

Paris to London Bike Ride 2011 Fundraising for the Bangladesh project



Context

- Nearly 5 million children in Bangladesh from age 5 to 14 work for a starvation wage (between 4 and 8 Euros/month) in disastrous health conditions.
- These children sweep floors, help in restaurants or sell food on markets to supplement their parents' revenues
- **For them going to school remains a forbidden dream.**

Since 2008 Société Générale support CARE's "Working children with functional education and marketable skills" project in Dhaka

- Each day 1,000 kids leave their work place to follow 2 hours of education
- They learn how to read, write and develop life skills such as communication or negotiation
- They improve their working conditions
- They understand better children's rights.



Fundraising for “Light of Life, A Change” (LiLAC)

Bringing significant change of working children lives

- **LiLAC** is a proposed **professional training centre** for the **working children of 10 to 14 years** in the slum areas of **Dakha**
 - **Professional training**: build up the working children as technical skills (textile, industrial sewing, tailoring, modern technological engineering...)
 - **Life skills** and **psycho-social** development
 - **Sale center** for selling the finished product of training
 - **Information corner** (reading room, internet access...)
 - **Production house**: children will produce different pieces in market demand
 - **Market linkage**, job placement, small entrepreneurship training

