

Bangladesh National Commission for UNESCO (BNCU)

Ministry of Education



President

THE PEOPLE'S REPUBLIC OF BANGLADESH
Bangladesh, Dhaka.

Message

I extend my heartfelt greetings to UNESCO for the declaration of 'UNESCO Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy' recognizing the invaluable contribution of the Father of the Nation, Bangabandhu Sheikh Mujibur Rahman for humanity and mankind. I believe this prize will create the opportunity to spread Bangabandhu's ideals across the world and inspire the global cultural activists to contribute to the field of creative economy.

The award acknowledges extraordinary contributions in the field of creative faculties especially from young entrepreneurs or cultural organizations. The most important aspect of this prize is the addition of economic vision with creativity. The very phrase 'creative economy' is something novel and plentifully incorporates Bangabandhu's great vision of political and economic emancipation of the oppressed around the world.

The Father of the Nation fought his entire life to ensure the rights of oppressed people, to bring happiness among his countrymen and to enhance innovative capacities through the activities in the field of creative sector. As a visionary leader Bangabandhu always exhorted innovative initiatives which trail-blazed the advancement of Bangladesh as a nation. He dreamt of a world without discrimination and wanted to build a nation which will play vibrant roles in the field of Economics, Science, Literature, Music, Dance, Arts, Poetry and every other medium of creativity.

UNESCO has inscribed eight heritages from Bangladesh to preserve them as symbols of excellence and declared the Historic 7th March Speech of Bangabandhu as a Documentary Heritage, and enlisted it in the Memory of the World International Register. Now, after these years when UNESCO declares a prize of such magnanimous importance upholding the extraordinary spirit of Bangabandhu, it is surely a triumph for the people of Bangladesh.

I wholeheartedly congratulate the winners of the maiden edition of the Prize for the Creative Economy and wish this Prize awarding will continue as long as UNESCO lives

Joi Bangla.

Khoda Hafez May Bangladesh Live Forever

Md. Abdul Hamid



Minister

Ministry of Education
GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH

Message

Chairperson
Bangladesh National Commission for UNESCO

UNESCO has awarded its first edition of the UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy in 2021. This is also important because this year is being observed worldwide as the International Year of Creative Economy for Sustainable Development. Thus it recognizes the role of the creative economy in creating full and productive employment and decent work, supporting entrepreneurship, creativity and innovation, encouraging the formalization and growth of micro, small and medium-sized enterprises, stimulating innovation, empowering people, promoting social inclusion, and reducing poverty. This is the most prestigious prize in the field of culture and creativity.

Father of the Nation Bangabandhu Sheikh Mujibur Rahman, the greatest visionary leader of this delta land of Bengal, realised the importance of culture from the very beginning of the nation-building. His vision is delineated in Article 23 of the Constitution of Bangladesh- "The State shall adopt measures to conserve the cultural traditions and heritage of the people, and so to foster and improve the national language, literature and the arts that all sections of the people are afforded the opportunity to contribute towards and to participate in the enrichment of the national culture."

Following the footprint of Bangabandhu Sheikh Mujibur Rahman, the People's Republic of Bangladesh recognises both the importance and potential of the creative economy as a tool for social, cultural and economic development and commits to contribute to its development.

Under the UNESCO 2005 Convention on diversity of cultural expressions, the UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy will carry the name and legacy of Bangabandhu and Bangladesh to the farthest corner of the world.

I heartily congratulate the winner of 2021 edition of the Prize- MoTIV Creations Limited of Uganda. I thank UNESCO, Ministry of Foreign Affairs, Ministry of Education, Ministry of Cultural Affairs, Bangladesh National Commission for UNESCO and others who were involved in the process of establishment of the Prize.

Joi Bangla, Joi Bangabandhu
May Bangladesh Live Forever

Dr. Dipu Moni M.P.



Hon'ble Prime Minister Sheikh Hasina has handed over the "UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy" to MoTIV, a Uganda-based integrated creative studio. Noel Collin Kajjabwango, business and operations lead of MoTIV, received the prize and certificate on behalf of the team. Sheikh Rehana, younger sister of Hon'ble Prime Minister was present beside her along with Audrey Azoulay, UNESCO Director-General while she handed over the prize.



Secretary

Secretary and Higher Education Division
Ministry of Education
GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH

Message

Secretary General
Bangladesh National Commission for UNESCO

I convey my thanks and gratitude to UNESCO for paying their deep respect to our Father of the Nation, Bangabandhu Sheikh Mujibur Rahman through the establishment of "UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy". This is particularly more important as this year Bangladesh celebrates the Birth Centenary of the Father of the Nation and the 50 years of Independence as well. This is truly a noble initiative that will inspire millions of young entrepreneurs and experts in the field of creative economy in the years to come.

This is also a very pleasant moment that the winner of the maiden edition of the Prize, MoTIV Creations Limited from Uganda receives the award from Hon'ble Prime Minister Sheikh Hasina in presence of Hon'ble Sheikh Rehana along with UNESCO Director General Ms Audrey Azoulay. We are really overwhelmed by the wider participation of the contestants across the globe. This people from around the world representing diverse society and culture get an opportunity to know about Bangladesh and Bangabandhu Sheikh Mujibur Rahman and his thoughts and philosophy of development for humanity.

I thank UNESCO Secretariat and National Commissions of the member states for their effective involvement in the selection of the proposals submitted by interested parties. I thank Bangladesh National Commission for UNESCO (BNCU) for facilitating the entire process of selection from Bangladesh.

May Bangladesh Live Forever

Md. Mahbub Hossain



UNESCO-BANGLADESH
BANGABANDHU SHEIKH
MUJIBUR RAHMAN
INTERNATIONAL PRIZE
FOR THE CREATIVE ECONOMY

A lasting legacy of Bangabandhu at UNESCO

Kazi Intiaz Hossain
Former Ambassador to France &
Permanent Delegate to UNESCO

The "UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy" is the first ever international prize in the name of the Father of the Nation. This represents UNESCO's tribute to Bangabandhu on his birth centenary, and is testament to the close relations that Bangladesh has with UNESCO, the United Nation's specialized agency mandated to protect and promote the common good of humanity; education, culture, science, human rights and freedom of speech. These are also values and principles that Bangabandhu stood for.

The Father of the Nation, Bangabandhu Sheikh Mujibur Rahman, the greatest Bangali of all time, devoted his entire life fighting to establish the rights of his people, the Bangali nation: the right for self-determination, identity and cultural freedom. In a newly independent country, he prioritized on putting in place strong institutions to nurture and develop the foundations for education, culture and science, with special focus on youth and women. His innovative and visionary policies helped shape and steer Bangladesh's transformative development over the next five decades. It is thus a fitting tribute that UNESCO decided to establish this prize to mark the celebration of Bangabandhu's birth centenary.

To mark the birth centenary of Bangabandhu, we, at the Bangladesh Mission in Paris, started off by first steering the successful adoption of the decision by UNESCO to associate itself with the celebration of the birth centenary. This landmark decision was adopted at the 40th General Conference of UNESCO on 25 November 2019, thus setting in motion the year-long celebration to follow at UNESCO.

Throughout his life, Bangabandhu had fought to build a culturally enlightened society. It thus appeared to us that a prize in the Culture Sector of UNESCO would align with his principles, ideals and aspirations, and would be a lasting tribute to the memory of Bangabandhu and what he stood for. This became a reality on 11 December 2020, when the Executive Board of UNESCO agreed to establish the "UNESCO-Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy". Throughout this process, the Hon'ble Prime Minister Sheikh Hasina remained deeply engaged with her kind guidance, advice and support.

In an inter-governmental process, any such initiative involves close and extensive negotiations with the Member States and with the Secretariat. We formally submitted our proposal on 7 August 2019, to the Director General of UNESCO to institute a prize in the name of Bangabandhu. That started the formal process in UNESCO headquarters.

Our proposal for the prize received unanimous support of the Member States and was approved by the 210th session of the Executive Board on 11 December 2020. Ambassador Yahima Moyuelo of Cuba's comments during the adoption encapsulates the Prize's significance: "The symbolic weight of the prize is so much important that the monetary value... we think that it is going to be of huge importance for developing countries like ours."

This is the first-ever international prize named after Bangabandhu; and the first-ever in the field of the creative economy. It was instituted under UNESCO's 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. The prize money of USD 50,000 will be awarded biennially to exceptional initiatives that promote creative youth entrepreneurship skills development. Winners will be selected by a UNESCO-appointed five-member independent jury.

The first award ceremony was held during the 41st General Conference of UNESCO in Paris on 11 November 2021. Bangabandhu's daughter, the Hon'ble Prime Minister of Bangladesh, handed over this prestigious award to the first recipient, MoTIV Limited, a Ugandan company, awarded for its innovative job creations and impact on young people.

The UNESCO-Bangabandhu Prize represents a most fitting recognition of Bangabandhu's life and legacy, and is a matter of national honour and pride. The Prize will cement Bangabandhu's legacy by recognizing outstanding initiatives globally that promote the engagement of young people in the field of creative economy. Bangabandhu's vision will live on through the future generation.

It was a distinct honour and privilege for me personally to be associated with this initiative as Bangladesh's representative to UNESCO. This will remain the highpoint of my service to the nation as a member of the Bangladesh Foreign Service.



Prime Minister

GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH

Message

This is indeed a matter of great honour and pride for Bangladesh that UNESCO has established a Grand prize titled 'UNESCO Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy' in remembrance of the extraordinary contributions of the Father of the Nation Bangabandhu Sheikh Mujibur Rahman to achieve economic emancipation for the people of Bangladesh upholding the spirit of global peace and humanity.

Bangabandhu Sheikh Mujibur Rahman envisioned economically self-reliant, free from hunger, poverty and illiteracy- the 'Golden Bangladesh'. He treated United Nations 'as the center of the peoples' future hopes and aspirations. His actions towards promoting linguistic and cultural diversity and investing in peace are similar principles of UNESCO's mandates. I reiterate with sincere thanks to UNESCO for endorsing the 21st of February as the International Mother Language Day back in 1999, which was also marked by Sheikh Mujibur Rahman's efforts and sufferings as well as the supreme sacrifices of our language martyrs to establish Bangla as a state language during 1948-1952, recall with gratitude that this organization also provided a profound tribute to the 7th March speech of Bangabandhu Sheikh Mujibur Rahman by including this in the Memory of the World Register as a heritage document.

The UNESCO- Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy will promote individuals or organizations with significant excellence in nurturing youth entrepreneurship in cultural and creative Industries. Priority will be given to the initiatives of promoting entrepreneurship among women, migrant and diaspora communities. I congratulate MoTIV, an integrated creative studio of Kampala, Uganda, that fosters collaboration in an impactful and sustainable way by providing tools and training to the young entrepreneurs to refine and scale up their businesses for winning this award this year.

We believe the investment in a creative economy will realize the collective aim of furthering socio-economic development and technological advancement. I hope this international prize would strengthen UNESCO's effort to achieve its Global Priority on Gender Equality and Operational Strategy on youth. Furthermore, this reward will create a new space for knowledge sharing under the mechanism of best practices in creative entrepreneurship development.

I sincerely appreciate UNESCO's friendly gesture to establish the prize while we celebrate the Birth Centenary of the Father of the Nation Bangabandhu Sheikh Mujibur Rahman and the Golden Jubilee of our Independence. I thank the Ministry of Foreign Affairs for its outstanding diplomatic efforts as well as the Ministry of Education, Ministry of Cultural Affairs, and Bangladesh National Commission for UNESCO for their role in establishing the prize.

Joi Bangla, Joi Bangabandhu
Long Live Bangladesh

Sheikh Hasina



Minister

Ministry of Foreign Affairs
GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH

Message

I extend my heartfelt greetings and warm felicitations to UNESCO for introducing the "UNESCO- Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy". I thank UNESCO for its endeavours to institute this distinctive prize in the name of Bangabandhu Sheikh Mujibur Rahman recognizing his contribution to the world and mankind.

In this year, as we celebrate the Birth Centenary of Bangabandhu Sheikh Mujibur Rahman and the Golden Jubilee of our independence, the Ministry of Foreign Affairs has been organizing several events to reflect on Bangabandhu's ideals and try to spread them to every corner of the world. Instituting this prize in the name Bangabandhu Sheikh Mujibur Rahman is one of the major achievements of our such relentless efforts. I extend my sincere appreciation to the Honourable Prime Minister Sheikh Hasina for her visionary decision that made us a part of this great achievement during Mujib Year as well as in the International Year of Creative Economy for Sustainable Development.

Bangabandhu firmly believed in working for the common good of humanity. I believe this prize in the field of creative economy would encourage the youth of the whole world to turn their ideas and imaginations into livelihoods upholding ideals of Bangabandhu. I also congratulate the winner of the first iteration of this prize.

I wish the "UNESCO - Bangladesh Bangabandhu Sheikh Mujibur Rahman International Prize for the Creative Economy" award to continue forever.

Joi Bangla, Joi Bangabandhu
Long live Bangladesh- UNESCO friendship and cooperation.

Dr. A. K. Abdul Momen, M.P.



Director General

The United Nations Educational, Scientific
and Cultural Organization (UNESCO)

Message

UNESCO and Bangladesh share a long and rich history - one that began 50 years ago when Bangabandhu Sheikh Mujibur Rahman gave a momentous speech, recorded in UNESCO's Memory of the World register. In this speech, the future founder of the Bangali nation, a great friend of our Organization, confirmed his commitment to universal values: freedom, human rights and dignity, as well as progress in education, culture and the sciences.

These values are at the heart of UNESCO's mandate. And, over the past year, we have celebrated 50 years of joint efforts in pursuit of these ambitious goals. During this time, we have worked to protect unique Bangali traditions and heritage. We have defended linguistic diversity, notably through International Mother Language Day, created at the initiative of Bangladesh. We have promoted the diversity of cultural expressions, in the spirit of UNESCO's 2005 Convention.

Now we are proud to be writing a new page in this history. Today, the international prize for the creative economy that bears the name of Bangabandhu Sheikh Mujibur Rahman is being awarded for the first time at UNESCO in Paris, at a ceremony attended by Prime Minister Sheikh Hasina. Created last year on the centenary of his birth, this Prize heralds a new era for our cooperation, especially in the cultural field. By supporting and promoting those who enable creators, this Prize aims to open up new horizons for humanity through culture and the arts. It underlines the importance and vitality of the creative sector, where one in five professionals are aged between 18 and 25, and six in ten are women.

This support is all the more important now that the COVID-19 pandemic has triggered an unprecedented crisis in the cultural field, which has plunged many creators into precariousness. This Prize is a reminder of how crucial it is to jointly defend those who drive this sector, which is so important for our economies and our future.

The laureate of the first UNESCO-Bangladesh Prize for the creative economy is the Ugandan studio MoTIV. For the past 18 months, MoTIV has supported the initiatives of young African creative entrepreneurs, by providing training, equipment and new professional opportunities. Over the past year and a half, MoTIV has achieved impressive results. It has created over 700 direct jobs, linked to more than 1,500 job opportunities, and given over 100 businesses access to a larger market.

It is this success and this drive that we wish to honour and highlight - to show the full potential of the creative economy, especially for the development of the African continent, which is a priority for our Organization. Therefore, we hope that, in awarding this Prize, we will inspire other equally remarkable initiatives, in Africa and beyond. Building a future around creativity - that is the goal of the UNESCO-Bangladesh Prize, this year and in years to come.

Audrey Azoulay

Audrey Azoulay