

## FGD on GDLFM Program: Job Creation and Employment Opportunities



The Executive Development Center (EDC) at East West University (EWU) organized a Focus Group Discussion (FGD) session titled, 'FGD on GDLFM Program: Job Creation and Employment Opportunities', on Saturday, 19 July 2025 at 11.00 am in the Seminar room no. 418 at East West University. This event aimed to strengthen industry-academia collaboration through discussions with senior Human Resource (HR) professionals from leading organizations in the leather, leather goods, and footwear industry.

All participants in this session discussed collaborative strategies for internship and placement opportunities, co-creating curriculum and training modules aligned with industry standards, and identifying key skill gaps between graduates and industry needs. It also provided an opportunity to share the perspectives, needs, and expectations of various organizations.

HR professionals from Bata Bangladesh Limited, Bay Emporium Limited, FB Footwear Limited, PICARD Bangladesh Limited, Decathlon, Edison Group, RFL Group, Accenture Footwear & Leather Products Limited, Alliance Leathergoods and Footwear Limited, Hamko Leather Limited, Rapida Shoes & Bags Limited, Advance Manufacturing Group (AMG), Good Bags & Accessories Limited and Leatherex Footwear Industries Limited were present during the session as a discussant. Professor Dr. Tanbir Ahmed Chowdhury, Program Director of the EDC at East West University, chaired this program. Deputy Director and Assistant Directors were also present during the session.

## Key Outcomes of the Discussion

1. Valued discussants agreed that EDC-EWU would share internship student details with companies during placements.
2. EDC will inform the human resource department in advance about the interns, both through the association and individually.
3. HR experts suggested adding new courses, including:
  - Product Development
  - AutoCAD
  - Supply Chain
  - Industrial Behavior
  - Adaptability in the Workplace
  - Soft Skills
  - Interpersonal Communication Skills

