

EBL hosts 'Joyee Graduation Ceremony' of women entrepreneurs

-A Monitor Report

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Dhaka : Eastern Bank Ltd (EBL) hosted Joyee Graduation Ceremony at its head office in the city's Gulshan area on May 11. The first batch of Joyee graduates attended the exclusive six-month women entrepreneurs' development programme jointly organised by EBL and Prerona Foundation.

The graduation certificates were handed over by the Managing Director and CEO of EBL Ali Reza Iftexhar and CEO of Prerona Foundation Md Azizur Rhman FCS.

Joyee was launched last year with the vision to building entrepreneurial abilities of growth-stage women entrepreneurs and enhances their creditworthiness. The programme extensively focuses on a structured approach to develop the required skills of an entrepreneur and support

the complete process of transforming their business into a successful, scalable and sustainable venture.

On the occasion, Ali Reza Iftekhar, Managing Director and CEO, Eastern Bank Ltd, said, "EBL Women Banking is committed to harness and develop skillsets of women entrepreneurs for their sustainable growth. Joyee programme is designed to help women entrepreneurs' access to various schemes of finance, training, mentoring, networking and business support services to overcome existential barriers in the emerging markets."

Md Azizur Rahman FCS, CEO, Prerona Foundation, said, "Along with the various initiatives and plans of the government to increase the participation of women entrepreneurs in the economy, we are happy to take this step jointly with Eastern Bank Ltd. as a part of non-governmental organisations and civil society. Prerona Foundation aims to ensure the involvement of women in the national economy and create a favorable environment for women entrepreneurs through this programme."

M Khorshed Anowar, Deputy Managing Director and Head of Retail and SME Banking; and Ahmed Raihan, COO of Prerona Foundation; among other high officials from concerned organisations, were also present on the occasion.