Without willingness to invest and provide better services for early care and development, Bangladesh will continue to lose massive economic potential, despite the young demographic.

The Bangladesh government has formulated a national policy for Early Childhood Care and Development. But realising the policy’s aim of prioritising and investing in children’s development urgently requires coordination of multiple sectors and adequate funding.

Family is the backbone for all development of a child and it permanently grows in his/her early life. Parenting interventions have become increasingly prioritized as a key strategy for mitigating such risk factors and increasing children’s resilience during early childhood 13. Talking with them, playing with them, singing, telling stories, counting, calling names, home-based study all of these make sure from the family member of a child. By proper care, a child can be properly developed as his/her childhood 14. All these elements can create a child more sophisticated for the real world. Optimizing the early years of children’s lives is the best investment we can make as a society in ensuring their future success 15.

In Bangladesh, most parents have limited knowledge on child care and rearing. Young children are deprived of proper care while their parents are at work.