

Joy to a tale of a dream comes in reality **Joyeeta**

Joyeeta Foundation

Ministry of Women & Children Affairs

Government of the People's Republic of Bangladesh

dream to reality and beyond

'Joyeeta' as a word is non-existent in Bengali dictionary. But, the word 'Joy' is very much in existence in Bengali dictionary, which denotes victory. In this context, a humble tale can be shared-how 'Joyeeta', mere a name of women focused initiative, is gradually becoming a meaningful word to denote an esteemed woman in a given society, who eventually comes out victorious in her struggle for dignified livelihood.

In the year 2011, the Department of Women's Affairs under the policy guidance of the Ministry of Women and 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. 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 of women

Immediate after inauguration of the *Joyeeta* initiative, the Department of Women's Affairs, with the support of the Ministry of Women and 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 cranny 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 and self-governed 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. The coverage of the activities of newly emerged Joyeeta Foundation was planned to be extended gradually following the roadmap as laid down by the Hon'ble Prime Minister Sheikh Hasina.

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



**a seed of the dream
was sown**





call for unlocking women's business potential

|| In order to combat the gender stereotypes like early marriage, boy preference, dowry, gender based violence, etc; let us streamline our combine efforts to transform the social perception regarding women as liability to asset by facilitating women to be professionally engaged in economic activities. Again, let us trust on women, it works!

Considering the design and mandate, I find Joyeeta Foundation to be a best suited institution in our context to transform our woman centric dream into reality. ||

MEHER AFROZE CHUMKI, MP

Minister of the State
Ministry of Women & Children Affairs
&
Chairperson
Board of Governors
Joyeeta Foundation

vision

**Building gender equality based society
through empowering women
economically**

mission

**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 and from production to marketing
through commercially employing women in
different phases of the chain by building
their capacity.**

Joyeeta

*Winning over
dreams. Making
them Real.*

*Women of
Bangladesh
weave a world of
dreams around
them. Their life
and environments
come alive with
those dreamy
artistic touches.*



strategic objectives

- Building capacity of Joyeeta Foundation as a specialized institution mandated to empower women economically.
- Enhancing business conducive institutional capacity of grass root level women associations working under the umbrella of Joyeeta Foundation.
- Building dedicated infrastructural facility (Marketing Network) and supply chains for women along with congenial atmosphere and other enabling support services.
- Developing skills and competencies of women necessitate engagement in diverse business initiatives.

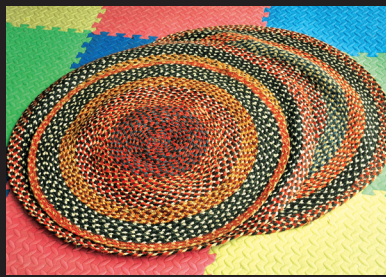
The Ministry of Women and Children Affairs of the Government of Bangladesh has taken this auspicious initiative to showcase the matter that these dreams are made of and for the general uplift of these creative women.

Joyeeta- a ready platform for talented women to display and vend their craft. A step towards economic growth of the country with the endeavor of women of Bangladesh.

joyeeta bazar









**proudly
bangladeshi**



strong political will comprehended

Visionary statement of the Hon'ble Prime Minister Sheikh Hasina regarding Joyeeta initiative on the occasion of its inauguration:

/// 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. ///

In order to transform the dream of the Hon'ble Prime Minister *Sheikh Hasina* into reality, we have undertaken our mission to develop:

- a) a dedicated women friendly marketing network to be run and managed exclusively by women nationwide.
- b) dedicated value chains centering women friendly marketing network from rural to urban and from production to marketing through commercially employing women in different phases of the chain by building their capacity.

Joyeeta
*The mark of a
winner*

*We wish the
winning creative
works of
Bangladeshi
women reach out
the connoisseurs
from across the
globe.*

*They leave their
mark of exclusive
excellence in every
craft, every time,
every day.*



steadfast belief

In our country context, the dream of economic empowerment of women could only be transformed into reality, if women are provided with:

- a) dedicated women friendly marketing network and supply chains countrywide;
- b) appropriate skills and competencies;
- c) need based other support services;
- d) congenial environment;

Joyeeta Foundation- the strong proponent of ensuring dedicated arrangements exclusively for woman in business, aspires to work with relevant stakeholders in securing availability of those pre-conditions in reality.

Joyeeta

The one and unique

May Joyeeta mark the beginning of an end to the discrimination of women around the world.

Prove them to be equal, vis-a-vis their male counterpart in taking the country forward in leaps and bounds of economic prosperity and growth.



belief re-inforced

Making dedicated provision of providing stipend to female students was one of the most contributing factors in attaining gender parity in primary and secondary education levels in the country.

Likewise, in line with the legal provision of article 28(4) of our constitution, Joyeeta Foundation steadfastly advocates in ensuring dedicated arrangements for women in business by ways of gradually developing women friendly marketing network and supply chains countrywide for their economic empowerment and in turn, for sustainable development of the country as well.

The route map

Joyeeta will showcase art and craft of creativity by women across the country.

Be it from the hill-tracts to the plains or the river banks to the forests.

*Food, art and crafts,
brick-a-bracks,
kanthas, jamdanis...
Joyeeta will have it all.*



time befitting interventions

As an outcome of different affirmative actions, nowadays increased number of women has been accomplishing reasonable academic attainments. Consequently, they aspire to have decent livelihood of their own.

Joyeeta Foundation, in view of these societal needs, is strategically designed and positioned to fulfill the legitimate aspirations of today's women.



May
Joyeeta
be a
winner,
always...

belief in partnership

Bangladesh desperately needs enhanced participation of women- the half of the population, in economic activities to increase its GDP growth and inclusiveness.

Against this backdrop, Joyeeta Foundation- an institution to support and promote women in business initiatives, is always welcoming to forge effective collaboration with prospective stakeholders to translate the national aspiration into reality.



strategic approach

Joyeeta Foundation itself does not run business; rather it is mandated to facilitate women, organized in community level associations, to run business professionally for maintaining their own livelihood in dignified manner.

Joyeeta Foundation further strategizes to develop a unique brand value under the name and style, *Joyeeta*, under which all woman run business will be nourished countrywide.



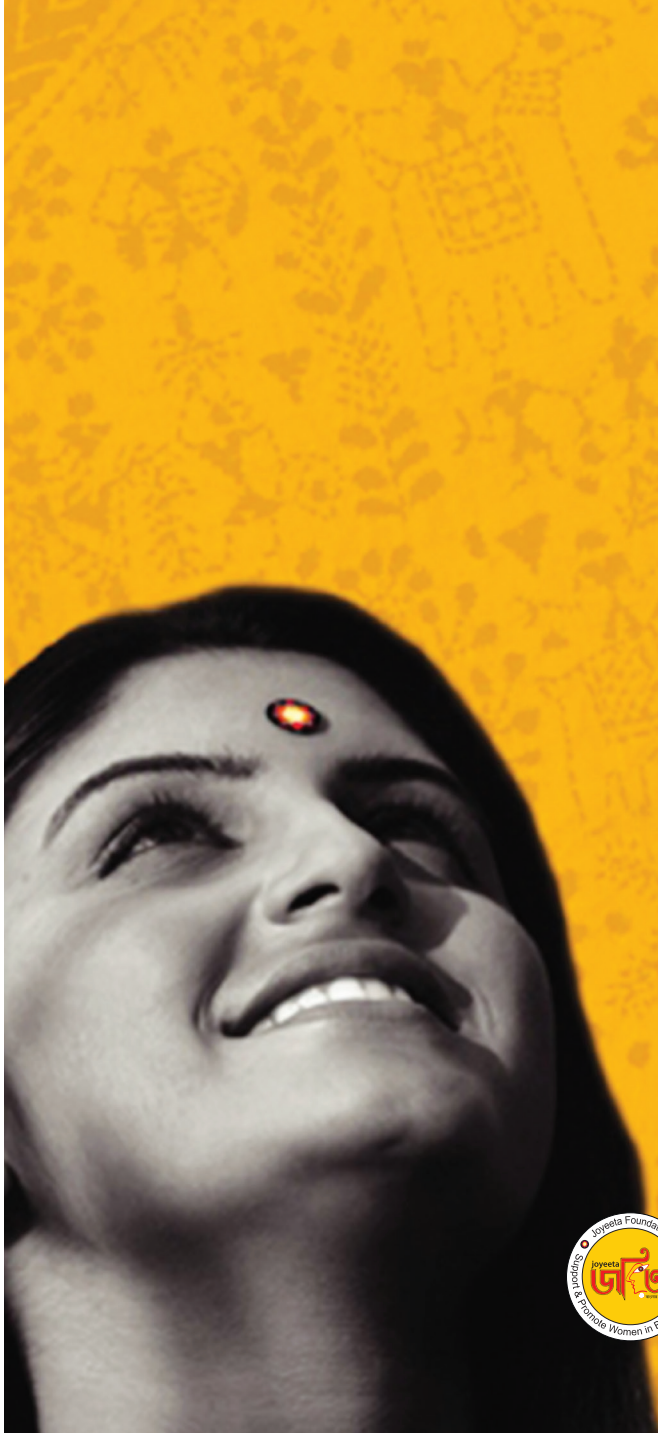
call for alignment



// Joyeeta Foundation, at this stage, desperately needs to have technical supports for strengthening its own capacity and also for strengthening the capacity of the community based women associations working under the umbrella of Joyeeta Foundation.

We are always welcoming to forge technical collaborations with national and international partners, those who have acquired comparative advantages in alike fields. //

NASIMA BEGUM ndc
Secretary
Ministry of Women & Children Affairs
&
Vice Chairperson
Board of Governors
Joyeeta Foundation



Joyeeta Foundation
envisions
a Bangladesh,
wherein
each and every
family
would have joyful
and victorious
women
– the *Joyeetas*,
to serve as change
agents in
building the
“*Bangladesh 2041*”
– a developed
country in the world.



Joyeeta Foundation

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