



## Ekushey book fair 2002 IT books, CDs draw huge crowd

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Streams of people are crowding the Ekushey Book Fair at Bangla Academy premises every day.

So far 1300 new books have arrived in the fair. But books on information technology (IT) have emerged as the main crowd-puller in the book fair.

As book lovers of all ages have taken keen interest in books on information technology and software, sales of the items have gone up significantly, software vendors said.

Seven to eight software manufacturing and marketing agencies as well as publishers of books on information technology have put up stalls at the fair that was opened by Prime Minister Khaleda Zia on February 1.

Hightech Professionals, a software manufacturing and marketing firm, sold software compact discs (CDs) of Tk. 150,000 in the last 15 days. Predominantly, children and the youth constitute its clientele fair.

Samsuddoha, marketing officer

of hightech, said people of all ages are buying CDs and books on information technology. CDs on education and juvenile issues, carrying price tags from Tk. 150 to 300, are going like hot cakes.

"With the increase in sales of software, their prices will go down," he added.

Daffodil Multimedia, which has also erected a stall at the fair, has sold software of Tk. 20,000 in the last 15 days. Some other stalls Systech, Computer tomorrow and Computer Barta are also doing brisk business, selling their CDs and IT books.

The publications that have hit the 240 stalls at the fair this year include research works, essays and novels on the literature of the country, science, the language movement, information technology and the war of liberation.

The stalls are also bedecked with translation from the wizards of world's literary pantheon and new editions of the tours de force of Bangla literature. Their sales are also remarkable.