

The myth of women’s football being unmarketable



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RAIYAN BINTE RAFIQ

In Bangladesh, for the better part of the last decade, men’s football has dominated the headlines while women’s football has remained a footnote. Remarkably, despite the women’s team’s impressive international track record, local clubs have consistently failed to recognise the untapped potential of women’s football. It wasn’t until our national women’s team secured victory in the 2022 SAFF Women’s Championship that the spotlight finally cast its blazing rays upon this deserving facet of the sport. Questions have arisen, and voices are demanding change: it is high time to invest in our women. For far too long, we have yearned for an advocate to emerge and uplift Bangladesh women’s football.

Enter K Sports – a leading sports marketing agency in the country that has been a crucial partner in high-profile sporting events, such as the ICC Cricket World Cup 2011, the unforgettable Argentina versus Nigeria friendly, the Asia Cup 2012 and many others. In 2019, K Sports sponsored the Bangamata Asian Senior Women’s Central Zone Volleyball Championship – the first time a Bangladesh national women’s volleyball team participated in an international tournament. The event was successful, and it brought the agency into a new field: women’s sports. Since then, Fahad Karim, the president and founder of K-Sports, has been planning to invest in women’s teams. He believes that now is the right time to create an international platform to help develop women’s football in Bangladesh, thus leading him to create the first-ever franchise league for women.

He has observed that the wellspring of talent within Bangladesh’s women’s football is a treasure trove awaiting discovery. It was this realisation that sowed the seeds of inspiration for the inception of the Bangladesh Women’s Super League (WSL).

The visionary initiative is aimed at

is governed exclusively by female match officials and referees. Behind the scenes, the marketing team has worked relentlessly to ensure that every component of the league caters to and celebrates female athletes. The match ball, “Ostro,” meaning “weapon” in Bangla, was crafted and designed to represent the league’s unique identity. The champion’s trophy has been manufactured

state-of-the-art technology and data analytics, intended to propel the sport into a new era of excellence. Anchored in this vision is a profound faith in the potency of marketing. Notably, the league has secured the services of esteemed international commentators – Mark Tompkins, Paul Masefield – and recently retired professional footballer Gilly Flaherty. The talent extends further with

Fahad acknowledges that, during the initial years, financial losses are likely inevitable. But he perceives them as an investment in a brighter future. He draws inspiration from the successful models adopted by European associations, observing the benefits they are currently reaping. Additionally, it is worth noting that the WSL’s launch, originally slated for an earlier date, has been rescheduled

vision – transform this league into a resounding statement and a spectacle typically reserved for male footballers. Along the way, there are not just occasional speed bumps but rather monumental mountains to conquer in order to succeed in orchestrating an event of this magnitude. Fahad readily acknowledges these challenges, but his unwavering determination is truly commendable.

The steadfast support of the Bangladesh Football Federation has played a pivotal role, with the national association contributing its invaluable expertise. A collaborative effort is crucial for the league’s sustainable future, and the BFF is wholeheartedly aligned with the proposed plans for the WSL. Informed fans are poised to rally behind the league. Our home international matches have consistently drawn substantial crowds, reflecting a shifting mentality in how we perceive women’s football, thanks to our recent successes.

On the other hand, it is disheartening to witness professional clubs reluctant to venture beyond their comfort zones and back their female athletes. Similarly, some corporations have failed to grasp the broader vision, fixating on short-term monetary concerns instead of aligning their actions with their stated support. It is important to remember that, while there may be initial setbacks, one can leap higher only by first bending lower.

Come what may, the WSL will proceed, poised to serve as the catalyst for a new era in women’s football in Bangladesh. To those who underestimate the magnitude of this remarkable endeavour, to those who shy away from the risks of lending their support, a simple truth beckons: greatness is born of audacity. Failure to rally behind our female teams now would only widen the gap separating us from those who currently lead the way. We all have a shared dream: to one day witness our players gracing the biggest stages of football.



FILE PHOTO: BFF

Since our team’s victory at the 2022 SAFF Women’s Championship, voices have arisen demanding change: it is high time to invest in our women.

harnessing and nurturing the latent prowess of female footballers in the country. The inaugural edition of the league will take place at the Bir Shrestha Shaheed Shipahi Mustofa Kamal Stadium in Dhaka. Each team will comprise both national and international players, supported by technical and other staff. To promote the involvement of local players, teams will consist of individuals from four domestic tiers, along with one “national icon.” This model is ambitious yet highly admirable, as it strives to ensure a level playing field for all teams while also emphasising the development of domestic talents alongside the inclusion of foreign players.

If successfully executed, the WSL 2023 promises to be a pioneering endeavour on multiple fronts. It will be the first time that a league

in England. For Bangladesh, this initiative represents a transformative approach that has long eluded not only our nation, but also the broader South Asian context. For years, our female athletes have had to adapt to products designed for men, sharing resources, match balls, officials, stadiums, and support staff. WSL is aiming to rectify this imbalance.

In the realm of Bangladeshi football, a conspicuous deficiency exists – the scarcity of cutting-edge technology and resources aimed at elevating the sport. It is a deficiency that has substantially contributed to the nation’s struggle to make an impact on the international stage. Fahad, unwavering in his conviction, envisions a transformative shift as the antidote to this long-standing predicament. His vision encompasses the introduction of

the inclusion of international stars Karishma Kotak, Laura Esposto, and Sonal Sharma, who will be joining in as presenters.

In contemplating such a formidable line-up, there arise sceptical considerations: can the league sustain such an ambitious undertaking, or will it face an abrupt demise? In response,

to late November. This decision is underpinned by a host of logistical and strategic considerations, including a desire to secure adequate attention and prime broadcasting slots. Consequently, the move to schedule the league after the ICC Men’s World Cup aligns with an ideal timing.

The concept is to adopt a grand



Jahangirnagar University

Department of Microbiology

Savar, Dhaka 1342, Bangladesh


Invitation for Tenders (IFT)

Ref No. Microb/2023-24/OTM/017

Date: 11.09.2023

1	Division/Ministry	Bangladesh Ministry of Education		
2	Agency	University Grants Commission		
3	Procuring entity name	Professor Dr. Md. Anowar Khasru Parvez, Project Director, "Development of novel vaccines and rapid diagnostic kits for viral diseases in the poultry of Bangladesh" Project, Department of Microbiology, Jahangirnagar University, Savar, Dhaka-1342.		
4	Invitation for	Supplying, installation, testing and commissioning of equipment, molecular reagents, media, reagents, glassware and accessories etc.		
5	Invitation Ref No.	Microb/2023-24/OTM/017		
6	Procurement method	National Competitive Tender	Open Tendering Method	
7	Budget and source of funds	Bangladesh Govt.		
8	Project/program name (if applicable)	"Development of novel vaccines and rapid diagnostic kits for viral diseases in the poultry of Bangladesh" Project		
9	Tender Package No.	Microb/2023-24/MAKP/OTM/017		
10	Tender package name	Supplying, installation, testing and commissioning of equipment, molecular reagents, media, reagents, glassware and accessories etc.		
11	Tender publication date	Date	Time	
12	Tender last selling date	11.09.2023	Not applicable	
13	Tender closing date and time	02.10.2023	2.00pm	
14	Tender opening date and time	03.10.2023	2:00pm	
15	Name & address of the office(s)	Date		
	Selling tender document (principal & others)	Professor Dr. Md. Anowar Khasru Parvez, Project Director, "Development of novel vaccines and rapid diagnostic kits for viral diseases in the poultry of Bangladesh" Project, Department of Microbiology, Jahangirnagar University, Savar, Dhaka-1342.		
No conditions apply for sale, purchase or distribution of tender documents				
16	Eligibility of tenderer	The Tenderer shall have: <ul style="list-style-type: none">The maximum of one (01) number of arbitration against the Tenderer over a period of last five (05) years.The Tenderer shall have a minimum of five (05) years of overall experience in the supply of goods and related services.The Tenderer shall have satisfactorily completed supply of similar goods of minimum 1,50,00,000.00 (one crore fifty lac BD Tk only) under single contract in the last three (03) years, i.e. years counting backward from the date of publication of IFT in the newspaper.The Tenderer shall have a minimum amount of liquid asset or working capital or credit facility of 1,70,00,000.00 (one crore seventy lac BD Tk only.)		
17	Brief description of goods	Supplying, installation, testing and commissioning equipment, molecular reagents, media, reagents, glassware and accessories etc.		
18	Price of tender document (BD Tk)	Cash 5, 000/- (five thousand BD Tk only) non-refundable.		
19	Lot No.	Identification of lot		
	-	Supplying, installation, testing and commissioning of equipment, molecular reagents, media, reagents, glassware and accessories etc.	Dept. of Microbiology, Jahangirnagar University, Savar, Dhaka 1342	Tender security amount (BD Tk) 8,00,000.00 (eight lac BD Tk only)
20	Name of official inviting tender	Professor Dr. Md. Anowar Khasru Parvez		
21	Designation of official inviting tender	Project Director, "Development of novel vaccines and rapid diagnostic kits for viral diseases in the poultry of Bangladesh" Project, Department of Microbiology, Jahangirnagar University, Savar, Dhaka-1342, Bangladesh.		
22	Address of official inviting tender	Project Director, "Development of novel vaccines and rapid diagnostic kits for viral diseases in the poultry of Bangladesh" Project, Department of Microbiology, Jahangirnagar University, Savar, Dhaka-1342, Bangladesh.		
23	Contact details of official inviting tender	Phone: 02224491045-51, EXT-1566	Fax: +02224491052	E-mail: khasru73@juniv.edu
24	The procuring entity reserves the right to accept or reject all tenders without assigning any reason whatsoever.			
Professor Dr. Md. Anowar Khasru Parvez Project Director "Development of novel vaccines and rapid diagnostic kits for viral diseases in the poultry of Bangladesh" Project Department of Microbiology Jahangirnagar University Savar, Dhaka-1342, Bangladesh				

GD-1376



গণপ্রজাতন্ত্রী বাংলাদেশ সরকার

বাংলাদেশ পুলিশ

কমান্ড্যান্ট (অতিঃ ডিআইজি), আরআরএফ-ঢাকা-এর কার্যালয়

মিলব্যারাক পুলিশ লাইন, গেভারিয়া, ঢাকা-১২০৪

পুনঃ দরপত্র বিজ্ঞপ্তি

তারিখঃ ০৯-০৯-২০২৩খ্রিঃ

স্মারক নং-৩১৯৭/ ই

১৮

১. মন্ত্রণালয়/বিভাগ

২. সংস্থা

৩. দরপত্র সম্পাদনকারী প্রধান

৪. সংগ্রহ সত্তার জেলা

৫. দরপত্রের বিষয়

৬. দরপত্রের পদ্ধতি

৭. বাজেট ও অর্থনৈতিক খাত

৮. দরপত্র বিজ্ঞপ্তি প্রকাশের তারিখ

৯. দরপত্র সিডিউল সর্বশেষ প্রাপ্তির তারিখ

১০. দরপত্র জমা প্রদানের সর্বশেষ তারিখ ও সময়

১১. দরপত্র খোলার তারিখ ও সময়

১২. দরপত্র সম্পাদনকারী অফিস ও ঠিকানা

১৩. দরপত্র সিডিউল প্রাপ্তির স্থান

১৪. দরপত্র দাখিলের স্থান

১৫. দরপত্র খোলার স্থান

১৬. দরপত্র মূল্যায়নের তারিখ ও সময়

১৭. দরপত্রদাতার প্রাথমিক যোগ্যতা বা দরপত্রের সাথে যে সকল কাগজপত্র দাখিল করতে হবে

১৮. কাজের বিস্তারিত বর্ণনা

১. স্বরাষ্ট্র মন্ত্রণালয়, জন নিরাপত্তা বিভাগ।

২. বাংলাদেশ পুলিশ।

৩. কমান্ড্যান্ট (অতিঃ ডিআইজি), আরআরএফ-ঢাকা।

৪. আরআরএফ-ঢাকা।

৫. পুলিশের পোশাক সেলাই।

৬. উন্মুক্ত দরপত্র পদ্ধতি (OTM)।

৭. বাংলাদেশ পুলিশ বাজেট কোড নং-৩২৫৬১০৬

৮. ১২-০৯-২০২৩খ্রিঃ।

৯. ২৫-০৯-২০২৩খ্রিঃ অফিস চলাকালীন সময় পর্যন্ত।

১০. ২৬-০৯-২০২৩খ্রিঃ তারিখ বেলা ১২.০০ ঘটিকা পর্যন্ত।

১১. ২৬-০৯-২০২৩খ্রিঃ তারিখ বেলা ১২.৩০ ঘটিকা দরপত্রদাতা বা মনোনীত প্রতিনিধিদের উপস্থিতিতে (যদি থাকে)।

১২. কমান্ড্যান্ট (অতিঃ ডিআইজি)-এর কার্যালয়, আরআরএফ-ঢাকা, মিলব্যারাক নবনির্মিত ৬ষ্ঠ তলা ভবনের ২য় তলা, গেভারিয়া, ঢাকা।

১৩. ১। কমান্ড্যান্ট (অতিঃ ডিআইজি)-এর কার্যালয়, আরআরএফ-ঢাকা, মিলব্যারাক নবনির্মিত ৬ষ্ঠ তলা ভবনের ২য় তলা, গেভারিয়া, ঢাকা, ২। ডিআইজি, ঢাকা রেঞ্জ, বাংলাদেশ পুলিশ, ঢাকা-এর কার্যালয় এবং ০৩। কমান্ড্যান্ট (ডিআইজি), টিডিএস, ঢাকা এর কার্যালয়, মিলব্যারাক, ঢাকা।

১৪. কমান্ড্যান্ট (অতিঃ ডিআইজি)-এর কার্যালয়, আরআরএফ-ঢাকা, মিলব্যারাক নবনির্মিত ৬ষ্ঠ তলা ভবনের ২য় তলা, গেভারিয়া, ঢাকা।

১৫. কমান্ড্যান্ট (অতিঃ ডিআইজি)-এর কার্যালয়, আরআরএফ-ঢাকা, মিলব্যারাক নবনির্মিত ৬ষ্ঠ তলা ভবনের ২য় তলা, গেভারিয়া, ঢাকা।

১৬. ২৭-০৯-২০২৩খ্রিঃ তারিখ বেলা ১৪.০০ ঘটিকা

১৭. (১) হালনাগাদ ট্রেড লাইসেন্স, (২) হালনাগাদ আয়কর সার্টিফিকেট, (৩) ভ্যাট রেজিস্ট্রেশন সার্টিফিকেট, (৪) হালনাগাদ ব্যাংক সলভেন্সি সার্টিফিকেট, (৫) নাগরিকত্ব সার্টিফিকেট (৬) মালিকানাধীন এফিডেভিট, (৭) হালনাগাদ ব্যাংক স্টেটমেন্ট (০১ বছর), (৮) সংশ্লিষ্ট কাজের অভিজ্ঞতার সনদ, (৯) জাতীয় পরিচয়পত্র, (১০) মোবাইল নম্বরসহ দাখিল করতে হবে।

১৮. সিডিউল মোতাবেক।

ক্রঃ নং	দরপত্রের/কাজের নাম	সিডিউলের মূল্য	দরপত্র জামানত	কার্যকাল
১.	পুলিশ সদস্যগণের পোশাক সেলাইপূর্বক সরবরাহ।	৭৫০/-	১,০০,০০০/-	২০২৩-২০২৪ অর্থসাল

১৯. বিশেষ শর্তাবলী

(ক) নিজস্ব প্রতিষ্ঠানের প্যাডে আবেদনের মাধ্যমে দরপত্র সিডিউল ক্রয় করতে হবে (মূল কাগজপত্র প্রদর্শনসহ)।
(খ) পুলিশ বিভাগের কালো তালিকাভুক্ত ব্যক্তি/প্রতিষ্ঠান নয় মর্মে ঘোষণাপত্র।
(গ) টিইসি যেকোন/সকল দরপত্র গ্রহণ/বাতিল করার ক্ষমতা সংরক্ষণ করেন।
(ঘ) দরপত্র গ্রহণ/খোলার দিন অনিবার্যকারণবশতঃ অফিস বন্ধ থাকলে পরবর্তী অফিস খোলার দিন দরপত্র গ্রহণ এবং খোলা হবে।
(ঙ) পোশাক সেলাই কাজের অভিজ্ঞতাসম্পন্ন ঠিকাদারদের অগ্রাধিকার দেয়া হবে।

২০. স্বাক্ষর

২১. মোঃ রেজাউল করিম, পিপিএম-সেবা
২২. বিপি নং-৬৯৯৫০৮৬৭২২
২৩. কমান্ড্যান্ট (অতিঃ ডিআইজি)
২৪. আরআরএফ-ঢাকা

জিডি-১৩৭৮