

Activities for the 15th August (National Mourning Day)

15th August: Darkest Chapter Of History

15th August is the day of national mourning. It's a day when all beings of the whole Bengal, even nature drop tears. Because, this day of August, back in 1975 it seemed like this rainy August and brutal bloodshed of the Father of the Nation Bangabandhu Sheikh Mujibur Rahman were the representation of the weeping of the sky itself crying out of extreme grievance.

The time when the murderers were brush firing all the family members of Bangabandhu at the hour just before dawn, it was raining, as if nature was weeping. Frightened Bangladesh against the raised firearms was all bemused in mourning and the unexpected sudden shock. This flame of bereavement will burn for epochs to come. 15th August is the day to recite lamentation, the 48th anniversary of the martyrdom of the architect of independence Father of the Nation Bangabandhu Sheikh Mujibur Rahman.

For pay homage Prime Bank has taken the following initiatives:

1. X-stand Banner Display in different Branches
2. Roman & Frame Banner Display : 3 Branches
3. Cutout Display: Simpletree Anarkali Building (3rd, 6th,7th and 8th floor)
4. ATM Screen Display: 140 ATMs
5. Desktop Wallpaper
6. Website Banner
7. Facebook Post
8. Webinar (Internal Employees)
9. Tree Plantation
10. SMS to Card Holders

Webinar Discussion program as part of observance of National Mourning Day

Preferred Guest List:

1. Mr. Quazi Sirazul Islam, Director, PBL
2. Mr. Hassan O. Rashid, Managing Directory & CEO, PBL
3. Mr. Faisal Rahman, Additional Managing Director, PBL
4. Other Senior Management
5. All Regional Heads
6. All Head of Branches



Prime Bank conducts tree plantation program as part of observance of National Mourning Day



X-banner display in different Branches



Roman Banner Display: 3 Branches



Gulshan Branch



Banani Branch



Motijheel Branch

Standee Display: Simpleetree Building (3rd, 6th, 7th & 8th Floor)



Light Box & Road Side Display at Prominent Location: Prime Aspire & Dhanmondi Branch



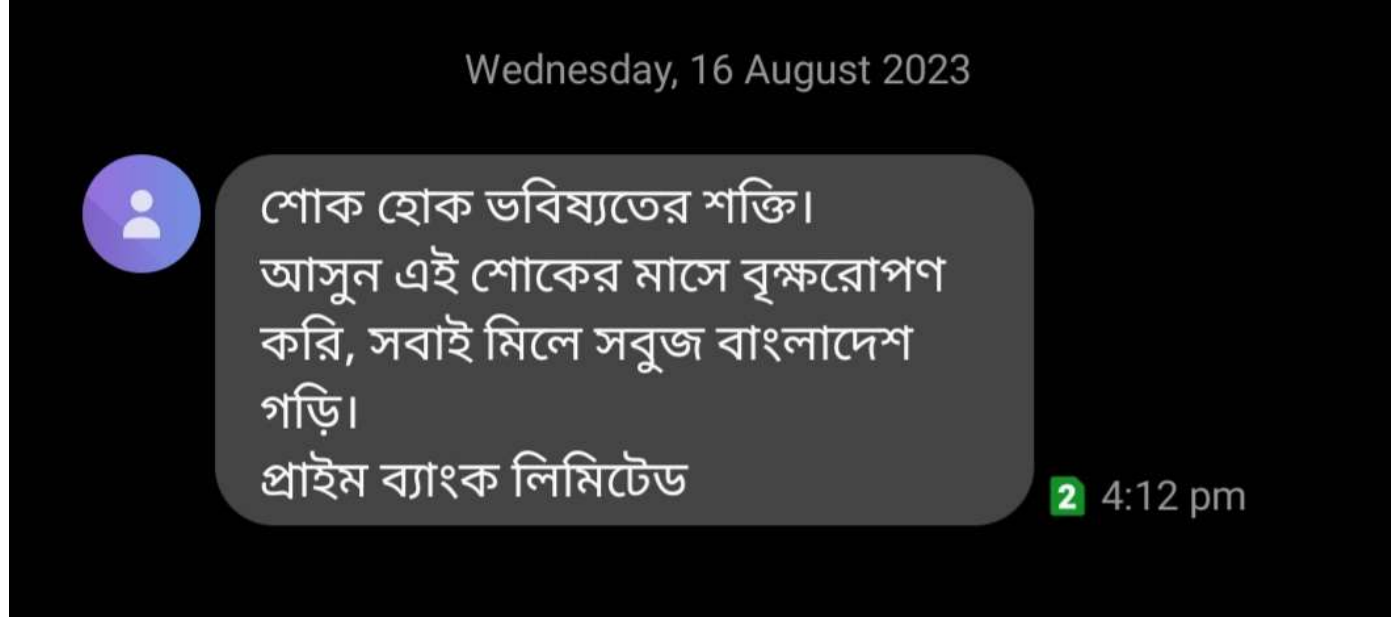
ATM Screens Display: 140 ATMs



Web Banner, Desktop, LinkedIn & Facebook Post



SMS to Card Holders



Thank you

