



press release

50 Years of Independence Years of Progress & Prosperity



It's the time for Bangladesh

March 21, 2021: With 116 years of uninterrupted presence in Bangladesh, Standard Chartered is the only multinational universal Bank in the country with a unique blend of deep-rooted local presence and capacity to capitalise on its global network and product coverage. We have been a partner in progress for this nation for many years in the past and aim to continue to do so. On the momentous occasion of 50 years of Independence of Bangladesh, we feel that it's the time for Bangladesh; time to reach new heights and surpass its own achievements of progress and prosperity of the last 50 years. It would be an honour and privilege to be part of that journey as well. To honour this glorious occasion, we have come up with some ideas and activities.



➤ **Commemorative Card for 50th year of Independence**

- We are fierce, we are independent, and we persevere. And when the time comes, we know how and where to strike. Against all odds our economy has done exceptionally well against numerous setbacks and we have kept on winning for the past 50 years.
- And now, under our current governance and leadership, we are poised to make the great leap forward. Just like the tiger in the illustration.
- Through the commemorative card for 50th year of Bangladesh we will be contributing BDT 500 for each activated card to the Liberation War Museum.

➤ **Battle of the Corporate Bands with Swadhin Bangla Betar Kendra Songs**

- Amazingly talented musicians are working in the corporate sector, but they have limited platform to showcase their talent. We will work with a partner to host this event annually.
- We are launching this event, this year, with the theme *"50 years of Progress & Prosperity of Bangladesh"*.

➤ **Nazrul performance on 50th Independence Day**

- On the historic occasion of Bangladesh's 50th Independence Day, Gems of Nazrul is producing a special music video with the creations of Bangladesh's National Poet with 100 leading vocalists and dancers which will be telecasted on *Channel i* at one-minute past midnight on March 26.
- This features a hundred artists performing two songs – "Eyi Amader Bangladesh" and "Durgomo Giri". The vocals are performed by leading Nazrul exponents Shaheen Samad, Sadya A Mallick, Dalia Nausheen, Fatema Tuzzohora, Yasmin Mustari, Shahid Kabir Polash, Bijon Mistri, Mahmudul Hassan, and the younger generation of artistes.
- The music is directed by Ibrar Tipu and dance performance led by Warda Rihab. Lead Creative Coordinator is Sadya A Mallick. Video production is by Rommo Khan. This production is supported by Standard Chartered Bank.

➤ **Odommyo Podojatra by StanChart staff on the 50th Independence Day**

- In remembrance of the heroes who won us our independence, 100 Standard Chartered Bank Bangladesh staff will walk under the theme 'Shok theke Shokti' (turning grief into strength).
- The tribute walk from the Central Shaheed Minar to the National Martyrs' Memorial in Savar (Jatiyo Smriti Shoudho) is arranged in collaboration with Obhijatri, a youth group that promotes adventure and travel, and the Liberation War Museum.



➤ **Showcase Bangladesh: throughout the year of the 50th year of Independence**

- We have 116 years of uninterrupted presence in Bangladesh.
- We are the only multinational universal Bank in the country with a unique blend of deep-rooted local presence and capacity to capitalise on its global network and product coverage.
- We have been the nation's partner in progress for many years in the past
- We had announced a partnership in Jan 2021 to jointly promote Bangladesh as a preferred investment destination and work together to bring in targeted global investments to the country with Bangladesh Investment Development Authority (BIDA).
- First initiative: China- Bangladesh Investment webinar that took place in February.

➤ **Recognizing the freedom-fighters amongst us on the 50th Independence Day**

- On the 50 years of Independence, Standard Chartered Bangladesh is taking initiative to recognize the ex-staff who were freedom-fighters.

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