

**Observance of The**  
**National Mourning Day 2023**  
**~HSBC Bangladesh~**

To commemorate the 48<sup>th</sup> death anniversary of the **‘Father of the nation’, Bangabandhu Sheikh Mujibur Rahman**, and the national mourning day 2023, HSBC Bangladesh has implemented various initiatives for its employees, clients, and the community.

A list of programs conducted during the month to observe the National Mourning Day:

| SI | Program Title  | Short Summary   | Appendix | Page      |
|----|--|---|----------|-----------|
| 1  | <b>Black Badge</b>   | All HSBC Bangladesh employees wore black badges throughout the month.   | <b>1</b> | <b>3</b>  |
| 2  | <b>Special Pneumonic/ Key Visual to mourn the month-long activities:</b>                               | Specially designed watercolor painting of Bangabandhu Sheikh Mujibur Rahman was used to mourn the month-long activities.  | <b>2</b> | <b>4</b>  |
| 3  | <b>Paying respect to the father of the nation on 15th August by HSBC Senior Management team</b>        | HSBC Bangladesh senior management team paid tribute at the Management office on August 15, 2023   | <b>3</b> | <b>5</b>  |
| 4  | <b>Branch and Office Displays</b>  | HSBC Bangladesh developed and displayed specially designed visuals at all the branches and office premises.   | <b>4</b> | <b>7</b>  |
| 5  | <b>Webinar:</b><br><b>Bangabandhu At Home and Abroad</b><br><b>বঙ্গবন্ধু: স্বদেশ ও আন্তর্জাতিকতায়</b> | HSBC Bangladesh organized a special virtual event, joined by about 400 the employees of HSBC Bangladesh. Special speakers to the webinar were Bangladesh High Commissioner to the United Kingdom, Ireland and Liberia and permanent representative of Bangladesh to the IMO, a Bangladeshi researcher and founding trustee of the Bangladesh Liberation War Museum, and two | <b>5</b> | <b>10</b> |

|    |  |  |           |           |
|----|--|--|-----------|-----------|
|    |  | eminent cultural personalities also spoke about Bangabandhu at the event   |           |           |
| 6  | <b>Movie Screening: Chironjeeb Mujib</b>   | HSBC Bangladesh screened the movie based on Bangabandhu's autobiography at the Dhaka and Chattogram offices, in the presence of the producer of the movie.   | <b>6</b>  | <b>17</b> |
| 7  | <b>'Mangrove Plantation Programme'</b>   | HSBC in collaboration with BRAC and BEZA participated in the 'Mangrove Plantation Programme', planting about one hundred saplings to reduce carbon dioxide, protect the embankments and survive natural disasters.                   | <b>7</b>  | <b>20</b> |
| 8  | <b>Special donation of Business Accessories under 'Nakshi Project' with BRAC</b>                       | HSBC in collaboration with BRAC provided business accessories to 50 most praiseworthy Nakshi graduates, to help them become self-reliant by creating a stream of income for themselves.  | <b>8</b>  | <b>23</b> |
| 9  | <b>Discussion on Bangabandhu and his works/contribution in the monthly Executive Committee Meeting</b> | A distinct discussion segment on Bangabandhu's illustrious life and contributions with a special video.  | <b>9</b>  | <b>29</b> |
| 10 | <b>Website Update</b>  | All the items which were specially designed in the observation of the national mourning day 2023, as arranged by HSBC Bangladesh have been uploaded to HSBC Bangladesh website: <a href="http://www.hsbc.com.bd">www.hsbc.com.bd</a> | <b>10</b> | <b>30</b> |

## Appendix 1

### Black Badge



*Figure 1: Black badges were worn by all HSBC Bangladesh employees throughout the month of August'23*

To commemorate the month of national mourning, HSBC Bangladesh employees in all offices and branches wore black badges throughout the month.

## Appendix 2

### Special Pneumonic/ Key Visual to mourn the month-long activities:

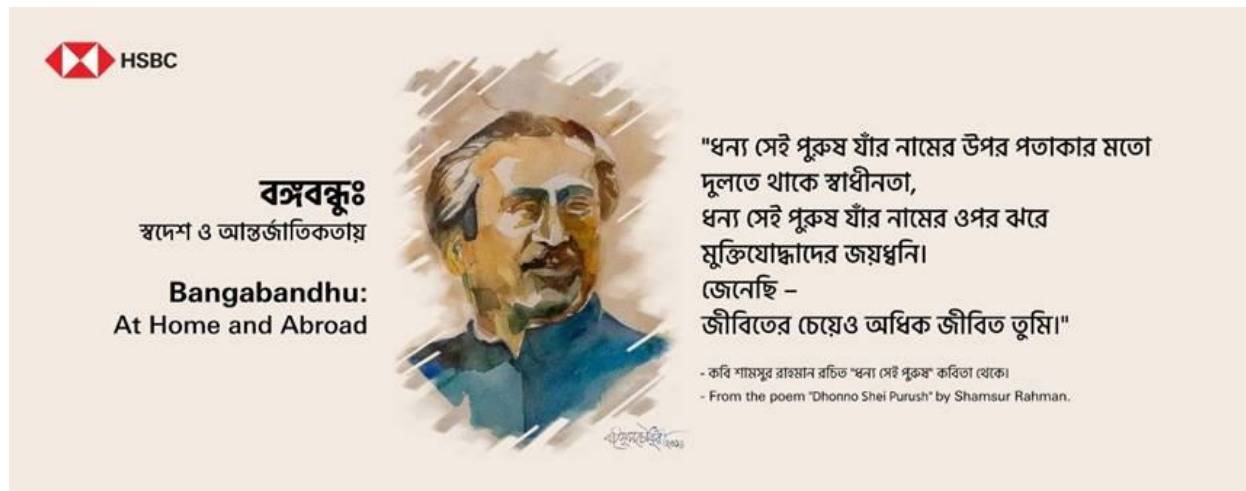


Figure 2: A special Pneumonic was prepared and accordingly used in all the relevant communication materials

A special Pneumonic/ Key Visual which included a watercolor painting of the father of the nation, Bangabandhu Sheikh Mujibur Rahman by renowned painter Qayyum Chowdhury, coupled by a few lines from the famous poem 'Dhonno Shei Purush' on Banglabandhu, written by famous poet Shamsur Rahman, was used to mourn the month-long activities. HSBC has been using this specially developed key visual for the last three years.

## Appendix 3:

### Paying respect to the father of the nation on 15<sup>th</sup> August by HSBC Senior Management team

To commemorate the death anniversary of the father of the nation, HSBC Bangladesh senior management team paid tribute at the Management office on August 15, 2023



Figure 3: Special backdrop display setup for National Mourning Day 2023





Figure 4: HSBC Bangladesh officials at the National Mourning Day commemoration event



Figure 5: ExCo members at the commemoration event

## Appendix 4:

### Branch and Office Displays

All HSBC branches and offices paid tribute with Bangabandhu Key Visual displays (both physical and digital) throughout the month of August



*Figure 6: HSBC Gulshan branch employees with the branch display setup*





Figure 7: HSBC Dhanmondi branch employees with the branch display setup



Figure 8: HSBC Uttara branch employees with the branch display setup





Figure 9: HSBC GEC branch employees with the branch display setup



Figure 10: HSBC Agrabad branch employees with the branch display setup

## Appendix 5

### Bangabandhu At Home and Abroad

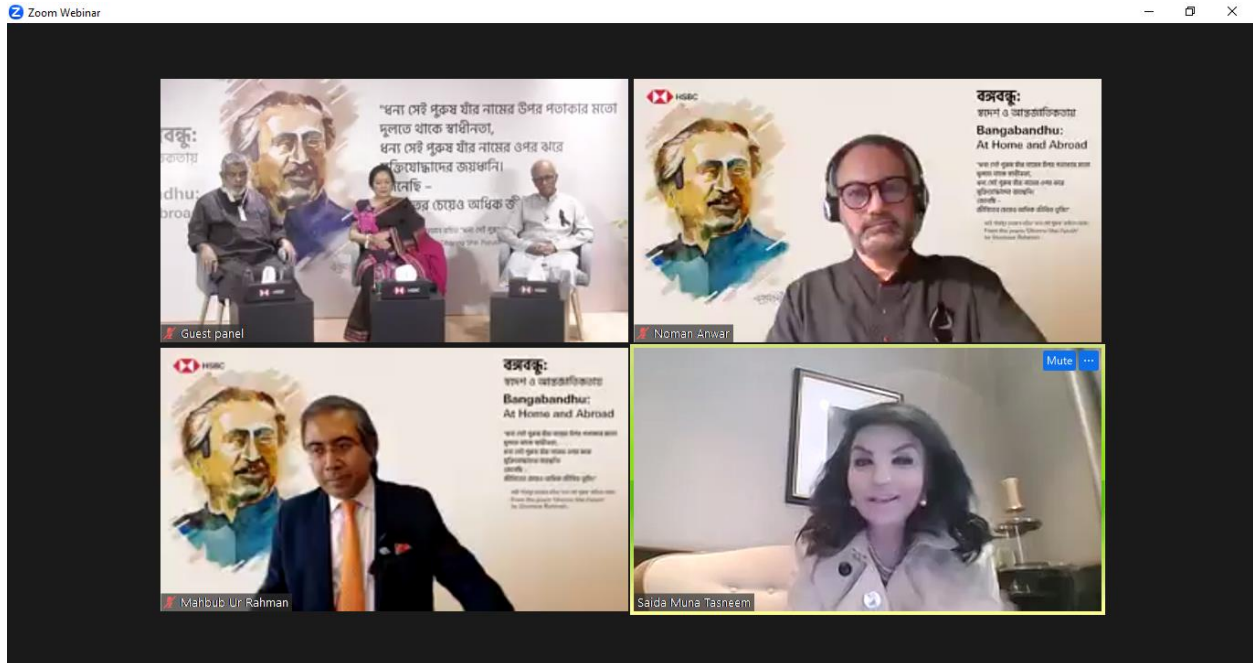
### বঙ্গবন্ধু: স্বদেশ ও আন্তর্জাতিকতায়

HSBC Bangladesh arranged the third edition of its signature initiative 'Bangabandhu: At Home and Abroad'. Attended by HSBC Bangladesh staff members, the virtual event was elevated by the participation of pertinent industry figures discussing Bangabandhu's provincial contribution in the birth of Bangladesh as well as his formidable international influence.



*Figure 11: National Anthem by Adity Mohsin*

The event started with a special rendition of the National Anthem sung by Renowned Tagore exponent **Adity Mohsin**.



*Figure 12: Eminent industry figures at the signature discussion event*

**Saida Muna Tasneem**, the Bangladesh High Commissioner to the United Kingdom, Ireland and Liberia and permanent representative of Bangladesh to the IMO was the chief guest of the event. **Mofidul Hoque**, Bangladeshi researcher and a founding trustee of the Bangladesh Liberation War Museum; **Shujeeo Sham**, singer, composer, and music director; and **Shaheen Samad**, renowned Nazrul Sangeet singer were the special guests of the event, who all joined physically at the HSBC office.





Figure 13: Special guests attended the session from HSBC office premises

**Md. Mahbub ur Rahman**, Chief Executive Officer, HSBC Bangladesh inaugurated the session by reflecting on the contributions and sacrifices of the father of the nation. He highlighted that Bangabandhu has spent his lifetime in favor of the nation and the people, and we as responsible citizens should carry on his legacy.

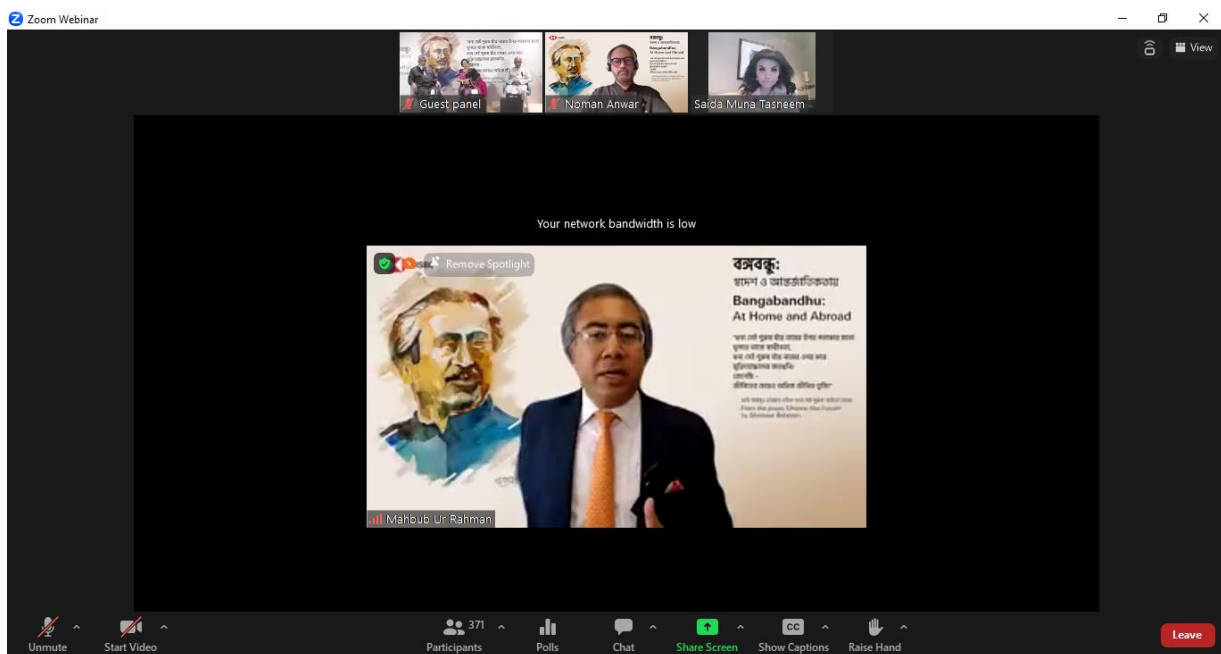
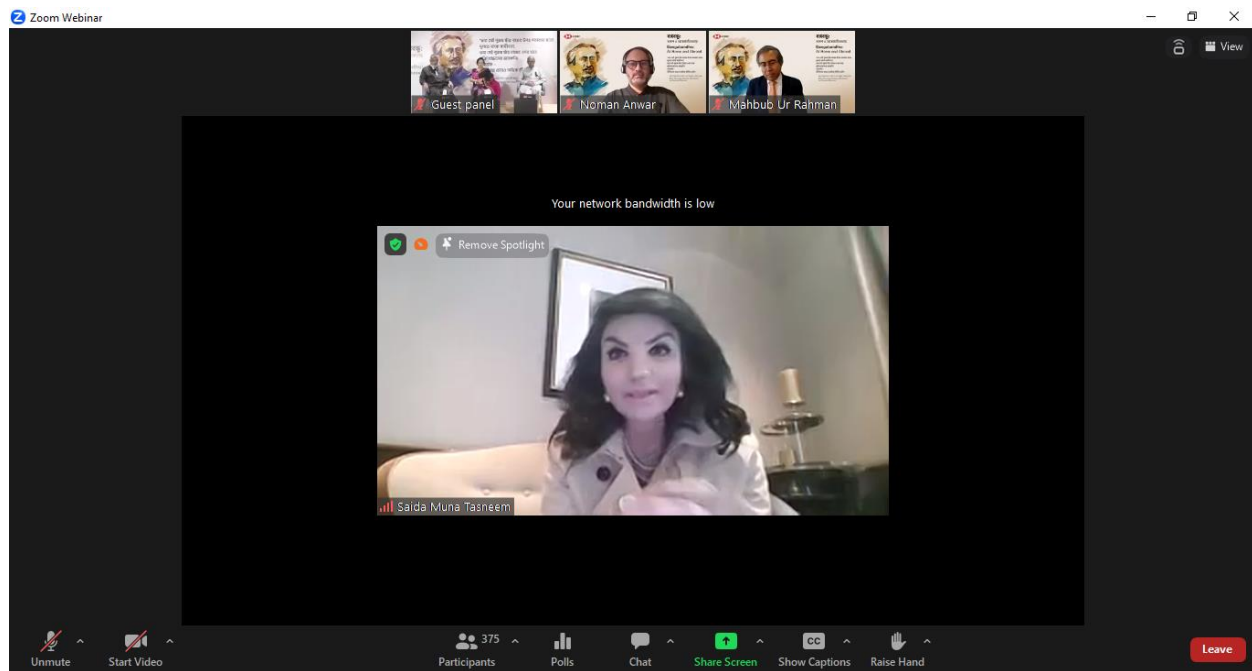


Figure 14: HSBC CEO Md. Mahbub ur Rahman's introductory remark

Honourable High Commissioner **Saida Muna Tasneem** joined the session virtually from London, UK and shared Bangabandhu's distinguished influence in the international arena. She added, "Bangabandhu has received the Joliot-Curie Peace Prize and Gandhi Peace Prize for his peaceful and non-violent political values". She specially emphasised on Bangabandhu's determination to establish Bangladesh as a globally recognised and sovereign nation. Her excellency also mentioned the amiable relationships Bangabandhu had with influential world leaders.



*Figure 15: Her Excellency Saida Muna Tasneem shared Bangabandhu's remarkable international contributions*

**Mofidul Hoque** shared his research on Bangabandhu on the supremacy of Bangabandhu's remarkable speech. "UNESCO's memory of the World program selected Bangabandhu's 7th March speech as one of the memories under SDG's 10th goal of 'Reduce inequality within and among countries'", he added.

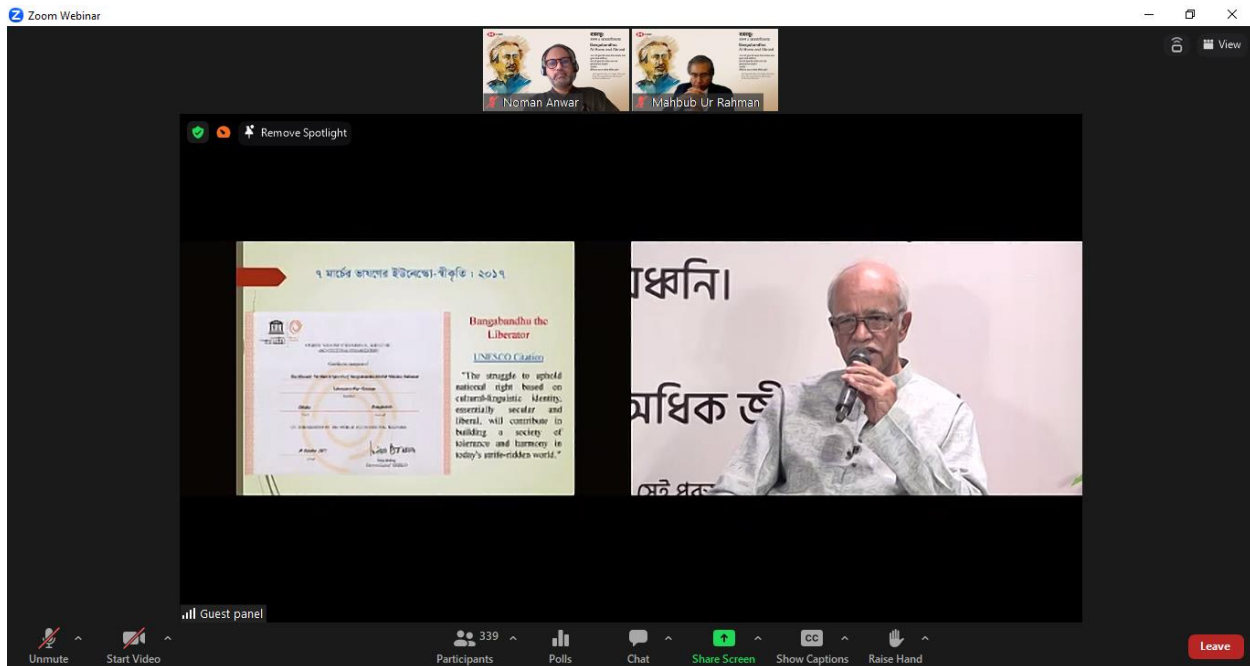


Figure 16: Mofidul Hoque highlighted the impact of Bangabandhu's speech in the global arena

**Shaheen Samad** and **Shuja Sham** shared their experience of participating in the liberation war through their voice in the 'Shadhi Bangla Betar Kedro', inspiring freedom fighters. The veteran singers reminisced Bangabandhu Sheikh Mujibur Rahman's leadership that inspired the nation to endure the challenging times.

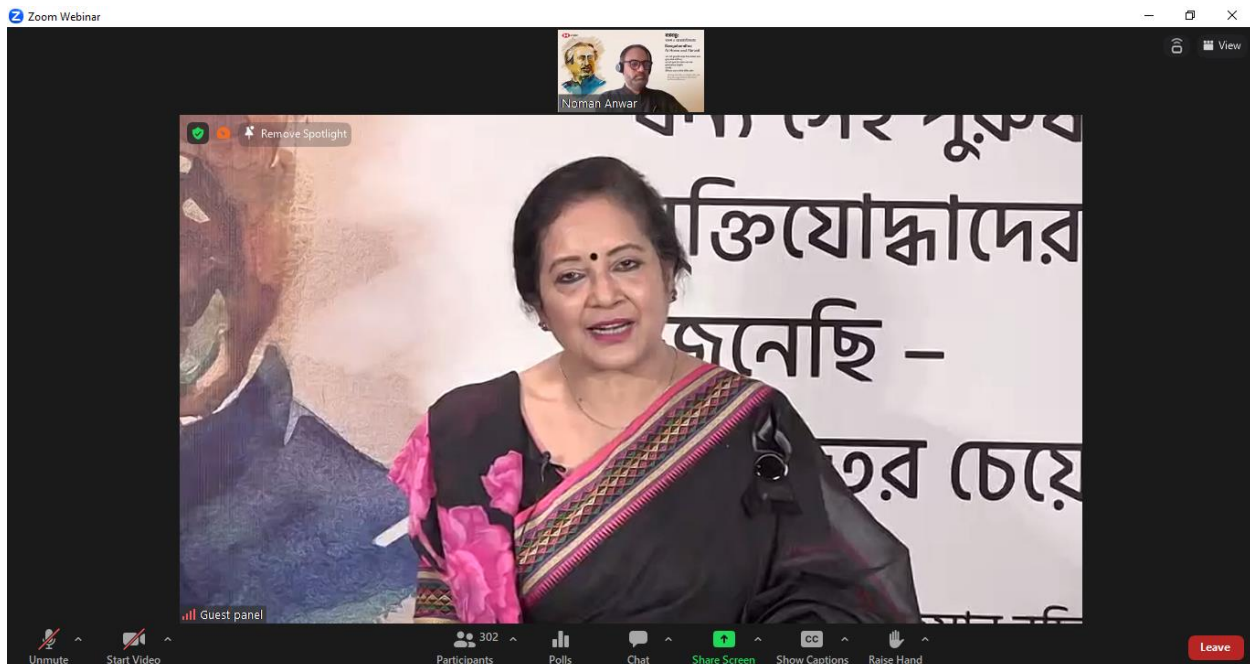
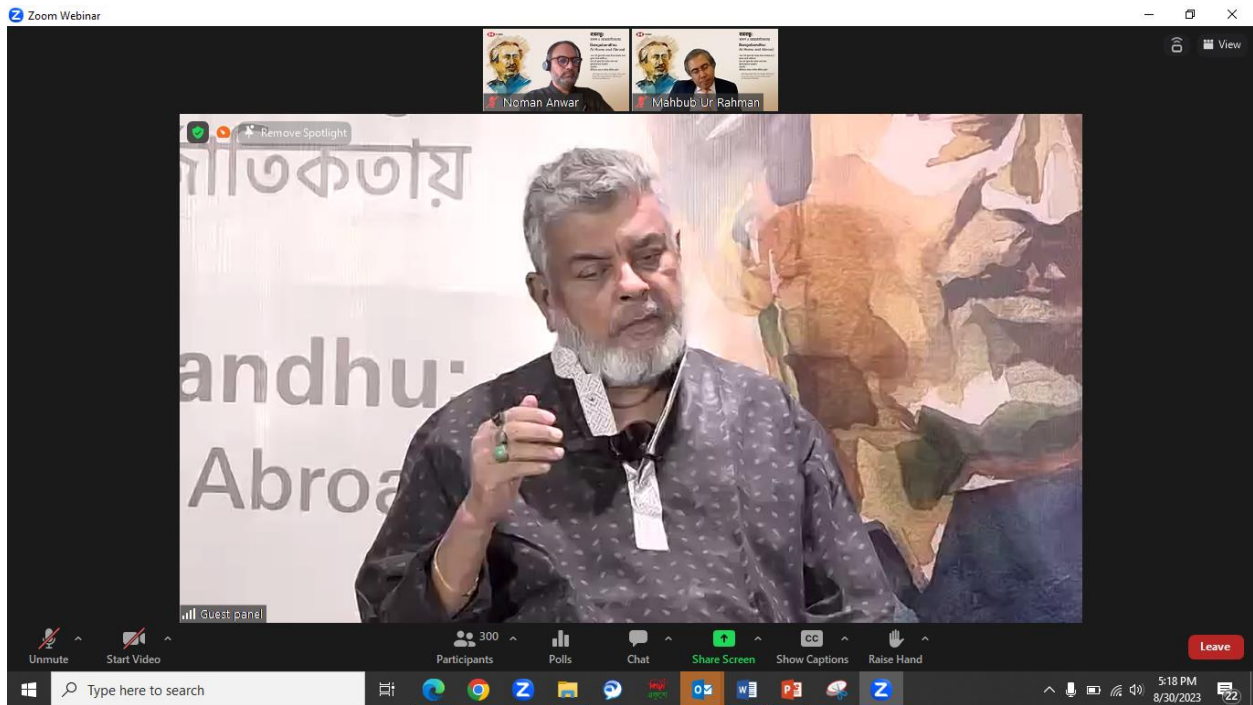


Figure 17: Shaheen Samad shared the cultural impact of motivating the population in 1971





*Figure 18: Sujeo Sham reminisced his experience of working with 'Shadhin Bangla Betar'*

The discussion event ended with a special tribute video clip, revisiting the impactful life events of the Father of the Nation.



*Figure 19: Session ended with a video on Bangabandhu's impactful leadership*

HSBC Bangladesh has been hosting the signature discussion segment for the third consecutive year to reminisce the far-reaching impact of Bangabandhu's national and international dynamism. The event implies the regulatory directives to commemorate the national mourning month of August.

Event Flow:

| SI | Activity   |
|----|--|
| 1  | Introduction by Talukdar Noman Anwar, Head of Communications, HSBC Bangladesh  |
| 2  | National Anthem 'Amar Shonar Bangla' by eminent Tagore exponent <b>Adity Mohsin</b>  |
| 3  | Welcome remarks by <b>Md. Mahbub ur Rahman</b> , CEO, HSBC Bangladesh  |
| 4  | 'Bangabandhu at Home and Abroad' – his contributions in shaping up the nation: <ul style="list-style-type: none"><li>• <b>Saida Muna Tasneem</b></li><li>• <b>Mofidul Hoque</b></li></ul>                              |
| 5  | "Remembering Bangabandhu Sheikh Mujibur Rahman and his cultural affinity"<br>In conversation with (Kothopokothon): <ul style="list-style-type: none"><li>• <b>Shujeo Sham</b></li><li>• <b>Shaheen Samad</b></li></ul> |
| 6  | Revisiting Bangabandhu's impactful life events through a closing audio-video   |

## Appendix 6

### Screening of 'Chironjeeb Mujib'

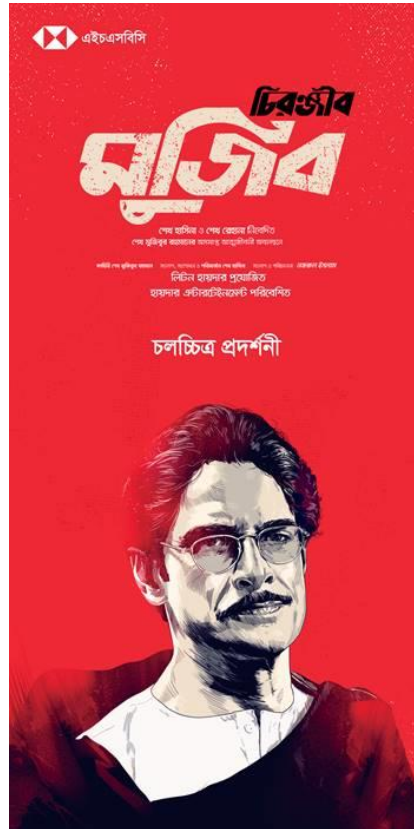


Figure 20: Special banner designed for the screening event

HSBC Bangladesh hosted the screening of 'Chironjeeb Mujib', a movie based on the autobiography on Bangabandhu Sheikh Mujibur Rahman.

Along with the Chief Executive Officer **Md. Mahbub ur Rahman** and senior officials, over 450 colleagues attended the screening sessions from HSBC sites in Gulshan, Dhanmondi and Chattogram.





*Figure 21: Houseful screening at Shanta Western Tower, Tejgaon office premises*



*Figure 22: Movie screening at Bay's Park Heights, Dhanmondi*



*Figure 23: During the National Anthem before screening at Atlas Rangs Plaza, Chattogram office*

Producer of the movie, **Mr. Liton Haider** was present at the screening as the special guest.



*Figure 24: A token of appreciation from the producer to the CEO of HSBC Bangladesh*

The movie emphasised on Bangabandhu's determination and struggles in the timeline of the nation's language movement. The movie is directed by **Md. Nazrul Islam**, produced by **Mr. Liton Haider**, and dedicated to the Honourable Prime Minister Sheikh Hasina and her younger sister Sheikh Rehana.



## Appendix 7:

### 'Mangrove Plantation Programme'

To commemorate **the 48<sup>th</sup> national mourning day 2023**, HSBC in collaboration with BRAC and BEZA participated in the 'Mangrove Plantation Programme' held **on 31<sup>st</sup> August 2023**. About one hundred saplings were planted by HSBC, BRAC, BEZA and the people from the community in Bangabandhu Sheikh Mujib Shilpa Nagar (BSMSN), Mirsarai, Chattogram on this occasion.



*Figure 25: Representatives from HSBC, BEZA and BRAC after the plantation program*

It is estimated that this plantation in course of four years will be able to absorb approximately 492 tons of carbon dioxide annually, protect the embankment from wind speed of cyclones and maintain a healthy environment for the local communities during natural disasters.



*Figure 26: Mr. ABM Zaherul Huda, Executive Director of Bangladesh Bank, sharing his thoughts on the tree plantation*

The event started by opening remarks from BRAC, HSBC and BEZA employees and our chief guest of the event was **Mr. ABM Zaherul Huda**, Executive Director of Bangladesh Bank, Chittagong Office, who shared their thoughts as how this plantation can lead to increased biodiversity and help the area from cyclone prone damages.

Chief guest along with HSBC Executive Committee members and employees planted the initial saplings to inaugurate the program.





*Figure 27: HSBC, BEZA and BRAC representatives planting mangrove saplings*

We are grateful for the proactive participation of all the employees of BEZA, BRAC and HSBC Bangladesh which made the event a fruitful one.

## Appendix 8:

### Special donation of Business Accessories under 'Nakshi Project' with BRAC

To commemorate this year's **National Mourning Day**, HSBC in collaboration with BRAC donated business accessories to 50 most praiseworthy Nakshi graduates as a part of their 'Joy of Giving' event, which was held on 27<sup>th</sup> August 2023. Project 'Nakshi' started in 2021 which aimed to train disadvantaged women become self-reliant and financially more independent.



*Figure 28: HSBC Bangladesh CEO Md Mahbub Ur Rahman sharing opening remarks of 'Joy of Giving'*

The event started by opening remarks of HSBC Bangladesh CEO **Md Mahbub ur Rahman**, where he shared his expectations as how 'Nakshi' can help to achieve Bangandhu's dream of alleviating poverty from the nation. Other key speakers of the event included officials from HSBC, BRAC and Chairman of Jamalpur Union Parishad. The Nakshi graduates expressed their appreciation towards HSBC Bangladesh and BRAC for empowering them, making them independent both financially and economically.

Some Nakshi graduates volunteered to share their stories as how the 'Nakshi' Project pushed to transform their lives. The target group of graduates mostly belonged to the ultra- poor

population in Jamalpur who could hardly make their ends meet and the covid stimulus deteriorated their financial condition to a greater extent. This project ensured a stable source of income to them, where most women are now the sole breadwinners of the family.

HSBC Bangladesh CEO **Md Mahbub ur Rahman** appreciated the women's courage, patience, and perseverance, and suggested them to expand their business and skill- set in a market-oriented strategy to ensure greater profit in businesses.



*Figure 29: Store setup accessories being distributed to the 'Nakshi' graduates*





Figure 30: 'Nakshi' graduates after receiving their store setup materials

Business accessories such as shelves, measurement sticks, clothing materials were distributed among the graduates and this year also HSBC employees made their generous contribution to this “Joy of Giving” distribution. Last year, 160 sewing machines were donated to the graduates which similarly had our employee contribution and we are thankful to our HSBC Bangladesh team for their liberal participation.



Figure 31: 'Nakshi' graduates showcasing their handcraft products exhibition





*Figure 32: HSBC representatives at the handcraft exhibition*

Through the Nakshi Project disadvantaged women and ladies were given local demand handi-craft training to increase their tailoring skillsets and the f-commerce training. The Nakshi graduates welcomed the HSBC and BRAC officials by setting up an exhibition, showcasing their handicrafts and tailored clothes.



*Figure 33: HSBC Bangladesh CEO's Beneficiary Home Visit*



*Figure 34: Firoza Begum, a 'Nakshi' graduate expressed how HSBC distributed sewing machine improved her business efficiency*



HSBC and BRAC officials visited the beneficiary houses witnessing that women are trying to flourish in their businesses though the provision and assets provided by BRAC and HSBC. The sewing machines which were distributed last year accelerated the beneficiaries' economic growth and ensured efficient production. The beneficiary families are trying to come out of the poverty line through this Nakshi Project and requested for further marketing assistance from the officials. The beneficiaries aim to work at a larger scale of production empowering more women at the business scale.



*Figure 35: HSBC & BRAC representatives after the 'Joy of Giving' event*

Volunteering participation of HSBC employees at the event was praiseworthy.

## **Appendix 9:**

### **Discussion on Bangabandu and his works/contribution in the monthly Executive Committee Meeting**

To commemorate this year's **National Mourning Day**, a special discussion segment was discussed as part of the official agenda item. **A special video** on Bangabandhu Sheikh Mujibur Rahman was shown in the opening of the meeting and later HSBC Bangladesh CEO **Md Mahbub ur Rahman** spoke on Bangabandhu's illustrious life and contributions to the nation – at home and at abroad. Other Executive Committee members also spoke on the same topic and shared praise in remembering Bangabandhu. The meeting discussion was minuted.



## **Appendix 10:**

### **Website Update**

All items developed were designed in observation of the National Mourning Day 2023, as arranged by HSBC Bangladesh are uploaded in HSBC Bangladesh Website: [www.hsbc.com.bd](http://www.hsbc.com.bd)