

# Small steps, big goals with EBL Women Confidence

Saving money is the cornerstone of financial stability, especially for women across diverse economic backgrounds. Whether it is preparing for unexpected emergencies, securing a child's education, or investing in personal growth, savings give women the confidence to navigate life's challenges with independence and control.

## Why savings are crucial for women

Women from lower-income households often face significant financial instability. Savings can act as a safety net for emergencies like healthcare expenses or loss of income. It enables them to pursue small-scale entrepreneurial ventures, improving their economic standing.

For middle-income women, savings allow them to plan for long-term goals such as buying property, funding children's education, or upgrading their lifestyle. Having a disciplined savings plan ensures financial security and helps avoid unnecessary debt.

Even women with higher incomes need to save for wealth management, retirement planning, and investment opportunities. Savings also offer peace of mind, knowing that their financial future is well-organised.

## Challenges women face in building savings

Three key points can be identified as major challenges faced by women when it comes



to savings: lack of financial awareness, irregular income, and family obligations.

Firstly, women, particularly in rural areas, often lack familiarity with structured savings products. They may not have access to or awareness of formal, financial tools. Secondly, those working in informal sectors frequently face difficulties with consistent savings due to fluctuating and unpredictable income. Lastly, women often prioritise the financial needs of their families over their own personal savings goals. This tendency to allocate resources to meet the immediate needs of children, spouses, or elderly relatives can leave little

room for them to save.

## How EBL Women Confidence Deposit empowers Women's Savings Goals

Eastern Bank PLC understands the unique savings needs of women and offers **EBL Women Confidence Deposit**—a recurring deposit plan designed to make saving simple, disciplined, and rewarding.

The benefits of this scheme include —

**Flexible monthly installments:** Women can start saving with affordable monthly deposits as low as Tk 500. This makes it accessible for women across all income levels.

**Customisable tenure:** The deposit

plan offers a flexible tenure ranging from **1 year to 10 years**, allowing women to align savings with their life goals.

**Attractive returns:** With competitive interest rates, the savings grow significantly over time, making it easier for women to achieve their financial targets.

**Encourages discipline:** The recurring deposit system instils a habit of regular savings, ensuring that women build a stable financial foundation.

**Hassle-free process:** Easy account opening and a straightforward savings mechanism ensure a smooth experience for all.

## Why choose EBL Women Confidence Deposit?

**EBL Women Confidence Deposit** is not just a savings product, it's a stepping stone towards financial independence. Whether a woman is planning for her family's future, pursuing personal aspirations, or securing retirement, this product provides a structured, reliable way to save.

Savings empower women to take control of their financial journey, regardless of their economic background. With tailored solutions like **EBL Women Confidence Deposit**, EBL continues to support women in achieving their dreams and securing a brighter future for themselves and their families.

**Photo: Star Lifestyle**



# ইবিএল উইমেন কনফিডেন্স ডিপিএস

এবার সেভিংস মানেই বাড়তি কিছু  
পছন্দমতো মাসিক জমা বাছাইয়ের সুবিধা,  
সাথে আকর্ষণীয় ইন্টারেস্ট রেট তো থাকছেই







