

Ferdousi Khanom

Bangladesh



Ferdousi Khanom brings 24 years of experience in the field of Early Childhood Care and Development (ECCD). She currently serves as the Academic Lead for the MSc in ECD program at BRAC Institute of Educational Development (BRAC IED), BRAC University. She is also a faculty member at the American University of Central Asia (AUCA) in Kyrgyzstan, where she contributed to the design of an ECD course for the Master of Arts in Teaching program.

Ferdousi has led major research initiatives in ECCD and has extensive experience directing ECD programs, managing national and global partnerships, and providing technical support to BRAC country teams across East Africa and Asia.

Before joining BRAC IED, she held leadership positions in both national and international organizations, overseeing a wide range of ECD and child care projects. Her work has included play-based learning models, curriculum development, training design, and program implementation.



Ferdousi Khanon

Based in Bangladesh, working in 11 countries.

<https://www.bracu.ac.bd/>



Inspiring Excellence

Mission:

To create future leaders, who not only achieve academic excellence, but also have the know-how and confidence to apply it in the real world; who go on to lead with empathy and ethics, and realize meaningful progress for society.

Vision:

To be a leading university of the GlobalSouth that reimagines excellence for the future – by fostering academic excellence, societal impact and human flourishing.

Top Challenges

There was a lack of regulation in the child care system that did not create quality and educational standards that every caregiver could follow. We are formalizing this system with “the Child Care Act” which developed standards. –Social stigma and negative perception of child care services. In South Asian culture, child care is a mother’s job—not a profession. We are developing a framework establishing the ECE as a profession with outcomes and advocates. –Frequent migration and job change for parents—difficult for them to find child care.

Successes

- ECE models for national and humanitarian systems, as well as for governments.
- Mental health integration with a para-counselor model.
- Masters classes around ECE as well as a Masters degree in Education leadership, adding in mental health and social support.
- We have developed models across the last 10 years in the child care sector under the care economy.



**WHAT BRAC UNIVERSITY WANTS TO
GET OUT OF THE GLOBAL
CONVENING**

We are hoping to gain insight into climate change and the intersection with child care