). Whether familiar with these basic principles or not, most of human being intuitively agree, because deep down all are concerned about the world that will be leaving behind for future generations, that is, our children and their children. The old political conflict between supporters of “development” and those who wish to preserve the environment obscures the fact that sustainability and development are not mutually exclusive. Rather, to find a proper balance between economic development and

environmental preservation is suggested, i.e., to improve the living standard and quality of life, without adversely affecting our environment. It may be appropriate to start out by stressing the fact that concrete is by far the most important, the most versatile, and the most widely used building material worldwide. It has achieved this predominance because of a number of decisive advantages. As a result of that popularity, the concrete industry has an enormous impact on the environment (Mehta, 2002; Malhotra, 2000). Worldwide, over twelve billion tons of concrete are being produced each year. Which implies about two tons for each man, woman and child. Such volumes require vast amounts of natural resources for aggregate and cement production. In addition, it has been estimated that the production of one ton of Portland cement causes the release of one ton of CO₂ into the atmosphere. CO₂ is known to be a greenhouse gas that contributes to global warming, and the cement industry alone generates about 7% of it. The production of Portland cement is also very energy-intensive. Although the North American plants have improved their energy-efficiency considerably in recent decades to the point where this is now comparable to that of plants in Japan and Germany. Finally, the water requirements are enormous and particularly burdensome in those regions of the earth that are not blessed with an abundance of fresh water. The concrete industry uses about one billion cubic meter of water each year worldwide, and this does not even include wash water and curing water. These points and these numbers seem to indicate that the concrete industry has become a victim of its own success and therefore is now faced with tremendous challenges. As a result, it becomes a burning issue in Bangladesh to make our structures more durable by using concretes with long life. However, conventional concrete has a poor performance against tensile and bending loading. In this background Development of High Performance Fiber Reinforced Concrete has been planned in this study.

Recently, various type of High Performance Fiber Reinforced Cementitious Composite (HPFRCC) with self-compacting ability has been developed. HPFRCC is expected that improve tensile characteristics (ex. tensile strength, softening) by developing of matrix and mixing of fiber. This material has some developed property, for example, high strength, high fluidly, high ductility. Those properties are enabling to bring about development, for example, rationalization of cross section, power saving of working and making durable construction. According to anamnestic study fiber orientation of material with self – compacting is influenced by flow direction (Markovic, 2006). As is well known, mechanical characteristics of fiber reinforced concrete strongly depend on fiber orientation. However, mechanical characteristics that consider fiber orientation have not been examined. In this study, influence of flexibility (tensile behavior) of High Performance Fiber Reinforced Concrete (HPFRC) is examined.

2. Outline of the Experiment

2.1 Mix proportion

In this study, ordinary Portland cement, fine aggregate, additive, steel fiber and water were

mixed. Target compressive strength was more than 100MPa at 28 days after casting. Water to binder ratio was 21.0%. Six types of mix proportion with difference in fiber length, volume and combination are prepared [Table 1]. “Plain” referred to the mixture without fiber. L-0.5, L-1.0 and L-1.5 are the mixture with 0.5, 1.0 and 1.5%-volume of only long fiber (13mm), respectively. S-1.0 is the mixture with 1.0%-vol. of only short fiber (6mm). H-1.0 is the combination of long and short fibers (0.5%-vol. each).

Table 1: Mix proportion

Type of mortar	Fiber volume (%)	Fiber length (mm)
Plain	-	-
V-0.5	0.5	13
V-1.0	1.0	13
V-1.5	1.5	13
V-1.0	1.0	6
V-1.0	1.0	6 & 13

2.2 Casting

In this study, the influence of fiber orientation on tensile characteristic of HPFRC is examined. Therefore the fiber orientation in specimens should be decided. Concerning the fiber-reinforced mortar that possessed a character of self-compacting, the fiber orientation is strongly influenced by the flow direction of mortar (Markovic, 2006; Kooiman, 2000; Gysel, 2000; Markovic, 2004; Walraven, 2004; Mier, 2004). The flow direction of mortar is controlled by pouring directly into the concrete mold (400mm*1800mm*100mm) [Figure 1]. After pouring, three small steel frames (200mm*180mm*100mm) are installed into the concrete mold so the specimens with three values of angle against the flow direction (0° , 45° and 90°) are obtained [Figure 2].

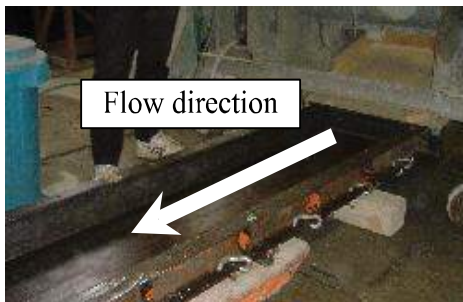


Figure 1: Casting direction

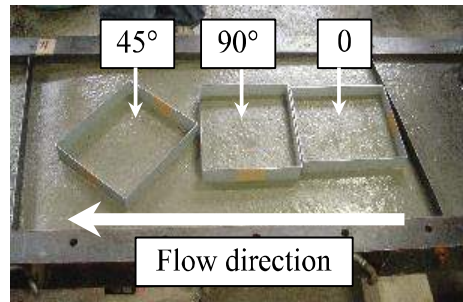


Figure 2: Arrangement of small steel

2.3 Making test pieces

After remolding and curing, three test pieces (35mm*35mm*150mm) for each angle are prepared for the tensile test. However, test piece is broken easily with concentration of stress at the section where is attached them to machine of tensile test. As a result, load loss occurred. To prevent such behavior, back and forth of test piece is provided with two steel plates [Figure 3].

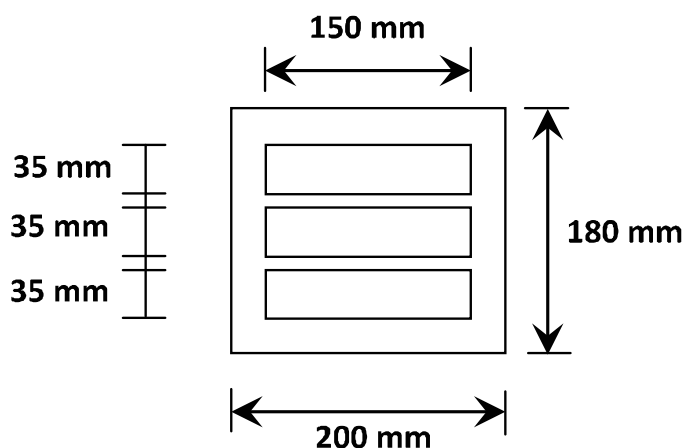
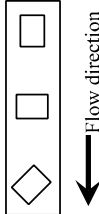
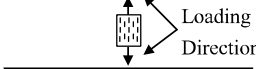

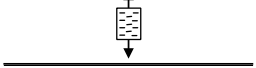




Figure 3: Preparation of specimens for direct tension test

2.4 Parameters

In this study, two types of parameter are examined. One is the mix proportion of fiber (length, volume and combination), the other is the fiber orientation (0° , 45° , and 90°). As shown 2.1, five types of mix proportion are prepared (except of plane). So, three types of fiber orientation are examined each case of mix proportion. Also in this paper, the group that angle formed by the meeting of tensile load direction with flow direction was parallel (fiber orientation = 0°) is called Case A, three quarter degree (fiber orientation = 45°) is Case B and orthogonal (fiber orientation = 90°) is Case C [Table 2].

Table 2: Parameters of the Experiment

Case No.	Image of flow direction	Image of fiber orientation
Case A		
Case B		
Case C		

2.5 Tensile test

To obtain the tensile property of material, the direct tensile test is conducted. In this test, displacement and crack width are measured with strain gages and high-quality digital camera. By a combination of strain gages and high-quality digital camera make it possible that measure tensile behavior continuously. For example, after setting up test piece to machine for tensile test, take a picture that before loading. Then, shooting and measuring of load and strain are done at the same time. Loading speed is 0.1 mm/min until reached tensile strength, and after that loading speed is up arbitrarily. When test piece is separated by crack opening absolute, test is finished [Figure 4].

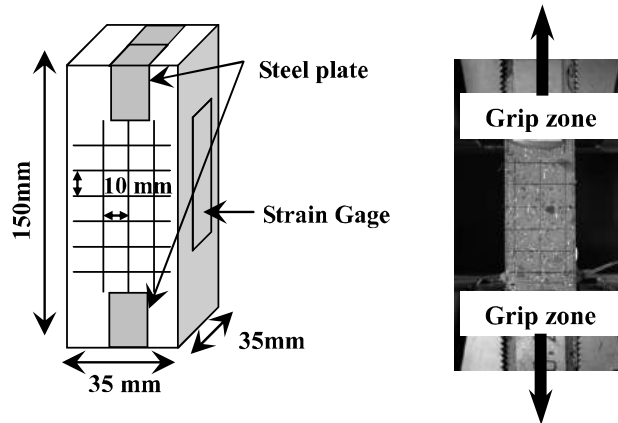


Figure 4: Specimens for tensile test

2.6 Image analysis

In this study, crack width is measured by image analysis with picture of tensile test. First, measure displacement between two lines before loading, for example Fig.4. Then, measure displacement of two lines after loading. Crack width is calculated with subtracting distance of two lines after loading from initial distance of that [Figure 5].

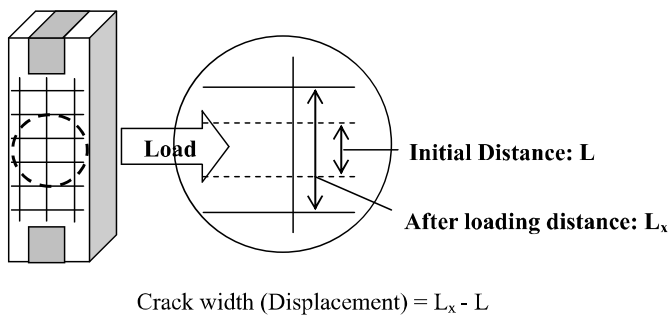


Figure 5: Measurement of crack width

3. Results and Discussions

3.1 Tensile strength

Figure 6 shows relationship between fiber orientation and tensile strength. For comparison, tensile strength of plain (1.97MPa) is listed. In each case, tensile strength of Case A ($= 0^\circ$) is the highest in the three fiber orientation. On the other hand, tensile strength of Case C ($= 90^\circ$) has little difference according to mix proportion, comparing to that of Case A ($= 0^\circ$) and B ($= 45^\circ$). By the way, tensile strength of using only 6mm fiber (S-1.0) has no difference according to fiber orientation.

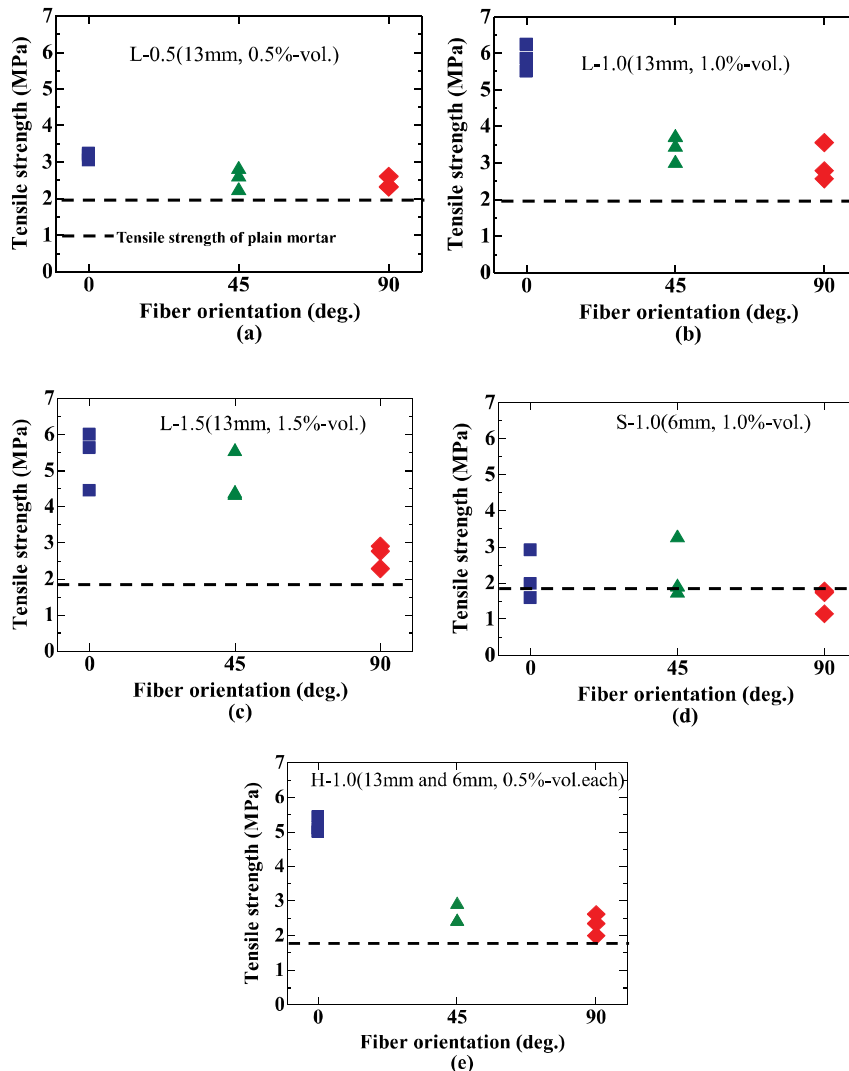


Figure 6: Tensile strength – Fiber orientation

3.2 Tensile softening curve

Figure 7 shows tensile softening curve. In each case of fiber volume, it is clear that tensile softening characteristic is varied according to fiber orientation. In general, tensile softening characteristic of Case B (= 45°) and Case C (= 90°) are very inferior to that of Case A (= 0°).

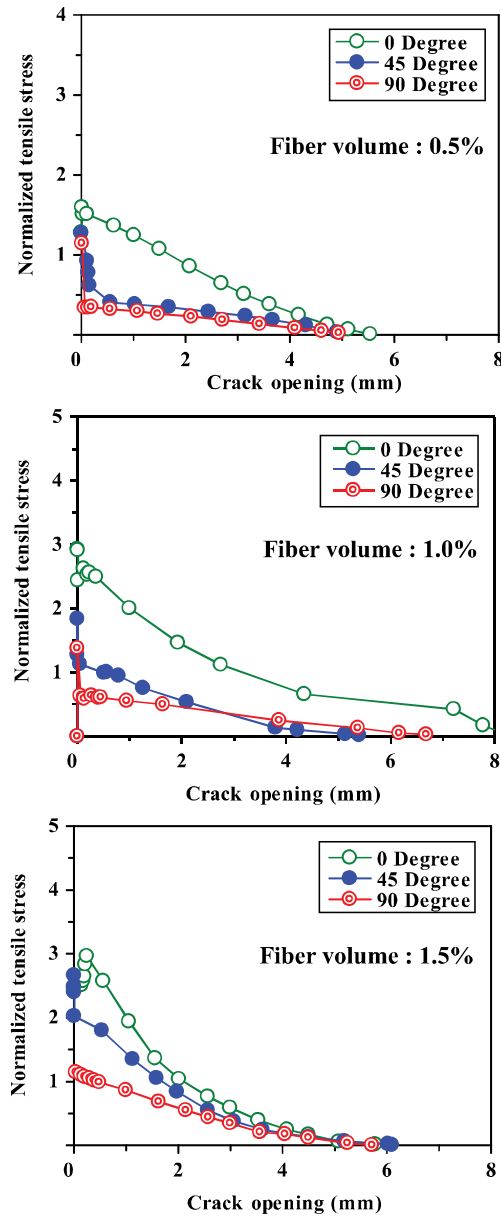


Figure 7: Tensile softening curve

3.3 Fracture energy

Figure 8 shows fracture energy. In each case of fiber combination, fracture energy of Case A ($= 0^\circ$) is the biggest. Fracture energy of using only 6mm fiber (S-1.0) and both 6mm and 13mm fiber (H-1.0) has the tendency to be inferior to that of using only 13mm fiber (L-1.0). On the other hand, case A of L-1.0 is bigger than that of L-1.5, regardless smaller fiber volume. However, decreasing ratio from Case A to Case B of fracture energy in case of L-1.5 is gentler than that of other mix proportion.

Table 3: Fracture Energy of Different Series of Specimens

Series Name	Flow Direction	Volume of fiber	Fracture strength (N/mm)
L-0.5-A	0°	0.5	7.0
L-0.5-B	45°		2.5
L-0.5-C	90°		3.0
L-1.0-A	0°	1.0	17.0
L-1.0-B	45°		5.0
L-1.0-C	90°		4.8
L-1.5-A	0°	1.5	12.0
L-1.5-B	45°		7.0
L-1.5-C	90°		5.4

4. Conclusions

The following conclusions can be drawn based on the findings of this study:

1. HPFRC is found to be more ductile than conventional concrete, which will be more useful to build sustainable infrastructure in Bangladesh.
2. For the coming days, infrastructure will have to be more durable against different deterioration mechanism. In that context, HPFRC will be more realistic choice to build RCC structures in Bangladesh.
3. In each case of mix proportion, tensile strength of case A ($= 0^\circ$) is bigger than that of other case. Furthermore, both tensile softening curve and fracture energy of case A ($= 0^\circ$) is greater than that of other cases.
4. In the case of same fiber volume, tensile strength and fracture energy of using only 6mm fiber (S-1.0) and both 6mm and 13mm fiber (H-1.0) are inferior to that of using only 13mm fiber (L-1.0).

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