

# Code of Conduct for PORSHI Group

## Section 1: Vision Statement for Porshi

Porshi is a voice of the Bangla speaking population around the globe.

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## Section 2: Mission Statement for Porshi

Porshi is a Bangla monthly publication based in Silicon Valley, California. The target readership is Bangla speaking population around the world with initial focus in North America. Both the content and format follow the style of a magazine. The objective of Porshi is to create a bridge amongst the Bangla speaking communities spread around the world utilizing the common bond of Bangla language and culture. By publishing articles from writers in North America, Bangladesh and the rest of the world on issues touching the socio-cultural lives of Bangla speaking population, Porshi hopes to create bondage amongst these people. The publication will include articles on contemporary issues (important to Bangla speaking people), art & entertainment, culture, tourism, immigration, sports, evolving technologies, technology transfer, reports on events of Bangla speaking communities in different parts of North America, short stories, poems, discussions, etc.

## Section 3: Business Plan

### *Investors*

PORSHI is a monthly publication of Jogajog International.

Jogajog International is a business equally co-owned by

- Mahmudul Hassan
- Sabir Majumder
- Mashuque Rahman

The three co-owners are the only members of the Board of Directors of Jogajog International.

Three co-owners are investing equal amount of seed money in this venture.

Financial reward, risk & responsibilities are to be equally shared by the three co-owners.

At this time, the monthly PORSHI is the only project of Jogajog International. Therefore, all listed items below refer to PORSHI as the project.

### ***Target Sources of Revenue***

- Advertisement
- Subscription
- Retail sales

### ***Planned Expenditure***

- Printing
- Mailing
- Administrative
- Remuneration of Dhaka Representative
- Remuneration for writers
- Content composition and printing in Dhaka
- Bulk air shipment

### ***Initial Evaluation Phase***

The first issue of Porshi is targeted for May 2001.

First phase of the project is to publish six consecutive issues in six months.

The business condition will be reviewed with the completion of first phase.

Success criteria for the first phase are to achieve financial break-even between revenue and expenditure.

If the publication of PORSHI is to be discontinued due to business reasons, after the initial phase, all received subscription fees will be reimbursed on prorated basis; all long-term advertisement fees will also be reimbursed prorated.

### ***Profit Sharing***

Financial statement will be published at the end of every calendar year.

If profit is made (at least 8%) after meeting all the expenses,

- One-third of the profit will be distributed amongst the volunteers
- One-third will be re-invested in the business
- One-third will be distributed equally amongst the board of directors

### ***Remuneration for contributors***

Jogajog International wishes to remunerate the contributors in near future when the project becomes self-sustainable.

## **Section 4: Roles & Responsibilities**

### ***Executive Editor***

- Planning of overall contents of the publication
- Work with section editors to develop ideas/plans for contents
- Liaison with Bangladesh Representative

***Managing Editor***

- Finance
- Account management
- Subscription drive
- Administration

***General Manager***

- Marketing
- Public relations
- Advertisement
- Retail sales and subscription

***Sectional Editors***

- Contents of the respective section
- Plan, collect article, and edit article
- Work with Executive Editor for harmony of contents

***Associate Editors***

- Work with Executive and Section Editors as needed
- Translations

***Regional Correspondents/Representatives***

- Represent the publication in the local region
- Promote, market, and publicize
- Drive subscription
- Collect articles
- Collect reports on regional/local events

***Editorial Advisors***

- Critically evaluate contents of the publication
- Provide feedback, suggestion, and guidance for continuous improvement

***Graphics Consultant***

- Graphics
- Cover, illustration, logo, and poster

***Web Editor***

- Develop and maintain web contents

***Dhaka Bureau Chief***

- Arrange computer composition of contents
- Arrange cover design and illustration
- Collect articles
- Arrange printing
- Deliver printed copies to the US head quarter

***Editor-at-Large (Canada)***

- Drive subscription across Canada
- Drive advertisement across Canada
- Liaison for local reps and contributors in Canada

## **Section 5: Misc. Items**

### ***Editorial Policy***

- Contributions are to be based on facts and analysis
- Controversial topics/issues will not be avoided
  - Articles carrying different viewpoints on such topics will be solicited and published
- Political issues/events
  - Publishing articles with varying political viewpoints will maintain a balance
- Items targeting individuals and/or organizations for defamation will not be published

### ***Editorial Process and Timeline***

In each calendar month (prior to the month of publication),

- 1-4: Executive editor develops the content template for the next issue (section editors provide input)  
Content template made available to section editors
- 5-6: Section editors approach contributors for articles/reports
- 7-14: Articles received by section editors
- 15-20: Articles reviewed and approved by section editors  
Compose articles  
Final approval by executive editor
- 21-25: Layout of the issue
- 26-30: Final proof  
Send to Dhaka for printing

### ***Target Quality of Magazine***

- Look of a professional magazine published from Dhaka (e.g., Weekly 2000, Shoily)
- Continuously improvement to better quality (like Weekly Desh)

### ***Printer***

- To be printed in Dhaka
- To be shipped to the US head quarter by air-cargo

### ***Complimentary Copies***

- Volunteers
- Contributors
- Advertisers

### ***Initial Offer to Potential Subscribers***

- Two free issues once in a year

### ***Translators***

- Associate editors
- Other translators (to be identified)

### ***Article collection in Dhaka***

- Articles in Dhaka will be collected, composed and sent to the Executive Editor by Dhaka Bureau Chief

### ***Porshi Fax***

- E-fax: 707-988-0328