

Status of Japan Poly-Glu (BD) Ltd, a Bangladesh based subsidiary company of Poly-Glu Group



Mr. President,

Ladies and gentlemen,

I would now like to make use of the examples of three individuals to clarify Japan's development concept aimed at bringing about a "society in which women shine" and also shed light on some issues that must be tackled.

I will first introduce the examples of one Japanese and one Bangladeshi woman and then an Afghan woman as the third example.

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The second person I would like to introduce is Ms. Nilufa Yeasmin, a young Bangladeshi woman who is the mother of two. Her professional title is "Poly-Glu Lady."

"Poly-Glu," is a made-in-Japan water depurative derived from a food which can be found in Japan in great abundance.

You simply add it to turbid water. Poly-Glu acts as an adsorbent, adhering to excess substances in the water, and then falls to the bottom as a precipitate, leaving the water clear. It is necessary to teach people how to use it correctly at the outset, and Ms. Nilufa and other "Poly-Glu Ladies" serve as both salespersons and instructors. As you can see, as what is called a "base of the pyramid" or "BOP" business, this endeavor is characterized by the expectations placed on the power of women. By combining her income with her husband's, Ms. Nilufa has become able to send her children to higher education. Poverty caused Ms. Nilufa to give up on the dream she had cherished as a little girl to become a doctor someday. But I understand that now she proudly states she has become "a doctor of clean water." Can we not say that Ms. Nilufa has acquired self-esteem, the most precious asset of all?

My government wishes to bring forth as many Ms. Nilufas as possible. It is by the way a very small Japanese company that makes Poly-Glu. We will work to enhance the assistance to such companies and organizations to make their ideas to bear fruit.

I also walked for products' sales with one of Poly-Glu ladies, our female distributors. Her name was Nilufa . She had worked as a Poly-Glu lady for two years. We took a photo of us with her daughter too, having looked like as if they were my daughter and grandchild. She used to give up letting her child go to a higher school because her husband's income was 4,500 JPY a month. But now, her household earns 8,000 JPY a month, which is almost equal to the income of a high school teacher per month, and has possibilities to let the child continue her education. She used to feel uncomfortable, living at the house her relative rented to her and almost stay at home before. However, she now owns simple but her own house and often goes outside to meet many people, with improving her knowledge more and more. Then she has become a local leader who female villagers respect and come to ask for her advice. She told me that her dream was to become a doctor, but now she is proud of herself being a water's doctor. She said her life has changed.



With Nilufa a Poly-Glu Lady, and he daughter

We also want to be Poly-Glu Lady.

