

FYI

EBL: Leading the way to women's banking

Out of the numerous private banks that are functional in the country, Eastern Bank Limited (EBL) has made a name for itself over the years of its operation. During these years, throughout the country, one of the most significant positive change in financial participation has been from women. From actively joining the workforce to planning out loans, women's participation has increased tremendously.

Keeping this in mind, EBL has undertaken a proactive approach to understand and spread the voice of women since its inception. The bank began by addressing challenges that women face, and by placing value on every woman's achievements. With the objective of including women in the banking sector as active participants, EBL decided to have a dedicated team for women's banking. This team, coupled with EBL's state of art banking, started working from 18 March, 2015, with a vision to encourage and empower women towards a sustainable and stable financial future.

The bank has been well aware of the latent, but potential market for inclusion of women in financial institutes. For the coming times, their focus is mainly on growing more awareness, investment, and most importantly, more bilateral cohesive participation from the related parties. After all, the process of empowering women has its roots in financial independence.

Currently, through different projects, successful women entrepreneurs are portrayed more and more to encourage potential entrepreneurs to step up. In the long run, EBL is highly optimistic to build a successfully balanced financial ecosystem, where every woman across the country will be able to unleash their talent through necessary training.

The bank is also hopeful that women will expedite their participation in the economic development of the country so that not only the economy receives benefits, as a whole, the society will be a balanced and contributing one.

Of course, to ensure these, EBL has introduced particular services to women clients. For the business forward individuals, the bank offers on-demand business documentation support, plus booklet on every entrepreneurial aspect. Already, EBL has made its presence known with exclusive card discount propositions, which cover 360-degree lifestyle requirements. As training is necessary to keep up-to-date with the financial norms and practices, the bank provides business and self-development training as well as yearlong branch based 'Access to Finance' training. EBL continues to work towards the betterment of their women clients with dedicated Branch Official in every branch.

— **LS Desk**

For more information, visit www.ebl.com.bd or <https://www.facebook.com/eblwomenbanking>



LS PICK

Experiencing Desar

For the perfect outfit to reflect one's inner queen, and undoubtedly leave a long-lasting impression on anyone's mind, Desar brings a range of traditional and ethnic outfits, with an imperial and unique flare fit for any event where one might need to steal the spotlight.

Having opened in May 2017, the store specialises in ethnic wear and makes sure to keep their clothing up to date, trendy, and stylish. Not only are the clothes fashionable and have detailed patterns, but the quality of the fabric and each delicate clothing item remains impeccable and exquisite.

Women have an array of options, starting from stitched and unstitched saris, a diverse selection of kameezs to sherwanis and lehengas, in soft pastel shades like baby pink, and regal hues and bold colours with rich and meticulous embroidery. The store specialises in making luxurious handwork zari designs, zardosi and hand embroidery to give every kameez, lehenga and sari its own personality and integrity.

What sets the à la mode store apart is the intricate designs and uniqueness displayed in the bridal line which includes mainly silk, organza, cotton and shamus, khadi and many more fabrics, to give brides and bridegrooms more options to play around with contrasting yet complementary outfits.

To keep the bridal look elegant and royal, the designs come in pure raw silk with delicate zardosi and zari thread work, sequins and pearls, and a variety of pastel shades, such as baby pink. Other than that, for those looking for the classic yet charismatic bold red outfit, designer lehengas decorated with glamorous patterns and in extravagant designs are

also available — everything to release that inner queen!

Ladies, rest easy. You are highly unlikely to end up twinning with someone else when shopping with Desar. Almost everything in the women's line is exclusive, as nothing is mass produced and each product has a unique design. In addition,



tailored options are also available for not only eccentricity, but also to ensure everyone's contentment.

Fear not for men have not been forgotten. The store offers an exclusive line of panjabi, vests, sherwani and koti, which come in various designs and shades along with tailoring options for the groom and his group.

The extensive collection does not end

here. The store also takes package orders for events like, holuds, making Desar the pit stop needed to complete the wedding wardrobe.

Ensuring sophistication and vigour, yet also getting that awe-inspiring and grandiose look for the queen in every girl, Desar leaves no stone unturned. The store



invites everyone to dress to impress.

Essentials —

Address: House #37, Level #1, Road #12, Block E, Banani, Dhaka.

Follow them on social media, <https://www.facebook.com/official.desar>; <https://www.instagram.com/desarbd>

By Puja Sarkar
Photo courtesy: Desar