

press release

FOR IMMEDIATE RELEASE

GTV, Standard Chartered and Sightsaver Foundation partners to launch “Shopno Dekhe Chokh”

Dhaka, 28 January 2018 – An MoU has been signed between Standard Chartered Bank and Gazi Satellite Television Limited to partner on a project titled “Shopno Dekhe Chokh.” With technical support from Sightsavers, this project will help visually-challenged individuals regain their sight and also raise awareness on preventable blindness.

The MoU was signed by Mr. Aman Ashraf Faiz, Managing Director, GTV and Mr. Naser Ezaz Bijoy, CEO Bangladesh, Standard Chartered Bank.

In keeping with Gazi Satellite Television Limited’s brand promise, “You only get to see what you want (Jaa Dekhte Chaan, Paaben)”, the broadcaster has been telecasting innovative contents for the audience. The project was borne from GTV’s belief that “Sight Is A Human Right”, and is in line with their brand promise and commitment to society.

This project is also a part of Standard Chartered’s 15 year celebration of ‘Seeing is Believing’. This initiative has helped over 150 million people by funding 160 eye-care projects in under-privileged communities globally.

In this campaign, GTV along with Sightsavers, supported by Standard Chartered Bank, has jointly identified many individual cases like fanatic cricket fans Samiul and Kabir, Ferdousi from Khulna, Nolinkanti and many more like them, who are now living life to the full after getting back their eyesight. “Shopno Dekhe Chokh” stood beside them to make their dreams come true.

This project will bring the stories of dreams coming true after participants “get to see what they want” to the screens of GTV. The episodes of Shopno Dekhe Chokh sponsored by Standard Chartered Bank will be aired from February 4, 2017 onwards every Sunday at 9PM. The project is managed by Ismail Hossain Jewel and the episodes directed by Mahadi Hasan.

Mr. Naser Ezaz Bijoy, CEO, Standard Chartered Bank said, “The bank is committed to fighting preventable blindness in Bangladesh. In fact, ‘Seeing is Believing’, Standard Chartered’s global flagship community, began its journey in 2003 right here in Bangladesh with the building of an operation theatre and a Children’s Ward at Ispahani Islamia Eye Institute & Hospital. We are delighted to be able to partner with institutions that share our values in this commendable initiative.”



Speaking at the signing, Khondoker Ariful Islam, Country Director, Sightsavers, expressed gratitude to GTV for supporting the cause of treating visually challenged people.

Mr. Aman Ashraf Faiz, Managing Director, GTV said, "The audience of GTV will get to see what they want even if they are visually challenged. GTV will always be beside the audience ensuring their right to see what they want."

Bitopi Das Chowdhury, Country Head of Corporate Affairs, Standard Chartered Bank, Mahadi Hasan, Producer, GTV and other senior officials were also present on the occasion.

-ENDS-

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