

**Guideline to Promote Cultural Entrepreneurship and  
Employment:**

**THE CASE OF THE SANTAL  
COMMUNITY IN BANGLADESH**



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# Rational Background

The Santal community, one of the largest Indigenous groups in Bangladesh, possesses a rich cultural heritage and deep-rooted traditions. Despite this, they remain economically and socially marginalized, particularly in rural areas like Tanor Upazila in Rajshahi.

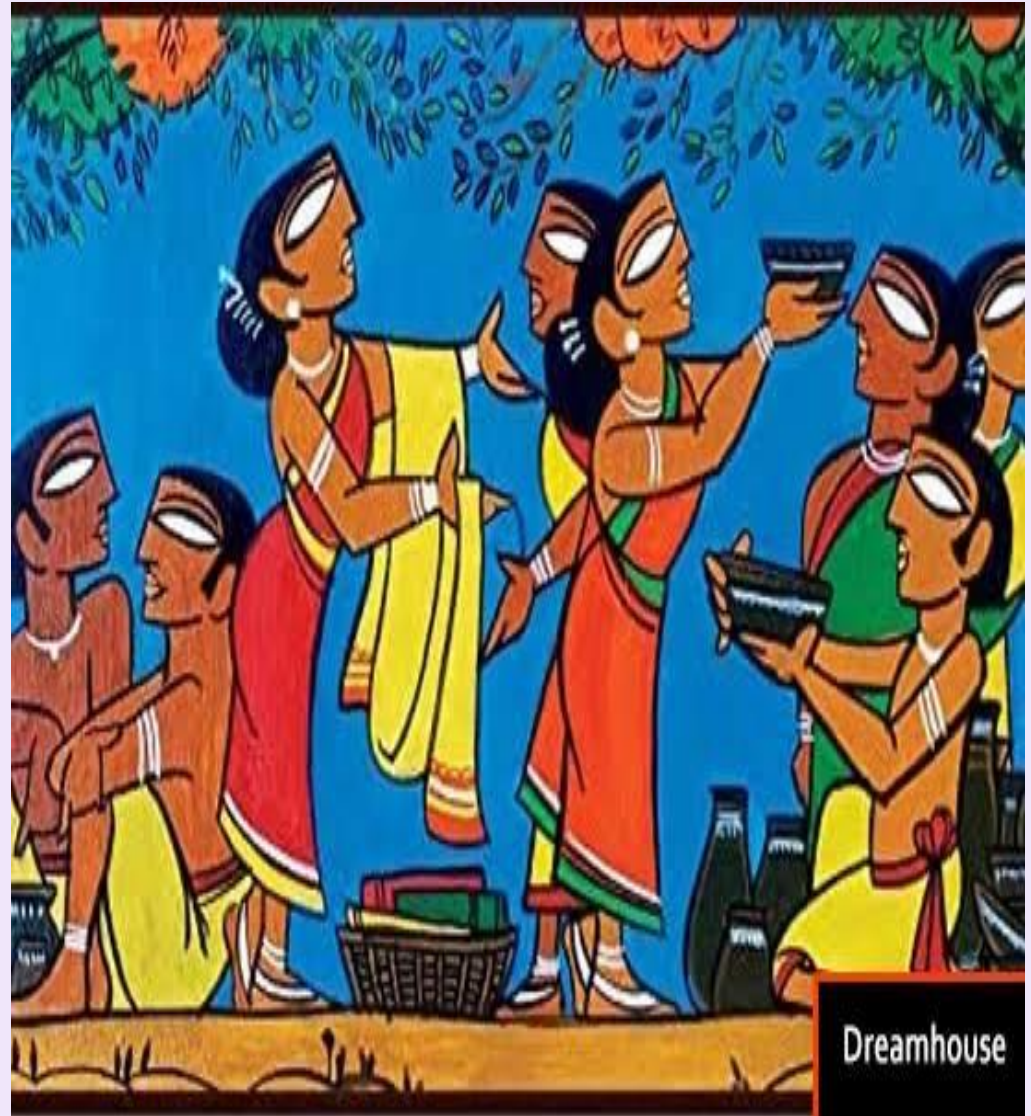


# Rational Background

- Limited access to education,
- Land rights,
- Financial resources,
- Employment opportunities

## Objectives

- Promote cultural entrepreneurship
- Facilitate sustainable employment through public-private collaboration.
- Preserve Santal cultural heritage as an economic asset.
- Reduce socioeconomic marginalization and foster inclusive development.



# Policy Component

- Capacity Building and Skill Development
- Infrastructure and Resource Support
- Digital Platforms and Marketing
- Stakeholders and Roles
- Implementation Strategy
- Expected Outcomes
- Monitoring and Evaluation



# Stakeholders and Roles

<b>Stakeholder</b>	<b>Role</b>
<b>Government (Local &amp; National)</b>	Policy design, funding, infrastructure, regulation
<b>Private Sector</b>	Investment, mentoring, marketing, supply chains
<b>NGOs/CBOs</b>	Community mobilization, capacity building, monitoring
<b>Academic Institutions</b>	Curriculum design, research, training
<b>Santal Community Leaders</b>	Cultural knowledge, leadership, coordination

# Implementation Strategy



## Phase 1:

Needs Assessment and Partnership Development  
(0–6 months)

- Conduct participatory needs assessments
- Identify pilot regions (Tanor Upazila)
- Form multi-stakeholder task force

# Implementation Strategy: Phase 2



## Program Launch (6–24 months)

- Initiate training programs and enterprise development
- Launch cultural centers and pilot PPP projects
- Begin marketing campaigns and digital platforms

# Implementation Strategy: Phase 3



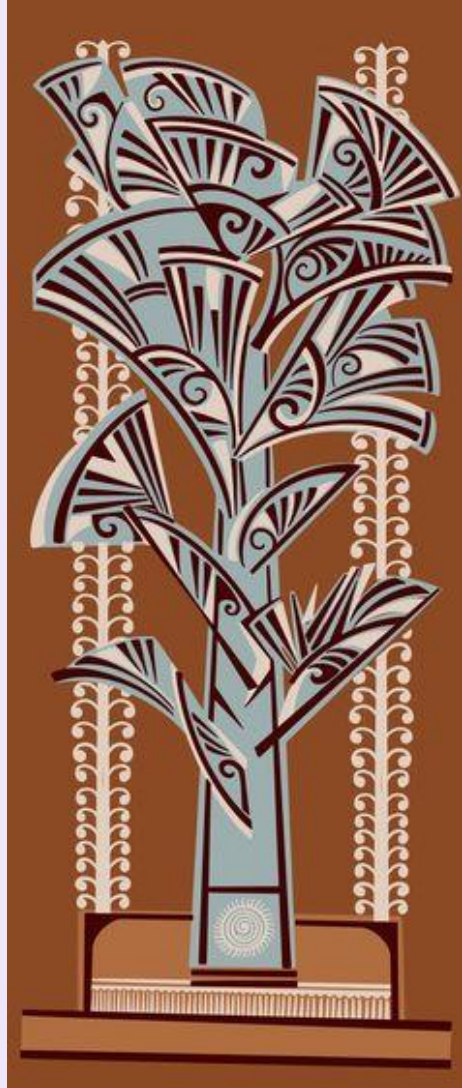
## Evaluation and Scaling (24–36 months)

- Monitor impact (economic, cultural, social)
  - Adjust policy mechanisms as needed
- Cultural Policy 2006.
- SDGs alignment.



# Expected Outcomes

- Increase in Santal-owned cultural enterprises
- Enhanced employment and income levels in Santal areas
- Preservation and revitalization of cultural heritage
- Strengthened social cohesion and community pride
- A replicable PPP model for cultural development



# Monitoring and Evaluation

## Key indicators:

- Number of cultural enterprises established
- Employment rates among Santal youth
- Community satisfaction surveys
- Volume of cultural exports or tourist visits
- Participation of women and marginalized subgroups
- Annual reviews and independent audits will ensure transparency and effectiveness.



# Thank you

