



Ujjwala - Empowering women

A social incubator established in April, 2017, Ujjwala is a "Social Impact Company" that aims to address the gender gap in the economic landscape of Bangladesh.

Ujjwala started by encouraging would-be women entrepreneurs and providing them with the tools and skills for their entrepreneurial journey, especially in the service sector of Bangladesh.

The economy of Bangladesh is undergoing tremendous growth; the increase in per capita income of the consumers creates opportunities for several sectors to flourish. At the same time, for the economy to sustain its momentum, it is essential to maintain gender parity.

Ujjwala has identified a few sectors that they believe will perform much better with the growth of the GDP, includ-

ing Beauty and Grooming, Hospitality, Retail, and Health Care. Currently, they are providing women with encouraging opportunities to excel and to prove their entrepreneurial skills in these sectors. This, in a nutshell, is the concept behind Ujjwala.

Initial introductions aside, talking to Afroza Parveen, Co-founder and Managing Director of Ujjwala, showed a glimpse of the dedication behind the hard work that Ujjwala is doing.

"When we started Ujjwala, developing the Beauty Industry was our first thought. Even though the government and the

respective NGO-s are working on their own, they unfortunately lose momentum after a phase. Ultimately, those who need assistance, the true underprivileged, they do not receive anything," says Afroza as she mentions the beginning before starting Ujjwala.

"On paper, the 10-25 girls per batch and their training sessions look as good as anything, the true scenario is vastly different. I personally can vouch for the fact that even the certificate they receive needs payment. The sad reality is even the people who are providing the training are not ready," she adds further.

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