

05 October 2009

HSBC AND KALI O KOLOM LAUNCH TORUN KOBİ O LEKHOK PUROSHKAR 2009



HSBC, "The world's local bank" and acclaimed monthly Bengali literary magazine Kali O Kalom jointly took an initiative to honour and encourage young writers and poets of the country with "HSBC-Kali O Kalom Tarun Kobi O Lekhak Purashkar" in 2008.

The competition drew a huge response and two winners were awarded for their poetry and creative writing respectively. Due to the tremendous response and numerous requests from people, the 2009 version of the awards has been expanded to 3 categories. The categories are: a. Poetry, b. Prose (Fiction) and c. Prose (Non-Fiction). Each award winner will receive a cheque for BDT1 lac.

As the world's local bank, we promote the local heritage and culture and the HSBC has been actively involved in this arena through its various activities including HSBC Prothom Alo Language Competition, Young Entrepreneur Awards and most recently the sponsorship of the painting exhibition "Jai Bangla" by Shahabuddin.

Speaking at the launching of this year's event, Mr Sanjay Prakash, CEO of HSBC Bangladesh said, "Bangladesh is a country rich in art and culture and HSBC is proud to be able to provide an opportunity for up and coming writer's and poet's in recognising their contribution in the upholding of the country's heritage with the help of Kali O Kolom, one of the pre-eminent literary magazines of the country".

The competition is open to anyone between the ages of 18 to 40 (including non-resident Bangladeshi's), who have published their works between July 2008 and June 2009. Entry into the competition may be made by submitting 5 copies of the book within 25 November 2009 to Bengal Centre, Plot 2, Civil Aviation, New Airport Road, Khilkhet, Dhaka 1229. Along with the submission, the authors also have to stipulate that the work is their own, that they fall within the age category and that they are presenting the books as judgement by the selected jury panel.

The prize giving ceremony will be held in the first quarter of 2010.