



SHOBOLA

EMPOWERMENT FOR BETTER BUSINESS



BACKGROUND OF THE PROJECT

The catalyst of Bangladesh's economic and social growth, the Ready-Made Garment sector (RMG), accounts for over 80% of the total export earnings and over 12% of the nation's GDP. With the government's aim to grow export earnings from US\$30 billion to US\$50 billion by 2021, the number of female workers

Main objective

The main objective of the "Shobola Project" is to empower women working in the Bangladeshi RMG sector and highlight the resulting business and operational benefits to amfori members and producers.

It aims at developing a systematic approach to sensitise top and mid-level management to gender equality and anti-sexual harassment and to empower female workers through leadership and capacity building training. By building the confidence of female workers to take on greater responsibility, and training factory management on how to reduce workplace conflicts, the project will foster a safe and enabling environment.

The project is part of the amfori's Women Empowerment Programme.

Project Launch

2019 January

Baseline Assessment
and Evaluation of
the 6 Factories in
Dhaka &
Chattogram

2019 Feb-April 2019
January

will increase. The average age of female workers at the factory level is between 18-30 years, making them ideal candidates for opportunities that can change their career trajectories. Given the right space, skills and training many women can excel beyond their present positions towards supervisory or mid-level management

Key Deliverables



1. Provide communication and stress management training to factory managers and supervisors



2. Provide skills and leadership training to female workers



3. Provide skilled and qualified workers who are more productive

Multi-Stakeholder
Forum in Dhaka

2019 May- July

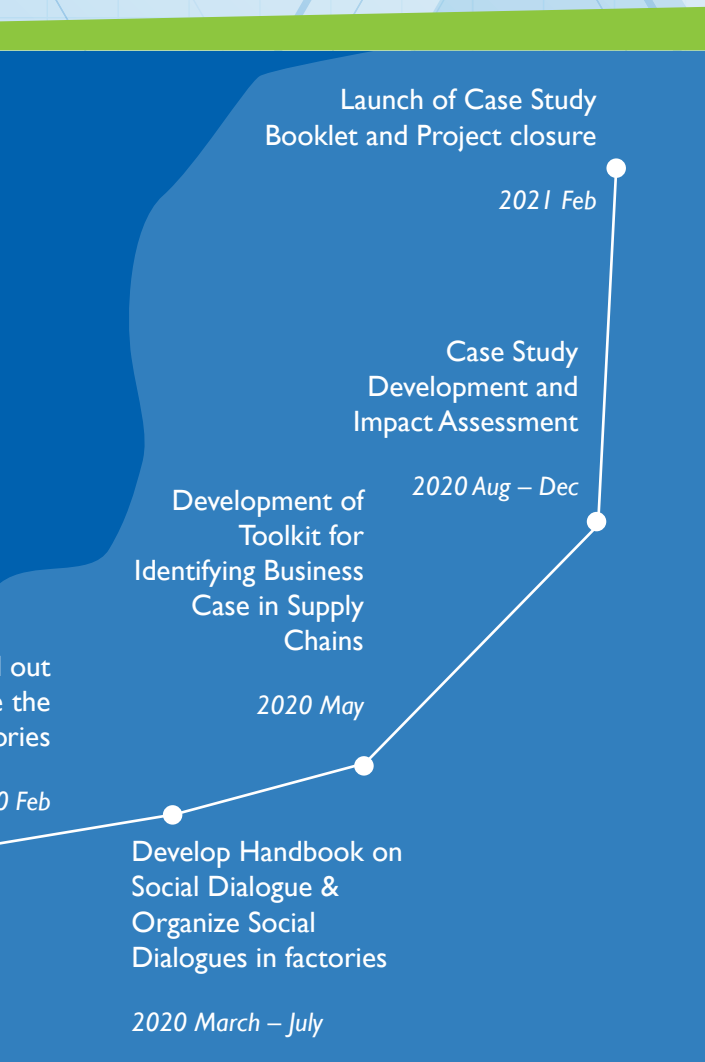
Development of Training
Modules for Management staff,
Supervisors & Workers

2019 Aug-Sept

Training roll
inside
facto

2019 Oct- 2020

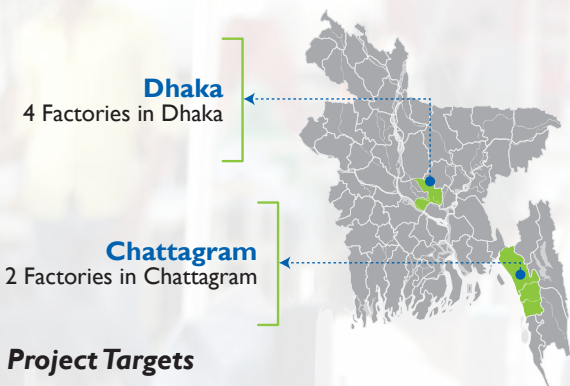
roles in RMG factories. Therefore, by creating an enabling work environment that protects women's rights, promotes their career mobility and sensitises men to this issues, the communities and Bangladesh's economy as a whole will benefit.



Activities: January 2019- March 2021

Geographical Location

The Project will engage 6 BSCI sourcing factories:



Project Targets

- Train at least 80+ supervisors & mid-level management and 800+ female factory workers in Dhaka and Chattagram.
- Indirect impact on 2500+ women workers through buddy system.
- Create gender-based awareness in 6500+ households.

Project Impact

The **Shobola Project** aims to empower female workers in the RMG industry to take up supervisory positions traditionally held by men. Empowering women will help reduce workplace discrimination, including sexual harassment, and support the fulfillment of **UN Sustainable Development Goal (SDG) 5 - Gender Equality**. Other expected benefits include a reduction in absenteeism and staff turnover, which will improve productivity and directly contribute to **Decent Work and Economic Growth (SDG 8)**. Creating greater opportunities for female workers to reach managerial positions will increase participating company's overall sustainability.

CSR CENTRE

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Trade with purpose

As the leading global business association for open and sustainable trade, amfori brings together retailers, importers, brands and associations from more than 42 countries. amfori's mission is to enable each of its members to enhance human prosperity, use natural resources responsibly and drive open trade globally. In this project amfori will be the funding and monitoring partner.



DBL Group is a diversified business entity in Bangladesh which has vertically integrated textile and apparel manufacturing facilities, with concerns in Dredging, VLSI Design, Sewing Thread, Dyed Fiber & Yarn, ICT & Telecommunications and Ceramic Tiles. DBL Group supplies quality apparels to globally renowned retailers. In Shobola Project they will provide in-kind support with its technical expertise.



The CSR Centre encourages and expands Corporate Social Responsibility practices in Bangladesh and globally. Its mission is to create positive change in communities through CSR. One of its main objectives is to create responsible supply chains in Bangladesh. It implements and promotes CSR initiatives in both private and public sectors through research, policy advocacy and trainings. The CSR Centre is the implementing partner of this project in cooperation with amfori.