



## Nasima Begum: A successful micro-entrepreneur leading green business

Nasima Begum has been a resident of Moddho Sriramdi, Ward 1 in Chandpur Municipality for 15 years. Until recently, she led a challenging life with two jobs as an unskilled-informal worker at a local shop and a business whilst also taking care of her two daughters, aged fifteen and five and an elder son. Nasima had a monthly earning of around BDT 5,000, and with her husband who was also a daily wage worker, and it was challenging to feed five mouths no matter how hard they worked. They of course did not have any savings.

However, things took a turn for the better when the LIUPCP initiated its programme interventions in Nasima's community in 2018, following which she became a member of a community development committee (CDC) group mobilised by the project. Nasima was informed about LIUPCP's varying livelihoods improvement activities, such as education grants for young girls, nutrition support, micro-business grant and skills development, amongst others. She was determined to improve her life and that of her family, and thus approached the CDC to receive a training on the basics of becoming a micro-entrepreneur.

LIUPCP experts offered her knowledge of the varying economic opportunities assessed considering the context of the city/area and through this, Nasima was advised on a business model of making paper bags.

In April 2019, Nasima qualified to receive a grant of BDT 7,000 to help her initiate the business model. She used this to buy scrap paper from the surrounding localities, which she uses a homemade adhesive to transform into a paper bag locally known as 'thonga'. Currently, the sale of this environmentally-friendly bag generates Nasima a monthly income of around BDT 15,000 and she has also engaged her husband in her business by giving him the responsibility of collecting scrap paper. He finds it to be much better work and less intensive than his previous job, and feels proud of the decision his wife Nasima took to initiate the business. The pair are now able to cater for all the household needs, including that of their two daughters, and even makes small savings each month.



Nasima was visited by the British High Commissioner, UNDP DRR and the NPDP during their visit to Chandpur in August 2022, when she spoke of her paper bag business and expressed her gratitude for their support.

Nasima is an example of many women in the community who have been supported by LIUPCP to not only gain financial stability and independence, but the efforts have also helped changed gender norms and dynamics in the community. Nasima expressed her gratitude, stating: "LIUPCP has helped change our lives, and we could not have done it without the guidance and business grant support".

*The Livelihoods Improvement of Urban Poor Communities (LIUPC) Project is a product of an effective partnership between the Governments of the United Kingdom and Bangladesh and the United Nations Development Programme (UNDP). The collaboration is reducing urban poverty and helping climate-displaced people who continue to be climate-affected in urban slum areas, through the development of social and technical infrastructures to achieve systemic resilience.*