

News Release

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HSBC and British Council Organises 'Kids Read' Finale Event

The Hongkong and Shanghai Banking Corporation Limited (HSBC) Bangladesh and its implementation partner British Council organised the finale event for the 'Kids Read' programme recently in Chittagong.

Launched in January 2015, the programme has been implemented in six government schools in Chittagong Division, of which four were in the port city and two in Cox's Bazar. The programme helped to develop the reading skills of three thousand twenty-two children in the age group of 7 to 12 years and also provided professional development training for teachers through teachers training programme.

In the finale event, the children were awarded certificates and prizes for participating in storytelling and art competitions which were based on the books they read. Ninety-six children received prizes at the ceremony.

Professor Irshad Kamal Khan, Pro Vice Chancellor, Chittagong Independent University was present as the Chief Guest at the event. The program was also attended by Barbara Wickham, Country Director of British Council, Robert S Hermelin, Head of Human Resources of HSBC Bangladesh, Abdullah Al Jubayer, Manager, Corporate Sustainability of HSBC Bangladesh, parents, teachers and winners of the participating schools.

'Kids Read' is an award-winning 'reading for pleasure scheme' supported by HSBC and developed and delivered by British Council. It was initially created to help children enjoy reading across the Middle East and North Africa region as teachers and parents often struggle to find ways to motivate children to read. In 2015, 'Kids Read' moved to the Asia Pacific region with Bangladesh being one of seven territories or countries offering the programme. This includes Hong Kong, Bangladesh, Indonesia, Malaysia, Taiwan, Thailand and Vietnam.

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