

WEB SITE AND BANGLADESH

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INTRODUCTION

Twenty first century is recognised as the century of information technology. So this century can be addressed as the Hi-Tech Century. To survive in this age of Hi-Tech, the only way is adopting this technology. Because, now-a-days computer is ruling over all the industries. The automation process is so fast that we don't have any other alternative to choose. Ignoring this automation the result will be, we are out of the global market. The alarming thing in IT is grabbing not only the manufacturing industries but also the service industries as well as trade and commerce. It has already concurred the telecommunication industries. People are already on the way of forgetting the traditional telecommunication. Web phone, E-mail and Internet fax occupied the place of ISD, postal mail and regular fax. Another few big operations like Marketing, Wholesaler, and Retailer are facing big threat due to E-commerce. E-commerce is one of the most blooming sectors in the field of IT. E-commerce is trying to establish link between producer and consumer. By defaults all those traditional industries in between producer and consumer are on the way to write their names in History.

To establish E-commerce anywhere few sound things are required. These are Internet Connection, Web Site, Online Banking and E-solution.

If we try to define them in few words they will be as follows:

Internet Connection: Internet connection is the gateway of connecting with WWW.

Web Site: What we browse in the Internet.

Online Banking: Twenty Four hours automated banking transition facilities connected with the Internet.

E-solution: The required software solution for conduction sound E-commerce.

Before discussing any further we will try to understand the following web topics:

THE GIGANTIC WEB

In 1969, the Department of Defense (DOD) of the United States started a network called the ARPANET (Advanced Research Projects Administration Network). ARPANET began in a modest way with one computer in California and three in Utah. It was an experiment carried out to see whether networking could be reliable. This network was set up by the military to ensure that communications did not break down in the event of war. The DOD wanted to maintain contacts with military research contractors and universities doing military funded research. The DOD also wanted these agencies to share software and hardware resources that they could not afford. Later, the military allowed other universities to join the network. Students at these universities caught on to the network and developed much of the software that gives it its present shape.

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ARPAnet quickly grew to encompass the entire American continent and became a big success. Every university in the country wanted to become a part of the ARPAnet. So the network was broken into two parts- MILNET for managing military sites, and the new, smaller ARPAnet for managing the non-military sites. During the 1970s, other networks like the BITNET and the USENET also came into being. Around 1980, a network called the NSFNET (National Science Foundation network) was created.

The national Science Foundation Network allowed universities and research agencies to link up with its super-computers. Using modern technology, it permitted any computer in the system to link up with any other computer connected to the system.

By the 1990s, many leading networks shutdown, and the remaining hooked on to the NSFNET. This growing Web was the birth of the Internet.

THE INTERNET

The Internet has had a major impact on the Information Technology industry. Major players like AT&T, IBM, Microsoft and HP have had to rethink their business strategies vis-à-vis the Internet. At the same time, niche-based companies like Sun Microsystems have found themselves in the middle of the new field because of their expertise in the area. Sun Microsystems, along with other companies like Netscape Communications Corporation, have found themselves with a head start over the established giants who are trying hard to catch up. The Internet, in its youth, was more of a playground for computer professionals and hacks that were very comfortable with the rather cumbersome and somewhat complex commands and procedures needed to hook up to the Internet. However, the entire scenario changed when Tim Berners Lee, a researcher at the European Laboratory for Particle Physics in Geneva, invented the Hyper Text Markup Language (HTML). HTML is based on the concept of hyperlinks, a point and click mechanism.

This concept allows you to link words/graphics in one document with other documents, no matter where the other document is stored- in the same machine or on a machine anywhere in the globe connected to the Internet. All of you have to do is click on a phrase or a picture and the Internet will fetch the appropriate document displayed on your screen. Lee, in keeping the best traditions of the Internet, distributed HTML free (via the internet), and soon everybody was building HTML documents and inter-linking them. This collection of HTML documents become a distinct domain on the Internet and is now known as the World Wide Web.

WHO GOVERNS THE INTERNET

The Internet has no president or CEO. The constituent networks may have presidents and CEOs, but the Internet as a whole does not have a single controller. The ultimate authority on the Internet is the Internet Society, which is a voluntary membership organization whose purpose is to promote global information exchange through the internet technology. It appoints a council of invited volunteers called the Internet Architecture Board (IAB). The IAB is responsible for the technical management and direction of the Internet. IAB meets regularly to formulate standards and allocate resources like address. When a standard is required, it considers the problem, adopts a standard, and announces it via the Internet.

The IAB also keeps track of information that uniquely identifies every computer connected to the Internet. For example, each computer on the Internet has a unique 32-bit address. No two

computers have the same address. The IAB ensures that certain rules are followed in naming each computer.

Internet users express their opinions through meeting of the Internet Engineering Task Force (IETF). The IETF is another voluntary organization that meets regularly to discuss operational and near-term technical problems to the Internet. When it considers a problem important enough to merit concern, the IETF sets up a working group for further investigation. Anyone can attend IETF meetings become a part of the working group. Working groups recommend whether the IAB should declare a standard in order to circumvent problem.

WHO PAY FOR IT

No one pays for the Internet as a whole. Instead, everyone pays for their. For example, the NSF pays for the NSFNET and NASA pays for the NASA Science Internet. Networks get together and decide how to connect themselves and fund these inter-connections. A college or corporation pays for their connection to some regional network, which in turn pays a national provider for its access.

WHAT IS HTML

HTML stands for Hyper Text Markup Language. It is a simple text formatting language used to create hypertext documents. It is a platform independent language unlike most other programming languages HTML is neutral and can be used on any platform or desktop. It is this feature of HTML that makes popular as a standard on the WWW. HTML being platform independent to tell the interpreter, i.e. the browser, how the document has to be read or interpreted. After understanding how to interpret the document and displays it on the user's screen, these interpretation specifications include even the finest details like where to give a line break or where to start a new paragraph. The interpretive directions are given to the browser by a set of indicators called html tags, which mark up the document. Html elements are nothing but the commands of the language.

This versatile language allows the creation of hypertext links, also known as hyperlinks. These hyperlinks can be used to connect documents on a different machine, on the same network or on a different network or can even point to portions of text in the same document. It is a language that can be used to put documents on a computer screen even miles away from the host very effectively. It is very important to understand that one need not possess any knowledge of any programming language to learn and use HTML.

ORIGIN AND BACKGROUND

HTML did not spring out of someone's imagination nor was it conceived from scratch. The ancestor HTML is SGML (Standard Generalized Markup Language). SGML was developed by ISO (International Standards Organization) and was first used by the US DOD (Department of Defense). They used it as an interface on their own networks and to prepare their official document layouts due to its text forming capabilities. SGML was used as a template for HTML. HTML came into existence in 1990. The development of HTML was initiated by Tim Berners Lee and was later taken over by Dan Conolly, Dave Ragett and a team of other volunteers. SGML and HTML have a Parent-Child relationship. HTML can be referred to as a subset of SGML. HTML has been in use on the WWW since its origin in 1990 and has gained popularity

to the extent of becoming a standard on the WWW.

WHERE TO USE HTML

HTML is used for creating documents where the emphasis is on the appearance of the document. It is also used for DTP. The document created using HTML can have text with different sizes, weights and colors. It can also contain graphics to make the document more effective. The language can be used to deliver information of many types. There are a few software companies who use HTML to prepare their official document layouts since it gives a better control over text formation. The usage of HTML to deliver information through web pages or any other form is limited only by the imagination of the document creator. A HTML document creator is called the author of the document or a HTML programmer. Certain companies have HTML programmers hired to do all their HTML programming.

TYPE OF WEB SITE

Generally we can classify the web site in to three types. As:

- Personal Web Site
- Business Web Site &
- Portal or Classified Web Site.

To define these web site we can say,

Those web sites that contain people's personal information are called Personal Web Site.

That web site which contains different organization information is called Business Web Site.

Another type of web site is there, they possess different address and link of different Personal and Business web site is called Portal or classified Web Site.

Web Site can be define by seeing their extinction.

- Like
1. www.yourname.com
 2. www.yourname.com.it

The first domain name shows that it has .com extinction. .com stands for commercial web site. In the second domain name we found that after .com it has another extinction .it. .it stands for Italy. So in the second domain it has its country code with it.

Different type of extinction and their number up to January 31, 2000

Extinction	Represents	Number
.com	Commercial	1,87,73,097
.net	Network	1,23,32,542
.edu	Educational	51,41,774
.mil	Military	15,61,756
.org	Organizations	8,21,933
.gov	Government	6,83,363
.de	Germany	9,53,398
.uk	United Kingdom	7,64,230
.ar	Argentina	1,22,061
.nl	Netherlands	1,21,242
.ch	Switzerland	1,08,450
.it	Italy	99,950
.dk	Denmark	93,181
.jp	Japan	65,017
.br	Brazil	59,628

WEB PAGES AND ITS GROWTH

When we browse any of the domain names first we found a page is coming. The first page on a domain is called the home page. The home page is having some link on the page. Clicking the link we can visit more web pages. These links are called hyperlink. And the whole web pages under a domain is called Web Site. The number of web pages on the Internet recently swept past the one billion mark. And one billion is a number so huge it's almost impossible to conceive. For example one billion hours amounts to 1,14,155 years, and one billion minutes make 1,902 years. If we got our car and drove 100 km per hour, it would take us to 1,141 years to drive one billion kilometers. So we can assume that how big the web is.

WEB SITE MAKING TOOLS

Previously we have discussed about HTML and its history. HTML is basic of making the web site. To enrich a web site or making it more interactive currently webmasters are using DHTML (Dynamic Hyper Text Markup Language). Besides that conducting the smooth browser translation process JAVA Script and PERL 5 is widely used all over the world. Decorating the web site is another important fixture. For decoration web master apply different images. When a designer uses image of graphics he has to be very much careful about the size of the graphics. Now a days plenty of web graphics development tools are in the market. So we can draw a conclusion that HTML, JAVA Script and Web graphics tools are must for making web site.

ASPECT OF WEB SITE IN BANGLADESH

A third world country like Bangladesh may use Web Site as strong tools to develop its economy. If we analyse Bangladesh's situation as a case then we will find the following points.

- Bangladesh has huge mineral resource still to be unexplored.
- Due to our geographical location we have great potentialities on the tourism sector.
- Currently Bangladesh's biggest liability is its over population (unemployed manpower).
- Another geographical advantage we possess is our country is in the middle of SAARC and ASIAN. So we are in the best place for setting up industries to serve both the market.
- For the above reason Bangladesh is the best place for Investment.
- Bangladesh may be highlighted as the most preferable transit point.

Now we can sort out how Web site can help Bangladesh for its socio-economic development. First of all if different private and public sectors can develop their web site for showing the world that a plenty of resource is still to be unexplored. So we may find some foreign investors. Various employment exchanges and employment agencies can create web site and they may also put the skills and capabilities of our unemployed people. By that they may find by the foreign employer. Different transit facilities that we have must be highlighted for more foreign clients. Local investor interested in joint venture can get the help by creating web site. In a few words web site is the most price effective media for highlighting Bangladesh.

WHO NEEDS WEBSITE IN BANGLADESH

Those people who are related with the service industries as well as different trade and commerce related with outside the country need web site. Few of the sectors are as below: Accountants, Air Liners, Attorneys, Banks, Book Publisher, Chambers of Commerce, Computer services, Different EPZ's, Doctors, Engineering firms, Non-Traditional product manufacturers, Exporters, Hospitals, Hotels, Importers, Indenters, NGO's, Promoters, Real State Company, Restaurants, Tourism Industries, Transit Services, Research Centers, Universities, Utility Provid-

ers etc.

WHY USE THE WEBSITE

Business use the web site to do the follow tasks:

- **Reduce phone and staff**
We can allow the public to access information such as addresses, correct spelling of names, directions, and the like from Web pages.
- **Save on printing costs**
The Internet will never completely wipe out paper, but instead of blanketing a market with flyers, brochures, or catalogs, businesses can target serious clients.
- **Save on advertising costs**
We never again have to pay a rush charge because you have to make a last-minute change before a publication deadline. Electronic media is much easier to update than paper.
- **Save on marketing expenditures**
Do not pay expensive marketing firms to gather the information that is right at your fingertips. Let do it by our selves. The access logs of users who have accessed the Web pages can provide us with the time of day, location and in some cases their e-mail addresses.
- **Web site cost is less then anything**
It is hard to believe that the cost of joining in the www is some time less then any middle size private organizations entertainment expenses.

LIST OF WEB SITE IN CHITTAGONG

23rd National Science and Technology week'2000
biggunmela.htm

A.B. Net (BD) Limited

Anraj Fish Product Limited

Bangladesh Institute of Theatre Arts (BITA)

Bitus Sharaf Anjuman-E-Ittehad Bangladesh
baitussharaf.htm

Chittagong Chamber of Commerce & Industry

Chittagong Industrial Park Limited

Chittagong Infodata Limited

Chittagong Online

Chittagong Web Site

Chittagong Port Authority

Chittagong University

Confidence Cement Limited

Dolphin Computers

Ekushmela' 2000

Global Information (BD) Ltd.

Green Channel Tourism Limited
greenchannel.htm

Hample Rhee mfg. (BD) Ltd.

Intercontinental Technology Limited

Islamic University Chittagong

www.cilbangladesh.com/

www.abnetbd.com

www.cil-bangladesh.com/anraj.htm

www.cil-bangladesh.com/bita.htm

www.cil-bangladesh.com/

www.cccibd.org

www.cip-epz.com

www.cil-bangladesh.com

www.chittagongonline.com

www.chittagong-website.com

www.cpabd.com

www.ctgu.edu

www.cclbd.com

www.dolphi.net

www.cil-bangladesh.com/21mela.htm

www.globalctg.net

www.cilbangladesh.com/

www.hemple.com

www.itlepz.com

www.iiucbd.edu

Milton Bakery
Spectranet
Spectra Solution
Texas Group

www.cil-bangladesh.com/mbc.htm
www.spnetctg.com
www.spctnet.com
www.texasgroup.com

CONCLUSION

Discussing the above fact of web site the second most important part of E-commerce is now growing in Bangladesh.

We are very much hopeful that at the end of this year the number of internet users will reach the mark of 60,000. As a result we are expecting a good number of web site is still to coming in the recent time. Banks are taking the necessary steps for online banking and different IT Company is also preparing them with E-solution. Friends I am hearing the footsteps of Digital Economy. Let us prepare for facing it. If we ignore the change we will be in the books of history.

(This paper was presented as the main paper in the seminar on "Web Site and Bangladesh" dated June 8, 2000, organized by Engineers Institute, Chittagong Center, Bangladesh.)

INFORMATION SOURCE:

BOOKS

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- E-Commerce – Rob Smith, Mark Thompson & Mark Speaker
- Web Programming Destop Reference – Michael Afergan, Rick Darnell, Brian Farrar & Russ Jacobs

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