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BUS 400: Internship

THE MARKET PROSPECT OR EXPORT POTENTIAL OF DIVERSIFIED JUTE PRODUCTS IN BANGLADESH

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THE MARKET PROSPECT OR
EXPORT POTENTIAL OF
DIVERSIFIED JUTE PRODUCTS IN
BANGLADESH

Letter of Transmittal

17th January, 2019

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Subject: Submission of Internship Report on “THE MARKET PROSPECT OR EXPORT POTENTIAL OF DIVERSIFIED JUTE PRODUCTS IN BANGLADESH”

Dear Sir,

With due respect and humble request, I am pleased to submit the Internship report on “THE MARKET PROSPECT OR EXPORT POTENTIAL OF DIVERSIFIED JUTE PRODUCTS IN BANGLADESH”.

It gave me a glimpse of knowledge about how the jute sector works in our country and what is the export potentiality of diversified jute goods; moreover, your valuable guidance and the experience from “The Golden Fibre Trade Center Ltd (GFTCL)” is the blessing on me to research on this topic.

I would also thank you for giving me the opportunity to work on an interesting & important topic as such. Therefore, I tried my level best to incorporate all the learning and experience to make the report informative.

Sincerely,

Nafisa Islam Peu

ID: 153041403

Signature

Letter of Endorsements

17th January, 2019

The Internship Office
BRAC Business School
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66, Mohakhali, Dhaka-1212, Bangladesh

Subject: Approve of the Internship Report.

This letter is to certify that, all the information mentioned in this report on **“The Market Prospect or Export Potential of Diversified Jute Products in Bangladesh”** is valid and not confidential to the company **“The Golden Fibre Trade Center Ltd (GFTCL)”**. The research and activities discussed here have had successful involvement of Nafisa Islam Peu is a student of BRAC Business School, ID: 15304103 and major in both Marketing and Operations & Supply Chain Management.

She followed all my instructions to develop a standard report. I wish her all the best and hope that she will lead a successful career.

Signature

Shamim Ehsanul Haque
Assistant Professor, BRAC Business School
BRAC University

Acknowledgement

At the bottom, I acknowledge the immeasurable blessing and profound kindness of “Almighty Allah”- the supreme authority of the universe.

As a task of my internship for BUS 400 from BRAC University I have been assigned this report to reflect my learning and it is with great pleasure that I express my gratitude to following institutions and individuals.

The successful completion of this report could not be accomplished without some of the helping hand whose motivation and valuable guidance made it possible for me. First of all I would be very thankful and grateful to my faculty advisor Shamim Ehsanul Haque, Assistant Professor of BRAC Business School for his constant support and assistance for preparing the report on “The Market Prospect or Export Potential of Diversified Jute Products in Bangladesh.”

Secondly, I would like to convey my special gratitude to Md. Faridul Hassan Khan, General Manager of The Golden Fibre Trade Center Ltd (GFTCL). Without his guideline, it would be quite impossible for me to get the access of various field level data regarding the jute industry of Bangladesh.

Moreover, I would also like to give the immense honor to Mohammad Jahidul Amin, Marketing & Sales Manager of GFTCL as he is my internship supervisor. His proper guidance made an easier pathway for finishing my report. I, again give him special thanks for giving me the opportunity to work with him and let me know the real scenario in the jute market in Bangladesh.

Therefore, I would definitely say that without their valuable time, support, help and instruction I might not be able to finish my internship report successfully. This report is one of the greatest additions to my knowledge and a wonderful experience. Finally, I am pleased to complete the report on the given subject properly and authentically.

Executive Summary

Bangladesh is one of the major producers and leading exporters of jute and diversified jute products. Jute diversified product (JDP) industry in Bangladesh is known as an un-official, ordinary and small market comparing to other countries such as India. Although, Bangladesh stands in the second position among jute producing countries despite the fact that our JDP industry is under advancement. About 5% of total foreign exchange earnings and 4% of country's GDP earned from this sector. Bangladesh for many years has been making a successful contribution on jute sectors adding a handsome turnover to the country's export earnings. Along with foreign demands our domestic consumers are changing their perception and attitude towards jute products. Therefore, in this study, I tried to portray the overall scenario of the JDP market prospect along with a prior discussion about the previous history and market situation of the JDP industry. It was also one of my keen intentions to elaborate the possibilities of JDP's establishment as worthy products into the modern era of export market and it's commonly acceptance among general public by employing specific innovative approach and methods of study which includes, interviews based on semi-structured questionnaire along with data collection, online survey and desk research. After a careful observation and analyzing the responses from personal interviews it can be stated that the potentiality of JDPs in the export market is promising for the long run. The results showed that JDP industries prospect is showing a gradual but significant advancement owing to the fact that mass people are now taking a step forward in the favor of using eco-friendly products as there is a major concern about the environment on the rise. According to the study, the consumption as well as the popularity of JDPs showed an upward trend and their possibilities for business is ever-increasing. Value addition in the JDPs, reforming the JDP value chain are the most effective ways to build a potential market. If the government take a step ahead to reconstruct the business infrastructure by investing money and labor and most importantly enacting the proper policy Bangladesh JDP market will undoubtedly outrun the markets of competitive countries. To aid as a helping hand different private organizations and agencies must play a decisive role and stand beside the government to achieve the goal. In spite of having many obstacles in jute sectors especially less share percentage in JDP sales revenues, various diversified jute products are recently emerging to be potentially huge selling items in the far future. Some recommendations have been made which could possibly change the current situation of JDP industry and help to earn foreign currency. It is crystal clear that there is a high possibility of changing the notion on JDP if everyone would come forward to make a huge difference in the arena of export market and stretching their helping hand for earning foreign currencies.

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Chapter 1: Introduction

1.1 Introduction

Jute is in general a natural fiber most typically called the golden fibre that is grown in abundance throughout Bangladesh. It is believed without a doubt that jute occupied the globe marketplace for quite a while for its unique chemical properties like rough handling, strength power, straightforward degradability and environmentally friendliness. As considered the “fibre of the future” it is the cheapest and strongest among other natural fibres. Jute is in the second position among world’s production of textile fibres. Bangladesh, India, Thailand and china are one of the major producers of jute fiber. In addition, it is also fabricate and grown in Southwest Asia and Brazil. Jute fibre that is additionally often referred to as pat, kosta, nalita was once the largest exchange jobholder of this country. Despite, the reduction in conventional uses of this artifact and challenge thrown by product made up of artificial and allied fibers for the previous few decades’ non-conventional jute product are wanted in wider range by textile enterprises and makers now a days.

Jute is a natural fibre from vegetable origin with silky and golden shine. Although there are quite a lot of number of species of jute available (approximately 40) two of these species are grown internationally named *Corchorus capsularis* L. (commonly known as white jute) and *Corchorus olitorius* L. (commonly known as tossa/traditional jute). This golden fiber is inexpensive and produced from the outer coating of the plant’s stem. It has low extensibility, high tensile potency which ensures better breathability of fabrics. Its eco-friendliness and reusability are the reasons to be one in all the foremost versatile natural fibers used for various purposes like packaging, agricultural textile and non-textile sectors. The flexibility of blending with any other fibers in manufacturing process makes it the second most vital vegetable fibre next to cotton in terms of usage, availability, international utilization and fabrication. (Wiki 2018)

Bangladesh is termed the country of the top most quality jute fibre from the very beginning and jute has been manufactured during this country ever since. It is thought of one amongst the foremost important export merchandise of Asian nation. Jute products are ancient and represent the culture of our country by its own nature of presentation.

Chapter 2:

Organizational Overview

2.1 Background of the Company

“The Golden Fibre Trade Center” (GFTCL), is a concern of “SIMURA Group”. It is a Government Registered Private Limited Company in Bangladesh. Moreover, Simura group consists of SIMURA Nonwovens Ltd, SIMURA Hotel & Resort, SIMURA Construction co. Ltd. Hence, SIMURA Group's flagship company is Golden Fiber Trade Centre Ltd (GFTCL) which was established in 1988 and Mushtaq Hussain is the founder & Owner in the company. Since then the company is giving their full attention in diversification on developing, promoting and exporting various types of jute goods. This company is dealing with trading and exporting various kinds of jute and jute diversified goods and they are in the leading position as exporter and supplier in the field of traditional jute goods & diversified jute products like burlap, kenaf, hessian fabric, carpet backing cloth, geo-textile, sacks & bags, jute yarn & roselle hemp (mesta) fibres from Bangladesh. Worldwide they have a good vary of business links and experience.

The head office of GFTCL is in Banani, Dhaka, although, they manufacture in Sarishabari of Jamalpur, also recognized as the quality production area of jute fiber. There is lustry jute market outside of the factory which can be introduced as a trade center of raw jute of Jat by the farmers and local intermediaries in northern areas. Initially they obtain the raw jute from the intermediaries and press it into pucca bales in their own processing plant. Afterwards, they export those to the foreign market. Additionally, GFTCL is one among the biggest consumers of ancient jute merchandise from East Pakistan Jute Mills Corporation (BGMC). Besides, their experience at the stages from grower's level, producing level, to the subtle consumers at the international market.

2.2 Mission

“Symmetrically for the last 23 years uphold the image with our core corporate philosophy, we intend to pioneer in every possible prospective area that economy offers where we think Bangladesh have got unparalleled competitive edge.”

2.3 Vision

“Fibre, being the core competency, we promote indigenously grown raw material based products and continuously search for areas where our country’s enormous growth opportunity awaits.”

2.4 Memberships

GFTCL’s Membership Reference to Various Trade Associations is given below:

1. BJMC Bangladesh Jute Mills Corporation	
2. BJGEA Bangladesh Jute Goods Exporters’ Association	3. BJMA Bangladesh Jute Mills Association
4. BJA Bangladesh Jute Association	5. DCCI Dhaka Chamber of Commerce & Industry
6. EPB Export Promotion Bureau of Bangladesh	7. SCB Shippers Council of Bangladesh

2.5 Certification

The Golden Fibre Trade Center is achieved ISO 9001: 2015 certificate in 2018 for its Quality management system.

			
<h1>Certificate of Registration</h1>			
<i>This is to certify that compliance of Quality Management System of</i>			
THE GOLDEN FIBRE TRADE CENTRE LTD.			
Aramnagar Bazar, Sarishabari, Jamalpur, Bangladesh.			
<i>Has been successfully assessed and conforms to the requirements of</i>			
ISO 9001:2015			
<i>Scope of Certification</i>			
Manufacturer and Exporter of Raw Jute & Jute Goods.			
IAF/EA Code: 04 (Exclusion: 8.3)			
Certificate No	: TVEIQ1008533	UIC No	: MSCB-129-12402
Issue Date	: 08.10.2018	Expiry Date	: 07.10.2021
			
MEMBER OF MULTILATERAL IAF RECOGNITION ARRANGEMENT		ACCREDITED Management Systems Certification Body MSCB - 129	
Surveillance Audit 1 Due	: 01.10.2019		
Surveillance Audit 2 Due	: 01.10.2020		
TVE Certification Services Pvt. Ltd			
<i>Admin Office: 21/26B Kamarajar Street, K.K.Nagar, Trichy - 620 021, Tamilnadu, India</i>			
<i>For current validity of the certificate, visit www.tvecert.org</i>			
			
			 Executive Director

2.6 Facilities

The Facilities are provided as a dependable supplier is in basis of the below factors:

- They have strict internal control direction adherence to buyers' specification.
- They are maintaining earnest of provide schedule and shipment.
- They have the proficiency to produce in bulk at any time.
- They have disciplinary firm commitment to any or all the stakeholders.
- They maintain glorious, reliable, and future relation with major Jute Mills, and Raw Jute balers/shippers in Bangladesh.

2.7 Strength of Our Company

- Since one of the leaders in the field of exporting jute and diversified jute goods they have linkage with firms, product diversification ability, and elegant quality management as their major strengths.
- Since its beginning in 1988, the corporate has developed firm relationship with an oversized variety of importers, variety of personal and government procural agencies around the world. Moreover, they are the dynamic Agent of 18 Bangladeshi government mills and almost 100 or above private mills.
- Yearly the production capacity is approximately 2 lac tons. Besides, 2.5 lac tons production capacity of those private mills.
- Their proficiency, research, and promoting crew are providing you the foremost help, highest quality within the world within the right time.

2.8 Products

GFTCL is embellished with numerous types of fibres, traditional jute goods and diversified jute products. The fibres embrace raw jute, kenaf and rozelle hemp (mesta) fibres. Ancient jute merchandise includes yarns, ancient packaging materials, hessian, sacking, netting, ropes and twines. In addition, there is a potential market of the diversification of jute products such as ladies bags, shopping bags, laundry bags, dyed and laminated fabrics, travel bags, back-pack, promotional couch bag, file folder etc. enormous diversified jute items. All these products also have a radiant image in the field of export market as well as the foreign markets.

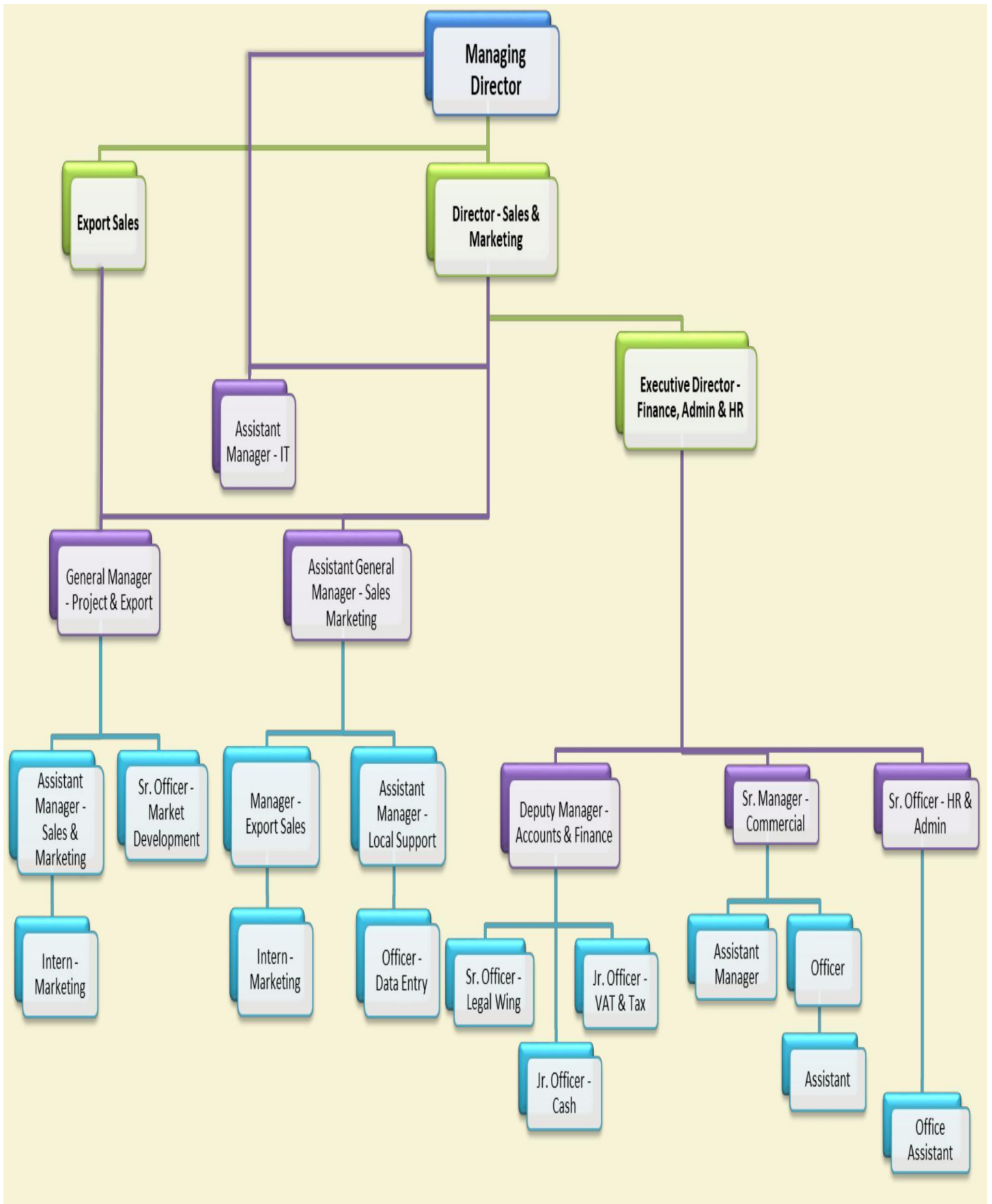
2.9 Markets

Western Europe, Eastern Asia, North America, Southeast Asia, South America, Eastern Europe, Africa, Oceania and Middle East are the targeted main markets of GFTCL. In addition, for the last five years the turnover rate of the company is on an average \$35 million.

2.10 Achievement Organogram of GFTCL

In the fiscal year 2014-15 GFTCL was awarded with “**Export Trophy - Bronze**” for their extraordinary performance in the field of export from Bangladesh .

2.11 Organogram of GFTCL

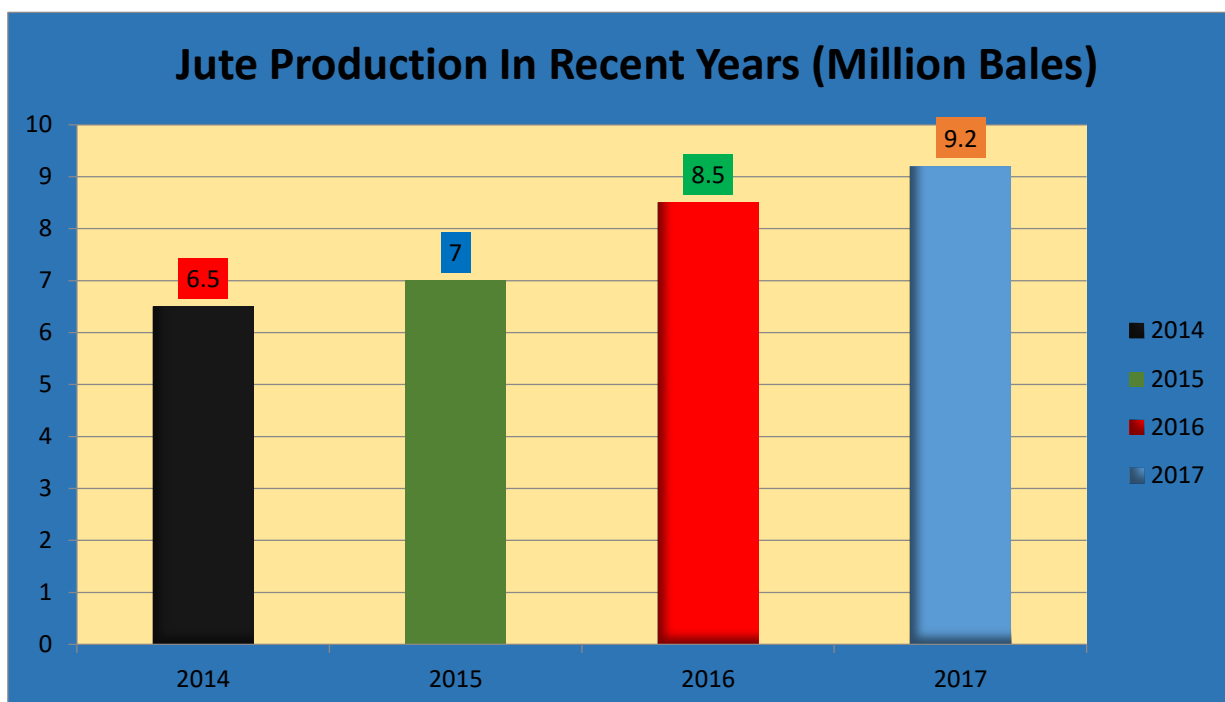


Chapter 3: Introduction to the Study

3.1 Rationale of the study

Bangladesh exports jute bi-products throughout the world over 85 countries which include Turkey, Iran, Belgium, EU, Canada and United states. It also exports raw jutes to over 59 countries including Brazil, Belgium, Thailand, China, India, Germany, Pakistan, Spain, UK and US. In the FY (2008-09) our jute products export worth \$269.25 million. In addition, raw jute exports worth \$148.17 million. As stated by the data's of Export Promotion Bureau (EPB), the country's earning from raw jute export was around \$110 million during July to January of the 2009-2010 fiscal years which was 30 million higher than the previous fiscal year. Recent studies found that Bangladesh earned \$962.42 million from jute exports in the 2016-17 fiscal year as compared to \$918 million in FY 2015-16 (BBS 2017). The country spent \$701 million on the import of jute pulp in 2017(Bangladesh Economic Review, 2018) the world market for JDPs will reach \$2.6 billion in 2022, so, Bangladesh has to grab this golden opportunity. Australia, Canada, USA, Belgium, Indonesia, India, Thailand, Pakistan, and Philippines showed their keen interest for jute products in their native markets. In the year 2007-08 India was at the top most position as jute producer with 58% of the total production whereas, Bangladesh secured the second top position producing about 33% of the total jute production (National Jute Board 2011 and Bangladesh Economic News 2011) and exports 99% of the raw jute produced (Hossain, 2015). Thousands of common people are involved in jute industry and their numbers are growing every year with the pace of increased production. The government has validated the mandatory jute packaging act and the production rate of raw jute is ever-increasing.

The following bar chart shows the production rate of jute in the past four years.



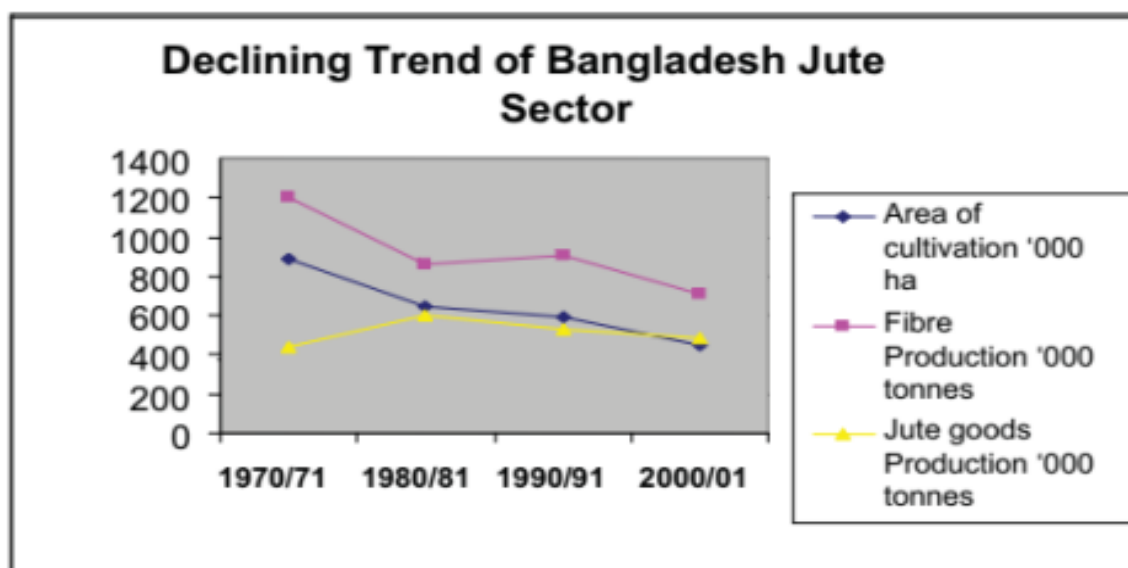
(Source: Bangladesh Jute Mills Corporation)

Compared to the competitive countries like India, jute heterogeneous product business of Asian nation is quite informal, sprawling and niche. Despite of owning, the second position among the jute manufacturing countries the JDP of our country is below privileged. This sector contributes to the whole exchange earning to concerning 5% and 4% to the country's gross domestic product. As mentioned earlier, Bangladesh produces the highest quality jute within the world and for several years' jute had been the most important contributor to the country's export earnings. However, within the 1980s/1990s the abrupt emergence of cheaper substitutes like synthetic resin caused the globe marketplace for jute to shrink. Domestic demand conjointly going down due to the unskillfulness of the state closely-held jute mills and therefore the absence of correct government policies to encourage domestic consumption. In recent years increasing issues with environmental problems and volatile worth of crude originated raw materials have explored new market opportunities for jute product. As a result, Bangladesh jute sector has seen a small revival. In spite of getting low shares in JDP sales revenue JDP are coming forward showing their potential as high merchandising element in the near future. These are jute fiber reinforced sheet, jute geo textile like nursery plantation pot.

Bangladesh used to hold a monopoly position in the production and selling of jute during the years between 1950s and 1960s. However it's a totally different scenario now because such monopoly position exists no longer owing to competition from India, Uzbekistan, China and Asian nation. However, the country continues to be the second largest producer of jute next to India and jute has been a pivotal export item for Bangladesh since 1950s. The implicit and specific government subsidies provided in the early years later withdrawn and thus, Jute business of Bangladesh had to go through major upheavals over time. This may be exemplified by the export bonus theme that was introduced in 1959 was later abolished within the 1970s. Moreover, the direct incentives that were provided to the export based private enterprises in terms of tax relief on imports of producing equipment's and machineries to support the process of industrialization of the state weren't extended towards the jute sector.

Ultimately, owing to the fall in demand for jute worldwide during the 1990s and recurring the losses in publicly-owned jute mills the government signed an agreement with the World Bank/ IDA in the purpose of reforming jute sector once again and as a consequence, following things had happened: 1) closing of 9 of the 29 jute mills and downsizing two large

publicly owned jute mills, 2) privatization of 18 of the remaining 20 jute mills, 3) retrenchment of about 20,000 jute workers of publicly owned jute mills to other public sectors. In the process of such adjustment thus happened culmination in the closure of flagship of Adamjee Jute Mills on 24th June 2002 claiming that, it had sustained a loss of 12 billion BDT over its 30 years period of existence, which officially brought the entire jute sector, to a close. However such actions were criticized extensively not only because the reported losses were largely due to lack of institutional support but also, failure in modernization of these jute mills which was an absolute essential to keep up with the pace of the evolving world market. Thus, instead of accusing the jute mills for their losses; corruption, mismanagement and inefficiency in the processing method were marked as contributing factors.



Source: (Jute in South Asia by AKM Rezaur Rahman)

In sequence to overcome this diminishing market new technologies and products has been evolved by using jute as raw material in the manufacturing of value added products as well as diversified products. A new industry has been emerged in this process which is called jute diversified industry. This industry focuses on innovative jute goods and it's an emerging and rising industry in Bangladesh. There are no universal definitions on jute diversified products rather, eco-jute diversified goods are mainly made from natural jute fiber, fabrics or yarns. These are recyclable materials, reusable and made for long-term use causing little or no negative impacts on the environment and produced by eco-conscious enterprises.

Moreover, jute produced from our country is of best quality and has core competency in raw jute production owing to agro-ecological comparative advantages. According to the

observation of the World Bank, Bangladesh has the huge potential and broader scopes in producing diversified jute products to contribute to the world jute sector. In contrast, India is quit advanced in producing diversified jute products compared to Bangladesh although, it collects raw jutes from Bangladesh (World Bank). Diversified jute industry of our country can revive and regain its independence by restoring the former glory of the golden fiber if the entrepreneurs understand the buying behavior of diversified jute products by formulating effective green marketing strategies and doing business according to their purchase behavioral factors.

3.2 Scope and Limitations of the Research

The main difficulty of this research is that there is only the discussion about diversified jute products and export potential of Bangladesh. There are others types of jute sectors in Bangladesh which has a huge scope of better findings. These sectors also have a huge potentiality which helps to add value to our country. I have had some personal issues therefore; I faced a lot of problems for the completion of this research.

3.3 Research Objective

- To identify the variation of diversified jute products in our country as well as in the foreign market.
- To identify the current situation in export market on diversified jute goods.
- To identify the advantages of using diversified jute products.
- To recommend to some extents which could possibly add some values to our jute industry.

3.4 Research questions

The research looks for the answer of the following questions:

- Why diversify?
- How value can be added with non-traditional and diversified jute products (DJP)?
- What is scenario of export market of diversified jute products?
- What are the capital investments in diversified jute products?
- Which organizations and agencies are supporting for the value addition in DJP?

3.5 Literature Review

Md. Moniruzzaman⁶ (2016) described in the research paper that jute is a potential sector in Bangladesh which plays a pivotal role in the sense of agricultural, economical, industrial and commercial. In the prior, in Bangladesh jute was called the “Golden Fibre” but afterwards, because of some problems and facing loss every year, the present condition and future prosperity is in a vulnerable condition. He added that there might be possibilities if we promote our jute products in various ways. It means diversification in jute sector might bring back the fame of calling jute the “Golden Fibre” again. He also stated that, jute is coarse products and it has chemical characteristics to be degraded in the environment. Also, at present people are very conscious about the eco-friendliness issue which can add a positive value to jute sector. To improve the present condition of jute sector a good number of researches are must. From this research paper, anyone can get an idea of the jute sector’s condition and the importance of diversified jute products to revive the present situation of jute sectors. Moreover, the aim of this paper is to highlight the scenario of jute sectors in Bangladesh and some ways to come forward from the present condition.

In the research paper by Molla. M. M. U⁸ (2014), he illustrated that this study was designed for evaluating the financial performance of trading jute goods producing in Bangladesh. Based on the primary and secondary data from the public and private sector of jute industry, highlighted the scenario of jute industry. The public sector is the sufferer and faces loss during the study period, found out by this research. In his paper he showed the statistics of present scenario of jute sector and the foreign currency value earning by exporting. He pointed many problems facing by the public and private jute industry. Economically jute can play an important role if our government would come forward for saving this sector for the long run. Lastly, he said that there is a huge possibility to be successful only if everyone will be concerned enough to make a foreign money from exporting jute and various jute goods.

3.6 Methodology of the Study

Methodology	Tools	Source/ Interviewees	Sample Size	Key Information Ares
Primary data	Projects	Owners	10	Entrepreneurship, Profit , Challenges ,Limitations
Online Survey	Likert Scale, Structured and Semi-structured Questions by Using Google Form	Information Collected From Different Male and Female JDPs Users (at random)	40	Type Of Used Product, Purchasing, Availability, Durability of Product, Satisfaction, Expectation and Suggestion
Desk Research	Literature Review	Published Data in Different Journals, Articles and Books, Internet, Website, Study/Survey Reports, Newspapers, Jute policy etc.	Bibliography	Existing Secondary Information
Semi-Structured Interview	Semi-Structured Questionnaire	Key Informants Of Jute Professionals/Experts, Government Officials, NGO Officials	18	Products, Entrepreneur, Value Chain, Sector Map, Production Facilities, Policies, Potential Areas
		JDP Stalls and Showrooms	15	Entrepreneurship, Profit, Challenges, Sales Trend
Observation	Observation Checklist and Behavior Observation	Different Stalls of Dhaka International Trade Fair(DITF)	20	Types of Products and Buyers
		Show Room	25	Location, Decoration, Expenditure, Product
		Buying Trend Of Users (Male and Female)	5	Types of Product, Demand
		Factory	8	Production Practice and Technique, Technology, Facilities of Workers, Environmental Issues

Chapter 4: Findings and Discussion of the Research

4.1 Discussion and findings about the Research

4.1.1 Jute growing areas:

Jute is grown throughout the whole country in plenty. Bangladesh savors an agro-ecological comparative advantage in terms of jute production as it acts as a drainage basin of massive rivers being presented with soil and availability of non-stagnant water for jute retting. Total land area of this country is 13 million hector and agricultural lands occupy about 8.44 million hector. In the years 2010-11; 0.803 million hector land was used for cultivating jute which is about 6% of the total land area. The jute growing areas are broadly divided into three regions:

1) **Jat area (Brahmaputra alluvium):**

This area consists of parts of the districts of Dhaka, Mymensingh, Tangail and Comilla of Bangladesh. These areas are often flooded during the year and thus fresh slits are carried to these areas which are very useful for jute cultivation. Jat area is renowned for highest quality jute fibers.

2) **District area (Ganges alluvium):**

Kushtia, Jessore, Khulna, Rajshahi, Pabna and Dhaka districts are the parts of this area. There are two kinds of district jute namely, “Hard district” and “Soft district”. Hard district is relatively better than the soft district in terms of quality. District jute stands second in terms of quality.

3) **Northern area (Tista silt):**

This area constitutes parts of districts of Dinajpur, Rangpur, Bogra and Shirajgonj. Northern jute considered lowest in terms of quality.

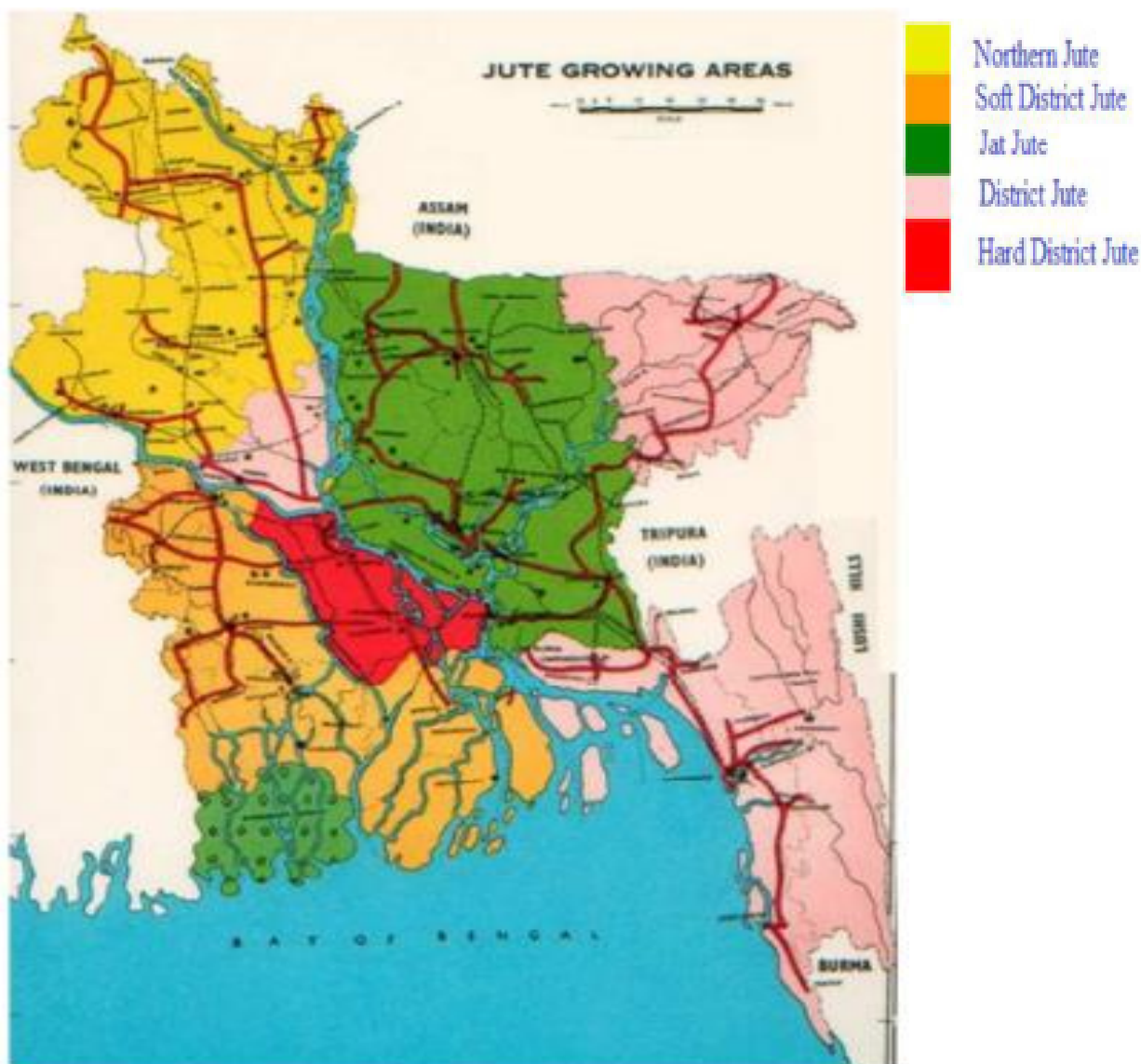


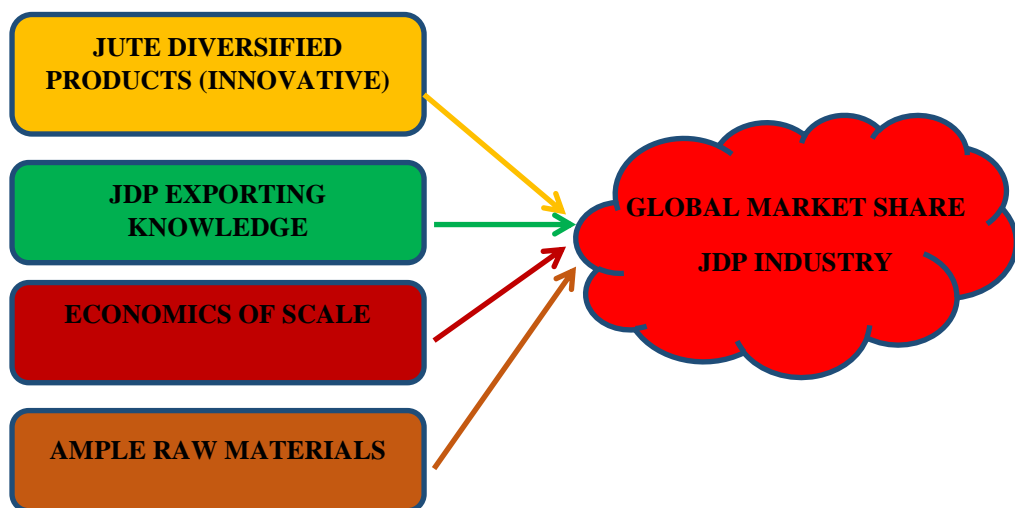
Figure: Jute growing areas in Bangladesh (Source, Islam 2013)

If we want to draw a picture of present scenario of our jute sector there are some undeniable factors which cannot be outrun by any of the positive outcomes. One of which is many of the jute factories of our country have already been closed in order to diminish or minimize the overhead cost. But now, with the origination of diversified products and having the opportunity of high demand in worlds' JDP industry the long lost glory and tradition could be saved. As moving to new era of jute industry, our analysis will be based on market prospect and export potential of innovative jute bi-products. Therefore, our research will be based on the following objectives:

- To find a tactical way to recognized JDPs in the global market.
- To understand the volume of jute industries of Bangladesh.

- To identify the most effective pathway in international market.
- To know the target segment of future customers.
- To assess the competitive factors of JDP sector.
- To classify effective strategies for the successful intervention in international market.

To gain those objectives here designed a conceptual framework that will help in understanding the variables which helps to meet the market share as well as export potential in the local as well as international market.



4.2 Diversified Jute Products (JDPs):

Before getting to know about JDPs in detail let's review some literatures which signifies JDP.

- After a detailed analysis of various issues of jute industry, SurinderSud, in an article, gave his opinion that jute industry should no longer thrive only unconventional packaging items and must, therefore, change its line of production to include some of the diversified value -added products. Besides, it would have to go in for innovative marketing techniques aimed at satisfying a large number of individual customers rather than only a few bulk purchasers of gunny bags.
- According to R.N. De, jute commissioner, "the problem with Indian exporters is that they depend much on traditional goods ignoring the tremendous scope for exporting

diversified items. “Even the high- powered , ‘L.V. Saptarishi committee’ appointed by the textile ministry to go into the gamut of issues dogging the industry, was of the view that unless it could put in efforts at diversification, the industry would fall by the wayside.

According to these literature reviews it can be stated that diversified jute products are those innovative value-added products which are the ideal substitute of conventional products that have tremendous scope for business if creative business techniques are applied.

When it comes to describing ‘diversified’ products the meaning is less clear as many of the items so described, like rope-soled shoes or espadrilles and floor or wall covering have been made from jute fibre for at least the last seventy years. Perhaps a more concise description of where the diversification efforts of jute industry should be aimed could better be called ‘value added products’. (A road map for jute, technical paper no. 44)

By the application of artistic skills and innovations, jute is transformed into numerous value added products; in other words, wide range of non-traditional jute goods; these are referred as diversified jute products (DJP).

Hardly 10% of the total jute fibre consumption is accounted for DJPs usage. This sector of jute industry is composed of only SME entrepreneurs and the most regrettable thing is that it is still decentralized and scattered as the SME entrepreneurs lack in resources, skills and expertise to enter into the global market with their products. They need proper aid and support from the government to initiate an efficient marketing strategy as well as business background in the areas from product development. Furthermore, invention of products like polypropylene with their wide range of availability and low cost took over the market so easily as a better substitute for jute products which have affected the DJPs use in USA and later in Europe. Also lacking in substantial efforts in the process of product development and diversification as well as keeping up with the pace of modern technology or following advanced market procedures and international trade practices resulted in a decrease in home consumption as well as export trade. As the premier institution for conducting all kinds of technical research, Bangladesh Jute Research Institute (BJRI) so far have been developing products like blanket, apparel, micro-cellulose, sacking, home textile, juco (jute and cotton blend) and nursery pots. They also assist with technical support for the jute agriculture and

discovered near about 220 jute products and their production process. The most rewarding thing is the current status of the JDP sector is most promising as there has been a gradual and steady improvement beyond all the limitations as organizations like UNDP and CFC coming forth in the aid of JDP sector development. Now, looking ten years ahead considering the world market potential of the non-traditional jut products one can easily predict the following market profile.

Decorative and household fabrics	20000 tons (jute content)
Geo-textiles	30000 tons
Shopping and hand bags	60000 tons(250 million units a year)
Floor coverings	30000 tons
Jute fibre used in composites and plastic reinforcement	30000-100000 tons
All other textile end-uses both industrial and consumer	30000 tons

(Source: Technical Paper: A Road Map For Jute)

4.3 Why Diversify:

The factor which is solely responsible for diversified products gaining popularity is ecological imbalance. The explanation is as follows-

With the growing environmental awareness, considering facts like retardation of ecological balance and degradation because of greenhouse effects, eco-friendly and bio-degradable materials are gaining popularity in each developed and developing countries. Jute and jute bi-products by their unique eco-friendly properties not only conserve environment and atmosphere as a whole but also play a central role in retardation of ecological degradation. All these driving factors have explored a new scope for reinventing DJPs leading towards their effective exploitation. Currently there has been a huge advancement in the invention of new processes and technologies for recognition of jute diversified products. To capitalize this competitive era it's a requirement to attain general enhancements beginning with increasing yield and rising quality. Adaptation of freshly developed and improved processes and technologies for production and producing of high valued jute diversified product and different use of jute (Annon, 2009)

As ecological imbalance is identified as the key factor toward acceptance of diversified jute products let's see some of the environmental benefits of using DJPs:

- Jute's whole life cycle is about around 120 days. One hector of jute plants can absorb 15mt of CO₂ and liberate 11mt of O₂ which is equivalent to a year's CO₂ combustion from 20 cars.
- Here a data is presented from a survey project conducted in the years 2013 and 2014 to estimate the absorption of CO₂ from jute cultivation-

Year	Land	CO ₂ absorption
2013	2034.21 hectares	30,513.15 tons
2014	2111.5 hectares	31,672.5 tons

(Source: CARE, Bangladesh, SWITCH-ASIA Project)

- Jute pulp paper can be a substitute of tree made paper and paper board and therefore could save millions of trees and prevent deforesting.
- The global demand for shopping bags is immense (about 500 billion pieces a year). Jute made shopping bags can easily replace the market of plastic bags that are made from PP, LDPE, LLDPE, HDPE and other harmful chemicals.
- The small size and low weight properties of plastic bags can be resulted in escaping waste management and ending up in the Marin environment as their eventual decay could take hundreds of years or in a worst case scenario they can be totally indestructible.
- According to a survey about 46000 pieces of plastic is floating in per square kilometer of the ocean surface and the distressing fact is that often sea birds, fishes and sea mammals are dying from this enormous pollution. At this point there is no other way left but to consider biodegradable and perishable packaging products like DJPs to protect the world's environment and restore the ecological balance.

Other major advantages of JDPs which made it widely acceptable is that it is-

- Agro-based.
- Produced annually.
- Renewable and easily recycled.
- Best natural alternative for nylon and polypropylene.

4.4 How Value can be added with Non-Traditional or Diversified Jute Products:

Value addition in case of diversified or non-traditional jute products means adding value in terms of quality (outlook, size, shape) and pricing. Adding fashion element to a diversified jute product enhances its outlook as well as increases its selling price in the market.

In case of a traditional product there are few scopes of adding values to it. That is to say, if we consider a paddy packaging sack there are no rational reasons or in other words scope to add values to it. Perhaps, 60 kg paddy sack can be made into a 90 kg sack or a 30 kg sack but that's all, nothing more can be added to a traditional sack.

But if we consider a school bag that is made of jute (JDP) there are a lot of ways to make it look attractive and fashionable, in other words, adding values to it. For instance, if an ordinary school bag is incorporated with an unique design it will increase both its quality and market price. That's the way to add values to diversified jute good.

Value addition for various JDP items takes different figures and numbers. To simplify this one of the most commonly purchased JDPs is considered (i.e. combination of jute and fabric and combination of jute and leather)

- For a single handbag value addition in the domestic market illustrated as follows.

Name of actors	Number of actors	Average end price (In BDT)	Average value addition (in BDT)	Average value addition (in percentage)	Reasons for value addition	Value addition factors
MSME's	150	800	120	75%	To convert the fabrics into handbag and to add accessories	-salary expense to factory workers - Cost of running machineries for conversion -Profit
Input supplier(Composite and Spinning mills)	110	100	40	25%	To convert the raw jute into yarn and fabrics	-salary expense to factory workers. -Cost of running machineries for conversion. -Profit
Individual domestic buyers	NA	--	--	--	NA	NA
Total value addition			160	100%		

- For a single handbag value addition in the international market expressed as follows-

Name of the actors	Number of actors	Average end price(in BDT)	Average value addition (in percentage)	Average value addition (in BDT)	Reasons for value addition	Value addition factors
MSME's	140	400	50%	120	To convert the fabrics into handbag and to add accessories	-Salary expense to factory workers. -Cost of running machineries for conversion - Profit
Buying house/ Exporters	60	420	30%	60	International sales and product procurement	-Sourcing from the supplier MSME's -L/C or export process -Buyer searching
Input supplier (composite and spinning mills)	90	100	20%	40	To convert raw jute into yarn and fabrics	-Cost of running machineries for conversion. -Salary expense to factory workers -Profit
International buyers	NA	--	--	--	NA	NA
Total value addition			100%	200		

- For a single leather and jute combined handbag the value addition in domestic market depicted as follows:

Name of the actors	Average end price (in BDT)	Average value addition (in percentage)	Average value addition (in BDT)	Reasons for value addition	Value addition factors
Domestic individual buyers	--	--	--	NA	NA
Input supplier(campsite and spinning mills, leather supplier)	500	21.74%	50	To convert raw jute into yarn and fabrics for dyeing	-Cost of running machineries for conversion .-Salary expense to factory workers. -Profit
MSME's	1000	78.26	220	To convert the fabrics and leather into jute and leather combined product	-Salary expense to factory workers. -Cost of running machineries for conversion. -Profit
Total value addition		100%	270		

- For a single jute and leather combined handbag value addition in international market is described as follows-

Name of the actors	Average end price(in BDT)	Average Value addition (in percentage)	Average Value addition(in BDT)	Reason for value addition	Value addition factors
MSME's(exporter)	1595	82.76%	288	To convert the fabrics and leather into jute and leather combined good	-Cost of running machineries for conversion. -Salary expense to factory workers -Profit
Input supplier(composite and spinning mills, leather supplier)	550	17.24%	70	To convert raw jutes into yarn and fabrics and dyeing	-Cost of running machineries for conversion. -Salary expense to factory workers -Profit
International buyers	--	--	--	NA	NA
Total value addition		100%	358		

4.4.1 JDP Value Chain:

Linkage and trust building among the different actors of value chain are absolute necessary and are promoted to improve the business development service and supply chain in different areas of skill, knowledge and technologies in order to boost up the production rate. Improving their quality and productivity and to develop the capacity of the SMEs; partnership and business network are essential criteria.

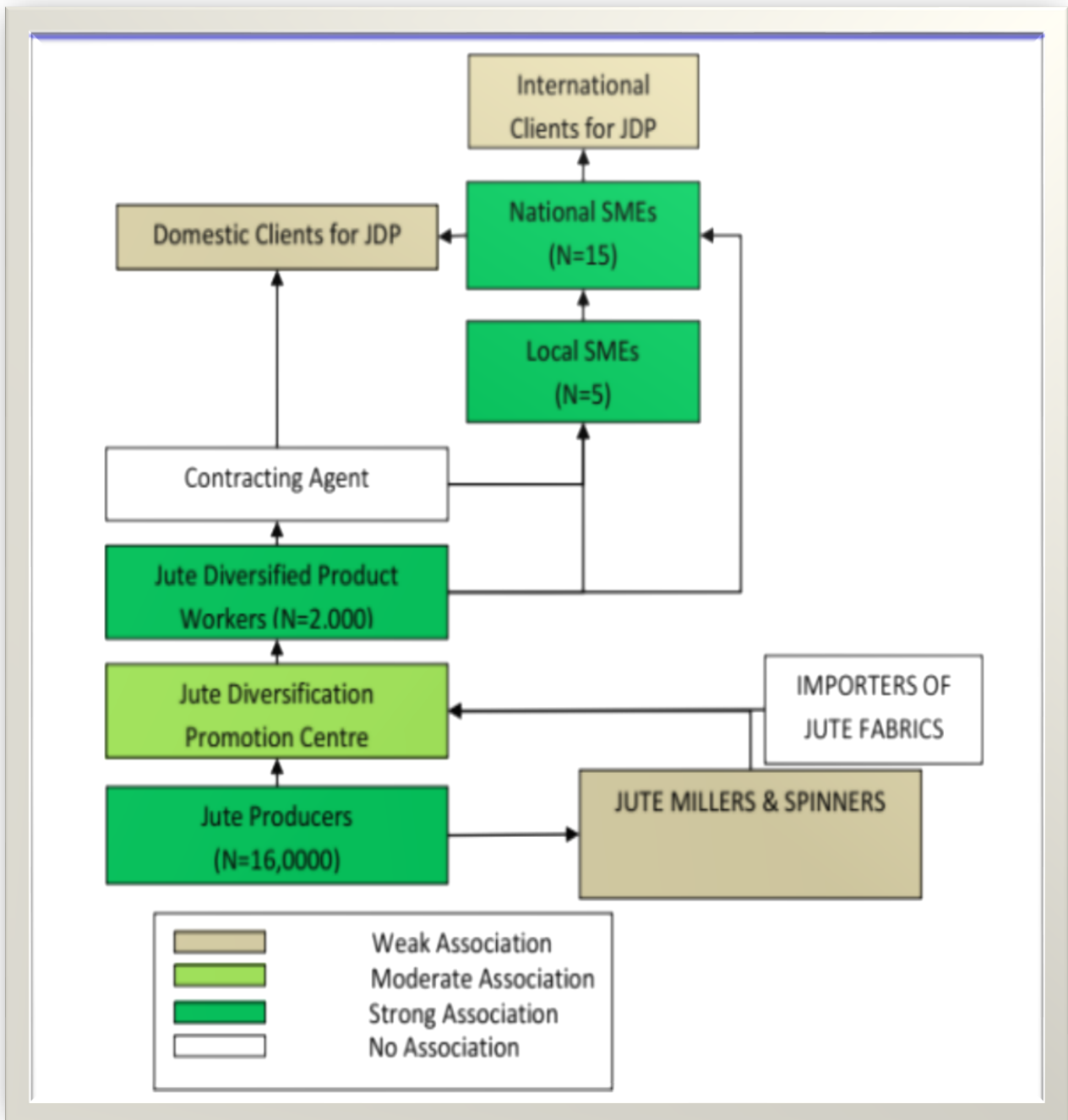


Figure: JDP value chain (Source: CARE, Bangladesh)

4.5 Export Market:

In 1980s due to the highest foreign earnings jute was called the “GOLDEN FIBRE” of Bangladesh. But as the global demand slumped down and there were no proper government policies, export earning experienced a substantial fall. Simultaneously synthetic substitutes were capturing the market outrunning the jute export market by a huge margin. But the case has modified dramatically due to the increased environmental concern and demand to be used of natural and less hazardous material in order to reduce carbon emission.

As mentioned earlier, even with the went down of export trend in the global market, jute (jute items) still occupies the second position in terms of exporting right after the ready-made garments business and currently Bangladesh is the highest (second large) exporter of jute after India. In the fiscal year 2015-16(July-February) earning from export of raw jute and jute goods were about \$561 million in which jute goods accounted for \$470 million and form raw jute export the earning was about \$91.34 million. In addition in FY 2014-15 the exchange earning was about \$868.53 million in which \$757 million belonged to jute good export and the rest \$111.53 million from raw jute export. Although exports of jute products are gradually increasing a notable quantity of exports constitutes traditional items such as, sack, raw jute, hessian and jute yarn. High valued jute goods that is to say, diversified jute products have an exquisite potential to add values in the business more than ten times than the traditional jute products. A statistics of jute product export is given below:

Year	Hessian		Sack		CBC		Yarn		Others	
	Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value
2013-14										
Total export	29122	24056	32807	23104	9394	8285	6104	3593	6334	2738

Table: Jute products export in 2013-14(quantity in million ton, value in lac taka) (Source: BBS, 2015)

Owing to the change of the mentality of shoppers who are currently prefers eco-friendly materials over the artificial products there has been an increase of the demand of jute merchandise within the international market over the last decade. A research carried out by Jute Diversification Promotion centre (JDPC) there are 133 JDPs available along with 400 JDP producers who are doing business in the exporting market on sub-contract basis.

HS Code	Description	Potential Markets
530710	Yarn of jute or textile bast fibers nes, single	Egypt (India)
530720	Yarn of jute, textile bast fibers nes, multiple, cable	Egypt (India,USA), Uzbekistan(Turkey)
531010	Woven fabric of jute/ bast fibers, unbleached/bleached	Egypt(India), Malawi(India), Saudi Arab (India), Syria(India), Tanzania(India)
531090	Woven fabric of jute/Bast fiber, not unbleached/bleached	Iran(Pakistan), UK(India)
630510	Sack and bags, for package of goods of jute or of other textile fibers	Algeria(China), Denmark(Turkey),Saudi Arab(India), Sudan(Pakistan), Tanzania(India),Zimbabwe(India)

Table: List of Potential Export Market for Bangladesh, 2009 (Source: Trade Map Database)

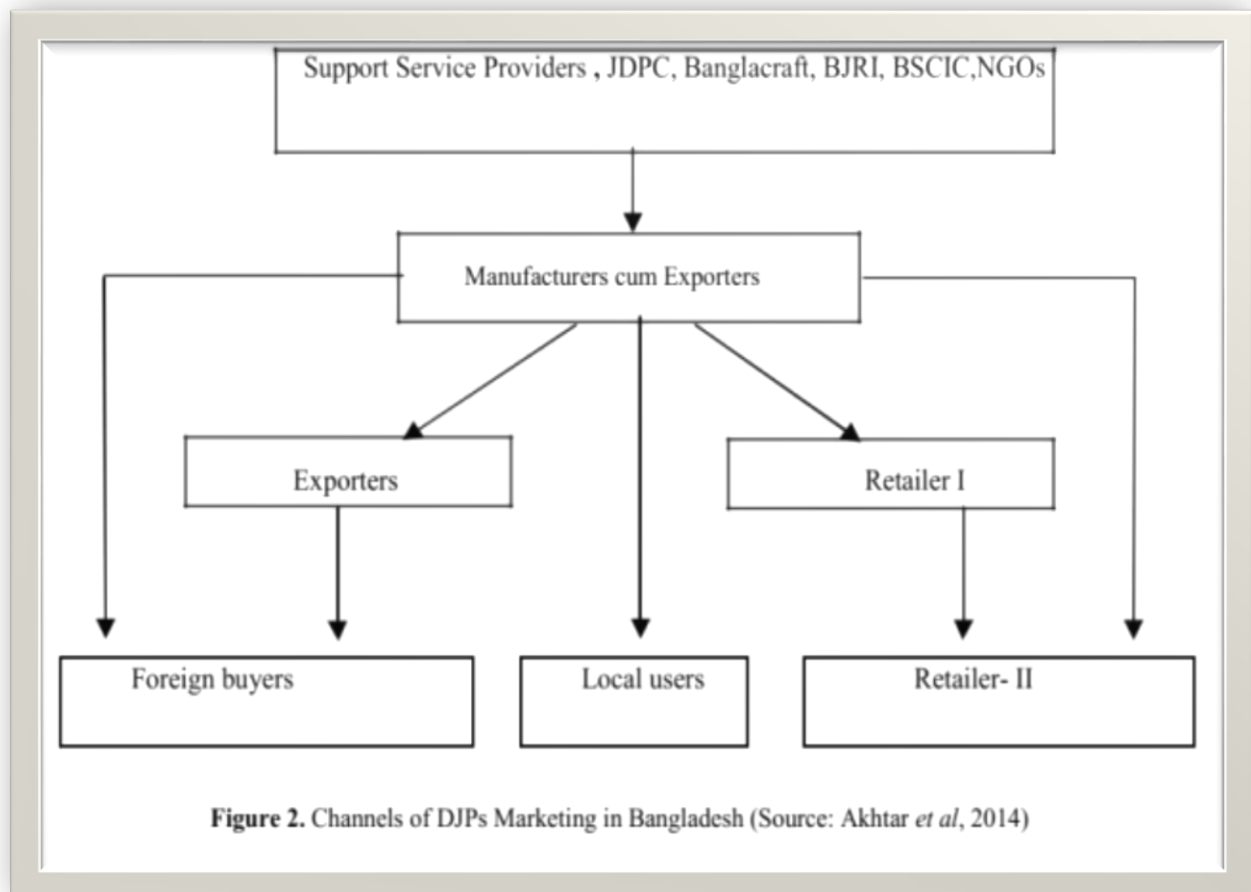
According to a study by Katalyst, Jute Diversified Products of Bangladesh bears immense potential for securing a vital position in the domestic market as almost all the leading business organization are going to adopt a “go green policy” as the motto of their business. Due to the significant growth in the boutiques and retail industries and ever-increasing corporate fascination on eco-friendly products there is a possibility for the domestic market to grow another 300 percent from 20 core to 60 core in the next couple of years.

JDP producers manufacture a diverse range of products that includes handbags, shopping bags, bottle bags, rags, handicrafts, conference bags etc. Proportionately new inclusions are jewelries, fashion article of clothing, jute sandals etc.

Products	Export performance for JULY-JUNE 2011-2012	Export performance for JULY-JUNE 2012-2013	Export performance for JULY-JUNE 2013-2014	Export performance for JULY-JUNE 2014-2015
Jute and Jute Goods(Chapter 53, 630510)	967.38	1030.61	824.49	868.53
Raw Jute(5303)	266.28	229.92	126.39	111.57
Jute Sacks and Bags(630510)	185.26	237.42	110.05	139.45
Carpet(Jute and others-57)	6.23	8.46	11.68	18.9
Jute Yarn and Twine	468.15	506.74	532.81	552.32

Table: Export performance of JDP (Source: Export promotion bureau, 2016)

Marketing Channel of Diversified Jute Product



Share of jute export:

Following data signifies the share of jute export of Bangladesh from FY 1972-FY 2010.

Year	Value (million USD)	Share (%)
FY1972-1973	313.1	89.9
FY 1980-1981	487.3	68.6
FY1990-1991	394.6	23.0
FY2000-2001	297.5	4.6
FY2004-2005	334.9	4.0
FY-2007-2008	483.4	3.4
FY2008-2009	417.0	2.7
FY2009-2010	736.4	4.5

Source: Export Promotion Bureau (EPB) Year Book, Various Years

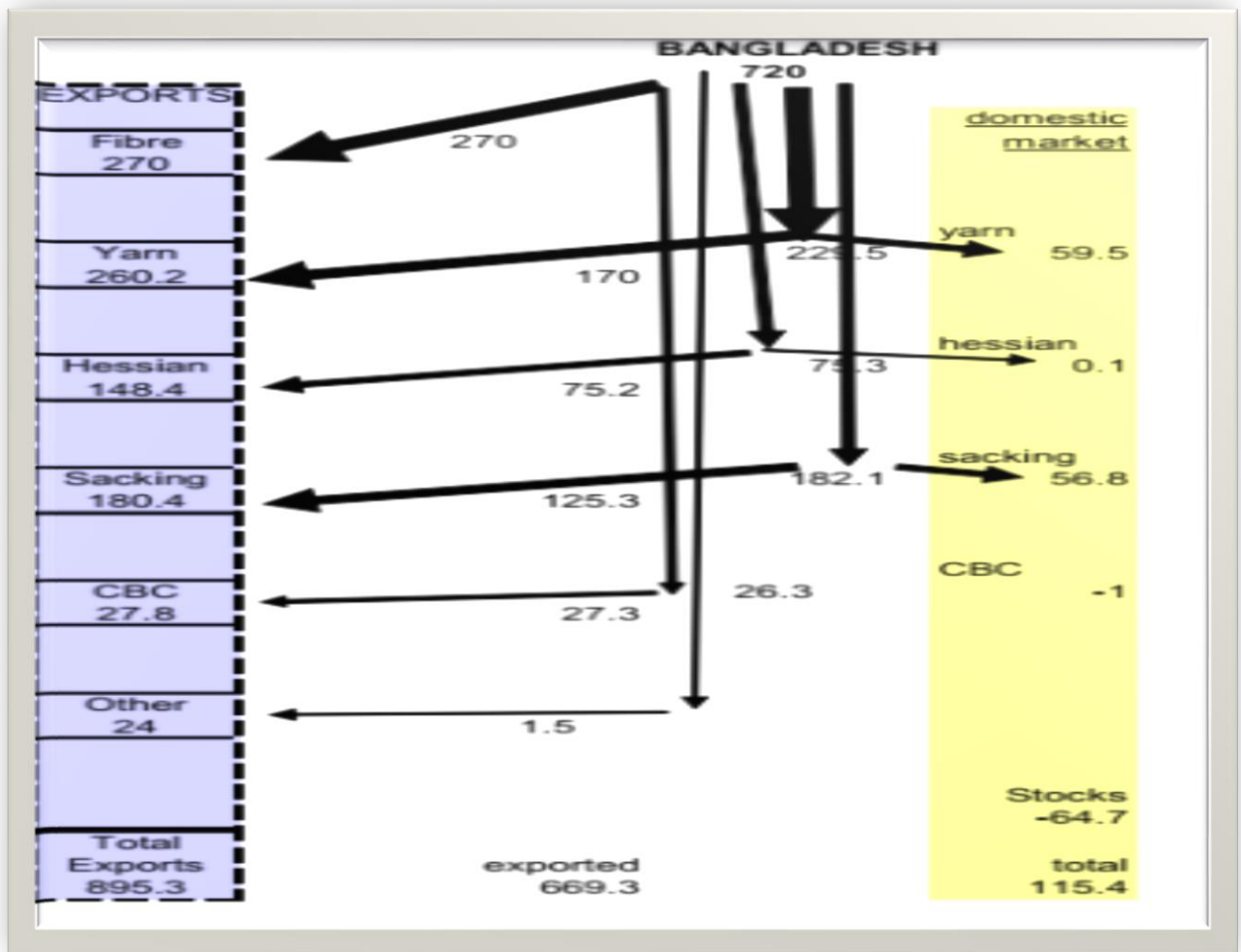


Fig: Market and Market Shares of Jute Good Producers in export and domestic market (in mt)
 (Source: Technical Paper: A Roadmap for Jute)

4.6 Capital Investment in Diversified Jute Products (DJP):

Jute fiber is generally a coarse fiber. In order to make fashionable goods or value added products from jute it has to be made finer and has to go through numerous stages of processing. These processing stages are the main scopes for capital investments. If government subsidies are given to each of the production processes then manufacturing of DGPs would rise significantly and can match with the global market demand.

232 diversified jute products have been listed by the textile and jute ministry to boost up export of goods that are made from natural fibre which is already sent for circulation to the finance ministry. In June 2016 the finance ministry formed a committee with the intention to identify and define JDPs and arrange a list of items to be eligible for 20% cash subsidy against exports. By including shopping bags, cushion cover, pillow cover, table mats, flower vases, storage items, indoor and outdoor gardening materials and products like shoes are finalized in the list by the active committee. According to the executive director of (JDPC)

they are eagerly hoping that these products will get motive. The factors responsible behind this effort are absence of a list of diversified jute products, failure to receive cash incentives and absence of definition of diversified jute goods. The convener of Bangladesh jute diversified product manufacturers said that this process of listing will facilitate the export growth. Moreover, exporters, in order to get benefit from the export business he urged to the government to set up notification. This incentive will make a positive image of the exporters to the global market. Owing to higher production costs and tough competition from the neighboring country India in the arena of diversified jute goods Bangladesh has to face a tougher competition and extreme challenge in the global market. Despite the enormous prospects diversified jute products market were neglected by the policy makers. Now it is high time to pay attention. DJPs should be included under a refinance project for eco-friendly or green products by the Bangladesh Bank governing body. A recent study has found that in the fiscal year 2010-11 DGPs export accounted for 300 core BDT which soared to BDT 700 core in FY 2015-2016.(The Daily Star, 2017)

4.7 Organization and Agencies Supporting Value Addition in Jute Products:

JDPs enterprises need assistance and support from different organizations and agencies or in other words service providers. Depending on the support or service provided they are broadly divided into three main categories-

- Embedded service: Agencies who provide support or services along with the products.
- Public benefit service: They are called knowledge-driven service providers. For example, local authorities and associations, different NGOs and government institutions.
- Transactional service: Profit making service providers who provide assistance for service charge.

Service/ Support Type	Services/Supports	Service/Support Providers	Service nature
Embedded service	Information on design and product development	Buyers	Free
		NGOs	Free
		JSPC	Free
	Input supply management	JDPC	Embedded
		Input suppliers	Embedded
		Jute mills	Embedded
		Machine dealer or distributor	Embedded
		JESC	Embedded
Market information	JDPC,BSCIC	Free	
Public benefit service	Research and development	BJRI	Free
	Financial	MFIs, SME section of banks	Fee based (interest)
	Organizational strengthening	NGOs like trade craft, The jute workers	Free
		Government institution i.e.JDPC	Free
Market information	EPB	Free	
Transactional service	JDP worker's skill development	BSCIC	Fee based (charge)
		JDPC	Fee based(Charge)
	Tools and technology development	BJRI	Free
		JDPC	Free
		DTC	Fee based(charge)
	Design and product development	Fine arts faculty, Dhaka University	Fee based (charge)
		BSDI,IIDT,NIFT and RDI	Fee based (charge)
		BSDI	Fee based (charge)
	Transportation and logistics	Van puller, Pick-up Driver	Fee based (fair)
	Marketing	JDPC	Free
BSCIC		Free	
LC opening	Bank	Fee based (charge)	

4.7.1 Different Organizations that Support JDP:

➤ Jute Diversification Promotion Centre(JDPC):

Jute Diversification Promotion Centre was founded in 2002 with a vision of improving current jute scenario, sustained development and to regain the lost honor of jute which was regarded as “GOLDEN FIBRE” of our country. Furthermore, it also acts on the socio-economic development of jute farmers as well as all the individuals performing directly or indirectly with the jute production and manufacturing process. In January, 2013 its phase-3 started. A twenty member steering committee headed by the secretary, ministry of textile and jute, executive director, JDPC who acts as the member-secretary of the committee and

government of Bangladesh act as governing body in the center. The main office is located in Dhaka in the former place of International Jute Study Group.

➤ **Export Promotion Bureau(EPB):**

The Export Promotion Bureau (EPB) is a governing agency located inside chamber of Commerce. The export promotion bureau ordinance was approved 1977 with the aim to develop and upgrade nation's export industries. The EPB constitutes multiple divisions like policy and planning, commodities development, fair and display, information, administration and finance, statistics and research, Textile and communication and technology division. Its headquarters are situated in Dhaka with the regional offices located in Chittagong, Khulna and Rajshahi. There are also branch offices in Sylhet, Comilla and Narayongonj.

➤ **Bangladesh Jute Research Institute (BJRI):**

The most elderly mono-crop research institute is named as Bangladesh Jute Research Institute Jute sector for its enormous potentiality had been taken up with special and realistic approach by this organization after the liberation war of 1971. Bangladesh government enacted the jute act in 1974 with specific intentions which was later modified and in the process Bangladesh Jute Research Institute was established.

➤ **Bangladesh Jute Mills Corporation (BJMC):**

Bangladesh Jute Mills Corporation was established with the aim and sole intention of controlling, coordinating and supervising all jute mills belong to this organization. BJMC now operating twenty six jute mills which include three non-jute industries; among them 7 mills are in Dhaka zone, 10 mills are in Chittagong zone and 9 mills situated in Khulna zone. By ensuring a fair price and satisfaction of the farmers BJMC buys raw jutes for processing from 182 purchase centers which are located in the jute abundant areas. As the largest manufacturer of its sector BJMC currently manufacturing hessian cloth, different types of hessian bag, different types of sack bag, yarn etc.

➤ **Small and Medium Enterprise Foundation (SME Foundation):**

The SME Foundation is a non-profit organization licensed by the ministry of commerce and registered under the companies act (Act XXVIII) of 1994. Its main intention is to promote Small and Medium Enterprises (SMEs) in order to alleviate property, generating employment and for sustainable economic growth. the major concerns of SME Foundation is the implementation of SME policy and strategies adopted by Bangladesh government, facilitating financial support for the SME enterprises, policy approval and involvement for the

sustainable extension of SMEs, promoting skill development and capacity building training, providing business support etc.

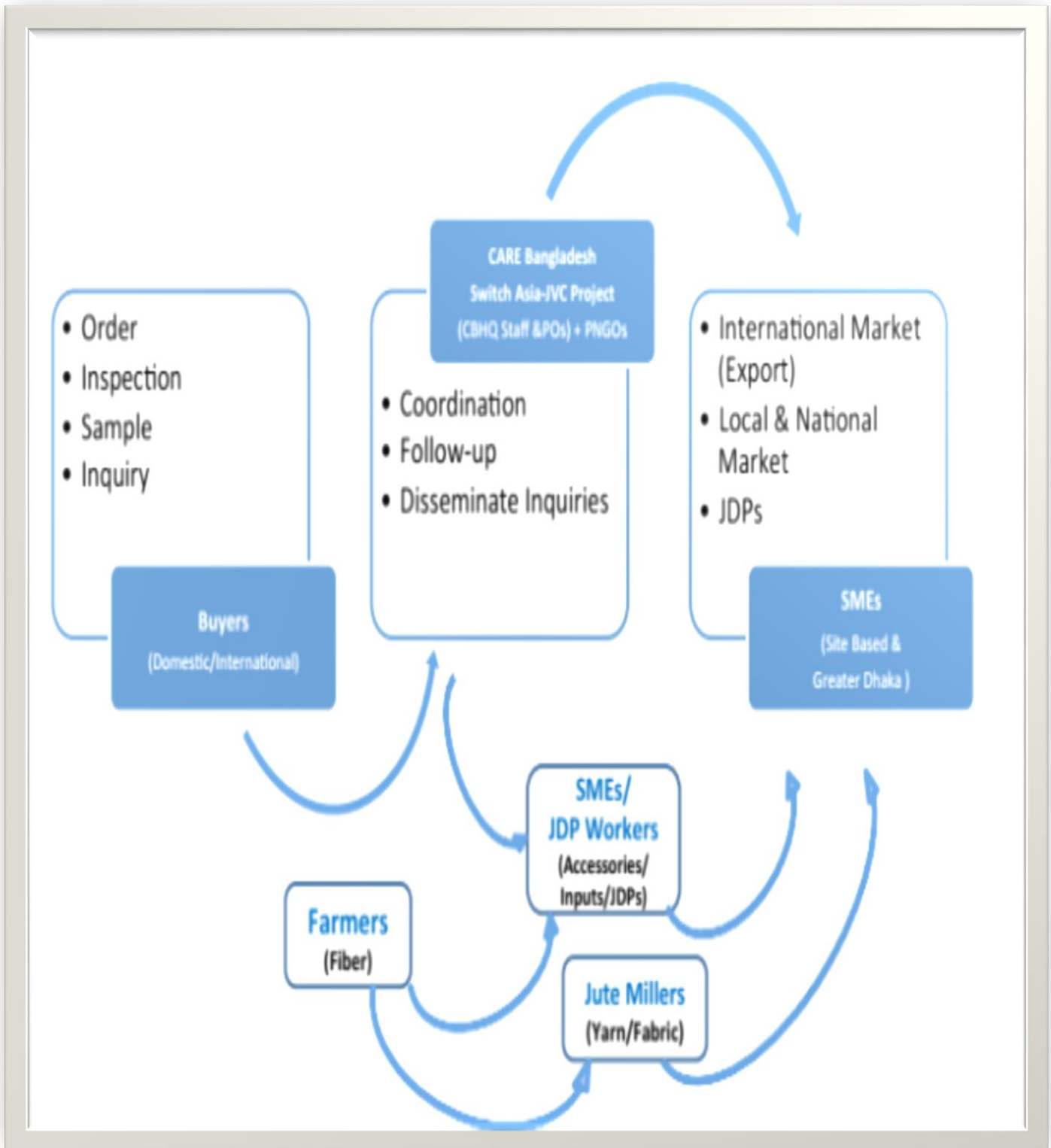
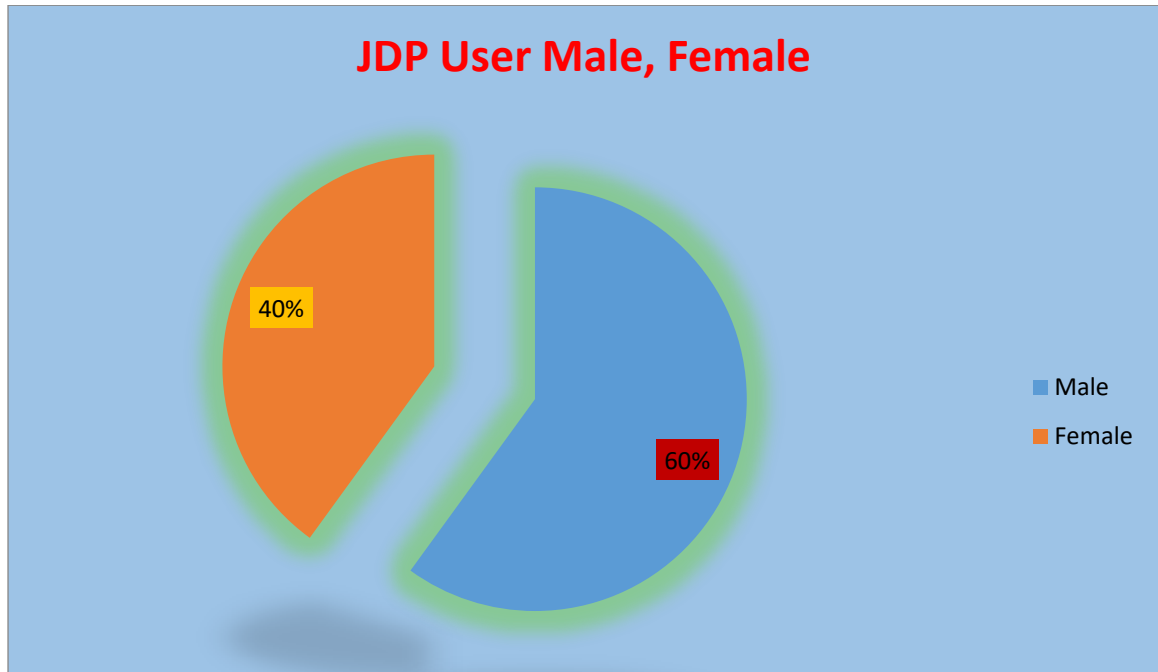


Fig: Jute Diversified Product Business Model (Source: Care, Bangladesh)

Chapter 5: Analysis

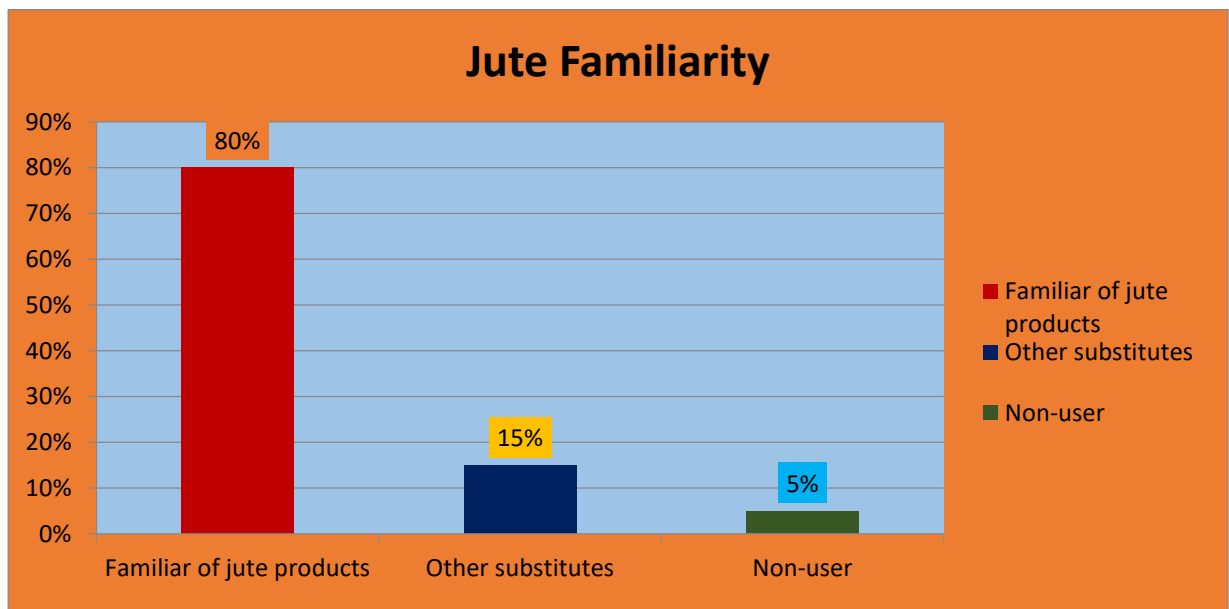
“Questionnaire Asked In the Research”

- Between male and female respondents, Male=60% and Female= 40% are using jute products.

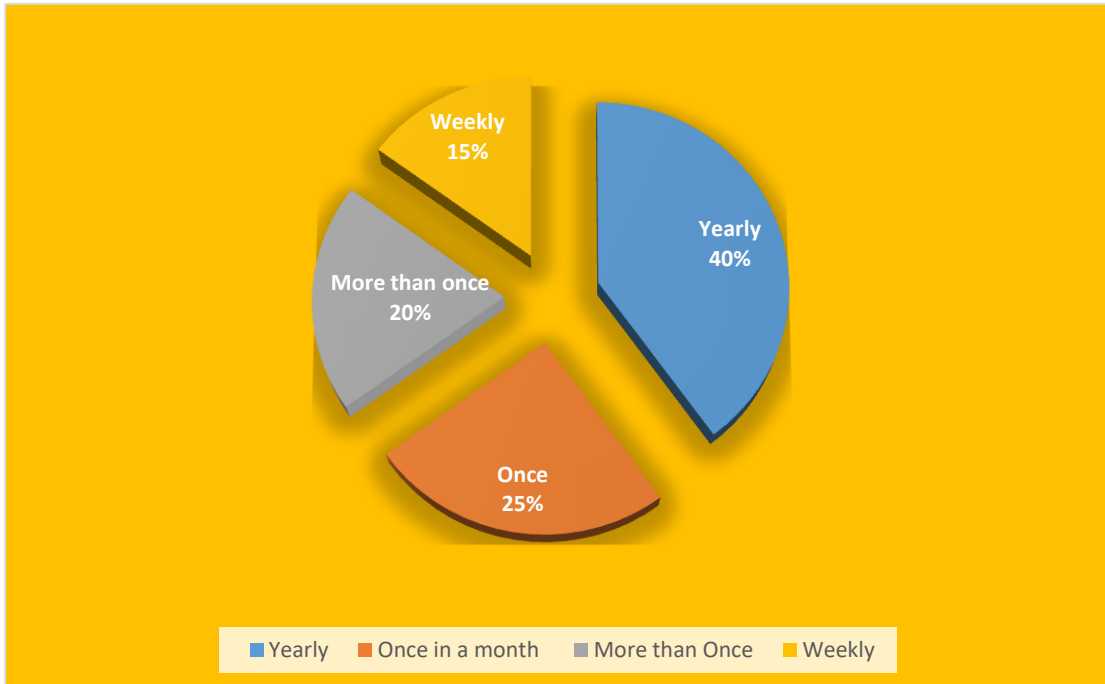


The percentage of male user is higher than female user because male are using jute bags for carrying grocery items and also they are using it as lunch bag.

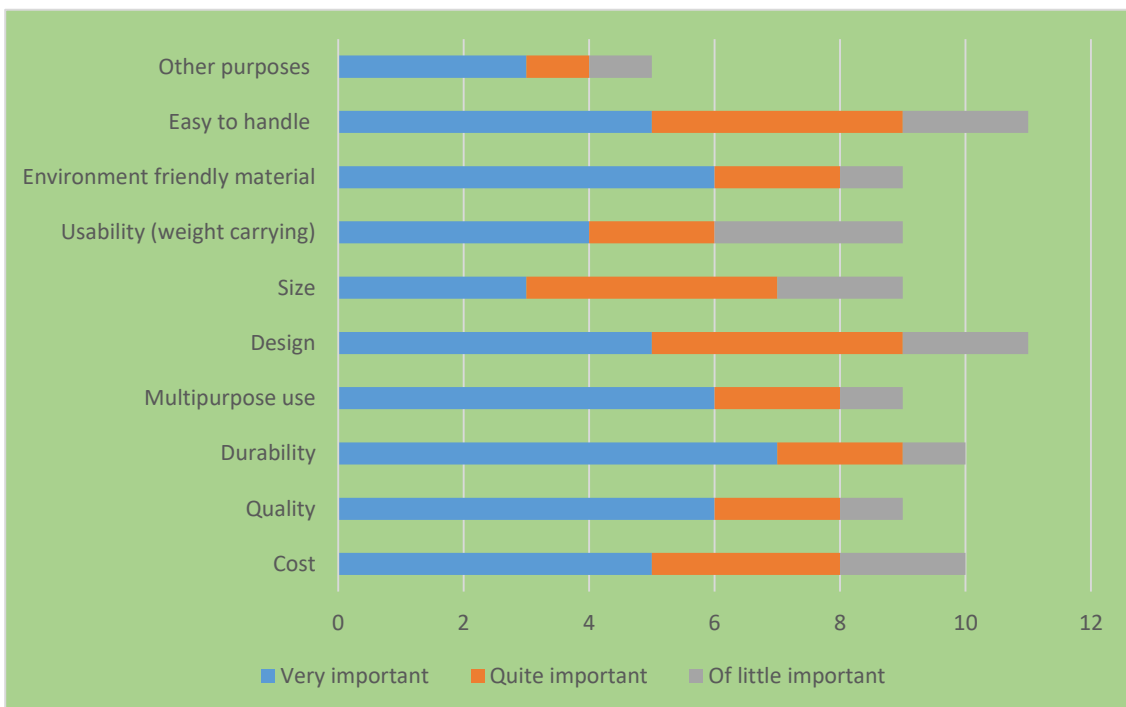
- About 80% of the respondents are familiar with the jute and diversified jute products. They are using jute products for various purposes. Along with, 5% respondents are responding that they never use jute products before and 15% are using substitutes.



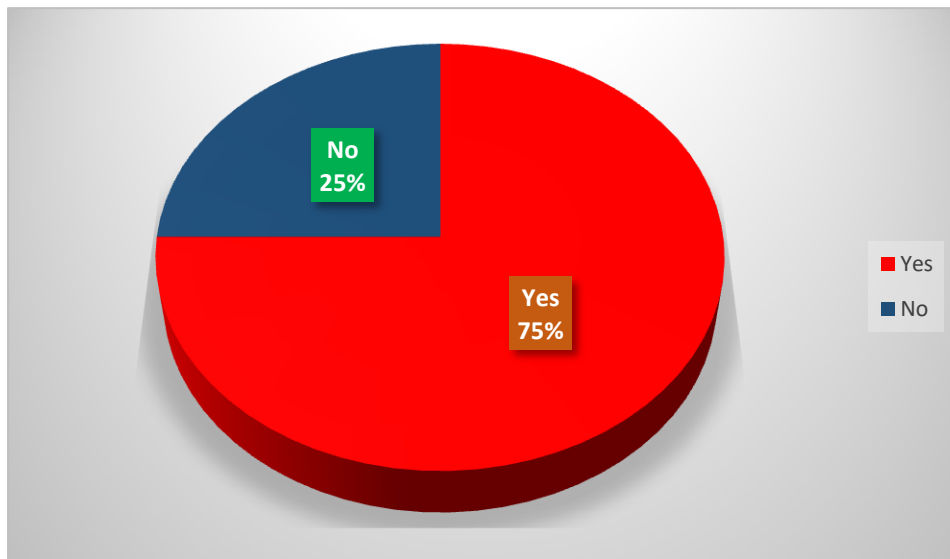
- About 40% respondents are using jute products yearly for buying various reasons like convocations, annual program etc., 25% are once in a month and in this group they are purchasing bags, shoes, handicrafts etc., monthly twice or more purchasers are 20% and lastly daily purchaser are only 15%.



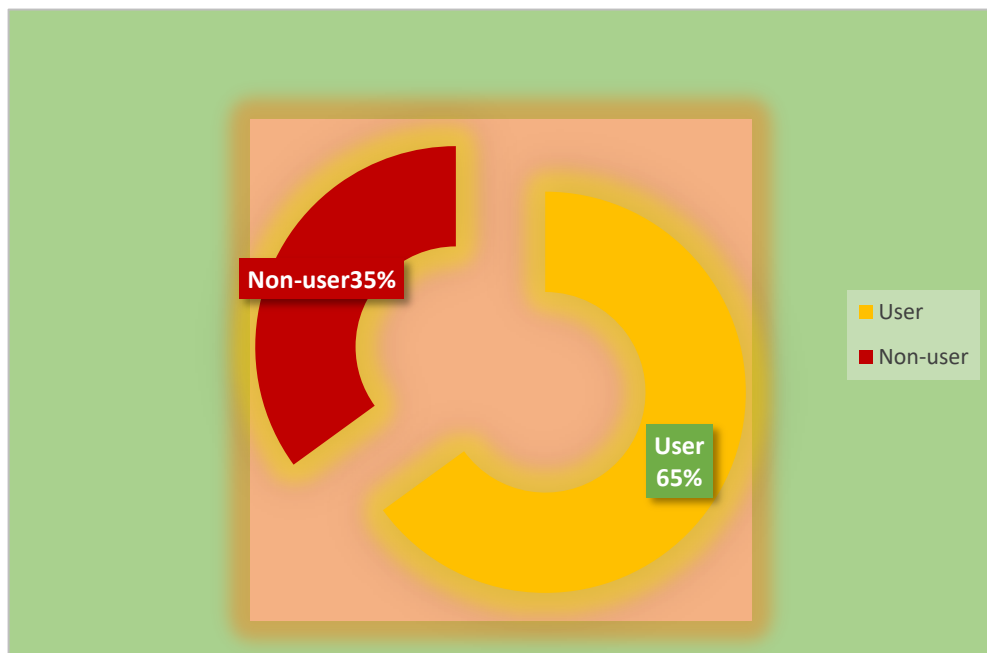
- The graph of characteristics according to the importance is given below:



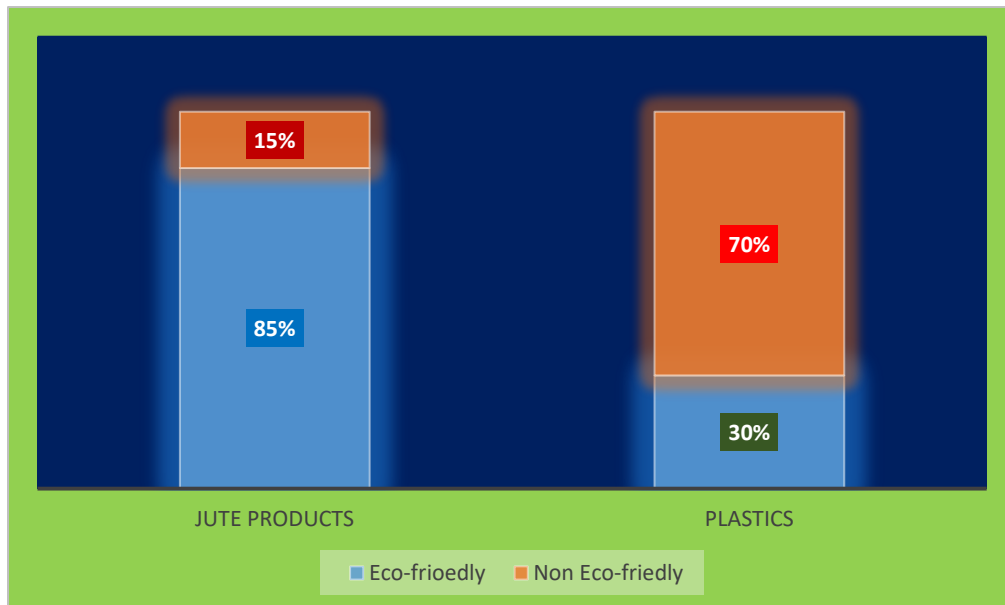
- The number of satisfied consumers who said ‘Yes’ that they will buy jute products again with desired price is 75%. On the other 25% will not buy with the demanded price they said ‘No’.



- Plastic bag user is a little higher than non-user.



- Many respondents refer that Jute products are more eco-friendly than Plastics.



Chapter 6: Recommendations

6.1 Recommendations

After discussing the above views, notions and facts I have tried to come up some recommendations for the diversified jute products as well the betterment for the export market of our country:

- We need to focus on producing high quality jute seeds and develop fashionable sorts of jute and encourage adoption by farmers.
- We need to save the market of jute and jute goods to increase foreign pennies.
- Everyone should be encouraged about the use of JDPs.
- For the flourishing of diversified products made of jute, we must think of have developed modern machineries and improve existing jute processing mills.
- Besides, we need to build the Management Information System (MIS) of the jute sector.
- Also we must increase interaction and institutional linkage amongst jute and jute seed producers, traders, jute industries and Bangladesh jute research institute for giving the proper knowledge to jute farmers.
- Need to be focused on establishing composite jute mills to grow high-quality fabric and other diversified jute products from jute.
- Additionally it is vital to build up skilled style institute to develop numerous styles of jute and jute product to satisfy international demand.
- Lastly, all above along with that the government should prioritize jute sector in the National Export Policy of Bangladesh.

Chapter 7: Conclusion

7.1 Conclusion

The jute growers as well as the economy of Bangladesh as a whole have experienced a new sense of elegance in the business sector of diversified jute products as it opened up a new window of opportunity in both domestic and international market. With the assistance of modern technology not only raw jute but products of jute that are never imagined to be possible to manufacture are now being produced. This golden opportunity needs to be grabbed by both hands. No parts of jute are now wasted, as even the ashes of jute sticks are processed to make innovative products with the help of modern technology. We have an era dominated by jute products waiting ahead of us where manufacturing is just the beginning. Without proper marketing strategy along with proper marketing channel no industry can achieve sustainability. In order to do that extensive research on proper marketing strategy and exploring the possibilities of creating proper marketing channel of diversified jute products should be conducted if we want to emerge as the largest DJP producing country in the whole world.

Chapter 8: References

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Appendices

Questionnaire for the Survey of the Report about the Market Prospect of Diversified Jute Products.

Dear Respondent,

I am student of BRAC Business School, BRAC University. This is a project of my Internship report, subjected as **“What is the importance of using jute products in different variation rather than using plastic bags or other substitutes.”**

I need your support and cooperation on this research by filling this questionnaire. It is stated that all your given information will not be disclosed without your permission. Thanks for your valuable time, attention and cooperation.

Please fill the form by giving (√)mark

1. Gender: Male Female

2. Age Group: 21---30
 31---40
 41---50
 51---Above

3. I am a: Student
 Entrepreneur/Businessman
 Service holder
 Housewife
 Other, please specify _____

4. Are you familiar with jute and jute products before?
(Jute as a material...in different variation e.g. shopping bag, bag pack, laundry bag, shoe etc.)

(You can use more than one option)
 I use jute before as shopping bag
 I use jute as various handicrafts/decorative items
 I use jute before as floor mate and covering item
 Any other, please notify _____
 I never use jute products before

5. How frequently Jute products do you use
 In a week

- Once in a month
- More than once in a month
- Yearly

6. How important are the characteristics to you while using jute shopping bag? (Please tick one for each box)

Characteristics	Very important	Quite important	Of little important	Not important
Cost				
Quality				
Durability				
Multipurpose use				
Design				
Size				
Usability (weight carrying)				
Environment friendly material				
Easy to handle				
Other purposes				

7. If you are satisfied after using jute products once, will you buy again with desired price?

- Yes
- No

8. Do you use plastic bag?

- Yes
- No

9. Which one from the below is more Eco-friendly for you?

- Jute
- Plastic
- Other, please specify _____

10. If you have more comment, please feel free to mention _____

Diversified Jute Products



