

HSBC Joy of Giving – Nakshi

[Text on screen]

Introducing Nakshi
In partnership with HSBC | BRAC

[Location] Jamalpur District

[Narration in Bengali]

Jamalpur is famous for Nakshi Katha, Katha sewing, designer products and handicrafts. These designer products are praised at home and abroad.

The women of this region tell their stories through stitching with needles and threads in handicrafts.

Currently, many underprivileged women of Jamalpur district are involved with this art. And so, to make way for a rapid expansion of women's handicrafts in that area, HSBC and BRAC's 'Nakshi Project' has stood by them.

Asif Saleh, Executive Director, BRAC Bangladesh

[Speaks in Bengali]

In order to improve skills we are trying to link women to the indigenous skill of this area, handicrafts.

And by improving their skills in the field of handicrafts, we are preparing them for employability or even a venture of their own.

[Narration in Bengali]

Under the 'Nakshi Project', hundred of women have received training in making clothes and handicrafts at the training centre of Jamalpur district.

[Text on screen]

4 training centres

Ms Shopna Khatun, Beneficiary, Jamalpur, Bangladesh

[Speaks in Bengali]

Palm leaf, Shir leaf, Gujrati with Voysa, I learnt these kinds of sewing.

[Narration in Bengali]

Among them, 300 have already started working in the local market after successfully completing their training.

Ms Laila Khatun, Beneficiary, Jamalpur, Bangladesh

[Speaks in Bengali]

I myself can now do prints.

I can stitch designs on clothes.

[Narration in Bengali]

They are continuously supporting their families financially, resulting in their family's prosperity.

Ms Sultana Razia, Beneficiary, Jamalpur, Bangladesh

[Speaks in Bengali]

I could not given any money to my father before. I could not buy medicine.

Now, with this money I can buy medicine and also give money to my father.

[Narration in Bengali]

The 'Nakshi Project' does not end here.

To empower women even more, they are taught to set up their businesses in F-Commerce.

[Text on screen]

114 beneficiaries have opened Facebook business pages to sell their handmade products

Ms Tafannum Azad, Beneficiary, Jamalpur, Bangladesh

[Speaks in Bengali]

They taught me to open an F-Commerce email ID.

I had to open a Facebook page.

They taught me how to run a page, how to run a business.

[Text on screen]

Earning BDT5,000-15,000 per month

[Narration in Bengali]

With their earning, trained women continue to play an adequate role in their families.

Mr Osman Ghani, Director, Mymensingh, Bangladesh Bank

[Speaks in Bengali]

The women of this area who have no opportunity to do anything are joining the nation's traditional Nakshi art.

Being prepared as a skilled worker.

It is these workers who will one day promote our design industry nationally and internationally.

Md Mahub ur Rahman, Chief Executive Officer, HSBC Bangladesh

[Speaks in Bengali]

The Nakshi project is in partnership with BRAC, the world's largest NGO, and our organisation HSBC.

This is a representation of our continuous efforts toward skill development and employability for a better future.

I am very thankful to our partner BRAC for this.

[Narration in Bengali]

By uniting together, this effort to bring smiles to the faces of deprived people will take HSBC's Joy of Giving even further.

[Text on screen]

Nakshi training has reached over 500 women and women with special needs have been given priority in the selection process

#JoyofGiving

HSBC | Opening up a world of opportunity