

Book fair yet to gain momentum

3 HOUR(S) AGO UPDATED 3 HOUR(S) AGO BANGLADESH

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Photo: Mehedi Hasan

The third day of the Amar Ekushey Book Fair yesterday saw a mix of slow sales and cautious optimism among publishers, as preparations continued alongside the impact of Ramadan.

Book lovers were seen moving from stall to stall in search of their preferred titles, while several stalls at the fairground were still under construction.



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Publishers said overall sales so far have been “neither great, nor bad”, expressing hope that both sales and footfall would increase in the coming days.

Compared to previous years, daytime visitor turnout remains relatively low amid Ramadan.

Publishers said Ramadan has shifted the usual rhythm of the fair, particularly affecting visiting hours. However, they expect the fairground to become more vibrant over time.

Monirul Haque, owner of Ananya Prokashoni, said sales have not met expectations this year.

“People now have to return home before iftar. At night, there are Taraweeh prayers. So naturally, visitors are spending less time at the fair,” he said.

Kawsar Ahmed Ashiq, manager of Prothoma Prokashon, echoed the sentiment.

“Because of Ramadan and other factors, sales may remain slightly subdued. However, we are hopeful that it will improve in the coming days,” he said.

An employee of Somoy Prokashoni said crowds tend to grow after iftar.

“Many people cannot come during the daytime due to fasting. But after iftar and prayers, the fair becomes livelier,” he said.

A total of 38 new books were released at the fair yesterday.

Earlier in the morning, a preliminary round of a children’s music competition was held at the fair premises, with 347 participants competing across three categories. Mohammad Azam, director general of Bangla Academy, inaugurated the event. The final round is scheduled for March 7.

Later in the afternoon, a discussion titled “In Remembrance: Ahmed Rafiq” was held at the main stage. Ismail Sadi presented the keynote paper. Professor Mansur Musa chaired the session, while Mustafa Tarikul Ahsan took part in the discussion.