

# Prudential Bank holds maiden women empowerment seminar

BY KINGSLEY ASARE

**P**RUDENTIAL Bank Ltd (PBL), a leading indigenous bank, has held its maiden women empowerment seminar on the theme “Empowering Women for Sustainable Business Growth”.

The event, held in Accra, was targeted at the female employees of the bank in line with principle four of the Ghana Sustainable Banking Principles (GSBPS) of the Bank of Ghana, which highlights the need for banks to promote gender equality within their operations and those of their clients.

The seminar served as a platform to showcase the bank’s commitment towards Gender Equality, Diversity and Inclusion, as well as broadening employee perspectives, building strong teams and providing the balanced workforce needed to achieve the bank’s objectives.

It also featured seasoned professionals who shared their experiences to shine light on women empowerment and its benefits to society and organisations.

The panellists included the Commissioner of Police (COP), Maame Yaa Tiwaa Addo-Danquah, Executive Director of the Economic and Organised Crime Office, Professor (Mrs) Rosemond Boohene, Pro-Vice Chancellor of the University of Cape Coast, Dr (Mrs) Irene Stella Agyenim-Boateng, Vice Chairperson of the Public Services Commission, and Dr James S. Dzisah, Senior Lecturer, Department of Sociology, University of Ghana.

Opening it, the Managing Director of Prudential Bank, Mr Bernard Gyebi, stated that Prudential Bank had embraced sustainability, which was evident by the Board’s approval of the bank’s sustainability policy and strategy.

He further stated the essence of Gender Equality through Diversity and Inclusion for sustainable business growth before acknowledging the fact that women bring enormous contributions to the table, and, thus, must be empowered to accelerate progress.

“There was no better time than now for PBL to take the bold step to show the world the bank’s commitment towards women



• The participants after the event

empowerment and to create a lasting positive change for a better tomorrow,” he said.

COP Maame Yaa Tiwaa Addo-Danquah stated during the panel discussion that women needed to take steps to empower themselves, be assertive, improve their self-worth, stand out and take advantage of opportunities.

She further indicated that women needed to build strong

support systems to enable them to achieve their set goals.

While sharing her thoughts on the theme for the day, Dr Irene Stella Agyenim-Boateng alluded to the fact that the onus was on women to be empowered and take control of their destiny.

She also stated that women needed to remove stereotypes and self-imposed standards which hold them back. She highlighted

the need for women to upgrade themselves by pursuing relevant courses and professional certificates in order to improve their careers.

Professor Mrs Rosemond Boohene and Dr James Dzisah both spoke extensively about the need for institutional changes to support empowerment of women.