

Joyeeta Foundation

WHAT, WHY AND HOW



Ministry of Women and Children Affairs
Government of the People's Republic of Bangladesh

WHAT

A Bangladeshi organization specifically mandated for promoting and supporting women in business initiatives.

Joyeeta Foundation is assigned to develop and nurture dedicated market places countrywide, exclusively for women to showcase and market their own products and services.

Joyeeta Foundation is assigned to create a unique brand value under the name and style -*Joyeeta*, under which all types of women run businesses will be nourished countrywide.

Joyeeta Foundation is mandated to create congenial environment, wherein women can run their businesses hassle free.

Joyeeta Foundation is to render all possible facilitation supports, so that women can be developed as successful business entrepreneurs.

Joyeeta Foundation is to develop and manage supply chains of products and services from production to marketing employing women in different phases of the chain by enhancing the capacities and competencies of women.

Joyeeta Foundation, above all, serves as a strong proponent of attaching preferential treatments towards women in business front, so that backwardness of women in business can be reduced for the ends of equity.

WHY

In an environment of very poor presence of women in economic activities, a specialized organization, specifically mandated with the responsibility of empowering women economically, is felt necessary.

In order to reduce backwardness of women in economic activities, a strong proponent of attaching preferential treatment towards women in business is felt inevitable.

Article 28(4) of Bangladesh Constitution provides legal backup to arrange similar type of special provisions specifically targeting to eliminate backwardness of any segment of the society including women and children.

In a male dominated society where women are usually regarded as liabilities, the relevance of a institution like *Joyeeta Foundation*, is very conspicuous for transforming women as assets.



HOW

Joyeeta Foundation here, considers relevance of sharing its vision, mission and strategic objectives as under:-

VISION

Building gender equality based society through empowering women economically.

MISSION STATEMENT

Empowering women economically, following preferential approach towards women, by the ways of developing-

a) a dedicated women friendly marketing network countrywide to be run and managed exclusively by women.

b) dedicated value chains centering women friendly marketing network from rural to urban, from production to marketing, through commercially employing women in different phases of the chain by building their capacity.



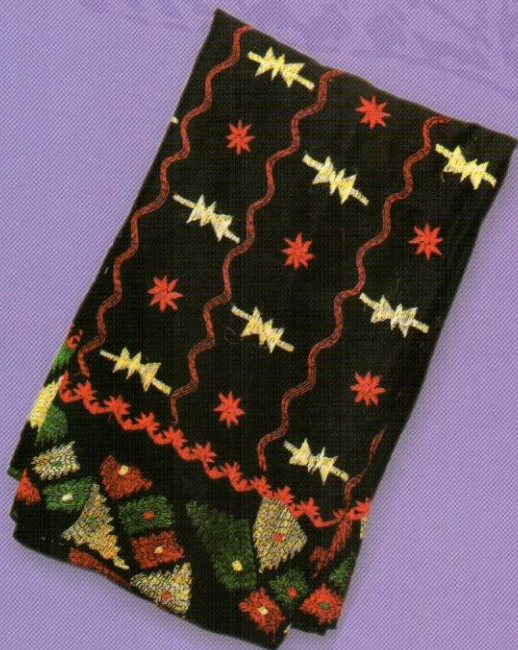
STRATEGIC OBJECTIVES

Building capacity of *Joyeeta Foundation* as a specialized institution mandated to empowering women economically.

Enhancing business conducive institutional capacity of grass root level women associations working under the umbrella of *Joyeeta Foundation*.

Building infrastructural facility (Marketing network) along with women business friendly congenial atmosphere and ensuring other enabling support services.

Developing skills and competencies of women necessitate engagements in diverse business initiatives.



LOGICAL FRAMEWORK

Goal

Women are economically empowered

Precondition

Dedicated women friendly marketing network along with supply chains nationwide exclusively for women in place.

Precondition

Capable women entrepreneurs are effectively engaged in women friendly marketing network and supply chains country wide

Precondition

Congenial environment prevailed country wide favoring women in business initiatives

Developing Physical Facility

Building Capacity

Creating Enabling Environment

Interventions

A specialized organization in place is assigned to consistently negotiate with relevant stakeholders including the government to mobilize resources and to gradually build dedicated marketing network along with supply chains countrywide exclusively for women.

Interventions

A specialized organization is developed and strategically positioned within the whole gamut of the issue with specific mandated responsibilities and with proper image so that it can effectively facilitate the process of women entrepreneurship development by ways of coordinating, integrating and mobilizing expertise and efforts of all other relevant stakeholders and channelizing towards desired objectives.

Interventions

A specialized organization with its organizational identity and proper image in conformity with its responsibilities is assigned to adopt strategically appropriate and innovative campaign approaches and to launch campaign countrywide with the assistance of other stakeholders for creating congenial and enabling environment conducive to women entrepreneurship development.



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

Hon'ble Prime Minister
Sheikh Hasina

Government of the People's Republic of Bangladesh



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