

# Communication on Engagement

Duration: 01/11/2019 – 01/11/2020

*A statement by the chief executive or equivalent expressing continued support for the UN Global Compact and renewing the participant's ongoing commitment to the initiative.*

25/10/2020

To  
Mr. Bernhard Frey  
Senior Manager, SDG Impact and Reporting  
UNGC

For your kind information please, here below we have sent Women Entrepreneur Association of Bangladesh (WEAB) Communication on Engagement (COE) with the United Nations Global Compacts (UNGC).

I am delighted to confirm that Women Entrepreneur Association of Bangladesh (WEAB) ensuring its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we illustrate the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also consign to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

**Nasreen Fatema Awal**  
Founder President  
Women Entrepreneur Association of Bangladesh (WEAB)

## ***2. A description of the practical actions that the organization has taken to support the UN Global Compact principles and to engage with the initiative.***

The below information highlights the actions that has taken by Women Entrepreneur Association of Bangladesh (WEAB) to enhance the Capability, Competency, Skills, Awareness and Gender gap with a view to upgrade the women's living & working position in Bangladesh such as:

- **WEConnect International & WEAB:** Incorporate women entrepreneur in WEConnect International's current project in Bangladesh. The project is "Access to Market: Corporate Connection to Small & Medium Enterprises". Around 25 women entrepreneur from our network got this opportunity through a specific scrutiny process. This training and networking process let them in to connect corporate bodies and got huge volume of order which turned into a new supply chain trend for SME's. One of our members, Ms. Tawhida Haider went to Maryland, USA through this project as a best performer for this project. This connection helped the entrepreneur access in market and to develop their competence level in the Market. The outmost results minimize the gender gap and encourage them to be more confident in social place.
- **TFO Canada & WEAB:** Engagement of Professional Trainers in the TFO Canada project in Bangladesh as titled "Export launchpad TOT". The professional women trainers got the opportunity to engage in this project and become international certified trainers. They will be able to provide trainings from Local & International Training institutions. It will enhance the participation of women as a trainer in SME sectors of Bangladesh.
- **Business Delegation to Kunming, China:** Through the invitation by the Embassy of China 100 Women Entrepreneur from our network has visited an exposure visit to Kunming, China respectively in two groups every 50 participants on 6-10 November 2018 & 13-17 November 2018. The exposure visit was a remarkable journey for all entrepreneurs, they had gained vast knowledge of SME enterprises compared the design and got a link to new opportunities of business. Many of them are now doing well in the business field after experiencing this exposure visit. WEAB has done MOU signing with KUNMING NANKAN CRAFT & GIFT FACTORY under the administration of Kunming Women Province in the Yunnan City of China under the clauses of Advanced Training and Trainer will be sent to Bangladesh from China to conduct advanced level training and Design improvement workshop. This exposure visit enhances their social and business knowledge regarding business opportunities, social rights, business environment, working environment, and human rights.
- **Round Table Discussion:** Women Entrepreneur Association of Bangladesh (WEAB), with the support of the European Union funded PRISM Programme – Technical Assistance to BSCIC Component, organised a High-Level Roundtable Discussion on 'Youth Employment & Entrepreneurship – Challenges & Prospects' on November 02, 2019. The key objective of this event was to reduce unemployment of youth has become one of the most difficult challenges for Bangladesh where youths constitute one third of total population. Given persistently high rates of youth unemployment, preparing youth to follow an entrepreneurial path and self-employment is not only an acceptable choice, but a strategic decision. Future innovation and economic growth require the nurturing of leaders with entrepreneurial skills and attitudes. Thus, youth entrepreneurship is a key tool to develop the human capital necessary for the future, unleash the economic potential of youth, and promote sustainable growth. In order to identify and address the key challenges and

opportunities related to youth entrepreneurship, in particular focusing on young female entrepreneurs, this half-day high-level roundtable discussion is organised. Mr. Salman Fazlur Rahman, MP, Hon'ble Advisor of Private Industry and Investment to the Hon'ble Prime Minister, Government of the People's Republic of Bangladesh, was present as the Chief Guest & Mr. Dr. Gowher Rizvi, Hon'ble Advisor of International Relation Affairs to the Hon'ble Prime Minister, Government of the People's Republic of Bangladesh was present as a Guest of Honour.

- **Skill Development Trainings:** WEAB has organized 24 Trainings round the year in different districts in Bangladesh on demand training subjects with a view to develop and establish women entrepreneurship and empowerment. The core training topics are: Handicrafts Preparation, ICT, Access to Finance, Access to Market, Product Quality, Export, VAT/TAX, Tailoring, Beautification, Food Processing, and Agro etc. Around 720 participants were presented in total of those 24 training sessions.
- **COVID-19 Response:**
  1. WEAB is preceding a baseline survey to highlight the Challenges/Crisis of MSME/SME Women Entrepreneur & Self Employment Business owners in the different districts of Bangladesh
  2. WEAB is supporting the minorities (Hill Tracts - Small Business Owners and their families) by providing foods
  3. WEAB is trying to incorporate Ministry of Industry of Bangladesh and Bangladesh Bank to incorporate affected women entrepreneur regarding the Grant Scheme (already declared by the Government of Bangladesh) to support MSME/SME/Cottage Women Entrepreneur
  4. In the Post Pandemic response of COVID-19, WEAB will promote and sell the products of affected women from remote areas through SHEUTI with an objective to sustain their business
  5. In the Post Pandemic response of COVID-19, WEAB is preparing an action plan to provide training/workshops on Health awareness issues and Skill Development with an objective to ensure a protective working environment and reduction of poverty.
  6. WEAB is trying to incorporate affected Women Entrepreneur to sell their products in different Online Marketing Portal
  7. A **"HELP DESK"** has been set up by the WEAB to include its members in the "Stimulus Grand Scheme" package announced by the Government to help women entrepreneurs affected by the COVID-19 outbreak. Those who want to avail of loan facilities or other business benefits can contact WEAB. WEAB members will be assisted in taking this incentive with various banks through its network
- **FCEM 67th Women World Congress:** It was held in 19, 20 and 21 NOVEMBER in Peru to show the "Challenges of Women Entrepreneurs in the face of the challenges of Sustainable Development (ODS) by 2030". Through this event WEAB has got numerical global network with other organizations.

- **Athena Certificate Excellence Award:** Receiving the prestigious international Athena Global Leadership Award from Mr. Nanda Kishor Pun, Honorable Vice President of Nepal and Ms. Yankila Sherpa, Former Minister of State for Culture, Tourism and Civil Aviation of the Govt. of Nepal during the International Women Entrepreneur Summit organized by South Asian Women Development Forum and Athena International held on 13th September 2019 in Kathmandu, Nepal. It was an innovative event where entrepreneurs got inspired and get network with South Asian entrepreneur to exchange and share ideas and theme.
- **LINKUS & WEAB:** Memorandum of Understanding (MOU) signing ceremony held on 23 May 2019 (Thursday) at 12 PM in Sheuti Training Institute between Women Entrepreneur Association of Bangladesh (WEAB) & LINKUS. The signatory representatives were Ms. Nasreen Fatema Awal, Founder President, Women Entrepreneur Association of Bangladesh (WEAB) and Mr. Ye Liang, Chairperson, LINKUS. The objective of this MOU is supporting women entrepreneur to access the local market by using digital platform, product promotion through live video, digital marketing & sales, networking, live covering of all events and access to global market. Women entrepreneur need to use the LINKUS App for all services.
- **International Women's day:** Women Entrepreneur Association of Bangladesh (WEAB) celebrates the International Women's day 2019 at Sheuti Training Institute on 15 March 2019 (Friday). "Strengthened Women, Strengthened Bangladesh" it's the slogan what WEAB believe and according to this WEAB will initiate many activities on major sectors to improve women empowerment and entrepreneurship. Respectively in the IT sector and to export products in different countries, WEAB has planned major activities. WEAB considers Women are the strength of a Nation, value them means value to Future.
- **Health Awareness Event:** WEAB has organized health awareness events to maintain hygiene health practice for women entrepreneur like Breast Cancer Awareness, Food & Nutrition, COVID-19 awareness, others health issues etc.
- **Development of SME sector:** To promote and develop the SME sector particularly for women entrepreneur WEAB proposed budget via press release for every fiscal year with innovative ideas.
- **Climate Change:** WEAB engaged in different local and international seminar/meeting for Green business approach, Green business environment, awareness building on pollution particularly for women community

### ***3. Measurement of outcomes***

- WEAB has promoted UNGC information, programs and principles to its local and international partners. It assured the importance of fact to be associated with UNGC network and increased the number of organization connected with UNGC.
- WEAB activity supports UNGC aims by establishing women empowerment, entrepreneurship, solid position in the society, and minimize the Gender based gap in the workplace and society.
- Women community became knowledgeable on new scope and opportunities in their existing business field with a view to target more profits and sustainable of their businesses
- Responded on COVID-19 crisis helped few entrepreneur to sustain their livelihood and existing business
- Awareness building on protect environment in women community