

Reality and beyond

Joyeeta- a word is non-existent in Bengali dictionary. But, the word 'Joy' is very much in existence, which denotes victory. In this context, a humble tale can be shared: how 'Joyeeta' mere a name of a woman focused initiative, is gradually coming out victorious in its struggle for women's dignified livelihood.

In the year 2011, the Department of Women Affairs under the policy guidance of the Ministry of Women & Children Affairs initiated a very humble, but unconventional venture named after 'Joyeeta'. Under this venture, a platform was provided in Dhaka city to a few grass root women entrepreneurs to showcase and market their own products directly without depending on any other intermediaries.

At the time of inauguration of this initiative, the Hon'ble Prime Minister Sheikh Hasina spontaneously declared:

"... The Joyeeta that we have started in Dhaka today, gradually, we are going to extend it to districts, sub-districts and, even, at divisional headquarters..."

This visionary and time befitting declaration had given the nation, in general and women of the society in particular, a very loud and clear message that the women, those who were struggling for their livelihood, would eventually have a woman friendly business opportunity at their door step to maintain their decent livelihood.



Validation

I find joyeeta as powerful that it transforms my position from periphery to center within my family. Likewise, I assume, joyeta is equally powerful to Transform society form patr anchy to gender equality based society.

A woman Entrepreneur of Joyeeta Foundation wishes not to be named.



Joyeeta
A POWERFUL DREAM



Joyeeta Foundation
Ministry of Women & Children Affairs
Government of the People's Republic of Bangladesh

That declaration had actually sown the seed of the dream of aspiring women of the society, those who wished to be self-reliant centering Joyeeta initiative. The declaration, on the other hand, also laid the roadmap for the initiators to follow through towards the destination of ensuring sustainable economic empowerment for women.

Immediate after inauguration of the Joyeeta initiative, the Department of Women Affairs, with the support of the Ministry of Women & Children Affairs, launched a unique campaign countrywide under the name and style 'Joyeeta Onneshone Bangladesh' (জয়িতা অন্বেষণে বাংলাদেশ) (Bangladesh, in search of Joyeeta). Following this campaign, the name of Joyeeta initiative reached every nook and corner of the country.

Consequently, the women, those who were struggling for their livelihood, were very much inspired with the initiative and at the same time, they naturally became very dreamy about this initiative.

In this juncture, as calling of the time, Joyeeta initiative had been brought under a newly established self-governed and non-profit permanent institution, entitled Joyeeta Foundation. It was specifically mandated to be a specialized institution to empower women economically through supporting and promoting women in business initiatives.

Now, Joyeeta Foundation is relentlessly striving further to re-enforce 'Joyeeta', a newly emerging meaningful word in Bengali language denoting victorious woman as role model, in business arena in particular and in all spheres of life in general.



Logo Speaks

The above logo of Joyeeta initiative –

- Inscribes Joyeeta in Bangla and also in English;
- Denotes allegorically successful women in Bangladesh as Joyeetas- the victorious women;
- Encourages, in totality, to unlock half of the human potential for overall betterment of the country;
- Depicts appearances of women with glittering eyes to signify enormous potential of half of population of the country;

Joyeeta denotes

- A name of a pious dream of women's victory;
- A name of the laurel of an esteemed woman;
- An allegorical name of an indomitable woman;
- An allegorical name of a successful woman entrepreneur.

Joyeeta- a unique national brand name

Joyeeta is gradually emerging as a trustworthy and popular brand to market Bangladeshi women nurtured diverse products and services nationally and in long run internationally.

Joyeeta- multifaceted dimension

Concurrently Joyeeta empowers women socially and economically. Both are mutually re-enforcing for overall empowerment of women.



Chairperson Speaks

Once Joyeeta was a woman focused pious dream of Hon'ble Prime Minister Sheikh Hasina. Now, Joyeeta is gradually becoming a dignified attribute of victorious women of the country. Joyeeta has gained momentum to transform women's victory from economy to all spheres of life.

This is my contention and conviction that the Joyeeta initiative has enormous potential to result in overall emancipation of womanhood.

Let us intensify our combine efforts to that direction.

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Minister of State
Ministry of Women & Children Affairs
&
Chairperson
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