



The launch of Supernova – An exclusive BAT Bangladesh programme to groom female talents in STEM

For too long, jobs have been severely gendered, and women have been wrongfully deemed unfit to pursue certain professions, that have led to low representation of women in these fields.

One of the career paths which have historically been devoid of women is the field of Science, Technology, Engineering and Mathematics (STEM). Women have been systematically tracked away from pursuing their dreams in STEM.

The barrier to entry often begins from tertiary education and deteriorates further when they enter into their professional lives. A lot of these fields still remain male-dominated. However, with time, organisations in Bangladesh have supported women to excel in their STEM careers, leading to the creation of many role models who are living proof that women with drive and resilience can and will ace careers, even ones that are deemed unconventional for them.

BAT Bangladesh is one such organisation



and one of the very first organisations which have female representation at the top. In fact, 50 percent of the BAT Bangladesh Operations Leadership team consists of empowered and highly capable women. As a forerunner in gender parity and inclusivity, the company took on the responsibility to lead young girls who are taking control of their lives more fiercely and passionately than ever.

With a spirit to groom young talent and make their path to success a little less rocky, BAT Bangladesh has launched Supernova — an exclusive program to groom female talent pursuing careers in the field of STEM. This platform is designed to equip aspiring graduates with the confidence and know-how to challenge societal stereotypes.

The supernovas are paired with female mentors working in leading positions in the

Operations Function of BAT Bangladesh. Through the 1-year long programme, they will have the opportunity to be coached by these mentors and receive grooming on developing their skills.

Maeesha Ryaan, a student from Ahsanullah University of Science and Technology (AUST), said, "I'm thankful to Supernova for creating an opportunity where I can express myself freely and have a sneak peek at the corporate world before I graduate."

Ramisha Raida Karim, a student at the Islamic University of Technology (IUT) said, "This platform will help us develop leadership quality and prepare ourselves to do better in any field of profession we choose. Our mentors will help us grow as confident individuals."

Madeha Sattar Khan, a student at Bangladesh University of Engineering and Technology said, "I am very excited to find out what kind of person this year-long mentorship programme will mould me into."

The programme is being proudly sponsored by the leadership team at BAT Bangladesh. Throughout the year, the Supernovas will get the opportunity to network with and learn from the very best, and be equipped to craft their future as bold, strong and unstoppable shining stars!

Photo: BAT

