

## "Protect of Human Rights and Access to Global Market for Women to be successful Business Entrepreneur"

a)

Statement by Nasreen Fatema Awal, Founder President & Advisor (Chief Executive) of Women Entrepreneur Association of Bangladesh (WEAB):

Women Entrepreneur Association of Bangladesh (WEAB) is the pioneer women entrepreneurship association was established in 2000 with the vision to enhance the entrepreneurship development of women, build women empowerment and protect the Human Rights of women in the society. Since its inception WEAB is contributing tremendous efforts to improve, develop and motivate women entrepreneur in business fields to make them as a successful business entrepreneur. WEAB is contributing enormous efforts to protect the social rights of women and establish their potentiality in the society. We have been playing an extensive role to inspire women in leadership quality as well as in decision making.

Past 17 years WEAB has arranged and provided different activities such Trainings, Seminars, Conferences, Symposiums, SME Fairs, Career advocacy, Networking and Market promotion to enhance the participation of women. Recent years WEAB implicated research on SME new resources and products to create new businesses for women. Both from urban and very remote areas huge number of women entrepreneur who's actually facing challenges in business activities, so we nurture and brought them under same umbrella of our guidance. Most of them are now marked as potential businesswomen in our community.

Women/Girls have rights to get all kinds of facilities, services, and support from their families and society. From social status to workplace they should get equal rights and opportunities in each partition. WEAB always concerned about the education of girls/women throughout the country and supports in education on hill tracks as well. In modern era using of modern technology and networking based communication is very essential, regarding this WEAB highlights it necessary to women entrepreneurs and provides them different modes of trainings relating ICT.

Market promotion is a greater challenge for women entrepreneurs to promote and marketing their products, to keep this in mind we established "Sheuti" a sales and marketing outlet for women throughout the country. It's my pleasure to share that WEAB sent standard number of women entrepreneurs in different countries to attend fairs, youth leadership conferences, even trainings on green productivity and different international seminars.

WEAB is partaking in different projects relevant women entrepreneurship and empowerment in different sectors. We have supervision actions for women entrepreneur relating their startup business to

its development stage and its sustainable growth for long term. I am greatly thankful to all WEAB members, Gov/Non-Gov NGO/offices, international offices for their enormous support throughout the journey. Without rising women situation it's a nightmare for a country to develop itself, so this is mandatory to improve women preferences in every developing sector. I believe lots of opportunities for women are still unrevealed and it should be flashed within short time. WEAB always accept to the collaboration of working with you all in developing women entrepreneurship and empowerment. We have more initiatives to improve the current situation of women, would request you to go through the brochure so you can find the glint of WEAB contributions in developing women entrepreneurship, empowerment and establishing of human rights.

# **Women Entrepreneur Association of Bangladesh (WEAB)**

*Stronger Women. Stronger Bangladesh*

*Since – 2000*



## **Head Office**

Anchor Tower (8<sup>th</sup> Floor), 108, Bir Uttam, CR Dutta Road, Dhaka-1205 (New), 1/1(B),  
Sonargaon Road (Old), Dhaka-1205, Bangladesh

Tel: +88-2-586100012-18, Ext: 315, Fax: (880-2) 9662734

Email: [weab@multimodebd.com](mailto:weab@multimodebd.com)

Website: [www.weabbd.com](http://www.weabbd.com)



### **Background & Establishment of WEAB:**

In the eighties, and before, women in Bangladesh mostly involved serving their families and rising up their children. Though women had some inherent skills and talents, but due to lack of support by family, relatives and facing challenges from backwards traditions of society they shut up in the closed door. They had lack of education, underprivileged society and religion barriers, no idea of Women Empowerment and Entrepreneurship.

To change this situation it was obvious to facilitate proper guidance and show them the path to establish Women Empowerment & Entrepreneurship in our country which may contribute to the National Economy as well, WEAB started to find these women and showed them the way to achieve success, and with this belief Women Entrepreneur Association of Bangladesh was established on June 8, 2000. Being the pioneer association, it helped underprivileged women entrepreneur to start their business and guide them until they become capable as Business Entrepreneur.

#### **Objective:**

Establishment of Women Entrepreneurship & Empowerment with a view to create a platform for women community and motivate them as successful in Business and Social life as well being part of the contribution in National Economy

#### **Target Group:**

Underprivileged and Potential Women Entrepreneurs from SME & mSME sector

#### **Incorporation:**

It has incorporated from the Registrar of Joint Stock Companies Bangladesh and under the umbrella of Ministry of Industries in Bangladesh

#### **Mission**

- Promote women SME cluster and develop cluster-based Women Entrepreneurship in line with the objectives and strategies

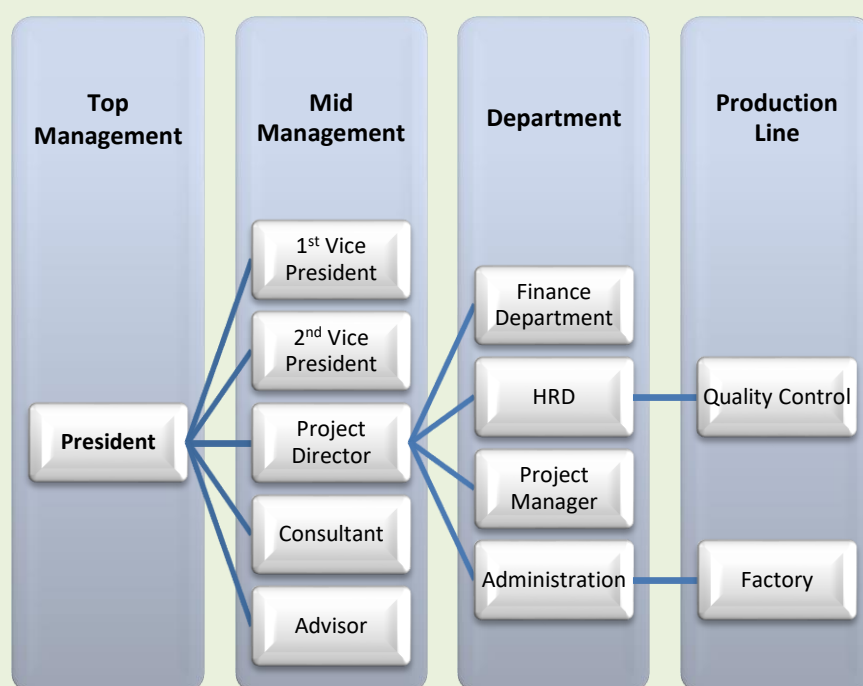
#### **Vision**

- Sustainable development of Women Friendly SME & mSME growth in Bangladesh
- Assist the country to become a mid-level income generating by 2021 through public-private partnership

**In Bangladesh WEAB has several programs such as:**

- Skill Development Trainings
- Imparting Information & Communication Technology.
- Product Promotions & Marketing.
- Access to Finance and Microfinance.
- Communication and Networking.
- Participation in the National and International Fairs.
- Technical Support.
- Quality Control.
- WEAB is involved with many social works to enhance the position and potentiality of women in the society.

**Organ gram of WEAB:**



**Statistics:**

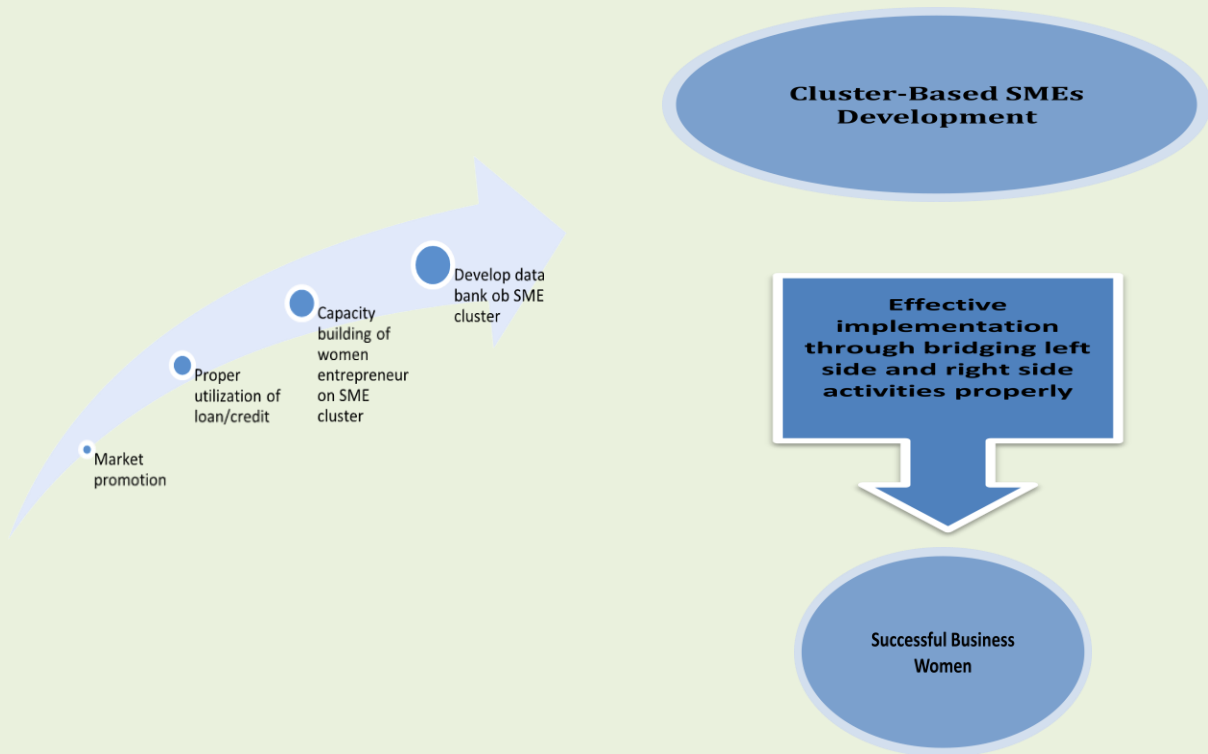
Serial No	Category	Numbers	Participations
1	Training Programs	605	18,150
2	Local Trade Fairs	232	2,280
3	International Trade Fairs	43	920
4	Workshops	388	19,250

Social Awareness Programs	Activities in Hand
<ul style="list-style-type: none"> <li>• Education.</li> <li>• Stop Early Marriages.</li> <li>• Create awareness against acid survival</li> <li>• Natural Disaster in the coastal areas of Bangladesh.</li> <li>• Create awareness about Human rights of women.</li> <li>• Change the existing situation of female garments workers,</li> <li>• Gender Equality.</li> <li>• Help tribal women and improve their existing conditions.</li> </ul>	<ul style="list-style-type: none"> <li>• We are trying to generate the importance to establish a Separate Women Bank.</li> <li>• Creates Fair Business Environment.</li> <li>• Gender awareness on Environment pollution.</li> <li>• Enhancing training on ICT, Outsourcing and Networking.</li> <li>• Development of Business and Sustainability.</li> <li>• Online Marketing.</li> <li>• Quality Control of Products</li> </ul>

Skill Development Trainings	Skill Development Trainings
<ul style="list-style-type: none"> <li>• Basic Concept of Business, its Principles and Procedures.</li> <li>• Entrepreneurship Development.</li> <li>• New Business Creation.</li> <li>• Sales &amp; Marketing.</li> <li>• Information &amp; Communication Technology (ICT)</li> <li>• Outsourcing.</li> <li>• Online Marketing.</li> <li>• Fast Food Preparations &amp; Food Safety Management.</li> <li>• Beauty Parlor &amp; Beautification.</li> <li>• Total Quality Management.</li> </ul>	<ul style="list-style-type: none"> <li>• Jute Products from Jute Fibers.</li> <li>• Shopping Bag from Jute Fabrics.</li> <li>• Production of Agro -Seeds &amp; Preservation.</li> <li>• Herbal Production &amp;Preservations.</li> <li>• Production of Pickles and Preservations.</li> <li>• Preparation of Diversified Jute Products.</li> <li>• Coconut Fabrics.</li> <li>• Bamboo Fabrics.</li> <li>• Preparation of Handicrafts.</li> <li>• Preparation of Ghee &amp; Preservation.</li> <li>• Preparation of Traditional Tribal Products.</li> <li>• Management Leadership.</li> <li>• Stress Management.</li> </ul>

Workshops	Future Actions
<ul style="list-style-type: none"> <li>• Concepts on Commercially Viable SME Clusters.</li> <li>• Bankable Projects on SME Financing.</li> <li>• Facilitate of women participations on ICT.</li> <li>• Networking &amp; Online Marketing.</li> <li>• Regulatory Barriers/Challenges in SME Development.</li> <li>• Social Potentiality of Women.</li> </ul>	<ul style="list-style-type: none"> <li>• Searching women friendly new SME clusters through sample survey and study.</li> <li>• Package Capacity Training Program.</li> <li>• To make as Export – led products.</li> <li>• Women victims of various social mishaps become a burden to their family as well as to the society. WEAB has undertaken long term projects, so the victim women succeed in getting a decent life.</li> </ul>

## **Guiding Principle and Road-Map on Cluster-Based SMEs Development followed by WEAB:**



## **Past Contribution to enhance Women Empowerment and Skill Development in Bangladesh**

### **Education**

WEAB believes that, prosperity of a nation depends on education which begins right from home. Girl, children of a family should be given priority on education so that she can educate her children later on. So, WEAB focuses on women education and child education.





## **Skill Development Trainings**

In many cases we find women cannot attain their ultimate potential due to lack of proper training. WEAB began to conduct several training programs since inception. For example- Now it has 24 SME clusters and some clusters are proven highly beneficial for the women, such as- Agro Based SME Clusters, Jute Clusters, Mushroom Clusters, Herbal Clusters, and Bamboo Clusters etc.



## **Enhance Women Empowerment**

With the aim of empowering women WEAB provides opportunities to women by planning, trainings, organizing seminars, financial assistance and opening a marketing outlet.





## **Gender Equality**

WEAB has organized many programs related to attain gender equality. It always has tried to do something new on Women's Day. It also arranged rallies, seminars and numerous of discussions on the gender equality issue.



## **Social Awareness of Women**

WEAB always emphasized on the social awareness issue. WEAB believes that without being aware about the society a person lives in, she can't take her steps in right direction. So, it provided training and policy advocacy sessions to create awareness amongst women.



## **Humanitarian activities**

WEAB has extended its co-operation to the underprivileged women entrepreneurs by providing financial assistance to them during the difficult time and create values amongst them. Moreover, WEAB also extend its hands immediately where damage and disaster occurred seriously.

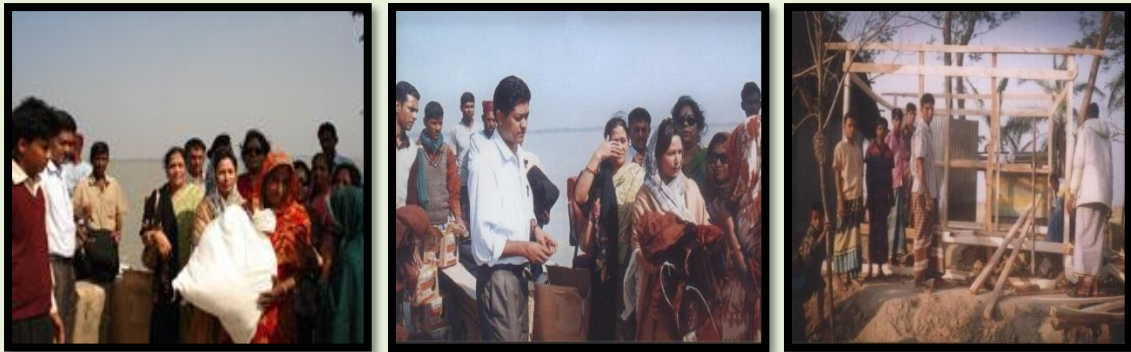
### **Helping the injured in Garments Sectors:**

In the disastrous catastrophe of Rana Plaza and Tazreen Garments too many people lost lives or injured. WEAB extended their helping hand towards the victim and their families caused by this accident. For example- WEAB provided trainings to the Rana plaza women victims.

### **Building home and given fishing nets to the "Sidr"(Natural Disaster) affected people:**

When people of the northern part of Bangladesh became seriously wounded by the cyclone called Sidr. WEAB rushed to the disaster areas in Amtali, Barguna to help the

victim by constructing Small Houses provided boats and fishing net to rehabilitate the “Sidr” affected people.



### Helping the Acid Burn Victims

WEAB has helped Acid burn victims by rehabilitant them in society.



### Stopping Early Marriage:

WEAB is giving full support to create awareness and stop early marriage, WEAB believes that marriage age should be above 18 years.

### Stopping violence against Women:

WEAB has always stood against violence upon women in all forms. We organize campaigns and rallies to protest all kind of violence.



## Helping the Widow:

WEAB is also working to develop Entrepreneurship amongst widows to help them stand on their own feet.

## Rehabilitation of physically challenged and women addicts:

WEAB has contributed to the rehabilitation of physically challenged women as well as women addicts.



## Establish Position of Women in the Society

Without being money earner and financial contributor any person can be empowered and make her own position as an individual in the eye of the society. Before WEAB, the way was unknown and rough for the most of the women of our country. WEAB has made it easy and has created an environment for the women folk of Bangladesh to work for own.





## ! Recognition of successful Women Entrepreneur!



## School for Life – Education support for indigenous members:

School Establishment and distribution of free books and material to student from indigenous community Kasiapunji, Laoachhora, Moulavi Bazar.





The rural and unprivileged women of Bangladesh who in spite of having potential can't participate in the mainstream market and can't show their work, Sheuti is for them. It's situated in 67, Kalabagan, Mirpur Road, dhanmondi, Dhaka-1205. Sheuti is a Marketing outlet for women in Bangladesh to display and Marketing of their products without interfering of any middlemen. It is the pioneer Marketing outlet of SME products for women. Women entrepreneur from all over the country, even the remotest areas of Bangladesh, bring their products to Sheuti.



Sheuti is also a training institute where WEAB provides professional trainings, trainings Categories are:

- Training program for 5 days
- Training program for 7 days
- Long term training program with regular interval (Future expectation)





WEAB want to establish Sheuti Production house which will help women entrepreneur to access them in marketing properly, eliminate the interruption of middleman and to build a networking bridge throughout the country.

### **WEAB & Associates:**

- WEAB is associates with SAWDF (South Asian Women Development Forum), SCWEC (SAARC Chamber of Women Entrepreneur Council), WeConnect, Asia Foundation, World Bank, Cherie Blair Foundation for Women and many more.



### **Research Activities**

WEAB always tried to find out anything new which is mostly important for the daily life and can be a probable work opportunity creator for a huge number of women. Recently a research team of WEAB is working on it. They are trying to find out new, innovative and beneficial products in SME sectors.

### **Recent Linked Activities with Different Organizations**

#### **HIDA**

WEAB recently worked with a Global Internship Program organized by HIDA. Ms. Moeko had a successful Intern Session in WEAB on SME Development of Bangladesh.



## WSDA & WEAB

WEAB had few advanced training sessions with Workplace Skills Development Academy (WSDA)



## United Hospital & WEAB

United hospital is another big project companion of WEAB, where this two arrange seminars with a regular interval. Here they focus on the different types of physical problems of women and try to make the women aware about these problems through various seminars and open discussions.



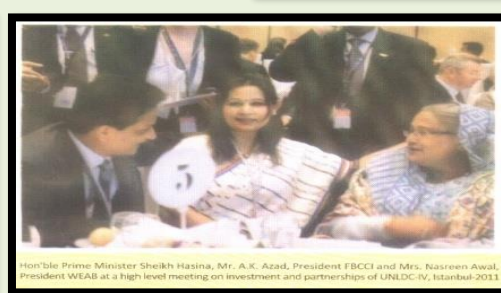
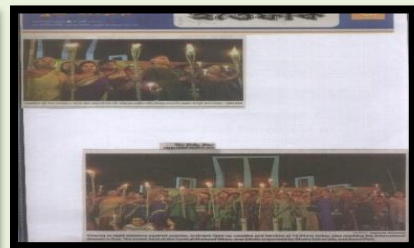
## Roche Pharmaceuticals & WEAB

Roche Pharmaceuticals and WEAB organized awareness program on Breast Cancer to protect women from their significant issues arise through the cancer.





## Images of different Programs, Symposiums, Fairs, Seminars, Workshops organized by WEAB



### **Concluding Remarks**

At the conclusion, WEAB believes that its contributions have made tremendous changes among women entrepreneurs through its activities in Bangladesh. It is the only association for women in Bangladesh for the first time were able to encourage the shy and hesitant women who joined WEAB day to day are truly transformed now. They walk with sure steps, they travel the world with heads held high. They have established their status in their homes, the society, and they make valuable contribution in the development to the country.