Launch of the Women’s Empowerment Principles and Women In Need Directory Launched by Square and CSR Center

In a grand ceremony that took place in Gulshan Lake Shore Hotel’s La Vita Hall on January 14, 2015 the United Nations Global Compact (UNGC) initiative Women’s Empowerment Principles (WEPs) was launched in Bangladesh.

WEP is an UNGC led effort to empower women in the workplace, marketplace and overall society through seven core principles. The United Nations Global Compact (UNGC) Bangladesh Network led by the CSR Centre is putting those efforts into action in our country.

Square Group has been involved with a number of successful initiatives that encourage, enlighten and empower women. These initiatives include educating 3.5 million teenage girls about menstruation hygiene, rehabilitating acid attack victims, increasing employment opportunities for women at Square Group and ‘Supermom,’ a 24 hour dedicated hotline to help mothers take better care of their children.

These two organizations have agreed to combine their efforts into providing some basic guidelines regarding women’s empowerment, a booklet has been published entitled “Women Empowerment (WIN) Directory”. This guidebook contains information on women’s safety, security, legal rights, and empowerment. It will be useful to women across Bangladesh.

The CEO of CSR Centre Shahamin S. Zaman, the Managing Director of Square Toiletries Limited Mr. Anjan Chowdhury, and Chairman of Lakshya Sweaters Limited Safina Rahman delivered speeches at the ceremony. In his speech, Mr. Chowdhury noted that he is delighted that
this set of principles for women’s empowerment is being introduced in Bangladesh. Square Group has been following its own set of strict guidelines for women’s empowerment in its organizations for a long time. Now every organization in Bangladesh can embrace these principles set by the UNGC and usher in a new era of women’s rights.

The ceremony was also attended by the honorable Speaker of Parliament Dr. Shirin Sharmin Chowdhury, who was the Chief Guest. Dr. Mehtab Khanam, Professor of Educational and Counseling Psychology at Dhaka University, Tulsi Byrne from UNGC New York, Devsmita, Fair Trade Expert from World Fair Trade Organization, Farzana Chowdhury, MD and CEO of Green Delta Insurance The Special Guests were Anne McConnell, USAID Public Affairs Officer and Rasheda K. Chowdhury, Executive Director of the Campaign for Popular Education(CAME), Tootli Rahman, Proprietor of TS Events and Rubaida Jamal Khan, President and CEO of EnvironSOLN were also present at the event.