

ENDEAVOUR



PHOTO COURTESY: UNILEVER

Unilever Bangladesh Limited (UBL), the personal care company, has been providing women of Bangladesh great products which help them feel good, look good and get more out of life. From Lux to Dove, Rexona to Vim – all Unilever brands are built keeping in mind how they will make life more fulfilling for the consumers. Ever the pioneer, Unilever Bangladesh has also contributed significantly towards leadership development in the country and more recently in championing workplace gender balance. Since 2009 Unilever Bangladesh has slowly built an organisation where women can shine. That is why Unilever Bangladesh proactively made various changes over the past 5 years to become a woman friendly organisation. With the progression of the first female director in the UBL board in 2013, greater drive has been placed in this space. The maternity policy was extended to 6 months, a crèche was introduced in the Corporate Office and a unique portal was launched to guide women managers' while they transition

into parenthood. Working from any location without the need to attend office, was facilitated through technology and encouraged for new mothers.

The Unilever Bangladesh Kalurghat factory (KGF) in Chittagong works in pillars such as production, engineering, logistics etc. In the supply chain, the manufacturing function of the company, the challenge was to build an

## WHERE WOMEN CAN SHINE

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environment where women can thrive in each of these pillars. To do just that, production shift structures were redefined. Infrastructures such as a separate female medical bay and prayer room were built. Smaller details were also looked into; while previously aprons and safety shoes were only available in male sizes, new aprons and safety shoes in female sizes were procured for those working on the production floor.

Adjustments allowed women managers in the Unilever Factory to rise from 3 in the beginning of 2013 to 10 by June, 2014. Nawrin Nahar, a manager at the factory who joined in 2013 observed the transformation having more women in the factory has brought about. "With a greater

number of women working in the factory, the whole work force is now more cooperative with women managers" says Nawrin.

For Customer Development, the sales function of the company, the challenges were different but equally daunting. Universities from where recruitment took place were broadened, so that more female candidates who are keen to work in field roles could connect with the company.

Since Unilever Bangladesh has embarked on its gender balance journey in 2009, the female employees which could be counted in one hand have now risen to 60. The company is determined to not only attract the best female talents but also provide them the platform to achieve their career ambitions without the need to sacrifice their uniqueness as a woman.

SOURCE: UNILEVER

SHUTTERSTORIES

PHOTOS: KAZI TAHSIN AGAZ APURBO



The purest and most thoughtful minds are those which love colour the most. — John Ruskin

SPORT

Two World Cups ago, Bangladesh went to the Top 8, defeating India and South Africa in the preliminary rounds. This year, with three wins in their hands, against Afghanistan, Scotland and England, Bangladesh went on to the quarter finals with amazing flair.

The World Cup journey for our Tigers started off shakily. Even with a win against Afghanistan, our fielding against Sri Lanka was condemnable. While our fielders dropped catches and there were scenes of the ball escaping the wicketkeeper and first slip at once, Kumar

Sangakkara and Tillakaratne Dilshan were not forgiving. The only thing worth watching during that game was the brilliant strokes off their bats.

On 9th March, while some fans were sure of a win, the rest were still a little apprehensive, doubting if all three departments, bowling, batting and fielding, of the Bangladesh team would be up to the mark.

The first inning went considerably well. Even though Tamim disappointed, like he had done in most of his games for the past couple of years, our hopes lay in the

## ANOTHER STEP TO GLORY

NAZIBA BASHER

others' bats. Mahmudullah Riyad went on to scoring the first Bangladeshi World Cup century of the tournament with 103 runs off 138 balls, while Mushfique gave him a helping hand with 89 runs off 77 balls. While these two batsmen gave the most exciting performances from our batting line-up, the number of runs still turned out to be a little too high for the English to reach.

In the second innings, the fall of wickets took a late start with just a run-out. As the innings steadied, Rubel Hossain struck and knocked out two of the stronger batsmen in the English line-up, Ian Bell and Eoin Morgan. Then the tumble began with Masrafe's world class skills and Taskin's magic here and there.

When the last three wickets were left, tension was running high. Rubel Hossain came back to seal the deal, after Jordan's unfortunate run-out, as he struck his ball and knocked out the last two with utmost ease. Whack! And then Whack! We heard the bails get thrown off the wickets, one after the other, after which our boys ran across the stadium in celebration. The whole country erupted as we watched our Tigers sail through to the quarter finals. As we prepare to serve some Kiwi with the Crème Anglaises we just whipped up, we have bigger plans now to decimate the former title holders. India, here we come! ■



PHOTO: STAR FILE

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### The Dhaka Mercantile Co-operative Bank Ltd.

Head Office

19, Indira Road, Farmgate, Tejgaon, Dhaka-1215

Phone: 914-3318, 812-9438, 914-3727, Fax: +88-02-910-2124, E-mail: info@dmcbl.com

for details 01730-701608