



Citibank, N.A. Bangladesh CSR Newsletter 2020

For over 30 years in Bangladesh, Citi has been emphasizing on diverse community initiatives across microfinance, education, disaster management, and community development activities. With Citi Foundation's mission to promote economic progress and create measurable impact in the low-income communities around the world, Citi continues its philanthropic approach through various community initiatives including Citi Microentrepreneurship Awards, Citi UCEP Technical Education Program, Citi Global Community Day and Youth Co:Lab program in Bangladesh. Enabling progress in communities we serve is in our mission statement and during these challenging times of COVID-19, we have continued to provide our response to the urgent needs of our communities, including those who are less privileged, and remained committed to support the strong economic growth of Bangladesh. Here is an overview of our community initiatives in the year 2020.



Citi Contributed BDT 2 Crore 28 Lac to UNDP in Bangladesh for COVID-19 Relief

Citi contributed BDT 2 Crore 28 Lac to United Nations Development Programme (UNDP) in Bangladesh. To mitigate the impact of COVID-19, the contribution supported the distribution of food & hygiene kits through Local Government Division's Strengthening Women's Ability for Productive New Opportunities (SWAPNO) project, reaching close to 9,000 marginalized women. With Citi's support, almost 9,000 women from 5,252 families in Kurigram and 3,744 families in Shatkhira received urgently needed food and hygiene packages



15th Global Community Day Reimagined

This year marked our 15th Global Community Day. While it has traditionally been celebrated through community service efforts, Citi has celebrated Global Community Day through different acts of kindness and independent volunteer activities this year.

As a part of independent volunteering activity, Head of Operations & Technology - Mohammad Khorshed Alam distributed food packages to 185 underprivileged families during COVID-19 lockdown in his native village located in Chittagong, Bangladesh.



Citi Microentrepreneurship Awards

As part of Citi's ongoing commitment to the field of microfinance, the regional workshops of 15th Citi Microentrepreneurship Awards (CMA) were held in Jashore, Tangail and Bogura.

Launched in 2005, the Citi Microentrepreneurship Awards Program is a financial inclusion initiative by the Citi Foundation that recognizes the contributions of microentrepreneurs towards the economy. This year the program is jointly organized in partnership of Shakti Foundation and Credit and Development Forum (CDF).



Citi Foundation Contributed BDT 85 Lac to Support COVID-19 Relief Efforts

Citi Foundation contributed BDT 85 Lac to SAJIDA Foundation for supporting COVID-19 related relief activities in Bangladesh. The initiative supported distribution of food and hygiene packages to vulnerable households and boosted remote healthcare services.

The project reached over 7,000 marginalized families whilst assisting behavior change at the community level through a mass media awareness campaign targeting cross section of society.



Citi-UCEP Technical Education Program

The Citi Foundation has been supporting the Citi-UCEP Technical Education program since 2014 in Bangladesh. The program provides skills training on Ready Made Garment (RMG) and Electronics for underprivileged young women and Persons with Disabilities (PWDs) aged 17 to 25 years.

The program aims to create a sustainable economic change to the livelihood of the young women, PWDs and their families, better management of financial resources and financial behaviors while also contributing to achieving the Sustainable Development Goals (SDGs) by ensuring quality education, gender equality and decent employment.

In the ongoing program, about 417 trainees have received skills training, among them 87% trainees got job placement and of them 57% were self-employed.



Citi Bangladesh Donated Blankets and Mosquito Nets to Citizens Affected by Cold Wave

In the beginning of the year 2020, Citi Bangladesh donated blankets and mosquito nets for the cold wave affected people in Bangladesh. Prothom Alo Trust was the implementation partner for this initiative.



Cover Story: Youth Co:Lab

Youth Co:Lab Accelerator Bangladesh



United Nations Development Programme (UNDP) in association with Citi Foundation created Youth Co:Lab to provide a platform for young entrepreneurs and innovators to achieve Sustainable Development Goals (SDGs).

In Bangladesh, the program is being co-lead by Citi Foundation and UNDP Bangladesh in partnership with ICT Division. Youth Co:Lab 3.0 Accelerator Bangladesh program is currently ongoing.

So far, Youth Co:Lab Accelerator Bangladesh Program has supported startups working across the following industries- tourism, mental health, waste management, agriculture, transportation, and education.

Youth Co:Lab Startups' Response during Pandemic

Moner Bondhu- Online Tele-counselling Service



With support from Youth Co:Lab and United Nations Development Programme (UNDP) Bangladesh, free Video and Tele counseling service with startup Moner Bondhu was launched during the COVID-19 lockdown period. Total number of 481 people were served with counseling support during this pandemic.



Shuttle- Sanitized Transportation Service

Shuttle partnered with different corporate houses in order to provide safer and sanitized transportation service for women during the COVID-19 pandemic lockdown in Dhaka.