



Communication of Engagement

Duration: 01/10/2021 – 01/10/2022

Title: Technical supports to the vulnerable female groups for the engagement in startups enterprises through skills development trainings and market linkages

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.

26/10/2022

Dear colleague,
Greetings from Women Entrepreneur Association of Bangladesh (WEAB)!

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 50 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.
- **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.
- **Post COVID-19 Response:**
 1. 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 businesses
 2. WEAB is trying to incorporate affected Women Entrepreneur to sell their products in different Online Marketing Portal
 3. 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
 4. Along with other associate partners WEAB has completed an assessment on post Covid-19 situation on women entrepreneurs in among all SAARC countries.
COVID-19 Crisis Response: Online Survey on Business Assessment
(https://drive.google.com/file/d/1tsIHVJ_nn3oMZKO03059fFTibOvu8LU9/view?usp=sharing)
- **International Women's day:**

WEAB has celebrated International Women's day -2021 & 2022 by organizing knowledge sharing round table discussion with prominent partners, stakeholders, government agencies,



media to focus two dynamic components for the development of women empowerment and entrepreneurship respectively Youth Empowerment & Gender Responsive policies.

- **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, suggestions, challenges, scopes and opportunities.
- **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
- Projects in Development Sector:

1) Project title: Ensuring Protective Environment and Reducing Poverty for Rohingya Female Community

The overall objective of the project is to build up the leadership and decision making capability of the forcibly displaced and underprivileged female community in the selected locations through empowering and establishing as self-employed and entrepreneur to contribute to the prevention and reduction of poverty with an objective to progress the socio-economic recovery. Through enhancing their capacity on gender-based response, development of socio-economic situation, environment, healthcare challenges, and addressing poverty condition and long term solution, the project will make its investment in preventing gender-based violence by developing female beneficiaries' competence and economic generation.

2) Project Title: Increase the income of Bangladeshi vegetable crop farmers in areas affected by soil salinity

Implementing Partners:

Lal Teer Seed Limited (lead, overall project management), WEAB (mobilizing women to attend community meetings, training events and Demonstrations), Wageningen University and Research, the Netherlands (developing educational material for the seedling growers, developing guidelines and best practice manuals for the crop farmers)

Target Area: Districts of Khulna, Satkhira, Bagerhat, Patuakhali, Barguna, Jhalkathi and Laxmipur

Objective: The aim of the project is to increase access among Bangladeshi female and male crop farmers, located in remote saline-affected areas, to saline tolerant seedlings of vegetable crops through setting up a contractual seedling grower scheme. Coupled with training farmers on the correct usage of high-quality saline tolerant seedlings, this will improve soil fertility and finally generate higher yields resulting in increased income.



Summary:

Lal Teer intends to improve the performance of 8 vegetable crops (bottle gourd, bitter gourd, pumpkin, tomato, eggplant, chili, snake gourd and ridge gourd) among smallholder farmers by addressing salinity and low germination rates of seeds. Therefore, Lal Teer will set up a contractual seedling producer scheme including 1,000 female and male seedling producers in remote communities in the Khulna, Satkhira, Bagerhat, Patuakhali, Barguna, Jhalkathi and Laxmipur districts for the production and marketing of saline-tolerant seedlings. The farmers will be supplied with several saline tolerant seed varieties and other supplies to be able to set up their own seedling production. Furthermore, Lal Teer will provide ongoing technical assistance to farmers who purchase seedlings.

- Arrangement of fairs: WEAB has organized several fairs in different occasions round of the years such as EID festivals, Durga Puja, Pohela Boishak to promote and sale the beneficiaries products in different districts of Bangladesh.
- UNGC Meetings: WEAB has joined in different meeting arranged by UNGC committees and shared valuable suggestion for the development of community and accelerate of success stories of women.

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, Hygiene healthcare system, social rights and decision making ability