

BATA COLLABORATES WITH UCEP TO SUPPORT UNDERPRIVILEGED CHILDREN

Bata Bangladesh recently started a donation program. Every time a pair is sold above a certain value at any Bata store for the month of October, Bata will donate towards a meal for underprivileged children in collaboration with UCEP Bangladesh. On this note, Bata's Head of Marketing Iftekhar Mallick said, "We always feel committed to the society and during the pandemic we're putting all our efforts to support the underprivileged people. We hope our initiatives will encourage others as well to come forward."

Established in 1972, UCEP Bangladesh works to raise the dignity and socio-economic conditions of children and youth, especially from poor and underprivileged families, including Child Labor, Persons with Disabilities (PWD), Ethnic minorities, and other marginalized groups.

In the beginning of the pandemic, Bata, in collaboration with HeLO, distributed 7,200 PPEs to the health-care givers who were in the field to fight with COVID-19. In the month of April, Bata Group, headquartered in Lausanne, announced to donate 1 million pairs of shoes in the countries with Bata footprint to health care workers, volunteers and their families, the front-liners fighting the Covid-19 with admirable courage and dedication every day.

