



ERMG PROJECT: MAYA APA Urban Development | BRAC

The ready-made garment (RMG) sector in Bangladesh employs **4 million** workers and **64% of the workforce are women**. **87%** of RMG workers report **recurring health challenges**. The nurse to population ratio in Bangladesh is **1:7,788** and doctor to population ratio is **1:46,457**.

BRAC's objective is to maximise RMG workers' access to health and wellbeing-based information, break down social taboo around sensitive topics of female sexual reproductive and mental health and eliminate commuting and consultation costs for marginalised women.

BRAC has partnered with **29 RMG factories** with a combined workforce of **62,558 workers**, and established **three one-stop service centres** providing holistic wellbeing services.

BRAC, in partnership with **Maya Apa**, is offering **technology-based health and wellbeing services**, to workers in the RMG industry in three major urban industrial centres: **Tongi, Gazipur and Savar**. This online platform breaks down traditional barriers faced by women in seeking advice and support on issues related to their **reproductive health, psychosocial needs, personal grievances, and lifestyle and legal concerns**.

The service provides a confidential and safe space where users connect with 'experts' via a mobile or web application to have their concerns addressed. The service is **free, anonymous, stigma-free, and accessible 24 hours**. Total 33,640 participants reached till September 2019.

Queries from RMG workers on the Maya Apa platform include: **91%** on general health, **8%** on mental health and **1%** on legal issues.

BRAC draws on maya apa's **nine** years of experience empowering women through access to information and a shared community. Maya apa is currently training **30,000** RMG workers in effectively navigating the online wellbeing platform.

PROFILE:

3

one-stop service centres

29

ready-made garment factories as partners

50,000

ready-made garment workers overall (targeted)

20,000

workers receive legal aid services via maya apa (targeted)

180,000

workers receive healthcare services via maya apa (targeted)

CONTACT:

Programme Manager
Sk. Mojibul Huq

mojibul.h@brac.net
+880 1730351171