

# press release

FOR IMMEDIATE RELEASE

## Standard Chartered and Sporsho unveil four Braille books

**Dhaka, 04 Nov 2018** – Standard Chartered Bank Bangladesh recently signed an agreement with Sporsho to sponsor four Braille books which will be available at the upcoming *Ekushe Boi Mela 2019*. Naser Ezaz Bijoy, Chief Executive Officer, Standard Chartered Bank Bangladesh and founder of Sporsho Nazia Jabeen signed the agreement on behalf of their respective organizations.

The four books that are being sponsored by Standard Chartered Bangladesh are:

- *Louis Braille*, by Margaret Davidson
- *Toru*, by Nazia Jabeen
- *Ami Birangana Bolchi*, by Nilima Ibrahim
- *Amar School*, by Ramendu Majumdar

Among the four books, “Louis Braille” will be published by Sporsho in English for the first time. The books will be distributed amongst visually impaired children free of cost at *Ekushe Boi Mela 2019*.

Speaking on the occasion, Naser Ezaz Bijoy, Chief Executive Officer, Standard Chartered Bank Bangladesh said, “This partnership, under the aegis of our global community initiative Seeing is Believing, is part of our commitment to help individuals with vision impairment. This year, we are celebrating 15 years of Seeing is Believing, through which we have been able to touch the lives of over 1.4 million people in Bangladesh alone, till date.”

Nazia Jabeen, founder of Sporsho said, “We are grateful to have one of the leading banks of Bangladesh stand with us. If such encouragements are continued in future, we can look forward to offering greater guidance to visually-impaired children by including higher level of technology aided learning such as IoT-enabled education.”

Standard Chartered Bangladesh’s first eye-health intervention had started with Ispahani Islamia Eye Institute and Hospital 15 years ago in 2003. This later sparked the Bank’s global flagship community engagement programme Seeing is Believing, which has helped over 160 million people in Asia, Africa, the Middle East and Latin America tackle avoidable blindness and visual impairment. The initiative works to raise awareness of eye health, and deliver outreach screening and treatment services to under-privileged communities.

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