

# THE VOICE

Voice of Grassroots Women Entrepreneurs, Bangladesh



December 2025 Edition

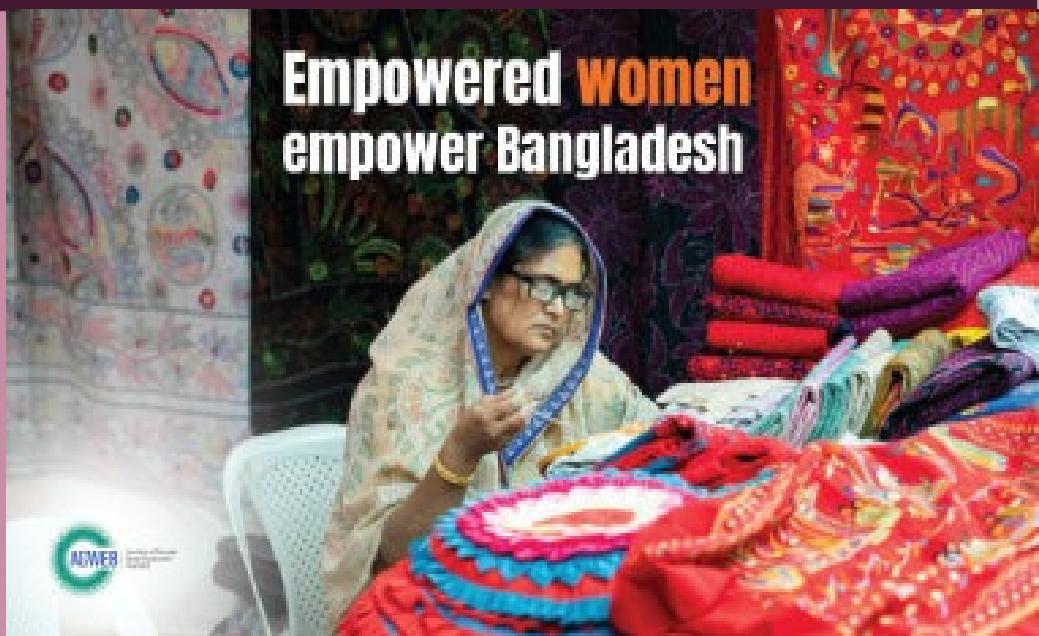


## Voice of the President

Mousumi Islam

As the year closes, we look back at thousands of women whose hands created products, whose courage built businesses, and whose dreams fought against all odds. AGWEB stands as their platform—a movement, a sisterhood, and a revolution of economic freedom.

*“Women’s entrepreneurship is no longer a hope—it is happening.”*



## Key Achievements of 2025

The numbers tell the story of our collective effort:

- Training: 1,200+ women trained in business and skill development.
- Expansion: Access-to-market programs executed in 7 districts.
- Visibility: Participation in 9 fairs and exhibitions nationwide.
- Support: Activation of the Micro-entrepreneur support desk and initiation of digital marketplace onboarding.
- Finance: Secured funding linkage for 50+ rural business owners.



## Market Trends

### The Rise of Rural Entrepreneurship

In 2025, the grassroots economy gained momentum through growing demand for handicrafts and eco-friendly products, expansion of agro-based businesses, increased online sales by village women, and rising export interest from global distributors.



## Policy Engagement

AGWEB advanced key equity-focused discussions by advocating for women-friendly trade policies, priority stalls for women entrepreneurs at national expos, and improved access to finance for rural business owners.

## Impact Story of the Month

Shamima began with just 12 handmade products. With AGWEB's training and market access support, her business scaled to wholesale distribution in Dhaka and Chattogram, creating jobs for six women in her village. Small start, big ripple—this is empowerment.

## Education & Advocacy Report

This year, our skill development programs focused on building confidence through practical knowledge. Participants completed training in handicrafts and stitching, business record keeping and costing, packaging and branding, social media selling, and leadership and confidence-building.

## Vision 2026

### Scaling Together

2026 is set to be a year of stronger growth for women entrepreneurs. Our focus will be on launching a grassroots e-commerce platform, establishing district-level entrepreneurship hubs, and developing export channels for handmade goods

## Knowledge Corner

### Tips for Entrepreneurs

Strong businesses begin with discipline and clarity. Maintain accurate costing and remember that profit is not the same as revenue. Invest in branding alongside product quality, register your business step by step to support future growth, use online marketplaces to expand your reach, and keep confidence in yourself even during slow market periods.

## Association of Grassroots Women Entrepreneurs, Bangladesh (AGWEB)

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